

paHAL

QUARTERLY NEWSLETTER BY UP-TSU



A NOTE BY THE LEAD, UPTSU

Dear friends,

As we close the third quarter of 2025, I'm delighted to share the 27th edition of the PAHAL newsletter. This edition highlights our ongoing partnership with the Health Department and ICDS to strengthen public health services across Uttar Pradesh—spanning communities, facilities, and health systems.

Key highlights include the RRTC meeting with networked medical colleges and health leadership, where district hospital improvement feedback was shared, and the release of the Anaemia Handbook by senior dignitaries. Other initiatives include strengthening family planning through state-level ARO training, digitizing internship counselling for foreign medical graduates, and mapping urban slums to expand health infrastructure. UP-TSU also supported GoUP in launching a state-wide digital SBCC campaign to boost vaccination uptake, developing a training film on rapid STEMI care, and more.

These efforts reflect how evidence, innovation, and collaboration are driving impactful reforms and reaching the last mile.

Warm Regards,

John Anthony

(Senior Project Director & Lead, UP-TSU)



IN THIS ISSUE

About UP-TSU

Uttar Pradesh Technical Support Unit (UP-TSU) was established in 2013 under a Memorandum of Cooperation signed between the Government of Uttar Pradesh (GoUP) and Gates Foundation to strengthen the Reproductive, Maternal, Newborn, Child, Adolescent Health and Nutrition (RMNCAH+N). University of Manitoba's India-based partner, the India Health Action Trust (IHAT) is the lead implementing organization.

UP-TSU provides technical and managerial support to GoUP at various levels of the health systems and that includes maternal, new born, child health, nutrition and family planning. UP-TSU also supports the GoUP at the state level in policy formulation, planning, budgeting, human resource management, monitoring, contracting, procurement, and logistics to improve healthcare throughout the state.

Highlights of RMNCAH+ Nutrition Service

- Family Planning Initiatives
- Facility Level Initiatives
- Community Level Initiatives
- TB Initiatives
- Systems Level Initiatives
- Social Behaviour Change Communication



UPMSCL with support of UP-TSU developed two films in both languages (English & Hindi) highlighting its journey of strengthening public health through establishment of an efficient supply chain system, to be showcased at the "Uttar Pradesh International Trade Show, 2025"



On request of DG-Training, UP-TSU supported in development of a training film for building capacity of hospital staff for timely and effective management of rapid STEMI care.



STATE-LEVEL ORIENTATION OF ADDITIONAL AND ASSISTANT RESEARCH OFFICERS ON FAMILY PLANNING

On 7th August 2025, DG-FW organised a virtual orientation with support from UP-TSU for 495 Additional and Assistant Research Officers across the state to strengthen the family planning program. Aligning with the state's Integrated Action Plan on FP, the session brought together senior officials and experts from the Directorate and NHM to improve availability, accessibility and utilization of FP services in the state.

The session covered:

1. Introduction to the FP Program
2. Overview of the UP's Population Policy – Strategies and Deliverables
3. Sharing of key FP indicators and its progress
4. Role of FP in Reducing IMR and MMR
5. FP indicators reported in HMIS
6. Introduction to FP Logistic Management Information System (FPLMIS)
7. Key Performance Indicators based on RoP for FY 2025–26
8. Expectations from Additional and Assistant Research Officers

Key Takeaways:

- Capacity building of AROs needed to enhance understanding on FP program.
- AROs can support in strengthening FPLMIS to ensure uninterrupted supply till block level facilities and ASHAs
- AROs to analyse the facility wise progress based on HMIS and present in block meetings

Way forward

State will conduct quarterly capacity-building sessions of AROs to strengthen the Family Planning program in line with state priorities in their respective geographies.

KEY ACTIVITIES FOR STRENGTHENING FAMILY PLANNING PROGRAM, YEAR 2025

Orientation of MOs on FP in the Foundation Batches at SIHFW (17th July & 19th August)



Orientation of Add. / Assist. AROs on FP (7th August)



Orientation of Pharmacists on FPLMIS at SIHFW (11th July & 8th August)



Issuance of "Integrated Action Plan" for strengthening of FP in the State by the Director General - Family Welfare (28th July)



Support in PPIUCD training at GB Nagar Dist. Women Hospital (16th to 18th July)



Orientation of CHOs of Dist. Gorakhpur on FP methods and Counselling skills (15th July)



Orientation and review of the Chief Pharmacists & Pharmacist on FPLMIS (12th September)



“Remote areas mai blood transfusion ki suvidha nearest facilities mai available hone ki wajah se maternal mortality reduce hone mai ek bahut bada step hai.”

-Mr. Yasin Ahemad
MH Consultant, Rae Bareli

AURAIYA – STRENGTHENING OF REFERRAL BASED ON LR SOP



To address persistent gaps in referral follow-up, fragmented documentation, and weak accountability highlighted across the rounds of LR SOP, Auraiya district officials and block leadership of CHC Ajeetmal prioritised strengthening referral management. Medical officers and nursing staff were oriented on the importance of closing referral loops through systematic follow-up and accurate record - keeping. With technical support from TSU district team, a structured process was introduced to register referrals, track the health status of mothers and newborns through follow-up calls by staff nurses within 72 hours with beneficiaries / ASHA (if beneficiary not reachable), and document outcomes, enabling better monitoring, learning, and continuity of care.

SUCCESS STORY: FIRST SUCCESSFUL BLOOD TRANSFUSION AT CHC FRU UNCHAHAR, DISTRICT RAE BARELI

The Blood Storage Unit at CHC FRU Unchahar was designated in 2020, and the Medical Officer and Lab Technician were trained on 14th October 2024 to ensure readiness for blood storage and transfusion services. After a long wait, it finally received its license on 23rd May 2025, which is valid till 22nd May 2027.

Initial challenges with ILR temperature maintenance due to power backup and sensor issues were promptly addressed through coordinated efforts of the CMO, ACMO-RCH, MOIC, and advocacy by District TSU team making the unit fully functional.

Subsequently, CHC Unchahar demanded blood from the District Blood Cell on 31st July 2025, and by 23rd August 2025, received 4 units of blood.

The first blood transfusion at CHC Unchahar was successfully performed on 5th September 2025 for Mrs. Rani (W/o Shusheel), a post-LSCS patient whose haemoglobin had dropped to 6.7 g/dl. After proper cross-matching by the Lab Technician, the transfusion was carried out under the supervision of Dr. Manoj Shukla (MOIC) and Dr. Vanya (EmOC), with active support from Staff Nurse Divya.

The transfusion was aimed at improving the healing of stitches, correcting anaemia, and ensuring a safe recovery. Dr. Vanya expressed:

“The team at CHC Unchahaar in District Rae Bareli is proud to conduct the first successful blood transfusion among all CHCs in the district.”

STRENGTHENING LAST MILE DRUG DELIVERY AND SUPPLY CHAIN

1. One-day training on the **Drug & Vaccine Distribution Management System (DVDMs)** was organized to strengthen the drug and vaccine supply chain management and ensure real-time stock visibility across health facilities.

Total of **58 pharmacists** from block and facility levels participated. The training covered:

- Practical sessions on stock entry, indenting, issuing, and reporting in DVDMs.
- Demonstration of real-time tracking of drug availability to minimize stock-outs.
- Orientation on generating MIS reports for effective monitoring and decision-making.
- Interactive discussions to address operational queries and challenges.



The training enhanced pharmacists' **digital skills in drug management**, promoting transparency, accountability, and preparedness for uninterrupted medicine supply across facilities in Kannauj.

143 Community Health Officers (CHOs) from various Health & Wellness Centres across the district trained on DVDMs through a virtual platform by UP-TSU supply chain team.

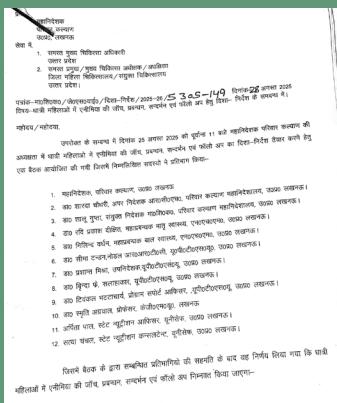
2. In Bairaich, gaps were identified in drug indenting and medicine issuance to Community Health Officers (CHOs) leading to irregular medicine collection from warehouses leading to delays. CHOs also faced refusals when arriving without prior notice, and no consideration was given to the distance they travelled for supplies. Aligned with state guidelines (dated 7 September 2022), the UP-TSU district team introduced a structured system designating two CHOs (leader and co-leader) per block to collect medicines quarterly on behalf of all AAMs. After advocacy with the CDO, CMO, DCPM, and DPM, formal directives were issued and coordination with warehouse management was established. Consequently, the new medicine transportation and distribution system was successfully institutionalised ensuring timely and organised, delivery of essential medicines to CHOs, strengthening service delivery at AAMs.



Counselling of PNC mother at CHC Mohanlalganj

“This initiative has ensured better maternal health outcomes, improved family planning uptake, and enhanced continuity of postpartum care at the community level.”

- ACMO-RCH Lucknow



LAUNCH OF MATERNAL ANAEMIA HANDBOOK



GoUP with support of UP-TSU developed and launched the Maternal Anaemia Handbook as part of its continued efforts to reduce anaemia, particularly among pregnant and lactating women. The launch took place on 9th September during the RRTC faculty feedback workshop at Hotel Clark's Avadh, Lucknow. At the event, Mr. Partha Sarthi Sen Sharma, PS-MHFW underscored that anaemia in pregnancy heightens maternal and neonatal risks and must be addressed to improve survival outcomes. Experts noted that the new handbook offers a comprehensive guide to managing maternal anaemia, equipping public health providers with the necessary knowledge and skills to improve their practices.

IMPROVING COMPLIANCE TO POST-NATAL DISCHARGE PROTOCOLS, LUCKNOW

During the 4th round of Labour Room SOP Assessment in Lucknow (July 2025), a critical gap was identified: most postnatal care beneficiaries were not consistently receiving the mandated 100 iron and 200 calcium tablets, along with Chhaya and condoms at discharge. Promptly acting on this, the CMO, Lucknow, issued a directive to all CHCs and the district hospital, reinforcing strict adherence to the LR SOP and emphasizing compliance at the point of PNC discharge to ensure essential postnatal supplies reach each beneficiary.

As a result of this intervention, several CHCs and the DH in Lucknow have now institutionalized the practice of:

- One-to-one counselling of PNC mothers at discharge.
- Providing 100 iron and 200 calcium tablets to all PNC beneficiaries.
- Offering family planning choices, supplying 3 cycles of Chhaya and 5 packets of condoms to mothers not opting for PPIUCD services.

This targeted effort has enhanced care quality, ensured postpartum service continuity, and reinforced LR SOP compliance district-wide.

LAUNCH OF INDIA'S FIRST PNC ANEMIA MANAGEMENT GUIDELINES

The Directorate of Family Welfare, Uttar Pradesh, has launched a pioneering Postnatal Care (PNC) guideline for timely screening, referral, follow-up, and management of anemia in lactating women, with support of NHM, KGMU, UNICEF, and UPTSU. This first-of-its-kind directive in India provides a clear framework for postpartum care, recommending haemoglobin measurement within 24–48 hours of delivery and before discharge, classification of anemia by severity, and treatment ranging from iron supplementation to parenteral iron therapy, alongside nutritional counselling. It also emphasizes follow-up screenings at 1.5, 2.5, and 3.5 months postpartum to ensure ongoing monitoring and timely referrals.

The guidelines strategically define roles and responsibilities for health workers and officials to ensure effective implementation, with regular monitoring and review at facility, block, and district levels to track progress and address gaps. By institutionalizing a structured and systematic approach to anemia management, the initiative aims to improve postnatal health outcomes for lactating women across Uttar Pradesh, setting a potential benchmark for replication in other states.

THE RRTC FEEDBACK MEETING

Under the chairpersonship of Principal Secretary (Medical Health & Family Welfare/Medical Education), along with Dr. Soniya Nityanand VC-KGMU, Lucknow and Dr. Pinky Jowel, MD- NHM, RRTC feedaback meeting was Held on 9th September 2025 at Hotel Clark's Avadh, Lucknow. The event brought together 47 faculty members from 20 medical colleges and 11 senior officials from Department of Medical Health & Family Welfare Medical Education and NHM, GoUP. The VC of KGMU congratulated GoUP on the RRTC programme's global recognition as best practice. She also commended the KGMU team's contribution, and proposed integrating clinical mentoring simulations and virtual methods. She emphasized that KGMU's collaboration with UP-TSU was instrumental in the programme winning the FICCI Award and supporting KGMU's NAAC A++ accreditation.



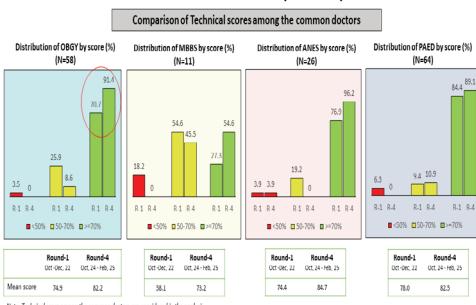
RRTC MENTORING INTERVENTION: STRENGTHENING NURSING SKILLS



The RRTC Mentoring Intervention for staff nurses aims to improve their knowledge, skills, and attitudes for enhancing their competency in management of maternal and newborn care at medical colleges and public health facilities, while facilitating stronger rapport building between them and nurse facilitators.

Till date, 4 training batches have been completed, benefiting 82 staff nurses from five district hospitals: DH Avantbai, DWH Kheri, DWH Sitapur, DCH Shravasti, and DWH Balrampur.

Distribution of doctors by technical score in Round-1 & 4 (Phase 3)



PROGRESS OF DOCTORS MENTORING (RRTC) PROGRAM

In Round 4 of RRTC mentoring visits, 427 doctors were mentored, with 82% scoring above 70%. Improvement in mean scores Post 4th Round of Mentoring Visit:

| Cadre | No. of Participants (who scored >70%) | Mean Score in 2022 | Mean Score in 2025 |
|----------------|---------------------------------------|--------------------|--------------------|
| Gynaecologists | 58 | 71% | 91% |
| Paediatricians | 64 | 84% | 89% |
| MBBS Doctors | 11 | 27% | 55% |
| Anaesthetists | 26 | 77% | 96% |

To date, 67 mentoring visits of Round 5 have been completed.

MASTER TRAINERS PREPARED FOR 12-DAY ANM INDUCTION ROLLOUT ACROSS UP

NHM-UP with support of UP-TSU revised the ANM induction module, adding three new chapters on Non-Communicable Diseases, Communicable Diseases, and the Expected Behavior of Service Providers to align with evolving healthcare needs. In a concerted effort to strengthen the competencies of newly inducted ANMs, four batches of **State-Level Master Trainer** training were held in FY 2025–26, preparing 130 Master Trainers (including ACM-RCHs, MOICs, DMHCs, and DCPMs) expanding the state-wide pool to 419 (approx. 4–6 per district). The average assessment scores improved from **16/25 (64%)** pre-training to **23/25 (92%)** post-training.

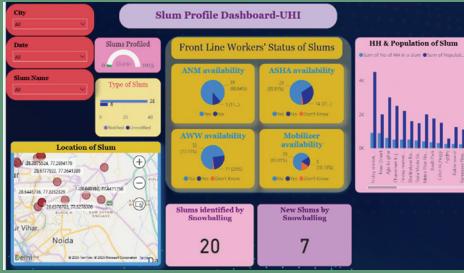
Rollout of the 12-day district-level induction training has also gained momentum. Since FY 2022–23, 154 batches have trained 4,890 newly joined ANMs. In FY 2025–26, 24 of 212 planned batches have trained 734 of 7,349 newly recruited ANMs. Knowledge and competency assessments show a rise from 41/72 (57%) to 61/72 (85%) average score post-training. The substantial gains are expected to sustain capacity-building efforts and improve healthcare service delivery across Uttar Pradesh.

URBAN HEALTH INDEX REGISTER: A CONTINUUM OF CARE FOR URBAN HEALTH

The Urban Health Index Register (UHIR) a vital tool for ASHA workers to maintain life-cycle records of urban beneficiaries, has been revised to better support slum, mobile, and other vulnerable populations. By consolidating multiple registers into one, the revised UHIR simplifies documentation, supports timely updates, and enables ASHAs to effectively plan outreach activities in areas where access to healthcare is often limited. In response to the National Urban Health Mission's (NUHM) request, the UP-TSU has revised the UHIR through a consultative process with ASHAs in four districts: Unnao, Kanpur Nagar, Lucknow, and Ghaziabad. The revised UHIR incorporates valuable insights from ASHAs and feedback from NUHM, featuring key updates such as capturing health information across life stages, demographic and social determinants data, and enabling ASHA workers to track health needs and plan targeted interventions. Additionally, the UHIR includes a vulnerability assessment tool tailored to urban populations, designed to identify and map vulnerable groups, understand their special needs, and inform urban outreach health services planning, ultimately supporting data-driven decision-making and improved community health planning and service delivery in urban settings.

Approved by the Mission Director, NHM, the revised UHIR is being disseminated across state with an allocation of ₹5.28 crore for its printing and providing vouchers to 16,269 Urban ASHAs. UP-TSU will conduct orientation programs for the Urban Health cadre at district and divisional levels, equipping ASHAs to leverage the UHIR for effective planning, improved data-driven decisions, and strengthened health services for urban communities.





Smt. Leena Johri, Principal Secretary, WCD, along with senior officials from the ICDS and Health Department, addressing the participants during the DPO-CDPO leadership training.



Smt. Leena Johri, Principal Secretary, WCD, addressing the participants during the Poshan Pathshala.

SLUM PROFILING IN 3 URBAN CITIES

The rapid urban growth and slum expansion has outpaced health infrastructure in Uttar Pradesh, leaving the poorest 40% in urban areas with an under-5 mortality rate of 70.3 per 1,000 live births, 44% of urban poor children underweight, 52% missing immunisations, and 46.2% of urban poor women anaemic, while only 12.2% receive full ANC coverage, highlighting the urgent need for focused intervention (NFHS-5). To bridge these gaps, a slum mapping and profiling initiative was launched in the cities of Ghaziabad including Loni, Kanpur Nagar, and Firozabad to generate accurate data for targeted health interventions.

Using a semi-structured questionnaire and a digital ODK tool, field teams (trained through a three-day orientation held in Ghaziabad in August 2025) are collecting information on household counts, population details, FLW availability, and health facility linkages, along with mapping of slum boundaries, nearby facilities and private providers.

Way forward:

An interactive Power BI dashboard is being developed to track progress and provide real-time insights. The resulting dynamic database will guide efficient planning for CiUHSND and RMNCHA+N services, improving resource allocation, evidence based decision making, and ensuring that the needs of the urban poor are integrated into city health strategies, advancing equity in fast-growing areas.

ELEVATING LEADERSHIP QUALITY IN ICDS THROUGH TRAINING

To enhance leadership and supervisory capacity within ICDS, a seven-day residential Training of Trainers (ToT) was held at SIHFW, Lucknow, from 1–7 August 2025. The programme brought together 23 officers — including DPOs (5), CDPOs (8), and Mukhya Sevikas (10), strengthening their ability to guide frontline teams and strengthen service delivery outcomes.

Focused on nutrition, early childhood care and education (ECCE), results-based management, resource optimisation, and data-driven decision-making, the ToT has built a cadre of Master Trainers who will drive future DPO and CDPO capacity-building efforts. UP-TSU, in collaboration with UNICEF, Vikramshila, and PCI, supported in planning, development of training materials, and ensured seamless execution of the training.

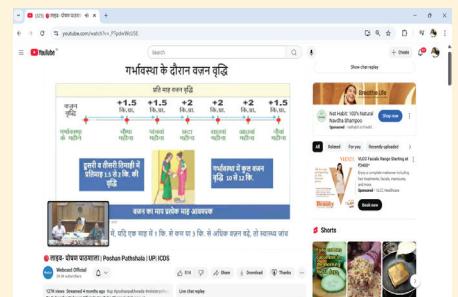


Demonstration of diet diversity

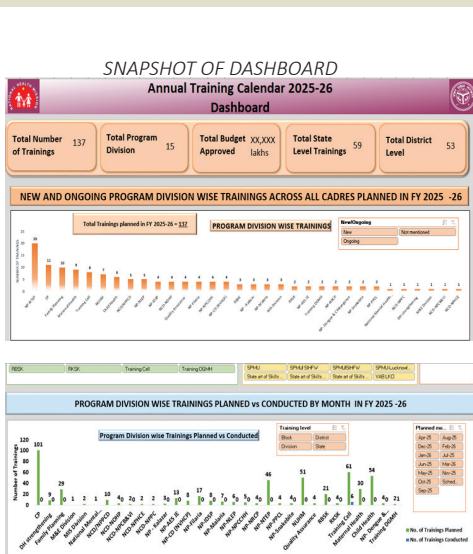
POSHAN PATHSHALA - BUILDING CAPACITY ON ICDS THEMES

The ICDS Department hosted a Poshan Paathshala webcast on 8 May 2025, a virtual capacity-building session focused on Maternal Nutrition and Infant Nutrition & Care during Summer. Supported by UP-TSU in its design and delivery, this virtual initiative reached 1,84,703 viewers across the state, including DPOs, CDPOs, Mukhya Sevikas, and Anganwadi Workers, and garnered around 1,27,510 YouTube views as of 11 September 2025 (Source: NIC), strengthening frontline knowledge and practices for improved maternal and child health outcomes.

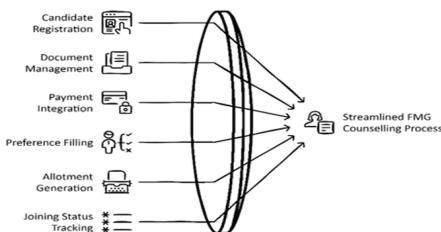
The event was chaired by Smt. Leena Johri, Principal Secretary, WCD who highlighted government schemes along with the use of locally available nutritious foods to improve maternal nutrition. Expert talks by Dr. Anju Aggarwal, Head of Obstetrics & Gynecology and Vice Dean (Academics) at KGMU, on maternal nutrition; Dr. Seema Tandon, Consultant and RRTC Nodal at UP-TSU, on maternal anemia; and Dr. Md. Salman Khan, Senior Consultant in Pediatrics at Veerangana Avantibai Women's Hospital, on infant nutrition and summer care of children.



Live streaming of Poshan Pathshala on YouTube



Key Features of the Online Counselling Portal



Benefits of the Online FMG Counselling Process

| Enhanced Transparency | Streamlined Procedures | Easy Online Application |
|--|--|--|
| • Real-time tracking of the application status and allotment | • Reduced paperwork and improved administrative efficiency | • Enabled easy online completion of key steps before physical verification |



TRAINING ROADMAP FOR UPSKILLING HEALTH WORKFORCE IN UP

The National Health Mission, Uttar Pradesh, in its efforts to strengthen workforce capacity has institutionalised a State Annual Training Calendar. Designed as a roadmap for upskilling over 100,000 clinical and non-clinical staff, it integrates 137 trainings across programmes such as Comprehensive Primary Healthcare, Maternal and Child Health, Family Planning, NUHM and more, delivered to various cadres at state and district levels.

To ensure efficiency and accountability, UP-TSU developed an Excel-based training monitoring dashboard that tracks schedules, standardises duration, prevents duplication, and optimises budgets utilization. Since June 2025, the dashboard has enabled the GM Training Office to monitor planned activities, align resources with priorities, make informed decisions, and strengthen the overall training ecosystem. Proven as a strategic step toward building a skilled, responsive health workforce in Uttar Pradesh.

DIGITAL COUNSELLING STREAMLINES INTERNSHIPS FOR FOREIGN MEDICAL GRADUATES

In June 2025, the Uttar Pradesh Medical Council, under DGME, launched an online counselling platform for Foreign Medical Graduates to facilitate mandatory internships at recognized institutions, a key requirement for Permanent Medical Registration under National Medical Commission guidelines. Supported by UP-TSU in designing workflows, coordinating stakeholders, and handholding support, the initiative ensured a smooth, transparent, and timely implementation.

The portal streamlined registration, document uploads, payments, and internship allotments, with physical verification commencing within 24 hours of launch. By the end of counselling, 1,402 seats were successfully allotted to eligible graduates, showcasing how digital systems can strengthen transparency, accountability, and efficiency in medical education and regulation across Uttar Pradesh.

TRAINING ON STRENGTHENING OF SUPPLY CHAIN & LOGISTICS FOR ENHANCED TB CARE

A four-day training program on Supply Chain Standard Operating Procedures (SOPs) was successfully conducted in June, 2025 at the State TB Training and Demonstration Centre, Agra, with technical support of IHAT-TB Team. Held in four batches, the training reached 128 participants, including pharmacists, TBHVs, STS, and supply chain staff from across Uttar Pradesh. Facilitated by experts from State TB Cell (U.P), WHO, STDC, and IHAT, sessions covered:

1. SOPs under NTEP
2. Key definitions Terminologies & process flow
3. Inventory management & stock assessment
4. Key Warehouse processes
5. Ni-kshay Aushadhi (hands-on)
6. First Expired First Out (FEFO) & expired drug management
7. Biomedical waste management
8. TB diagnostic algorithm
9. Basics of supply chain management, drug flow, logistics, stocking norms & dosage regimens (Drug Sensitive TB, Drug Resistant-TB) and TB Preventive Treatment

The training was well-received, with active engagement, interactive discussions, and hands-on demonstrations strengthening participants' skills. Multi-agency facilitation ensured a comprehensive and collaborative training experience.



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Abhishek Sahu - Designing Support

TRANSFORMING SYSTEMS FOR GENDER - RESPONSIVE SERVICE DELIVERY

On 19 August 2025, the UP-TSU Gender Team delivered a focused training on Transforming Systems for Gender-Responsive Service Delivery as part of the Leadership and Management Training for Level 4 medical officers of UPPMS, at the State Institute of Health and Family Welfare. 25 participants including additional directors, joint directors, and chief medical officers were engaged through participatory methodologies such as group discussions and a power walk to reflect on their leadership in promoting a gender-responsive health system. The discussion highlighted actionable steps such as supporting teams to apply gender-responsive practices at every point of care, promoting inclusive and safe health infrastructure, and ensuring gender-responsive budgeting.

GENDER WORKSHOP FOR NATIONAL HEALTH SYSTEMS RESOURCE CENTRE

National Health Systems Resource Centre (NHSRC) in collaboration with IHAT, hosted the second edition of a two-day workshop on Integrating Gender Equity in Health Systems: Bridging Gaps Across Public Health Domains for 30 NHSRC consultants. Facilitated by Mr. Satish Singh and Ms. Shweta Bankar, the workshop deepened understanding on gender concepts, intersectionality, and strategies to reduce health inequities.

Through reflective and interactive sessions, participants analysed health programmes through a gender-responsive lens, and developed actionable plans to integrate gender equity into their work. The event concluded with an insightful panel discussion on “Walking the Talk: Lived Experiences of Making Health Systems Gender-Responsive,” with Dr. K. Madan Gopal (Advisor, PHA, NHSRC, Govt. of India), Dr. Devender Khandait (DD, Health System Strengthening, Gates Foundation) and Ms. Urvashi Prasad (Senior Fellow, PIF; Former Director, Office of Vice-Chairman, NITI Aayog).

SCALING-UP OF SBC-D2C ACTIVITY FOR ADDRESSING VACCINE AVOIDANCE BEHAVIOUR

Following successful field testing of a digital SBC flow to address myths and misconceptions among families exhibiting Vaccine Avoidance Behaviour (VAB), the Directorate of Family Welfare with support of UP-TSU executed the initiative to approx. 33,000 VAB families on 15th June 2025. It was a one-time initiative to address the individual barriers.

| Total Target Audience | Total Messages Triggered | Messages Delivered | Messages Delivered and Read | |
|-----------------------|--------------------------|--------------------|-----------------------------|---------------|
| | | | In Numbers | In Percentage |
| 32,928 | 32,727 | 19,143 | 14,666 | 76.61% |

A follow-up D2C activity was executed on 16 July 2025 assessed the impact

| Total Target Audience | Total Messages Triggered | Messages Delivered | Messages Delivered and Read | | Confirmed they got their child vaccinated | Said they did not get their child vaccinated |
|-----------------------|--------------------------|--------------------|-----------------------------|---------------|---|--|
| | | | In Numbers | In Percentage | | |
| 32,037 | 32,037 | 19,123 | 14,423 | 75.42% | 1,662 | 597 |

Way Forward: DoFW with support of UNICEF will collate updated lists of new VAB families identified by CSO partners and share the database with UP-TSU for executing 2nd round of the campaign.