

# **IMMUNIZE INDIA**

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## **ABOUT THE PROGRAM**

**Immunize India is a SMS text based vaccination reminder service program, available nationally,**

**can register their child by sending an SMS with the child's name and date of birth to 566778 from their mobile phone.**

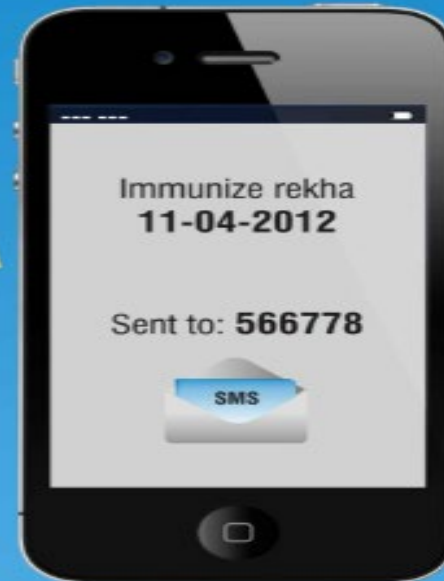
**For example: “Immunize >name<date of birth”.**

**The same phone will then receive vaccination reminders for 12 years, whenever the child is due for a shot.**

- **Immunize India Charities conceived the program.**
- **then partnered with IAP to endorse the program. IAP is the disseminator & motivator. Hence the name IAP Immunize India. Immunize India Charities are continuing to do the back end work of the program.**
- **Perhaps this is the first major healthcare initiative on a National scale to utilize telecom revolution for enhancing health care and health education activities.**

# Protect your baby Vaccinate on time!

Vaccination  
**Reminder!**



Free of cost, Vaccination  
Reminder Service  
From **Indian Academy of Pediatrics**

Many children die because parents forget to  
get vaccinations on time for their baby

**DON'T LET IT HAPPEN TO YOUR BABY!**

Enroll your baby by sending an SMS to **566778** as follows:

**Immunize** <Space> <Baby's pet name> <Space> <Baby's date of birth>

**Example:** Immunize Rekha 11-04-2012

Free reminders will be sent to the phone for 12years, following the IAP prescribed immunization schedule

**It is free of cost to the public.**

**This is available across the country and across all mobile networks.**

The program is not promoting any individual doctor or any brand of vaccination.

**Generic names are used and message are clear and concise.**

**The program follows the IAP recommended vaccination program.**

# **IS IT NEEDED?**

**Delaying a vaccine is as dangerous as missing a vaccine.**

**This default is prevalent both in urban as well as rural areas and across all strata of the society. Vaccination reminder services in several countries have been effective in increasing compliance by up to 20%.**

**There are over 40 published scientific studies that prove the effectiveness of vaccination reminders.**

**The compliance of >85% for BCG , drops down by 15-20% by the MMR is due at 9 months.**

**The vaccine coverage of all vaccines taken at the correct time is just around 60-65% in children aged 2 years.**

**India has nearly a billion mobile phones which support Text Message Service.**

**Controlling vaccine preventable diseases will reduce the morbidity and prevent deaths.**

**The growth & development will improve in a disease free child.**

## **IS THE PROGRAM EFFECTIVE?**

**the Kentucky study 16% increase in compliance in the 6-month cohort in the subgroup of under privileged part of the society.**

**Our own study done in India showed a 11% increase in compliance across the board.**

**It is probably the world's largest vaccine alert programs**

**The program was noticed and appreciated by the Pan American Health Organization (WHO) and featured in its 'Immunization Newsletter', February 2016**



- awarded the **'best innovation of the year 2015'** at the Ericsson, CNN-IBN national awards function in August 2016.
- IAP Immunize India Program won the **National award in the category ' Best use of IT and Telecommunications for social good – non profit'** at the ET Telecom awards March 2017.
- **IAP IMMUNIZE INDIA now has 1.7 million registrations.**
- **Other countries have show interest in the program.**
- **In 2019 a mobile App has been released.**

## **SOME UNIQUE FEATURES.....**

- **Can be done in any language or multiple languages.**
- **Utilizes the most popular cell phone and text modality.**
- **Software based program and hence very limited human resource required to implement. Can be scaled up with ease.**
- **All messages are automatically generated and proof of sending the message can be had.**

- **The software used is robust with >90% efficiency.**
- **There is an option of joining the program for children who are already into their vaccination schedule**
- **In unforeseen tragic situations there is an option for a family to opt out of the program.**
- **Schedule followed can be modified to cater to any other schedule.**
- **Any new or altered recommendations can be incorporated to keep it updated and current.**

- Immunize India Charities is eager to help with implementation of this program in any country that may be interested in doing so.
- **Dr Ranjan Kumar Pejaver, Principal trustee can be contacted at 919886637708 or by email: [rpejaver@yahoo.com](mailto:rpejaver@yahoo.com).**
- Currently as logical addition to this, a mobile phone based documentation tool using online mode is being prepared.

**THANK YOU.**