

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 1617
TO BE ANSWERED ON 11th FEBRUARY 2022**

AWARENESS OF COVID-19 VACCINATION

**1617. SHRI DR. SANJEEV KUMAR SINGARI:
SHRI KURUVA GORANTLA MADHAV:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the details of outreach strategy by the Government to promote awareness with respect to COVID-19 vaccination; and
- (b) the expenditure incurred for the media outreach programmes till date, State/UT-wise?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE
(DR. BHARATI PRAVIN PAWAR)**

(a) & (b) A communication strategy is in place which is implemented by all States/UTs to raise awareness about safety and efficacy of COVID-19 vaccines and addresses vaccine hesitancy as well as sustains vaccine confidence.

The Government outreach strategy to promote awareness is based on media engagement (electronic, print and social media), capacity building of media partners, social mobilization and community engagement, crisis communication and advocacy through celebrities and subject related experts.

Some key interventions as part of communication strategy include Frequently Asked Questions (FAQs) for general public, healthcare & frontline workers which have been developed & uploaded on MoHFW website, media channels, radio jockeys, producers etc. have been oriented on correct information regarding COVID-19 vaccination; op-eds and articles by identified experts published to build vaccine confidence; dissemination of fact check videos by key experts to provide correct & factual information. Ministry of Health and Family Welfare has advised States/UTs to disseminate clear, consistent, transparent and factual information to general public to clear misconceptions and sustain vaccine confidence.

A whole of Government approach was adopted and all stakeholder, central ministries joined the campaigns along with their field level organizations. Similarly, all States/Union Territory Governments carried out the campaigns at their respective levels. An amount of INR 25,00,000 was issued to Bureau of Outreach and Communication (BOC), Ministry of Information & Broadcasting, for displaying banners/hoardings of India achieving landmark of 100 crore vaccination at prominent locations.
