



We Came, We Saw, We Vaccinated
Amritsar
“Tika Lagaya Kya”



253, 2nd Floor, Shahpur Jat, New Delhi - 110049
Tel: +91 11 4056 2549, +91 11 4611 4888
Email: contactus@sachindia.org
www.sachindia.org

Implemented by



Project Sanjeevani

Supported by





Project Sanjeevani

“Tika Lagaya Kya”

Supported by:

FEDERAL BANK

Media Partner

Network 18

NGO Partner



Implemented by:





CONTENTS

Messages	
Civil Surgeon Amritsar	1
K P Rajendran	2
Anil Parmar	3
Executive Summary	4
Stakeholder Engagement & The Roadmap of Action	9
Activities Undertaken	12
Achievements in Amritsar	25
Special Efforts: Near to Home Vaccination Camps	26
Case Reflections	29
Cooperation & Collaboration - Complete First Dose Coverage on the Zero Line	30
Impact of Vaccination Centre Strengthening	33
A Wage to Gauge	34
Impact of Mass Awareness Activities	36
The Unaware Youth	38
Choice Paralysis	41
Vulnerable Populations	42
Lending Support to Migrant Workforce	47
Hindrances to Vaccination	51
Farmers' Unrest	52
Vaccinators' Strike	54
Unaddressed Concerns	56
The Way Ahead: "Lock down, Chin up!"	59



Dr Charnjeet
Civil Surgeon, Amritsar

Dear Team,

I admire your endeavours to help the citizens throughout the COVID 19 pandemic.

SACH & UWM team contributed immensely in awareness activities during the peak pandemic months. They helped the health officials in motivating the people who were hesitant in getting vaccinated. The team under their project Sanjeevani, facilitated the vaccination camps at the centres as well as Near to Home Vaccination camps, in the remotest areas.

The way Sanjeevani team catered to the needs of the health workers by providing protective gears is also commendable.

The district authorities extend their regards and appreciation to the team and wish them luck for their future endeavours.

Looking forward to working together in future.



K P Rajendran
CEO SACH

Since January 2020, COVID-19 has spelt havoc in the normal life of people across the globe. The global nature of this emergency has compelled everyone to live differently. While immunologists, doctors, and nurses became indispensable to assist patients, others contributed simply by wearing masks and offering to help their vulnerable neighbours during lockdowns.

COVID-19 pandemic has been one of the severest problems faced by the world in the recent times. Recognizing the threat, the national and state governments have undertaken various efforts to contain the spread of the virus and save its people. It has invoked the Disaster

Management Act of 2015, and announced a complete lockdown on 25 March, initially for a period of 21 days, which prolonged to three months. The early announcement of a lockdown, when the infected count was less, has been very successful in containing spread as well rolling out a national plan. The various initiatives included seeking support from Civil Society institutions to support the State and District level health functionaries in reaching out to people and promote observance of Covid-19 appropriate behaviours and lifestyle.

SACH with the support of UWM, Network18 and corporate donor, has been able to extend support to Amritsar District Health team in reaching out to 200 villages. Our support included spreading awareness on CAB, provide protective materials like gloves, masks, sanitisers, cleaning materials, as well as door to door mobilisation of community members for vaccination. Addressing post-vaccination concerns, fear and anxiety was another core area of our work. Other significant support provided included conducting vaccination camps in villages and special institutions with vulnerable persons.

It was indeed a great challenge to keep providing the support consistently for close to a year. During this time, our team was part of the District health team, be it for conducting a village camp, support for on-line registration, provide masks, hear the concerns of people, we moved like one team. Our heartfelt appreciation to the honorable DM, all the medical teams of the District, the respected Civil Surgeon, MOICs, Vaccine Officers, MOs, ANMs, ASHA workers, Anganwadi workers, etc. I also take this opportunity to thank my young team, volunteers and other resource people who have taken it up in a mission mode and provided untiring support. Many of my colleagues fell sick with Covid-19 but their determination and dedication to serve fellow beings stood first. A big salute to them!



Anil Parmar
VP, Community Investment, UWM

This year has been eventful for UWM. Through the Project- Sanjeevani, we have been able to ensure support to the affected communities in these tough times. This would not have been possible without the support we received from the field team, SACH and health workers, who have worked relentlessly towards the fruition of the project. The proactive response and constant on-field support has empowered the community members to address the pandemic in an assured and positive way.

It is indeed heart-warming to see young adults express their unwavering dedication and the sense of responsibility they have towards the society, and how it has fuelled the work this past year. Behind every number and achievement presented here, is a story on how it has impacted the lives of the community members, and how it has supported the District administration and the health workers in this long fight against COVID-19.

I would like to extend my heartfelt gratitude to the young team members who have shown compassion to the project and its mission, and also thank the District Administration, Health Officials and SACH for coming together and the support they have extended for this endeavour. Together, we can help the communities get back stronger!



EXECUTIVE SUMMARY

The country faced an unprecedented challenge with the Covid-19 global pandemic affecting our nation, India rose to very high levels of active cases and deaths. With more than 42 Crores affected population and Five lakh deaths, India became one of the most adversely affected nations.

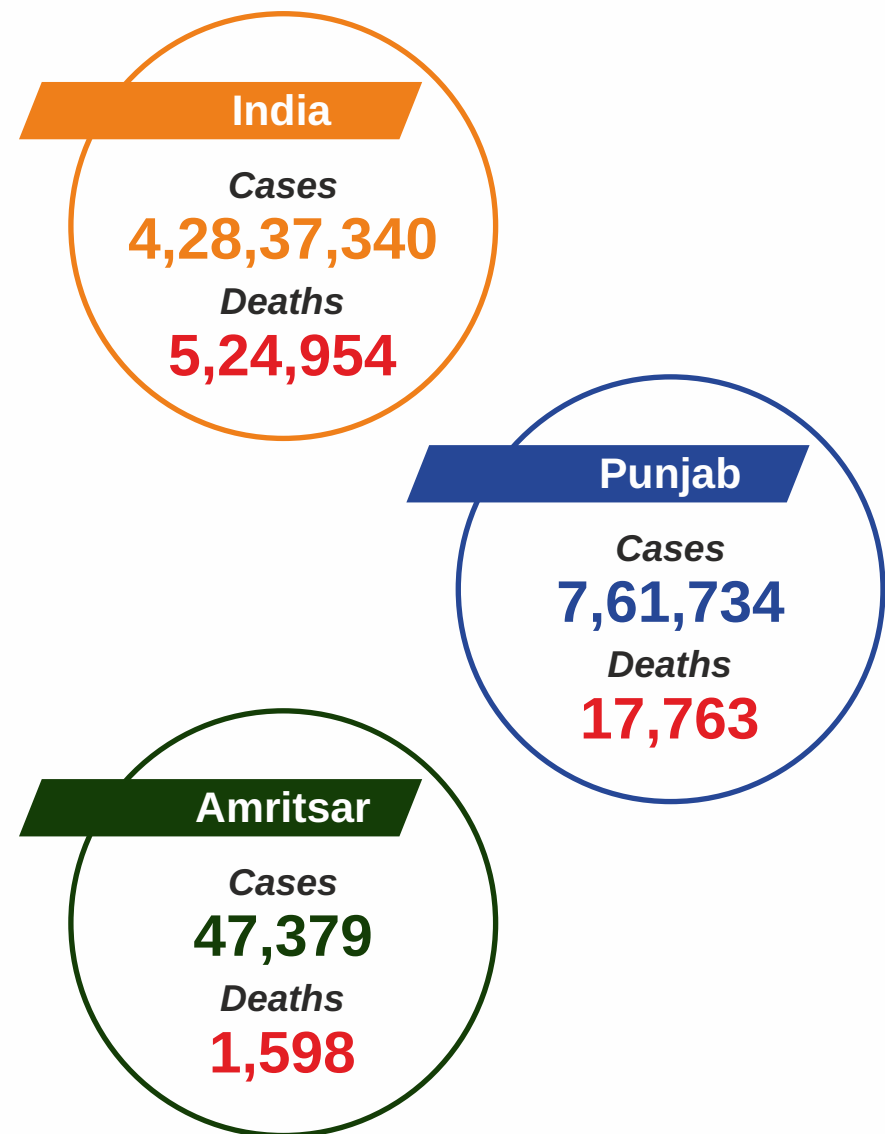
Govt. of India, Health Ministry and NITI Aayog played a key role in galvanising Civil Society Organisations, NGOs and development partners, Industry partners, and International Organisations to create synergies with the Government of India and State Governments. Government appealed to these diverse set of organisations to assist the State Governments and District Administrations in identifying hotspots and deputing volunteers, delivering essential services to the vulnerable, and in creating awareness about prevention, social distancing, and isolation-CAB.

Thus, the Project "Sanjeevani: A Shot of Life" was conceived by UWM and secured funding support from the CSR of The Federal Bank Ltd. Amritsar was identified as one of the priority



districts of action in Punjab as this was severely affected with more than thirteen lakh people. It is the second largest district in Punjab and remains as one of the worst hit districts for COVID-19 pandemic.

COVID-19 AT A GLANCE



Data Source: Ministry of Health and Family Welfare, Government of India
Department of Health and Family Welfare, Government of Punjab, India



The district has reported approximately fifty-thousand positive cases till date. More than fifteen hundred people have lost the battle against the deadly virus during the past two years. Despite the high arching death statistic curve, there was still a significant lack of Covid Appropriate Behaviour (CAB) among the citizenry. High levels of vaccine hesitancy had resulted in majority of population exposed to the horrors of the fast-spreading virus and its various mutations. Thus, our prime modus operandi was to end vaccine hesitancy in the District as well as geographies adjacent to the Indo-Pak border. To lend support to the national and State call, a number of initiatives were planned and implemented which included the awareness activities to promote CAB and the use of vernacular IEC and audio-visual materials. Door-to-door and mass awareness sessions were conducted on a regular basis to create a positive impact for adherence to CAB and **ramp up vaccination**.

The awareness sessions were made highly contextual and culturally relevant using NukkadNatak, a theatrical rendition, Pada-yatras to promote CAB, making round the clock volunteers available to dispel myths associated with vaccine hesitancy. To aid the process, apart from supporting regular vaccinations camps at the Government Vaccination Centres, the district health team was mobilized and supported for near To Home Vaccination Camps (NTHVCs) which proved highly successful in fast tracking vaccination.



“ Key aim was to end vaccine hesitancy by getting close to community and compassionately address their concerns. ”

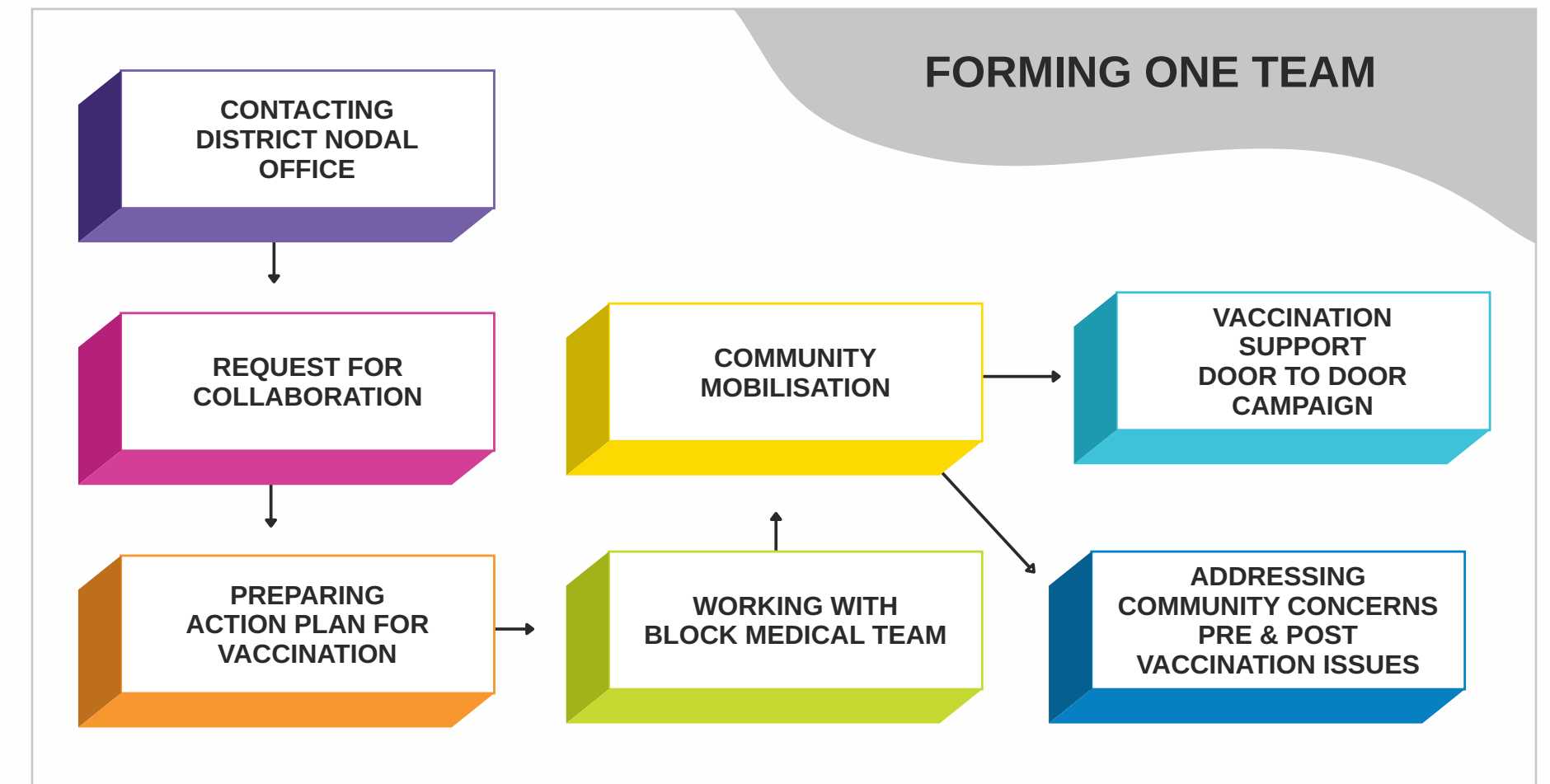


STAKEHOLDER ENGAGEMENT

‘COMING TOGETHER AND WORKING TOGETHER’

It was indeed a critical moment for us in SACH. On the one hand the rising numbers of Covid-19 and the other hand the fear of being affected by it. SACH began its journey to support the initiative of the Amritsar District Health Team by mobilizing and training a young team that showed profound commitment and dedication to reach out to the affected fellow

beings. SACH approached the Punjab State Government (Directorate of Health Services) and the district administration. Both were kind enough to accord us the necessary permission and support without much loss of time enabling us to quickly respond to the call. Following necessary permissions, consultation meetings were held with the officials to draw up the action



ACTION PLAN

1. Planning & Training

- Area identified - 200 villages
- Training from Civil Surgeon Office
- Permissions taken from District Authorities

2. Rapport Building

- Familiarising with local staff like MOs, ANMs, ASHAs
- Bridging gaps between us and Villagers, Heads of villages with the help of local staff

3. Preparatory Activities

- Audio-Visual and IEC development
- Choosing regionally appropriate skit
- Commencing pilot visits

4. Village Visits

- Door to door awareness and counselling
- Organising vaccination camps
- Technical support in camps
- Advocacy for CAB
- AV & skit for mass awareness

5. Post Vaccination Support

- Spreading information about side effects and their management
- Calling for second dose follow ups
- Addressing post-COVID issues and appropriate solutions

plan for covering 200 villages in Amritsar district alone

SACH with the support of District Health Administration under the guidance of Civil Surgeon was able to rollout the action plan very quickly. Our team soon became present with the block and village health teams of the government and together we rolled out the action plan. Thus, SACH's COVID Response Team got in to action by assisting the Vaccination camps, provide technical support, and focus on CAB during the whole period of action. Focused intercession towards the remote, border area villages was the priority of district officials. A noteworthy reason for the same being the high levels of substance abusers in the region. Another conspicuous challenge was the high prevalence of hypertension and other associated cardiac ailments in the population - a condition due to which many benefi-

ciaries could not be immediately and safely vaccinated.

In June 2021, the SACH team commenced their activities on field and noticed a lot of hesitancy amongst the target population, a plethora of myths, and misinformation about the COVID-19 vaccine. The dread of being infected combined with the fear of vaccine caused a lot of mayhem in the populations where they turned to violent and pelted health workers with stones and sticks. The team was able to build a cordial rapport with the heads of villages, Sarpanches, youth leaders, philanthropists, and alike. With their help the team went door to door in the villages and met with the people and the reasons for not being vaccinated that came up in conversation with the public ranged from fear of dying post vaccination, to becoming infertile due to the compounds in the vaccine!

COMMON MYTHS

DEATH DUE TO VACCINE

IMPOTENCE IN MALES AFTER VACCINE SHOT

GOVERNMENT'S PLAN TO KILL POOR PEOPLE



ACTIVITIES UNDERTAKEN

AWARENESS:

DOOR TO DOOR AWARENESS SESSIONS



“ The COVID-19 Response Team from SACH has been working tirelessly in the field. It is because of their efforts, constant motivation, and intervention, that our vaccination drive in the border belt is continuing undeterred.

I hope they continue their work in this manner so Amritsar can be fully vaccinated. ”

Dr. Charanjit Singh
Civil Surgeon, Amritsar

MAKING PEOPLE COMFORTABLE AND FEEL SAFE WITH VACCINATION



“ SACH's COVID-19 Response Team is providing the much needed technical support, and I acknowledge and appreciate how they're also spreading awareness about CAB in the villages. They have successfully organised and managed masses during the vaccination camps. Their encouragement and efforts will take government vaccination drives to each household. I thank you for your contribution. ”

Dr. Bharti
District Health Officer, Amritsar



PERFORMING SKITS



“ COVID-19 Response Team from SACH, people who were not ready to get vaccinated are now getting the shot. Their door to door awareness drives have resulted in people agreeing to get vaccinated. This has immensely eased my work and safeguarded the people of my village from the deadly virus. ”

Jagjit Kaur
ASHA Worker



PROVIDING ALL-ROUND SUPPORT

VACCINATION CAMPS



“ Efforts of SACH Team have resulted in bringing about a significant change in my area. They went door to door for awareness and reached out to all the households those were reluctant in getting vaccinated. Their way of motivation and myth busting is very efficient and I know with their efforts, we can organise a camp in our villages as SHC Thariawal is far. I hope the team is there in every vaccination camp their support not only helps the health workers but also benefits the villagers. ”

Narinderjit Kaur
ASHA, Marrari Kalan, SHC Thariawal



PROMOTING AWARENESS ON SAFE VACCINATION AND CAB



“ Due to COVID-19, there is a lot of negativity towards health workers & vaccinators from people. There are many myths prevalent about the vaccine. Going to each and every household with your team and using the IEC materials talking freely, and clearing qualms, has proven really beneficial. Also, Bharopal is far from Rajataal, so your help in organising near to home vaccination camps, really helped all the villages under our centre to get vaccinated, I extend my thanks for that. ”

Asispal
ANM, SHC Rajataal



VACCINE TO HOMES



VACCINATING EVERYONE, MAKING SURE NONE LEFT OUT



“ I highly appreciate your team's door to door endeavours. It is with your help that we have been able to achieve our goals and safeguard our citizenry. Thanks to your whole team for working on field with us regularly. ”

CHO Manvinder
HWC Nangli



PRIORTISING AND REACHING OUT TO VULNERABLE GROUPS



“ *The motivation provided by SACH's COVID-19 response team is commendable. The vaccination drives were earlier hard to conduct due to animosity in people, but with your team we have successfully achieved it.* ”

Ramanjit Kaur
ANM, SHC Nangli



VACCINATING PERSONS WITH HYPERTENSION AND DIABETES



“ *The Response Team that accompanied me on field has a very unique way of myth busting and counselling people. The households in my area are ready to get vaccinated after their intervention, now we can organise a camp for them.* ”

Rajwinder
ASHA, Sufian

Doctor on call, reassurance of being safe worked well.



“The COVID-19 Response team from SACH provided us with protective materials like masks, hand wash, sanitisers, disinfectants, gloves, and sanitiser stands for the centre. IEC material like pamphlets, banners, and selfie stand are all innovative way to convince beneficiaries. I hope you continue your efforts in hard times like these.”

CHO Gurmeet Singh
HWC Gumtala

STRENGTHENING VACCINATION CENTRES:

Providing protective material like masks, gloves, sanitiser, disinfectant, hand wash, sanitiser stands, and innovative IEC to Government Vaccination centres.



N95 masks
(for medical personnel doing vaccination)

83700



3-ply masks
(for citizens who visit the vaccination centre)

612000



Hand Sanitiser
(for medical personnel doing vaccination)

198 cans



Hand Wash
(for medical personnel doing vaccination)

134 cans



Disinfectant
(for cleaning up the centre)

214 cans



Surgical Gloves
(for medical personnel doing vaccination)

220 boxes

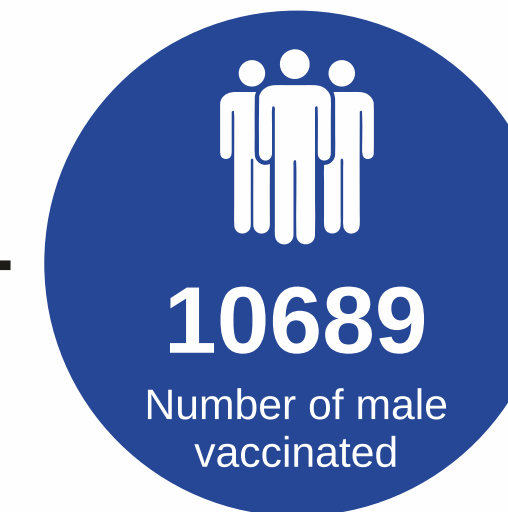


OUR ACHIEVEMENTS IN NUMBERS

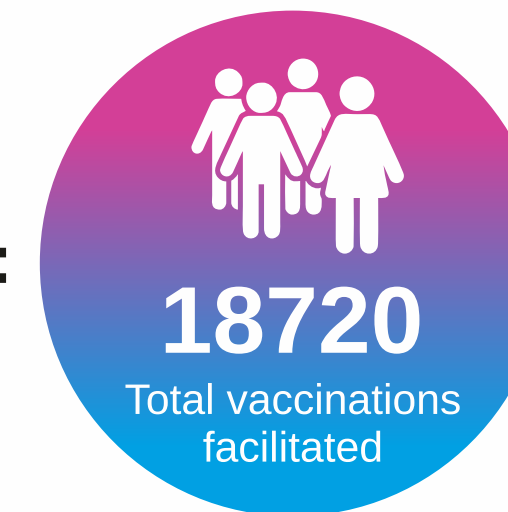
The team was able to reachout to:



+



=



Vaccinating children also became a priority as soon as the vaccine was made available for them by the government.



SPECIAL EFFORTS: NEAR TO HOME VACCINATION CAMPS

People living with various physical and other ailments or different abilities have been recognised as highly vulnerable to COVID-19 threat and special efforts were put in place to help them on priority. This particularly vulnerable segment of the popula-

tion faced many barriers throughout the pandemic. For example, they were at a potentially higher risk of contracting the virus, faced difficulty in accessing care and support including positive measures and even getting themselves vaccinated!

A major issue that came up was that these people were unable to access the services of vaccination centres. The reasons ranged from the distance of the centre, the means of travel, the condition on roads, to health of these people. In some villages, the roads leading to the centre were damaged with pits and potholes, which added to the lack of motivation to get vaccinated. The team recognizing that these people require special focus, conducted vaccination camps to cater to their special needs. Where the numbers were few, we transported them and ensured safe and comfortable vaccinations and post vaccination support services.

“ The main problem that we face is that all the seven villages under our centre are far and on the border. People have inhibitions about the vaccine so they are not motivated to travel the distance. It is hard to build people's faith in vaccination as they're scared of even the mildest side effects. With SACH's door to door intervention and myth busting IEC, we have been able to achieve our vaccination targets and request continuous support in coming future. ”

CHO Neha
SHC Rajataal



Another major obstacle was the discrimination or differential priorities based on caste and religion of the population. The team was able to reach to secluded divisions of the village and interact with the masses and facilitate services. These included gujjar populations, the scheduled castes, Majhabi Sikhs, etc. who were discriminated by the rest of the village. The team was able to establish contact with them with help from the ASHA workers, and then get them vaccinated by organising NTHVC for them.



CASE
REFLECTIONS

COOPERATION & COLLABORATION - COMPLETE FIRST DOSE COVERAGE ON THE ZERO LINE

With the support from the Civil surgeon Office, Nodal Officer Dr. Karan Mehra, and Dr. Kunwar Ajay, Senior Medical Officer of Lopoke, the vaccination camp of September 13, 2021, in the border area village of Rorawala Khurd, was arranged by our COVID-19 response team. It was on the request of the Village Sarpanch, as due to a relatively small population of just 531 beneficiaries, the residents often had to get their vaccine shots in neighbouring villages.



The team discussed with the community level medical staff, and also brought the issue in the notice of block level in-charge. After deliberations, we were able to organise a camp in a week's time for beneficiaries who due to old age, lack of resources, and other circumstances, could not commute to other villages for vaccination.

A villager, lady in her late sixties, showered the team with blessings, “God bless you and keep working for villagers like myself - we live far from the city, and your work is appreciable” This encouraged us to continue working for better health of people, even in the remotest of areas. With the culmination of this camp, the village was able to achieve hundred percent first dose coverage, a milestone achievement for us in village that stood next to the zero line.

“ God bless you and keep working for villagers like myself - we live far from the city, and your work is appreciable. ”





“ The thieves took our fans, ROs, utensils, syringes, window panes, and even the motor of our fridge. ”

Medical Officer
Fatehgarh Shukarchak



IMPACT OF STRENGTHENING VACCINATION CENTRES

There were centres that were unsafe for staff to function, like Manawala HWC and then there were some which were robbed namely Fatehgarh Shukarchakk PHC. We were shocked to see the unsafe premises where the healthcare workers performed their day to day activities. In Manawala centre, there was a big hole in the ceiling and bricks falling from there was a common occurrence. In the Fatehgarh Shukarchakk centre, due to the robberies, the officials were left without basic amenities.

Despite the lack of infrastructure, the officials acknowledged and appreciated our team's constant supply of materials and profusely expressed how much safer they felt during the peak pandemic times due to the material being made available.

To break the chain it was necessary to get them vaccinated.

A WAGE TO GAUGE

Mr. Gurmeet Singh, 42, who lived in village Bhaini Rajputana was a migrant labour and was not vaccinated till February, 2022. The reason behind it was rumours prevalent in his village. According to him, getting vaccinated would result in him getting bedridden and unable to earn his two square meals. The team aimed at providing him the accurate information about the vaccine, and also informed him about the free paracetamol tablets to be given to the beneficiary in case they experienced any mild side effects of vaccine. Gurmeet was able to alleviate his discomfort surrounding the vaccine after all his questions and fears were answered.

Gurmeet is one amongst the expansive labour force that our team was successfully able to get vaccinated. It is these labour workers who have to travel from city to city, and come in contact with a considerable number of people. To break the chain it was necessary to get them vaccinated.



IMPACT OF MASS AWARENESS ACTIVITIES

Our team always aimed at making people feel safe and comfortable enough to pose their queries. We decided a regionally appropriate theatrical representation of the pandemic and peoples' reactions to the virus, vaccination and alike, would be a great way to address masses. It provided a sense of security to the villagers, to be among their kin, which in turn resulted in common myths addressed and fears expelled.

The team usually reached the designated village when the sun was still mellow. The lively

Sanjeevani anthem was played on the loudspeaker to capture everyone's attention, then announcements were made cajoling everyone with "Bibi and Pinky have come to this village to spread joy". Every time we conducted such activities, we made sure that the masses were socially distanced and everyone wore a mask for their own protection.

Always after the skit was over, numerous audience members deliberated about the prevalent myths and false notions around masks, vaccines and the virus itself. The ASHA



sessions was our COVID-19 response team Mascot. With the mascot the team was able to change the outlook of people on vaccine itself. Some people saw the injection with ease and openness for the first time and it encouraged them to voice their inhibitions.



workers were usually left overwhelmed at the droves of cynicism the people of their own villages had, and how they were reluctant to ask the health officials.

In order to move forward in the right direction, we made sure to visit all the villages as guided by Senior Medical Officers as well as ground level workers to motivate citizens to not only get vaccinated, but more importantly, get tested (sampling) regularly to prevent the spread via asymptomatic populations. The cherry on the cake in mass awareness



THE UNAWARE YOUTH



One such instance where the team realised how much more immersion is needed in the villages where the youth, the presumed intelligentsia, is unaware and reckless, is the visit to Guru Nanak Dev

University College, Verka. On December 2, 2021, our COVID-19 response team visited the college, where a special vaccination camp was organised with cooperation from the Civil Surgeon office.



The team decided to visit each class for an awareness session, and also informed the students about the skit organised for them in the campus premise for a mass awareness session. We noticed that students did not know how to wear N95 masks - so another short session was initiated to provide them basic information about masks. The authorities heaved a sigh of relief when 29 of their students got their first dose of vaccination due to the sessions conducted by our COVID-19 response team.

The team noticed that most of the students of university did not wear masks, no social distancing norms were followed, and some of the students were not even vaccinated, despite the government guidelines. This put the reputation of college at stake, a mopper reason why our team was invited by the staff of the college.





CHOICE PARALYSIS

This is the case of Mr. Surajpal Singh, 21, born and brought up in village Kotla Suraj Lahur (Jasraur). Suraj suffered from a congenital condition that left him paralysed below waist. The health team reported that apart from him, there were considerable number of people in their territory who were reluctant to get the shot because of the fear that evolved from side effects experience by those who were initially vaccinated. The people who experienced fever or mild complications after vaccine discussed their discomfort, but somehow initiated a Chinese whisper that had others worried about their life.

The team conducted a door-to-door vaccination campaign to reach out to all persons, including hesitant, specially abled, and senior citizens. While having conversation with Suraj's family, the team realised that his guardians were unsure if getting Suraj vaccinated was safe, but they were unable to voice their qualms to the health workers in the vaccination centre. Our COVID-19 response team was able to successfully mediate and we told that it was absolutely safe to get Suraj vaccinated, and so, during our visit, Suraj got his first shot to protect him from the viral outbreak. There are many like Suraj who benefitted immensely from our team aided near-to-home-vaccination-camps.



VULNERABLE POPULATIONS

Punjab suffers from the epidemic of addiction other than the COVID-19 pandemic. The border areas of Amritsar are especially vulnerable to addiction. We aimed at vaccinating the population of substance users and abusers in the district, so, on

September 28, our team visited village Ibban Kalan, and as per the guidance of the healthcare staff, the team focused on families with cases of addiction. It is a sensitive topic for most of the affected families and the team was accompanied by ASHA of the village.

The team came across Mr. Nirmal Singh, 35, who contrary to presupposition of the health workers was willing to openly talk about his addiction. He expressed, “I am helpless!” and in a very heart touching conversation said, **“I fear contracting COVID-19, but vaccine will kill me because of my habits.”** The team made the concept of virus and the way it spreads to Nirmal, and also explained to him the appropriate behaviour to safeguard himself and his family. With due guidance from healthcare professionals, vaccination of Nirmal was conducted.

Another instance worth mentioning in regard to the addict populations, is that of Lopoke Community Health Centre. The vaccination camp of Lopoke village brought us vis-a-vis with a recovering opioid addict. Chand came to the Community Health Centre to get his daily dose of rehabilitative medication, when he heard the Sanjeevani Anthem. He asked about the pamphlets being distributed and interacted with us and enquired if the information mentioned in the IEC material was correct. On further engagement with the team, he elucidated some of the myths that his kinsfolk mentioned. He was shown a video on how vaccination works and also told about how humanity has successfully fought past epidemics and pandemics only by taking proper medication and treatment.





It was his next query that helped the team realise another important issue - the cost of the pandemic borne by the common masses. He asked if he could protect himself without having to spend so much on the masks as it was already hard for him to earn two square meals for his family. The team suggested he could purchase the one time use surgical masks, and he was also taught to make three layer protection with his scarf that he always wore around his neck. The team guided him to not touch or take off his scarf often, to wash hands every time after touching his face cover, to wash the cloth daily, and to use hand sanitiser if being in a group of people was unavoidable.

Chand immediately contacted his family, and got their details for on the spot registration and booking of a vaccination slot. He expressed his regard to our team for the time invested to expunge their fallacies around the viral disease.





LENDING SUPPORT TO MIGRANT WORKFORCE

On August 11, 2021, the team visited village Manawala and after spending the afternoon going door to door in the village, the team spotted a group of ladies working in excruciatingly sharp summer sun. The team approached the ladies and asked them about their work, health, and carefully approached the topic of COVID-19 vaccination — skepticism regarding which was very evident on everyone's face. Our COVID-19 response team angled the conversation towards importance of poliomyelitis drops and children's immunisation, which according to all the ladies was very conspicuous, “we do not want our children to be paralysed or sick, who will work for the day's wage then?”

The team then focused on importance of COVID-19 appropriate behaviour, social distancing, and finally, the vaccination to guard against the virus. It was when the similitude of situations in various previous epidemics was scrupulously laid down that they envisaged themselves getting vaccinated. They used their scarves and dupattas



to cover their faces and instructed their children to wear masks to school; “stay away from your friends who do not wear a mask or who do not wash their hands” said one of the workers to her 9 year old daughter who recently resumed going to school.

The team felt very inspired when the ladies thanked us for busting their myths and taking time to pluck away their inhibitions regarding COVID-19 vaccination from the roots, “nobody gives us this much time. We are just outsiders working for money here.” The team thanked them for giving us their precious time — an hour's wage might be lost, but many families' lives were saved.



“ Nobody gives us this much time. We are just outsiders working for money here. ”



**HINDRANCES TO
VACCINATION**



FARMERS' AGITATION

“ Covid is not a government stunt
It is a epidemic affecting everyone. ”

Along with the COVID-19 pandemic, another issue that the rural population suffered from was the farmer protests. The prolonged protests lead to a lot of skepticism towards every government endeavour in the minds of people. The team was faced with a major challenge to make people believe that COVID-19 was not a government stunt.

The protests gave birth to a myth that the virus was just a government stunt to steal the daily wage of farmers. They believed that it was policy of the capitalists to steal from the poor. Naturally, a population that did not believe in the existence of the virus, was totally against the vaccine.

The citizenry was convinced that the vaccine would lead to infertility, and destroy the lineage of farmers. Even though our team understood their sentiment, we made sure to keep all political issues aside and focus on the management of health havoc at hand.

We interacted with influential people in the villages who had either contracted the virus themselves or their family members had. Various sessions were arranged where these people discussed their liveexperiences with the incredulous masses.

“ Vaccinating these people is one of the major achievements of your team. ”

Health Workers.



VACCINATORS' STRIKE

In January the most worrisome aspect of vaccination for Government officials and health officials was the on-going strike of the vaccinators.

In various villages like villages Chakmukand and Khurmania, our COVID-19 response team was able to convince the parents and children to get vaccinated but all the people who were willing to get the shot were suffering because of the strike of ANMs and ASHA workers.

The parents worried and regularly crowded the health centre for enquiring about the vaccination status, as some schools mandated admission of only the vaccinated students.

The children and youth volunteers were given a social responsibility by our team to ensure that the members in their peer group are vaccinated as soon as the strike was over and be free from shackles of myths and misinformation.



“Get vaccinated so we can go to school again.”



UNADDRESSED CONCERNS

Living beyond an era when pandemics were just read about in history books, the whole world suffered a lockdown where regular updates about death count left everyone with a sense of impending doom. Till date, there exist issues that are unaddressed. Certain vulnerable populations still remain unvaccinated, like the people with underlying conditions, substance abusers, and alike.

The child and youth populations remain unvaccinated attributing to fears of parents we couldn't reach due to the intervention being time-

bound. Moreover, there has been an array of symptoms that have been observed in the populations after contracting COVID-19, like difficulty in thinking or concentrating, headache, sleep problems, lightheadedness, change in smell or taste, and depression or anxiety. Additionally, families who have lost their breadwinners to the pandemic have become vulnerable to poverty, immense grief, and suicidal tendencies. This paves the way for governmental and civil society actions towards rehabilitation of such populations.





THE WAY AHEAD: “LOCK DOWN, CHIN UP!”

The lively Sanjeevani anthem, a team full of vigour and passion, and a determination to safeguard the people from the deadly virus, became a source of hope for many lives. Our COVID-19 response team, Amritsar, with their steadfastness, active interventions, colourful educational banners, teamwork, and humorous skit, touched more than one lac lives.

This caught the attention of not only our media partners who actively participated in documenting Sanjeevani's conspicuous work, but also the local media that regularly kept our COVID-19 response team in their online posts, print media columns, and in-person regards.

In the end, to prevent an onset of mental health pandemic around the globe because of the COVID-19 hardships, we all need to remember to keep our chins up so we can see and build a world that's resilient, dynamic, and sustains in the face of unforeseeable pandemics.

To achieve it, SACH will always focus its endeavours towards a safe, just, and equitable society.

Thanks!

Team SACH



‘ਸੱਚ’ ਐੱਨ.ਜੀ.ਓ. ਨੇ ਸਿਹਤ ਕੇਂਦਰਾਂ ਨੂੰ ਲੋੜੀਂਦਾ ਸਾਮਾਨ ਦਿੱਤਾ

ਹਰਗਾ ਛੀਨਾ/ਗੁਰੂ ਕਾ ਬਾਗ, 5 ਮਾਰਚ (ਕੋਟੀ)- ‘ਸੱਚ’ ਐੱਨ.ਜੀ.ਓ. ਵਲੋਂ ਸਾਰੇ ਜ਼ਿਲ੍ਹਾ ਅੰਮ੍ਰਿਤਸਰ ਦਿਹਾੜੀ ਦੇ 43 ਕੇਂਦਰਾਂ ਕੇਂਦਰਾਂ ‘ਚ ਲੋੜੀਂਦਾ ਸਾਮਾਨ ਦਿੱਤਾ ਗਿਆ। ਟੀਮ ਵਲੋਂ ਦੱਸਿਆ ਗਿਆ ਕਿ ਸਾਡੀ ਐੱਨ.ਜੀ.ਓ. ਵਲੋਂ ਦੋਸ਼ ਦੇ 5 ਜ਼ਿਲ੍ਹਿਆਂ ‘ਚ 10 ਮਹੀਨਿਆਂ ਦੇ ਸੰਸਥਾਪਨ ਪ੍ਰਾਜੈਕਟ ਨੂੰ ਜੂਨ 2021 ਚਲਾਇਆ ਗਿਆ ਸੀ, ਜੋ ਮਾਰਚ 2022 ‘ਚ ਸੰਪੰਨ ਹੋਣ ਜਾ ਰਿਹਾ ਹੈ।

ਇਹ ਵੀ ਦੱਸਿਆ ਕਿ ਪ੍ਰੋਗਰਾਮ ‘ਚ ਇਸ ਪ੍ਰਾਜੈਕਟ ਦੀ ਗੰਭੀਰ ਨੂੰ ਡਿਪਟੀ ਕਮਿਸ਼ਨਰ ਗੁਰਪ੍ਰੀਤ ਸਿੰਘ ਖੇਹਰਾ ਵਲੋਂ ਹਰੀ ਝੰਡੀ ਦਿੱਤਾ ਕੇ ਰਵਾਨਾ ਕੀਤਾ ਗਿਆ ਸੀ। ਸੰਸਥਾਪਨ ਪ੍ਰਾਜੈਕਟ ਵੱਲੋਂ ਲੋੜੀਂਦੇ ਕੱਚੇ ਟੀਕਾਕਰਨ ਲਈ ਪ੍ਰਿੰਟਰ ਕੀਤਾ ਗਿਆ, ਕਿਉਂਕਿ ਬਹੁਤ ਸਾਰੇ ਲੋਕਾਂ ‘ਚ ਸਾਹਜ਼ੂਕਰਾ ਦੀ ਘਾਟ ਕਾਰਨ ਅਫਵਾਹਾਂ ਨੇ ਘੜ ਚੁੱਕੀਆਂ ਹੋਈਆਂ ਸੀ ਤੇ ਲੋਕ ਟੀਕਾਕਰਨ ਨਹੀਂ ਕਰਾਉਣਾ ਚਾਹੁੰਦੇ ਸਨ ਪਰ ਸਾਡੀ ਟੀਮ ਨੇ ਸਿਹਤ ਵਿਭਾਗ ਦੇ ਨਾਲ ਜਾ ਕੇ ਘਰ ਪੱਖਰ ‘ਚੋਂ ਲੋੜੀਂਦੇ ਸਾਮਾਨ ਦਿੱਤੇ ਹੋਏ ‘ਸੱਚ’ ਐੱਨ.ਜੀ.ਓ. ਦੇ ਵਾਸਤੇ।

‘ਚ ਸਾਹਜ਼ੂਕਰਾ ਪੈਦਾ ਕੀਤੀ ਤੇ ਉਨ੍ਹਾਂ ਨੂੰ ਵੇਕਰੀਨ ਕਰਵਾਈ, ਜਿਸ ਤੋਂ ਕੋਰ ਖਤਰ ਖੁਫ ਹੋਏ। ਇਸੇ ਤਰ੍ਹਾਂ ਐੱਸ ‘ਸੱਚ’ ਐੱਨ.ਜੀ.ਓ. ਵਲੋਂ ਅਦਾਲੀਆ ਦੇ ਸਿਹਤ ਕੇਂਦਰ ‘ਚ ਵੀ ਜ਼ਰੂਰੀ ਸਾਮਾਨ ਜਿਵੇਂ ਐੱਨ-95 ਮਾਸਕ ਦੇ ਹਜ਼ਾਰ, 3 ਪਲਾਈ ਮਾਸਕ 15 ਹਜ਼ਾਰ, ਹੈਂਡਵਾਸ਼ 25 ਲਿਟਰ, ਥੋਟਾਟੂ ਨਾਸਕ 25 ਲਿਟਰ, ਸੈਨੀਟਾਈਜ਼ਰ 25 ਲਿਟਰ, ਸੈਨੀਟਾਈਜ਼ਰ 5, ਦਸਤਾਨੇ ਪੇਜ ਡਿੱਠਾ ਗਿਆ। ਟੀਮ ਦੀ ਕਾਰਗੁਜ਼ਾਰੀ ਨੂੰ ਦੇਖਦਿਆਂ ਮੈਡੀਕਲ ਅਫ਼ਸਰ ਡਾ. ਜਸਪ੍ਰੀਤ ਕੌਰ ਤੇ ਏ. ਐੱਲ. ਐੱਮ. ਕਿਰਨਦੀਪ ਕੌਰ ਵਲੋਂ ਟੀਮ ਦਾ ਧੰਨਵਾਦ ਕੀਤਾ ਗਿਆ। ਇਸ ਮੌਕੇ ਪਾਰਵੇਜ ਮਸੀਹ, ਗੀਤ ਗਿੱਲ, ਆਚਨਪ੍ਰੀਤ ਕੌਰ, ਸੰਦੀਪ ਛਾਹਾ ਟੀਮ ਮੈਂਬਰ ਮੌਜੂਦ ਸਨ।

ਜਗ ਬਾਣੀ Sun, 06 March 2022
ਈ-ਪੇਪਰ Edition: amritsar bani, Page no. 1







