

Case Study

Client	Vaccine manufacturer
Category	Social awareness Campaign
Background	<p>Vaccines are important preventive measures for primary health care. They help in controlling and even eradicating some diseases, thus improving the quality of life. Although international agencies such as the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) promote global immunization drives and policies, the success of an immunization programme in any country depends more upon local realities and national policies.</p> <p>However, in India, with its population of more than 1 billion people, and 25 million new births every year, much needs to be done to increase the awareness levels of importance of immunization.</p>
Communication Goal	To raise awareness of media on the importance of vaccines as an effective intervention in fighting preventable, communicable diseases in India.
Communication Objective	<ul style="list-style-type: none"> • To highlight the importance of vaccines. • To foster awareness about the different types and kinds of vaccines available in the market.
Communication Strategy	To create a platform where Key Opinion Leaders (KOLs) can directly interact with the media, who will in turn facilitate in reaching out to larger section of the population.
Communication Campaign	With significant advances occurring in the field of immunization effective initiatives are required to be undertaken to involve KOLs in helping integrate immunization as an integral part of public health.

	<p>A board of KOLs was elected to address the national media on the underlying challenges of promoting vaccines as a potential tool to reduce mortality caused by communicable diseases.</p> <p>Assisting the objective of 'immunization for all' a series of workshops were organized in 6 key states like New Delhi, Bangalore, Hyderabad, Mumbai, Chandigarh and Chennai to educate the target audience on the impact of vaccines on the future health of the nation.</p> <p>Thus creating a platform to facilitate a free flow of information between the KOLs and media.</p>
<p>Result/ evaluation</p>	<ul style="list-style-type: none"> • Heightened levels of awareness on importance of immunization essential for public health was generated amongst the national media. • The Times of India, The Hindustan Times and The Indian Express carried elaborate stories on the growing importance of immunization as way to healthier life. • NDTV did a series of stories on importance of vaccines. • Business & Economy did a cover story on vaccines and immunization • The information on importance of immunization was successfully carried in all the national media and read by the general public at large.
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