



Awareness campaign organised in Samdua Khirak block, Niwari on Covid-19 Vaccination.

The COVID-19 vaccine is an important step towards slowing the pandemic's spread and reducing sickness and deaths. The COVID-19 vaccine campaign has been the largest ever, and its rollout necessitates extensive planning at multiple levels. The constant efforts have been made by the central and state government to ensure seamless delivery of COVID-19 Vaccine to the prioritised groups.

In the last few months, Radio Bundelkhand through its various programmes have been consistently advocating the prevention and precautions to be taken for COVID-19 along with the appropriate behavior such as wearing masks, washing hands, maintaining social distance, prompt testing and vaccination. Radio Bundelkhand has been a key partner with the Niwari District Administration in Madhya Pradesh in distributing clear, accurate, and consistent communication that responds to people's needs and influences behaviour.

In this spirit, the radio team covered a rally on COVID-19 Vaccination Awareness, organised by the District Administration in the villages of Niwari District, Madhya Pradesh. The rally's goal was to assist the rollout of COVID-19 vaccines by disseminating timely, accurate, and transparent information about the vaccine, ensuring community acceptance and encouraging uptake. The coverage was broadcasted live during the show "Baatein Humari Tumhari," which also encourages live phone calls and allows community people to participate.

Shri Bala Ram Kushwaha of Samdua Khirak Community, a regular listener of Radio Bundelkhand, was inspired by the discussion on corona vaccination awareness in the live show "Baatein Hamari Tumari", and contacted the radio staff to inquire about vaccination status in his village. He also stated that many

myths have propagated, and that if you come to our community to raise awareness, many people will receive the vaccine as a result of hearing your message.

As a result, the Radio Bundelkhand team decided to pay a visit to the village and organise a community gathering to raise awareness about the importance of the COVID-19 vaccine, appropriate behavior before and after vaccination, and dispel myths about it. On the 14th of July, Radio Bundelkhand reporters met with 40-45 members of the community, primarily women and children from the village, where they also discussed the village's readiness for the third wave of COVID-19. All of the protocols were followed at the discussion. After two days of gathering, Shri Bala Ram ji, spoke with the radio team and he informed that 30 women and 44 men has been vaccinated in the village.

Hence, the community radio station's consistent efforts in airing informative programming on COVID-19 vaccination and reminding listeners of the importance of strictly following COVID Appropriate Behaviour (CAB) have resulted in increased community participation in the ongoing vaccination campaign.