



Mission 9 By 5

Reaching every child with 9 doses of vitamin A by 5 years

Vitamin A Supplementation (VAS) is a proven, cost-effective intervention that protects children under five from preventable blindness, infections, and even death. Vitamin Angels has been actively supporting the Government of Nagaland by providing vitamin A supplements, yet challenges such as weak supply chain, low caregiver awareness, underutilization of health services, and fragmented data systems continue to limit effective coverage.

Mission 9 By 5 was launched in response to these challenges. It is a pilot project grounded in an implementation science framework, aiming to increase VAS coverage among children under five in selected blocks of Nagaland by strengthening health systems and driving community-level demand. The project not only seeks to improve on-ground service delivery and community uptake of VAS, but also to test scalable interventions that can be integrated across the state.

To support this effort, National Health Mission (NHM), Nagaland constituted a Technical Support Group (TSG) in December 2023. TSG brings together key stakeholders to collaboratively identify gaps, develop solutions, and accelerate VAS coverage among children under five. Vitamin Angels, as the designated technical partner, works closely with NHM to provide strategic and technical support, while also piloting solutions for state-wide integration.

Key facts and figures

Children 9-35 months received
VAS in last 6 months*

(Figures in percentage)



India



Nagaland

Nagaland has the **second lowest** Vitamin A
Supplementation coverage in India

Aim and objectives

Mission 9 By 5 aims to improve the coverage of VAS by ensuring that all eligible children under five receive both scheduled doses each year across the target geographies.

Key objectives



Strengthen the supply chain and distribution mechanism to ensure availability of vitamin A at the last mile



Improve knowledge, skills, and practices of frontline workers - ASHAs and ANMs to enhance service delivery quality of vitamin A



Increase awareness and community-level demand for VAS



Enhance data capture and reporting system through registers, Mother and Child Protection (MCP) card, Health Management Information System (HMIS) and Universal Immunization WIN (U-WIN)

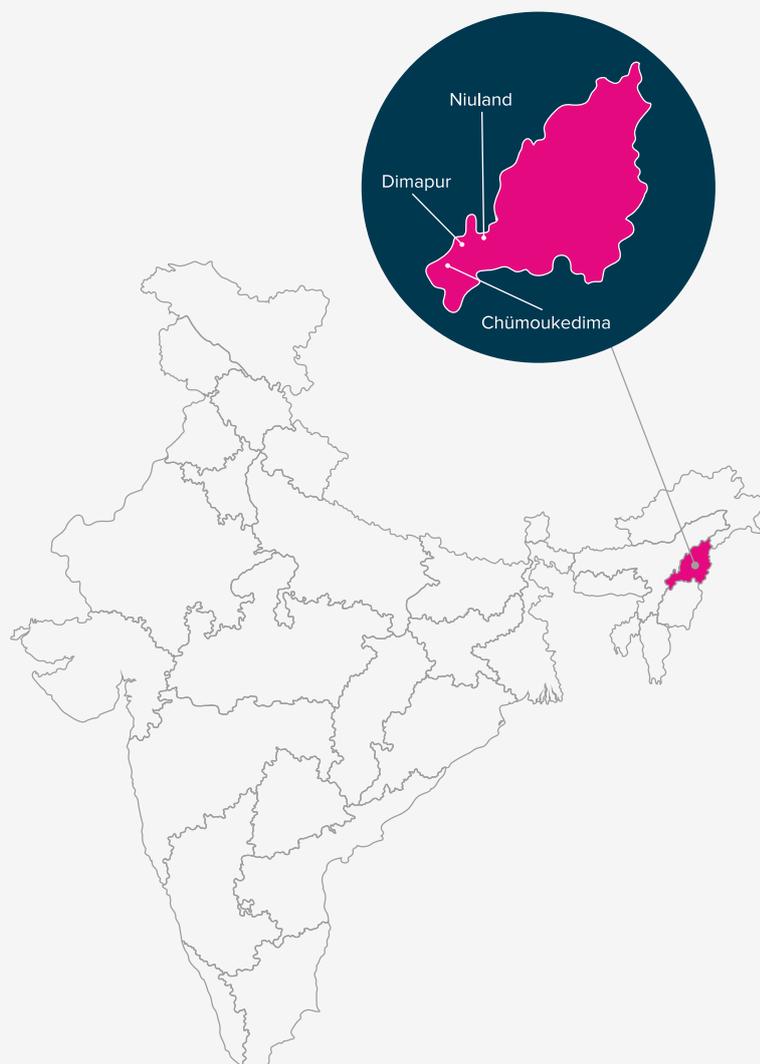
Target beneficiaries



Children aged
9 months to 5 years

Geographical scope

Mission 9 By 5 is being implemented in three districts of Nagaland



Strategy & key interventions

Supply chain strengthening

Service delivery enhancement

Community awareness & demand generation

Reporting & MIS improvements



Supply chain strengthening

Ensure uninterrupted availability of vitamin A through improved forecasting, procurement, and distribution systems. Focus on timely stock replenishment and capacity building at all the government facilities, including service delivery points.

Service delivery enhancement

Strengthen platforms like Village Health, Sanitation, and Nutrition Day (VHSND) and Routine Immunization (RI) sessions. Train frontline workers and health staff to deliver vitamin A safely and effectively during VHSNDs and RI sessions. Special community outreach efforts target hard-to-reach and underserved areas.



Community awareness & demand generation

Mobilize caregivers through tailored social and behavior change (SBC) interventions developed through Human-Centered Design approach to increase the uptake of VAS. Continuous community engagement through existing touch-points to amplify core messages and reinforce the importance of VAS.

Reporting & MIS improvements

Ensure timely and complete data entry of VAS across all reporting tools and portals - MCP card, RCH register, HMIS and U-WIN to improve accuracy, completeness, and reliability of VAS coverage data.



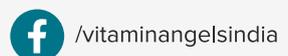
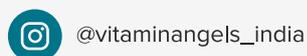
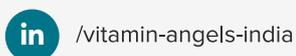
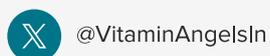
Driving impact, together



Partners in Mission 9 By 5



For more insights and updates, connect with us on social media:



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