CLOSE THE IMMUNIZATION GAP

IMMUNIZATION FOR ALL THROUGHOUT LIFE

WORLD IMMUNIZATION WEEK 2016
Campaign Toolkit
“No child should be denied the right to immunization for unfair reasons, including economic or social causes. All barriers must be overcome.”

Dr Margaret Chan, WHO Director-General
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Immunization is one of the most successful and cost-effective means to help children grow into healthy adults. We have made enormous progress, but one in five children is still not being reached. In addition, too many adolescents and adults are not receiving the vaccines they need to help them stay healthy throughout life.

IT'S TIME TO CLOSE THE GAP.
CAMPAIGN THEME

Close the Immunization Gap:

IMMUNIZATION FOR ALL THROUGHOUT LIFE

We will:

1. introduce a new tagline – **Immunization for all throughout life** – as a reminder that to stay healthy all children need vaccines, but so do adolescents and adults

2. showcase immunization progress since the 2015 campaign

3. draw on recommendations from WHO’s Strategic Advisory Group of Experts (SAGE) on Immunization on how to address barriers so we can achieve immunization for all

4. place a strong focus on the critical need to immunize children and adults living in conflict situations or in the wake of emergencies.

This will be the second year of a multi-year campaign built on the theme Close the Immunization Gap.
CAMPAIGN ROLLOUT

The Close the Immunization Gap campaign will officially launch during World Immunization Week 2016 (24 to 30 April).

We ask you as partners and members of the global immunization community to join us in this observation by raising awareness locally.

Now is the time to start planning and reaching out to supporters within your network.

This toolkit has been designed to provide you with the following materials and resources:

- Key messages and branding
- Guidelines on maximizing media interest around the campaign
- Posters
- A short radio script intended as a public service announcement
- Press materials, including a fact sheet, an infographic and a video
- Guidelines on inspiring participation by the public and partners

Since every region and country face their own challenges, we encourage you to tailor these materials to meet your local needs.
CAMPAIGN OBJECTIVES

1. **To raise** awareness worldwide on the critical importance of full immunization throughout life.
   - and elimination in Cambodia, India and Mauritania of tetanus among new mothers and new-born babies.

2. **To highlight** recent achievements, such as the phased introduction of a new polio vaccination regimen, which represents a critical step towards a polio-free world and the preparation for the globally synchronized withdrawal of type 2 OPV in 155 countries, thus eradicating type 2 polio virus, once and for all; elimination of rubella in the Americas; and elimination in Cambodia, India and Mauritania of tetanus among new mothers and new-born babies.

3. **To draw** attention to exciting innovations, including progress on making vaccines against Ebola, malaria and dengue available.

4. **To encourage** global partnership on reaching the children, adolescents and adults – especially those living in countries with inadequate coverage and those affected by conflict or other emergencies – not benefiting from life-saving vaccines.

5. **To increase** recognition that governments, international organizations and other development partners need to align their efforts in strengthening leadership and accountability on achieving full immunization.

6. **To call** for action on achieving universal coverage for immunization against measles, rubella and tetanus.
KEY MESSAGES
KEY MESSAGES FOR WHO STAFF AND TECHNICAL PARTNERS

Top-line messages

- The global immunization goals for reaching all individuals and communities through the Decade of Vaccines (2010-2020) can achieve its true potential only if the impressive progress seen in some countries becomes the norm.

- We need a stronger focus on reaching children missed by routine delivery systems, especially those living countries, districts or areas where less than 80% are receiving vaccines or who are living in countries affected by conflict.

- National immunization programmes need to establish clear objectives and improved processes for monitoring and accountability.

- We need to better inform children, adolescents, adults and health workers about the vital importance of keeping immunizations up to date throughout a person’s lifetime. And for health care workers to better educate parents and caregivers and establish user friendly-vaccination services equipped to overcome hesitancy about immunization.

- We need a concerted effort to immunize people living as refugees or in countries currently beset by conflict or other emergencies.
KEY MESSAGES FOR WHO STAFF AND TECHNICAL PARTNERS

Vaccine innovations and the potential for rapid gains

- In April 2016, countries across WHO's six Regions will begin the phased withdrawal of oral polio vaccines by switching from the currently used oral vaccine to one that does not contain the strain of the virus which has already been eradicated. To provide complete protection against polio, many countries have already started the use of at least one dose of the injectable polio vaccine and others are planning to do so. These two critical steps in the Polio Endgame will accelerate polio eradication and help us to secure a polio-free world.

- Vaccines against dengue, Ebola and malaria have been through clinical trials and are now in the pipeline.

- We need to get back on track with efforts to end tetanus among mothers infected during delivery and in newborn babies.

- Elimination of measles and rubella worldwide can be achieved as demonstrated in the Americas.
KEY MESSAGES FOR WHO STAFF AND TECHNICAL PARTNERS

Messages on Accountability

- In general, we should link to the **accountability** for the new Sustainable Development Goals, since immunization targets are essential for achieving the targets of the health goal, in particularly for child health.

- **Countries** should have annual plans for immunization that are consistent with the GVAP and relevant regional vaccine action plans. They should also have annual monitoring through an independent body.

- **Global, regional and national development partners** should align their efforts to support countries in strengthening their leadership and accountability frameworks and implementing national plans.
KEY MESSAGES FOR EXTERNAL AUDIENCES (media, public)

Top-line messages:

- Immunization is one of the most successful and cost-effective means to help children grow into healthy adults.

- Every day, we are reaching more children with life-saving vaccines, but one in five children worldwide is still not receiving the immunizations he or she needs. We have it in our power to close this gap.

- Parents and children’s carers - as well as adolescents, adults and health workers - need to understand the vital importance of keeping immunizations up to date throughout a person’s lifetime.

- People living as refugees or in countries currently beset by conflict or other emergencies deserve to get all vaccinations – just like everyone else – but this requires greater efforts.

- WHO has made it a priority to work closely with countries around the world to help them reach more people with vaccination and carefully monitor their progress.
KEY MESSAGES FOR EXTERNAL AUDIENCES (media, public)

Vaccine innovations and the potential for rapid gains

- In April 2016, countries across WHO’s six Regions will begin the phased withdrawal of oral polio vaccines by switching from the currently used oral vaccine to one that does not contain the strain of the virus which has already been eradicated. To provide complete protection against polio, many countries have already started the use of at least one dose of the injectable polio vaccine and others are planning to do so. These two critical steps in the Polio Endgame will accelerate polio eradication and help us to secure a polio-free world.

- Vaccines against dengue, Ebola and malaria have been through clinical trials and are now in the pipeline.

- Every child should be vaccinated against measles and rubella, but progress on eliminating these diseases has stalled. Everyone should play a role in closing this gap – governments, health workers, parents, civil society and international organizations.

- Too many pregnant women become infected with tetanus during delivery, and too many newborn babies become sick with the disease because their mothers have not been vaccinated. The consequences are terrible. As of August 2015, 21 countries had not yet eliminated transmission of tetanus among new mothers and newborn babies. Reaching all girls and women with tetanus vaccination should be a global priority.
CLOSE
THE IMMUNIZATION
GAP
IMMUNIZATION FOR ALL THROUGHOUT LIFE
VISUAL IDENTITY
Posters

CLOSE THE IMMUNIZATION GAP
IMMUNIZATION FOR ALL THROUGHOUT LIFE

弥补免疫差距
人人终生获得免疫服务

CERRAR LAS BRECHAS EN INMUNIZACIÓN
INMUNIZACIÓN PARA TODOS DURANTE TODOA LA VIDA

COMBLER LES VACCHES EN MATIERE DE VACCINATION
VACCINATION POUR TOUS, TOUT AU LONG DE LA VIE

Ликвидировать пробелы в иммунизации
ВСЕОБЩАЯ ИММУНИЗАЦИЯ НА ПРОТЯЖЕНИИ ВСЕЙ ЖИЗНИ
### WHO CORE MATERIALS AND ACTIVITIES

#### ONLINE RESOURCES
- WHO fact sheet on immunization provides background and content to media and public
- Q&A’s on immunization
- Online quiz—see whether you and your family are fully immunized
- WHO Global Vaccine Action Plan

#### SOCIAL MEDIA
- Campaign using #vaccineswork linked to feature stories and visuals and asking people to engage through social media channels (Twitter, Instagram, Facebook, Vine); Global Programme on Polio Elimination partners can retweet, adding #endpolionow

#### WHO MULTIMEDIA PRODUCTS
- Infographic showing immunization targets and where we are today
- Close the Immunization Gap video
- Short radio script aimed at raising public awareness
WHO MEDIA MATERIALS AND ACTIVITIES*

- WHO press release
- WHO media briefing
- Commentary on WHO website the week of 24 April
- Twitter chat
- Facebook Q&A
- Sound bites available for dissemination to broadcasters

* Dates and details will be announced soon
GET INVOLVED

Everyone can play a role in making this campaign a success. In this section, read about ways you can capitalize on World Immunization Week to reach your goals.

Here are some of the ways you can help:

- **Use existing campaign materials** such as posters and infographics.
- **Get your community involved** and organize events targeting media, businesses, schools and other institutions.
- **Share a success story** or case study on what you have done to promote immunization for all.
FIRST STEPS

- Check in with your WHO Regional and Country office to receive information about local plans for World Immunization Week 2016.

- Make plans to support and disseminate these campaigns based on available resources.
ORGANIZE YOUR PLANNING EFFORTS

Form a World Immunization Week Planning Committee consisting of people from:

- National, regional immunization programmes
- NGOs
- Health worker associations
- Women's/religious/students' groups
- Public relations professionals
- Politicians
- Target audiences for your World Immunization Week activities

Any other group that you want to get newly involved.

Tip: Draw up a table to show the roles and responsibilities assigned; then ensure that all the people involved in the activity have access to it and agrees to their respective assignments.
BUILD A STRONG CASE FOR ACTION

Before planning World Immunization Week activities, assess local needs and assess challenges that need to be addressed. Information you need will include:

- Information on local vaccine coverage
- Groups not getting access
- Where are the gaps and how could they be closed?
- Progress on reaching everyone – not just babies and children but adolescents and adults.
DEVELOP LOCALLY TAILORED KEY MESSAGES

Using the data you have gathered from WHO and taking into account the global key messages for World Immunization Week:

- Develop key messages tailored to your community/country
- Start collecting stories and photos that bring the messages to life and are suitable for the target audiences you have in mind
- Ensure messages and stories support successes, identify gaps and set out the next steps in your immunization programme.
ORGANIZE A PRESS EVENT

- Establish a contact list of local/regional/national media interested in health and development issues.
- Organize a venue for the press conference. A community centre engaging in an immunization campaign can be a good choice.
- Prepare a media advisory indicating the time, place and details of who will be present at the press conference.
- Send the media information about planned events.
- Send the media prepared statistics, fact sheets, videos, media advisory, and slides well in advance. That way, journalists have time to review the materials, raise questions and position the story within their organizations.
- Invite politicians, NGOs and celebrities to the press conference.
- On the first day of World Immunization Week, send out a press release with a new angle on immunization successes and challenges in your region or country.
- Try to place an opinion piece or blog by local leaders during April.
EXPAND YOUR REACH

- Join WHO social media campaigns using the hashtag #vaccineswork

- Encourage members of your community to post comments consistent with WHO messaging on local and global news outlets

- Organize public events to raise awareness about immunization – such as:
  - A stand in a busy public venue
  - Seminars or panels open to the public
  - Door-to-door campaigns.
World Immunization Week 2016

www.who.int/campaigns/immunization-week/2016/en/

For more information, contact vaccines@who.int