

# Digital Talking Comics

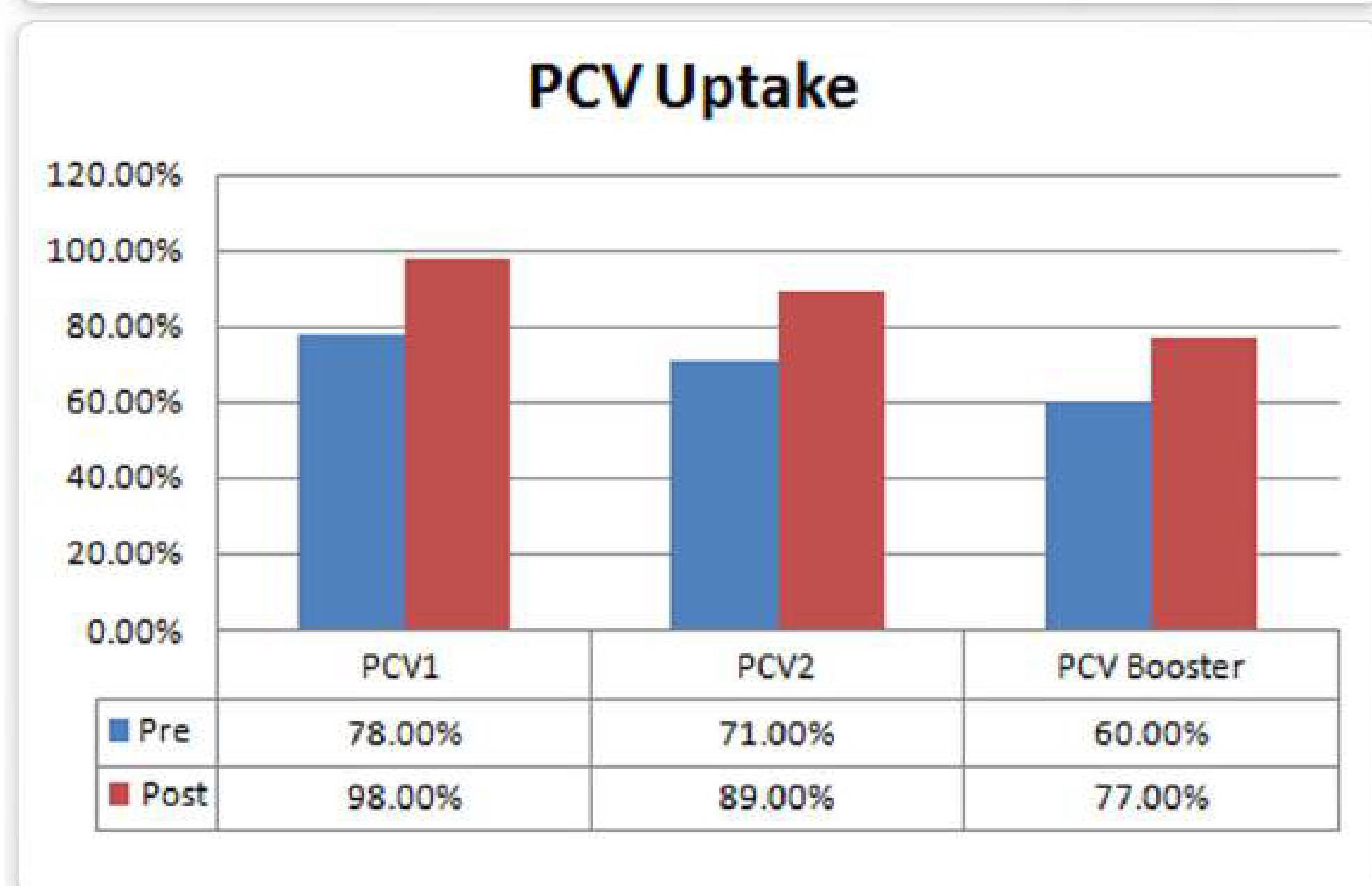
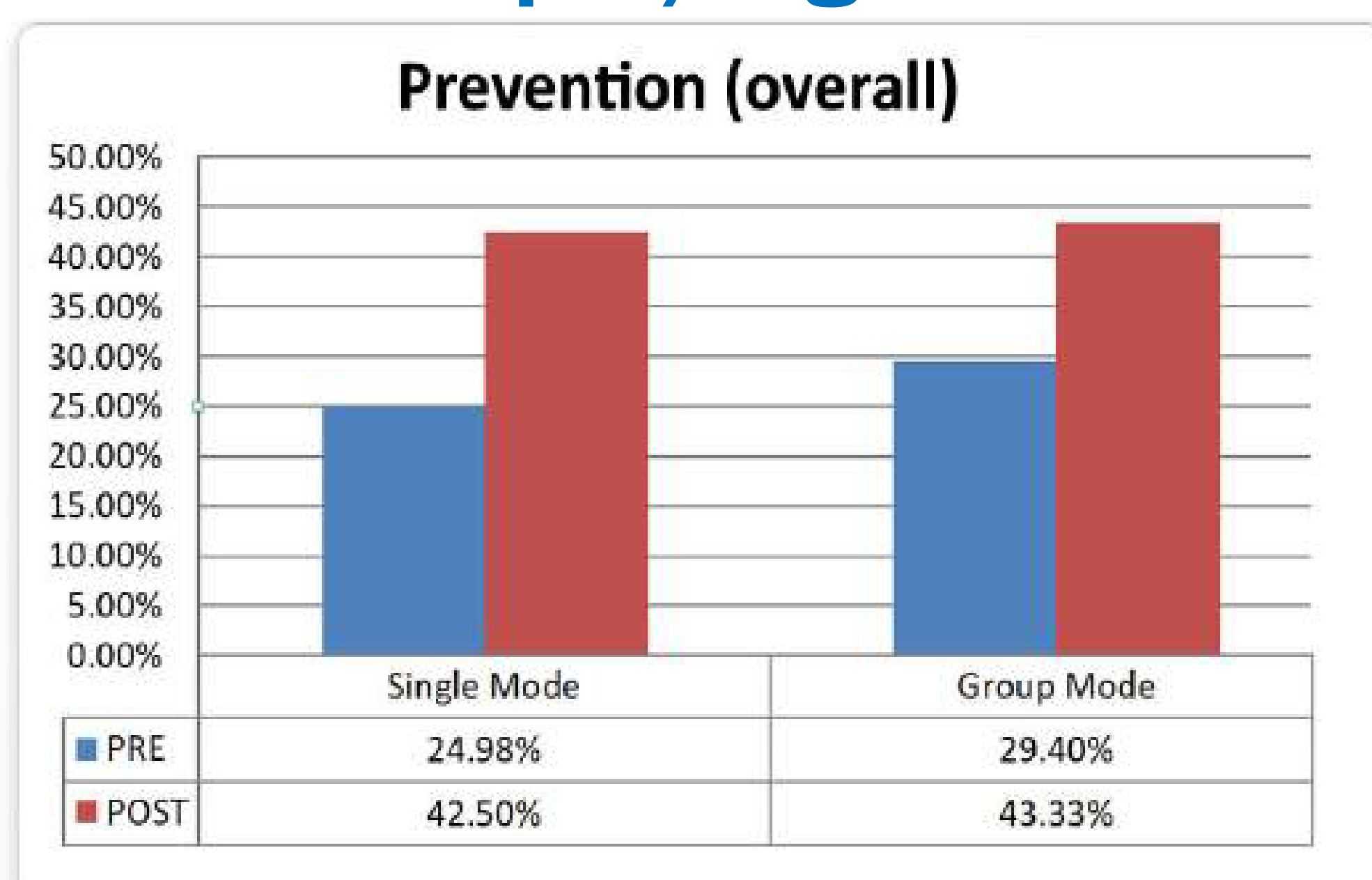
## to improve the uptake of Pneumococcal Conjugate Vaccine (PCV) in Nuh District in Haryana, India

Mr. Hilmi Quraishi, Ashoka Fellow, ZMQ Development; Mr. Subhi Quraishi, CEO ZMQ Development, Dr Ilmana Fasih, Director Health, ZMQ Global; Ms. Ayushi Singh Senior Program Manager, ZMQ Development; Ms. Ifra Anjum, Program Manager, ZMQ Development

### Background

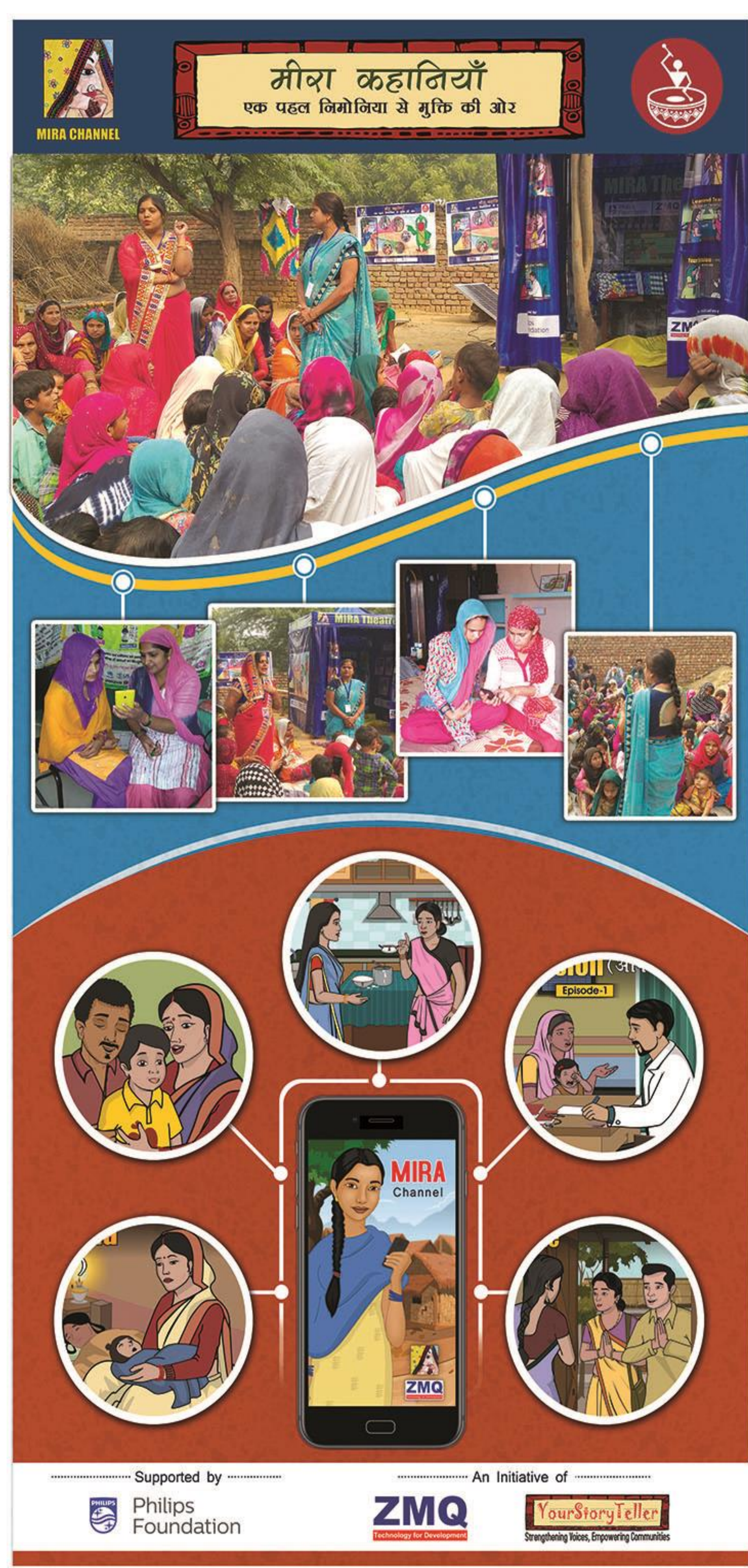
Pneumonia is the largest cause of childhood mortality accounting for 17.1% under 5 deaths in India. In November 2018, Haryana was the one of the first states to introduce Pneumococcal Conjugate Vaccine (PCV) and **Nuh District** (formerly Mewat) as the first in the state to adopt PCV to prevent Childhood Pneumonia deaths. Nuh is an aspirational district with extremely low health indicators and one of the lowest literacy levels in the country. The initial uptake of PCV vaccine was low in Nuh due to lack of appropriate communication on childhood pneumonia and the importance of PCV vaccine. Under the intervention, **Six (6) Digital Talking Comics** were developed and disseminated to create awareness on childhood pneumonia & increase demand for PCV vaccine. The digital stories were based on genre of **Talking Comic** created for low-literate communities and uses local language & dialect (Mewati dialect) using localized graphics & context.

### Graphs/Figures



### Specific Aims & Objectives

1. Create **awareness** about Childhood Pneumonia in the rural communities in Nuh.
2. **Sensitize** communities & caregivers about Pneumococcal Conjugate Vaccine (PCV).
3. **Increase uptake** of PCV vaccine.
4. Building **Healthy and Demand seeking behaviors** within the community for Treatment & Services.



### Methods

- ❑ **DESIGN** - 6 digital Talking Comics on Childhood Pneumonia with technical and community participation using local context and language;
- ❑ **DEVELOP & DIGITIZE** - digital stories are built for YouTube, Android (Google Play store) & Apple Store (iOS) on topics of basic awareness, signs & symptoms, screening, & diagnosis, prevention, uptake of Pneumococcal Conjugate Vaccine (PCV) & Treatment Services.
- ❑ **DISSEMINATE #1**: Pneumonia stories were integrated with CHWs (ASHA) worker mHealth Toolkit (MIRA) for House-to-House disseminations of childhood Pneumonia toolkit with mothers and caregivers.
- ❑ **DISSEMINATE #2**: Stories were disseminated in Single and Group mode through house-to-house visits, community meetings, SHG (Self Help Groups) meetings and by means of MIRA theatre.
- ❑ **M&E**: Outcomes of the intervention are measured digitally for indicators such as change in knowledge levels, recognition of sign & symptoms of pneumonia, treatment, seeking behavior and above all uptake of PCV Vaccine.

### Results

- ❑ Increase in **uptake of PCV Immunization** rates when the digital Talking Comics are delivered in single and group mode by 40% & 26% respectively.
- ❑ Increase in the **treatment seeking behavior** by 42% for pneumonia as compared to mere 12% before the intervention.
- ❑ Increased in the **knowledge in identification of sign and symptoms** of childhood pneumonia by 37% (Single mode) & 44% (Group mode).
- ❑ Intervention demonstrated an **increase in the demand for health practitioners** for childhood pneumonia by 49%.
- ❑ The intervention led to increase in the **uptake of PCV first dose** from 78% to 98%..
- ❑ Increase in the levels of sanitation and hygiene (**preventive methods**) by 46% in single mode and 27% in groups.

### Conclusions

The intervention used an innovative approach of digital-Talking Comics for creating awareness of Childhood Pneumonia and improve uptake of Pneumococcal Conjugate Vaccine (PCV) in Nuh with a participatory & community-based approach. The approach of localization of digital content of Pneumonia is an extremely effective way to improve knowledge, building healthy behaviours and improved Health impact, especially in low resource settings. Series of 6 stories designed covering different aspects of childhood pneumonia helped as handy courseware for low-literate women of Nuh. Furthermore, during conditions/scenarios such as a pandemic or a population living in a remote setting; it is highly impactful to provide knowledge-building and self-screening techniques for case identification and there by initiating referral for care and treatment. Moreover, digital storytelling can also be used to educate and create awareness for other global health initiatives. The tools are feasible to use with low-literacy populations and help ensure that community health workers provide consistent and accurate health messages.

### Acknowledgements

Dept of Health Nuh, Mewat  
Phillips Foundation  
Phillips India  
ZMQ Team in Mewat  
ZMQ Research Team  
Save the Children Team of project Vishwas

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