This World Immunization Week, we can spread the message that in our communities #VaccinesWork for All.

Nurses and midwives play a crucial role as vaccine champions for parents and parents-to-be.

Join us to highlight how #VaccinesWork for All and the people who develop, deliver and receive them are champions by ensuring we are protected together through vaccines.

We need the help of all champions around the world to reach the 1 in 10 children who still do not have access to vaccines.
WHY IMMUNIZATION MATTERS?

Expanding access to immunization is vital for achieving the Sustainable Development Goals, poverty reduction and universal health coverage.

Immunization is also a fundamental strategy in achieving other health priorities, from controlling viral hepatitis, to curbing antimicrobial resistance, and providing a platform for adolescent health and improving antenatal and newborn care.
CAMPAIGN FOCUS DAYS

Spotlighting the role of nurses and midwives as vaccine champions in protecting the health of children and families.

24 April

Feature the role of nurses and midwives who often are the first and only point of contact for vaccination. Highlight how every check up is an opportunity to check in on vaccination for people of all ages: children, youth, adults and older people.

#VaccinesWork
#SupportNursesAndMidwives

27 April

Showcase how nurses and midwives provide essential health services and work tirelessly to vaccinate children and families against deadly diseases.

#VaccinesWork
#SupportNursesAndMidwives

28 April

Recognize nurses and midwives as trusted and credible source of information about vaccines. Vaccines save lives, help children learn and grow and prevent serious illness and disability.

#VaccinesWork
#SupportNursesAndMidwives
SOCIAL MEDIA ASSETS

VACCINATION IS SAFE.

The most common vaccines - like those for measles, diphtheria, tetanus and pertussis - have been in use for decades. Millions of people receive them safely every year.

VACCINES UNDERGO MANY TESTS to ensure they are safe and effective.

Involving thousands of healthy participants.

Lasting for many years,

Followed by constant monitoring by scientists.

VACCINES PROTECT US AGAINST HARMFUL DISEASES

They use your body’s natural defenses to protect against infections.

They train your immune system to create antibodies.

And this prevents us from getting sick.

VACCINES PROTECT INDIVIDUALS AND COMMUNITIES.

Vaccination not only protects you. It protects those who can’t be vaccinated.
SOCIAL MEDIA ASSETS

SEASONAL INFLUENZA, PERTUSSIS AND TETANUS CAN BE DEADLY.
Vaccinating pregnant women against these diseases is safe and helps protect both mothers and their babies.

NURSES AND MIDWIVES help reach children in all countries with lifesaving vaccines.
This offers the chance at a healthy life, from the earliest beginnings and into old age.

NURSES AND MIDWIVES are vaccine champions for parents and parents-to-be.
They provide important first contacts with vaccination services.

I support vaccination!
HOW YOU CAN GET INVOLVED

Spread the Word
Use the campaign hashtag #VaccinesWork in every post on social media. You can use additional hashtags such as #SupportNursesAndMidwives

Engage your network
Reach out to your champions asking them to support WIW to promote vaccines.

Author a Blog or Op-Ed
Write a piece to explain the critical role of nurses and midwives as vaccine champions around the world #VaccinesWork

Stay updated
Follow #VaccinesWork on social media and visit the campaign website for more information
KEY RESOURCES

World Immunization Week
Campaign webpage

Know the facts about vaccines
WHO fact sheets
Vaccines Q&As
Fact file
Communication to build trust

Training materials
Nursing and Midwifery curriculum on immunization
Immunization Academy
Vaccination recommendations for health workers
Immunization Training Materials