

# REACH EVERY CHILD



WORLD IMMUNIZATION WEEK  
APRIL 24-30, 2015

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### How to use this toolkit

*World Immunization Week 2015, which runs from April 24 – 30, is an important opportunity for CSOs to increase awareness and demand for immunisation by communities and improve vaccination delivery services for all vaccines.*

*This toolkit, designed by Gavi – The Vaccine Alliance, is to support you during World Immunization Week 2015 and other opportunities throughout the year. This toolkit briefly describes the current facts and messaging regarding vaccines general and routine immunisation with some suggested activities and ideas to engage your relevant stakeholders.*

### World Immunization Week 2015: Close the immunisation gap

World Immunization Week 2015 will signal a renewed global, regional, and national effort to accelerate action to increase awareness and demand for immunisation by communities, and improve vaccination delivery services.

This year's campaign focuses on closing the immunisation gap and reaching equity in immunisation levels as outlined in the [Global Vaccine Action Plan \(GVAP\)](#). The Plan - endorsed by the 194 Member States of the World Health Assembly in May 2012 — is a framework to prevent millions of deaths by 2020 through universal access to vaccines for people in all communities.

The GVAP aims to:

- strengthen routine immunisation to meet vaccination coverage targets;
- accelerate control of vaccine-preventable diseases with polio eradication as the first milestone;
- introduce new and improved vaccines; and
- spur research and development for the next generation of vaccines and technologies.

## CLOSING THE GAP: KEY FACTS AND FIGURES FOR WORLD IMMUNIZATION WEEK

### The importance of Immunisation

- Immunisation is widely recognised as one of the most successful and cost-effective global health interventions, saving up to three million lives every year.
- An estimated 1.5 million children die every year of vaccine-preventable diseases, according to the most recent estimates from the World Health Organization (WHO).
- One out of every five children (21.5 million children in 2013) across the world does not receive a full course of even the most basic vaccines, let alone more recently developed ones.
- Kids don't receive vaccines because stocks run out, health clinics are too far away, some people have misunderstandings about vaccines, data about coverage is poor, and politicians don't prioritise vaccination or give it enough funding.
- If countries improved routine immunisation coverage by an additional 2% per year, it would avert approximately 300,000 additional deaths due to vaccine-preventable diseases.
- Strong immunisation systems are an integral part of a well-functioning health system.

### Gavi – The Vaccine Alliance facts and figures

- **7 million deaths averted**

Since its launch in 2000, the Gavi has helped developing countries to prevent 6 million future deaths. *Gavi, the Vaccine Alliance / Bill & Melinda Gates Foundation*

- **500 million children immunised**

Since 2000, Gavi support has contributed to the immunisation of an additional 440 million children. *WHO/UNICEF*

- **Reaching 76% coverage with DTP3**

DTP3 coverage reached 76% in 2013 in the 73 countries supported by the Vaccine Alliance. *WHO/UNICEF*

- **Health systems and immunisation services strengthened in more than 60 countries**

The Vaccine Alliance has helped strengthen health systems and immunisation services in more than 70 countries and increased injection safety.

- **Almost 4 million deaths averted between 2011 and 2015**

The Vaccine Alliance's support for vaccines will contribute to averting an estimated 3.9 million future deaths between 2011 and 2015.

- **Nearly a quarter of a billion immunised by 2015**

Gavi support will assist countries to immunise a further 243 million children between 2011 and 2015.

- **100 million illness cases averted**

Vaccines have a long-term positive impact beyond health outcomes. Expanded immunisation in Gavi-supported countries from 2016 to 2020 could deliver more than 100 million illness cases averted. This will reduce the burden of care on parents, improving their productivity and freeing them from crippling medical costs. By protecting children from infectious diseases, vaccines will also help raise IQ levels.

- **US\$ 80-100 billion in economic benefits**

Investing in Gavi's 2016-2020 strategy has the potential to deliver US\$ 80-100 billion in costs averted related to illness, such as productivity loss due to death/disability, treatment costs, caretaker productivity loss and transport costs.

## CLOSING THE GAP: KEY MESSAGES FOR WORLD IMMUNIZATION WEEK

*CSOs contribute to reducing the global burden of vaccine-preventable diseases, but there is still work needed to close the remaining gap. There are more than 20 million children world-wide who have not yet received the full course of even the most basic vaccines...*

*Together, we can reach out and help close this gap.*

### A. TOP LINE MESSAGES

- Immunisation is widely recognised as one of the most successful and cost-effective global health interventions. Yet, one in five children routinely misses out on immunisation.
- CSOs are reaching out and helping to close the gap on the more than 20 million children world-wide who have not yet received vaccination against vaccine preventable diseases.
- **Closing the gap can be achieved through strengthening immunisation systems, in addition to immunisation campaigns.**
- Let's work together to close the gaps on these diseases and improve overall child health.

### B. How to help close the gap on immunisation

- Closing the gap means families know where and when to go for immunisation, there are enough health workers, local leaders support health workers, and political leaders provide enough funding and support needed to pay for vaccines, health worker salaries and transportation.
- Strengthening immunisation services will help sustain the gains already made and help close the gap in immunisation coverage.
- To help close the immunisation gap, we must reach children of vulnerable populations who are not yet vaccinated.
- Closing the gap on vaccination coverage and strengthening immunisation systems can only be achieved when countries have the strong political will to achieve them.

### C. The importance of routine immunisation

- Routine immunisation is the sustainable, reliable and timely interaction between the vaccine, those who deliver it and those who receive it to ensure every person is fully immunised against vaccine-preventable diseases.
- Immunisation services are often the first— and sometimes only— interaction that many families have with preventive health services. Measles campaigns can offer linkages to routine services, especially as the entry point into inaccessible areas and to marginalised communities.

### D. Advocacy with governments

- National governments play a critical role in maintaining sensitive disease surveillance and high population immunity, through strong immunisation services.
- Immunisation services are a cornerstone of the health system—a basic public good that virtually all governments provide to their populations.
- Governments can improve immunisation by supporting a skilled supply of healthcare workers, and adequate data, facilities and effective cold chains.

# ANNEX 1: GETTING STARTED AND PLANNING

Key steps in planning your activities for World Immunization Week:

1. Develop your key messages
2. Mobilise other sectors and partners to get involved
3. Plan events and share messages for the week – and beyond!
4. Measure your impact
5. Share your results and success stories

## 1. DEVELOP YOUR KEY MESSAGES

Consider the following points in mind when tailoring messages to your country/community:

- Describe the most important immunisation issues in your area
- Articulate the biggest blocks and gaps for immunisation in your town/region/country
- Use the facts and figures (p3) as a guide to collect similar information to your region/country
- Highlight success stories of the work done by CSOs and others to improve the situation

## 2. MOBILISE OTHER SECTORS AND PARTNERS TO GET INVOLVED

**Start planning in advance**

- Identify who needs to be involved to help manage official coordination and budget of the week
- Identify civic groups, other agencies and community leaders to work together
- Identify volunteers and engage different types of businesses who could sponsor activities

**Engage a range of people to work together**

- Political will – national, provincial, city, neighborhoods leaders
- Other agencies – health, recreation, education, sanitation, NGOs
- Champions – the doers, local celebrities
- Community – business, civic, and religious leaders

## 3. PLAN EVENTS AND SHARE MESSAGES FOR THE WEEK

Approach local partners with an outline of proposed activities and events for World Immunization Week 2015 and ask for their involvement and support. Explain how their participation will increase their visibility and enhance their profile in the community.

**Be inclusive in choosing events**

Consider activities for people of all ages, cultures and income brackets, especially:

- Marginalised groups and vulnerable communities (religions, castes, gender, professions)
- Locations that may not typically be reached by your activities

**Communicate**

Once you decide on your messages and audience, develop a plan to get the word out in many different ways:

- Work with local media to help publicise the events on radio, TV, in newspapers and online
- Work with local businesses and community and religious groups to put out announcements and fliers
- Use social media; reference events on local websites and those of partners

## 4. MEASURE YOUR IMPACT

Consider and document the following:

- How many participants?
- How popular were the week's activities?
- How much did local businesses and partners get involved?
- What was public reaction to the week's events and activities?

## 5. SHARE YOUR RESULTS AND SUCCESS STORIES

- Collect stories, photos, video and lessons learnt with the community, each other and online.

## ANNEX 2: SUGGESTED ACTIONS AND ACTIVITIES FOR WORLD IMMUNIZATION WEEK 2015

The list below provides a checklist of possible actions and activities with groups you may wish to involve:

### **Policy-makers, local authorities, and political leaders**

- Hold a high-level policy discussion with political or community leaders
- Hold town hall events where citizens speak with policy-makers about immunisation
- Challenge elected officials to develop an action plan to promote immunisation
- Help establish an immunisation promotion board across different sectors in the city/community

### **Health sector: doctors, nurses, administrators, public health personnel and volunteers**

- Link vaccine campaigns to the overall theme of World Immunization Week 2015
- Stress the health sector's direct responsibility to respond to immunisation needs
- Demonstrate what the health sector can do to improve access to immunisation services, particularly to those less advantaged, marginalised or in remote areas

### **Education: teachers, students and children**

- Arrange an immunisation assembly with a guest speaker
- Invite a doctor, nurse or community health worker to speak with students
- Design a board game or quiz on immunisation and how it can improve your health
- Create a poster or drawing contest for World Immunization Week

### **Business owners, private sector**

- Involve car companies to use a megaphone in one of their vehicles to share immunisation messages
- Have local businesses sponsor activities and events promoting immunisation in your area
- Sponsor a company relay race to support immunisation
- Initiate immunisation promotion activities in the workplace

### **Cultural groups**

- Involve theatre groups to create street performances on immunisation
- Engage local actors/personalities to be 'town criers' to promote immunisation messages
- Sponsor a 10km walk, relay, biking, or sporting event to promote the importance of immunisation

### **Religious groups and community leaders**

- Share messages that they could share in their meetings/sermons with followers
- Sponsor a discussion and secure the commitment of religious groups to mobilize their communities for immunization

### **NGOs and civic groups**

- Share messages and engage with groups who reach different marginalised communities and more remote communities than typically reached

### **In the media**

- Write letters to the editor or op-eds (p8, "newspaper contributions")
- Produce a public service announcement for TV or radio, promoting immunisation
- Submit a news release on your event
- Invite journalists to bring their children for immunisation

## ANNEX 3: GENERATING MEDIA INTEREST IN WORLD IMMUNIZATION WEEK 2015

Before engaging with media, review and consider what you would like to accomplish. Doing this will help you to develop appropriate media activities and messages consistent to support your overall goals.

When reviewing your communications plan, ask yourself the following questions:

- Who is your target audience and what would you like them to do?
- What messages would influence your target audience?
- What types of media outreach would be efficient and cost effective?

### Understanding the media

Members of the media are also members of the community. They will be interested in your messages as private citizens and as professionals. However to increase media coverage, you need to: understand what the media want in a story and make sure information is given clearly and in a timely manner.

All reporters and producers seek similar story elements: action, people and substance. They look for audience appeal, issues that stimulate debate, stories that increase readership, and fresh perspectives on an issue. The media will avoid inaccurate or incomplete stories.

### Effectively engaging with the media

Working with the media effectively is often a collaborative effort. There are usually several community groups working to promote their particular event. Work with partners in immunisation to get one clear message out to media during World Immunization Week.

There may be other opportunities throughout 2015 to build on the momentum started from the World Immunization Week events and celebrations. Consider setting up a calendar of events, activities and programmes that are important to the community, which you could use to sustain your relationship with the media. Because the news media thrive on novelty, you will likely only generate significant coverage two or three times a year.

### Involve celebrities

It can be helpful to involve celebrities including actors, musicians or sports heroes as spokespersons. It takes time and preparation to ensure the effective collaboration of celebrities, as they and their representative must be made thoroughly aware of the issue and you must clearly explain how you specifically want them to contribute to the event.

### Selecting the right celebrities

- Choose individuals who are well known and respected within the country or community and who can draw positive attention to immunisation and are in line with the vision and purpose of your organisation
- Consider celebrities from minorities communities who are missing out on vaccination
- Invite personalities in music, film, sports and politics to speak about immunisation or bring their children to be immunised to generate media coverage
- Engage a well-known person who lives nearby or is from your area

### Writing compelling news releases

News releases should be one page, but no more than 1.5 pages in length. Include the five Ws: *who* is involved; *what* is happening; *when* it is happening; *where* it is happening; and *why* it is important to the audience.

The release should start with an attention-grabbing headline. In one or two sentences, the lead paragraph should answer these five Ws. Most reporters decide whether or not to read further depending on the first paragraph. The second or third paragraph should include a quote reporters can use in their article.

Some story ideas include:

- A profile of a celebrity or an immunisation advocate – what he or she has done and why

- The barriers that exist to improving vaccine coverage and why
- Personal stories of people's experience with vaccine preventable diseases – especially if they are a celebrity or community leader
- Launch of a partnership with a local business or organisation to improve immunisation coverage
- A community innovation to promote immunisation

### Media kits

A media kit provides information prepared especially for the media and released on the day of the event.

Examples of materials that might be included in a media kit are:

- News release on World Immunization Week event, initiative or activities
- Statistics on the prevalence of vaccine preventable diseases in your country, city or community
- Information on your CSO and its work, and other partners and contact information
- Brief biographies of key officials/speakers and spokespersons in your CSO network
- Photographs (most newspapers prefer black and white) and camera-ready graphics, such as charts

### Monitor your media relations

Track your media contacts with a simple form documenting the name, organisation, date, time, and topics discussed with specific reporters. Reviewing the media contact forms can give insight on how many media enquiries were received, on which subjects, and whether enquiries are increasing or decreasing.

### Newspaper contributions

Two tools for outsiders to express their views in newspapers are Letters to the Editor and short pieces that appear opposite the editorial page (known as “op-eds”). Most newspapers will usually consider up to two op-eds a year from one source.

The piece should be quite short (ideally 300–400 words), well thought-out, clearly written and persuasive; and make a clear argument (for more funding for immunisation for example) with a call to action. It should be sent by the head of your CSO or someone of prominence who can speak from a personal perspective on immunisation or particular vaccines. Personal anecdotes also help make the article more compelling. You should develop your main idea within the first two paragraphs. If you are responding to a specific article, put its title, author, and the date when it appeared in the first sentence.

### Engaging media to promote your activities

There are a number of different ways to create and sustain media interest in your World Immunization Week events. Having a radio or TV station co-sponsor your event will highlight its commitment to health, as well as generate the potential for free publicity.

Also arrange to have the event listed in local newspaper calendars and announced on television and radio stations. Send news releases two weeks in advance of the event. A few days in advance, call reporters and ask if they can attend. The day before the event, call the selected media again and to politely remind them of the event.

### Media engagement during and after your activities

During the event, set up a media sign-in table and hand out media kits. Try to set up interviews with participants and introduce the media to the appropriate spokespeople. Have someone take photographs to illustrate future articles on the event and for social media use.

Immediately after the event, send a news release to any reporters who were unable to attend and send follow-up letters to the editors to newspapers. You can also write a follow-up article for appropriate community publications, with photographs. Thank the community and participants, and inform them of the success of the event.

It's also important to measure and document the coverage of your World Immunization Week events. Record information such as how many people attended and how many volunteers were recruited. This information is useful for internal evaluation, as well as for post-event news releases.



## ANNEX 4: USING SOCIAL MEDIA TO PROMOTE WORLD IMMUNIZATION WEEK 2015

### General tips

- Encourage your supporters and champions to share your organisation's social updates
- Thank your supporters and communities by highlighting their efforts
- A compelling photo with a short text (e.g. a question) is the best way to engage with your audience
- Be personal: always write like you talk, with a subject and a verb
- Be timely: post regular updates and respond to questions as fast as you can
- Be honest: if you misfire, it is ok to delete, but do this in a timely manner
- Be strategic: try to do a few things good – focus your efforts on one or two social channels

### Facebook tips (for organisations)

- Facebook is about community building – your objective should be engagement (not page likes)
- Instagram is integrated with Facebook – use your Instagram account to post photos to your page
- Maximum engagement (likes, comments and shares) happens at 40-80 characters (short and snappy!)
- Similar to Twitter, you can tag others in your updates (@) and tap into conversation with hashtags (#)
- Using Facebook as your page to comment on posts by others helps to boost your page's visibility
- Make sure to like other pages with your page, e.g. Gavi and immunisation pages
- As your community grows, start to segment updates by language and location (e.g. state or city)

### Twitter tips (for organisations and individuals)

- Twitter is about conversation, not broadcasting – remember to follow, listen and retweet
- Each tweet must be no longer than 140 characters (including @handles, #hashtags, images and links)
- If you mention someone in your tweet, make sure to include the correct @username (e.g. @Gavi)
- Quality over quantity – only tweet stuff that you find interesting and relevant for your followers with:
  - A subject and an action verb
  - A time and a location (country, region or city)
  - A question and/or statement (e.g. "did you know that?")
  - A key message and (if necessary) a link to a website
  - A @username if you want to target a user (e.g. @Gavi)
  - A hashtag (#) indicating the topic(s) you are tweeting about

### Suggested tweets (localise and tailor as needed)

- Where you're born shouldn't matter. We must work harder to help all kids get the vaccines they need, wherever they live. #vaccineswork
- A world free of vaccine-preventable diseases? Together w/ @Gavi & partners we can make #vaccineswork everywhere: <http://youtu.be/P2mwk294J7Y>
- #Vaccines are one of the biggest #publichealth successes in history. They save millions of lives. #vaccineswork
- #Measles is a highly contagious disease, killing on average 14 people every hour. But a vaccine can prevent it. #vaccineswork
- The #measles vaccine has been in use for 50 years. It's safe, effective & inexpensive. More @lionsclubs <http://ow.ly/JGjRk> #vaccineswork
- #Rubella – also vaccine preventable – is less fatal than #measles, but can spread from mother to child during pregnancy. #vaccineswork
- The compelling case to #reacheverychild w/ #rubella vaccines: <http://ow.ly/JDsqr> via @CDCglobal @MeaslesRubella #vaccineswork

### Suggested Facebook posts (localise and tailor as needed)

- Where you are born shouldn't matter – all kids deserve a good start in life. Let's team-up to #reacheverychild with #vaccines. [IMAGE: <https://db.tt/tF8IdnDT> Photo: UNICEF/Habibul Haque]
- #Everyparent deserves moments like these. Let's make sure all kids get #vaccines that most of us take for granted. [IMAGE: <https://db.tt/xrDcT4J9> Photo: Gavi/Chris Stowers]
- #India protects infants like this little guy against 5 diseases with 1 #vaccine. We think that's worth a like! [IMAGE: <https://db.tt/afCJk9E> Photo: Gavi/Oscar Seykens]

## ANNEX 5: SUPPORTING CONTACT INFORMATION FOR WORLD IMMUNIZATION WEEK 2015

### CONTACTS

For more information or support in the planning of your World Immunization Week activities, please contact:

- **CSO COMMUNICATIONS FOCAL POINT**
- **CRS REGIONAL OFFICES**
- **GAVI COMMUNICATION CONTACTS**

### WEBSITES

<http://www.who.int/campaigns/immunization-week/2015/event/en/>

<http://www.unicef.org/immunization/files/GlobalVaccineActionPlan.pdf>

<http://www.afro.who.int/en/media-centre/events/african-vaccination-week/2015.html>

<http://www.afro.who.int/en/media-centre/events/african-vaccination-week.html>

[http://www.searo.who.int/entity/immunization/immunization\\_week\\_searo/en/](http://www.searo.who.int/entity/immunization/immunization_week_searo/en/)

[http://www.searo.who.int/entity/immunization/immunization\\_week\\_searo/logo\\_visual\\_identity/en/](http://www.searo.who.int/entity/immunization/immunization_week_searo/logo_visual_identity/en/)

<http://eiw.euro.who.int/>

<http://www.paho.org/vwa/>

<http://www.immunize.ca/en/events/niaw.aspx>