community health workers with accessing care through referrals and transport provision.

**Conclusion** Accessing care for LBW infants in this community is a challenge. This will have a negative impact on the post-discharge outcomes of these vulnerable infants. There is an urgent need to develop strategies to address these barriers starting with the empowerment of women and their communities to accept and prioritise the care and survival of these infants in a context where their survival is often poor.

**Methods** A software program was created with a national sort code. Any person in India can register their child by sending an SMS with the child’s name and date of birth to 566778 from their mobile phone. For example: ‘Immunize >name<date of birth’. The same phone will then receive vaccination reminders for 12 years, whenever the child is due for a shot. Three reminders, two before the due date in that week and one after the due date. It is across all mobile networks anywhere in India. It is free of cost to the client.

Immunize India Charities then partnered with Indian Academy of Pediatrics (IAP) to endorse the program. Indian academy of Pediatrics professional organization, with over 30000 members. IAP is the disseminator and motivator. Immunize India Charities are continuing to do the back end work of the program. There is an option of joining the program for children who are already into their vaccination schedule. There is an option for a family to opt out of the program.

**Results** Pilot program tested before the launch. Impact value is 11% increase in uptake. The program currently has more than 1.7 million registrations.

**Conclusions** Very effective. Can be done in any language or multiple languages.

- Utilizes the most popular cell phone and text modality.
- Software based program and hence limited human resource required to implement. Soft ware is very strong. All messages are automatically generated and proof of sending the message can be had.
- Can be scaled up with ease. Now the program also has an app.

The program was sought by University of Kentucky, USA. Implemented it as a pilot program in the city of Kentucky. Immunize India translated it into Spanish. The impact of the program showed improvement in the compliance and uptake of immunization. 18% increase in compliance in the 6 month cohort in the subgroup of underprivileged part of the society.

Immunize India is ready to offer the program to any interested government or non-profit organization, provide guidance to implement.