

आराधना पटनायक, भा.प्र.से.  
अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)  
**Aradhana Patnaik, IAS**  
Additional Secretary & Mission Director (NHM)



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
Government of India  
Ministry of Health & Family Welfare

D.O.No.Z-28020/143/2019-CH  
Dated: 31<sup>st</sup> October 2025

*Dear Sir / Madam,*

Childhood pneumonia continues to be one of the leading causes of child mortality in the country, accounting for 16.3 percent of the Under-5 Mortality Rate (U5MR) (Source: SRS Cause of Death Statistic 2021-23). In this context, the early identification and effective management of pneumonia among children have assumed critical importance in reducing child morbidity and mortality.

To address the burden of childhood pneumonia, the Ministry of Health and Family Welfare, Government of India, launched the SAANS (Social Awareness and Action to Neutralize Pneumonia Successfully) initiative in November 2019. The SAANS initiative adopts a three-tiered strategy comprising:

1. Revised treatment protocols (Based on IMNCI and F-IMNCI training guideline),
2. Skill-based capacity building of service providers, and
3. IEC/BCC (Information, Education, and Communication / Behavior Change Communication) campaigns

These measures aim to accelerate the reduction of morbidity and mortality due to childhood pneumonia. For the effective implementation of these strategies, financial proposals have been approved under the **Annual Programme Implementation Plan (PIP) for the financial years 2024-2026** for all States and Union Territories.

The SAANS IEC/BCC Campaign 2025-26 is scheduled to be implemented from 12<sup>th</sup> November 2025 (World Pneumonia Day) to 28<sup>th</sup> February 2026, with the objective of accelerating action against childhood pneumonia. The campaign aims to generate awareness on the protection, prevention, and treatment aspects of childhood pneumonia; promote early identification and care-seeking behavior among parents and caregivers, enhance the coverage of the Pneumococcal Conjugate Vaccine (PCV) and create awareness about indoor/ outdoor air pollution. For effective implementation of the SAANS campaign, IEC materials and mass media products have been made available on the National Health Mission (NHM) website at <https://nhm.gov.in>. In this regard, all States and UTs are requested to utilize the provided IEC materials to organize the SAANS communication campaign. The detailed SAANS Campaign 2024-25 Guidance Note is also enclosed to assist States and UTs in the planning, implementation, and monitoring of programmatic activities.

I look forward to your continued support in ensuring timely and comprehensive preparations for the successful implementation of the SAANS Campaign 2025-26.

Encl: As above

*With regards -*

Yours sincerely,

*[Signature]*  
31-10-25  
(Aradhana Patnaik)

To

Additional Chief Secretary (Health)/ Principal Secretary (H&FW)/ Commissioner (Health) -All States/  
UTs

CC:

- Joint Secretary - RCH, Ministry of Health and Family Welfare, GoI
- Mission Director, NHM - All States/UTs
- Deputy Commissioner & Incharge (CH, RBSK), MoHFW
- State Nodal Officers, Child Health- All States/UTs
- PSO to Secretary - H&FW, Ministry of Health and Family Welfare, GoI