World Immunization Week 2012

Campaign report

Produced by the Department of Communications

August 2012
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Executive summary

In 2012, for the first time, countries in all six WHO regions participated in Immunization Week, to mark the first World Immunization Week (hereafter referred to as WIW). WIW, which takes place from 21-28 April, is an opportunity to underscore the importance of immunization in saving lives and to encourage families to vaccinate their children against deadly diseases.

This worldwide collaboration provides an opportunity to boost momentum for immunization as a public health intervention, focusing on specific actions such as:

- raising awareness on how immunization saves lives;
- increasing vaccination coverage to prevent disease outbreaks;
- reaching underserved and marginalized communities — particularly those living in remote areas, deprived urban settings, fragile states and strife-torn regions — with existing and newly available vaccines; and
- reinforcing the medium- and long-term benefits of immunization, giving children a chance to grow up healthy, go to school and improve their life prospects.

The global slogan for the campaign was “Protect your world – get vaccinated”. Regional offices chose slogans relevant to their specific audiences. For example, PAHO used “Vaccination – an Act of Love” and EURO used “Prevent, Protect, Immunize”.

This report provides an overview of materials developed, events organized and communications approaches followed. Commentary on internal processes, both within headquarters, and with regional offices, is included. Also included are web and social media statistics. Commentary on the public health impact of this campaign is outside the scope of this report.

The report serves as a tool for identifying areas for improvement for future World Immunization Week campaigns, and as a baseline for measuring the success of future campaigns.

Overall, products developed at headquarters were provided in electronic format in good time for regional offices to use them should they wish. Use of global products by the various WHO regional offices varied by region, with several regions preferring to use their own materials. Use of global materials produced by HQ was high. A high number of stories relating to immunization appeared in the media indicating high interest although no detailed analysis was done.

**World Immunization Week 2012 key messages**

- Immunization saves lives – preventing between 2 and 3 million deaths every year in all age groups
- Over 19 million infants did not receive the basic vaccine against diphtheria-tetanus-pertussis in 2010.
- Individuals should check they are up-to-date with required vaccines and contact their local health professional if in any doubt.
Recommendations

- DCO to draw up, in collaboration with IVB, a communications outline six months in advance of WIW.
- Plan, draft and clear all materials (fact sheets and media products as well as posters and videos) for WIW in a timely manner.
- Roles and responsibilities of IVB and DCO staff to be clarified early in the planning process.
- DCO Media Team to prepare (in collaboration with IVB) a media strategy early in the planning process. DCO Media Team to lead all WHO-led WIW media activities, pre-, during and post-campaign.
- Use a more efficient mechanism than the diplomatic pouch for dispatch of any hard-copy materials to AFRO.
- Consider earlier publishing of any video products to enable momentum to build in the lead-up to WIW.
- Promote more proactively non-English material.
- IVB to ensure that spokespersons are designated for WIW and receive spokesperson preparation organized by DCO in advance of WIW.
- DCO to liaise regularly with DGO on plans for events relating to WIW involving senior members of DGO staff.
Core products

Core products produced by HQ were:

- Visual identity for World Immunization Week – for use by WHO and partners
- Poster - produced in the six official UN languages and one non-text version for adaptation
- Banner – produced in English and French
- Public service announcement - produced in the six official UN languages
- Note for the media – finalized in English, French, Chinese and Russian
- Campaign site in all official languages except Spanish

An intranet story “Protect your world – get vaccinated” was posted on 20 April. The article focused on Immunization Week from the perspective of an EMRO staff member.

What went well

A communications plan was developed by IVB early, with input from DCO. This helped in establishing a framework for the campaign work.

The visual identity, posters, roll-up banner and video were planned early enough for them to be adopted by regions and partners should they so wish. Collaboration between DCO/FPE and IVB in the development of these products was good. Requesting of feedback and clearance from IVB at key stages of development (even with tight deadlines), was appreciated by the IVB team, and ensured that there were no last-minute “surprises” which would have led to delays in finalization. The design company who produced the materials were extremely professional – brainstorming was productive, quality of work was excellent and deadlines were met.

IVB received a lot of positive feedback on the design of the WIW poster and the video (partners used words like “catchy”, “nice” and “uplifting”) from IVB staff and partners including the American Pediatric Association, American Red Cross, the Bill & Melinda Gates Foundation, GAVI, One.org, PATH, Save the Children, the United States Centers for Disease Control and Prevention, the UN Foundation and UNICEF.

The design files for the visual identity in English and French, together with guidelines for use, were sent to regional colleagues nearly three months before the start of WIW. The design files for the visual identity in Arabic, Chinese and Russian, and the final poster in English and French, together with design files for adaptation were sent to regions two months before the start of WIW. The WIW site in English went live five weeks before the start of WIW.

Lessons learned

Both IVB and the sub-teams in DCO had a heavy workload during WIW (i.e. in addition to preparing for WIW, IVB was also preparing for the release of new 2010 measles data and the launch of a global measles and rubella strategic plan. DCO was liaising with regional and country colleagues on DDG’s participation in an immunization event in Ghana in addition to focusing on World Malaria Day, which falls in the same week as WIW.
Many communications and media materials were developed for WIW and measles/rubella events (e.g. media advisory, note for the media, press release, fact sheets on measles and rubella, Nepal photo story on rollout of measles and rubella campaign, talking points, key messages, updating the IVB website, IVB homepage stories), in addition to liaising with partners on WIW. Much of this was developed late and created tension between IVB/DCO and FWC ADG’s office.

For subsequent years, it will be important that planning, drafting and clearance for all materials (fact sheets and media products as well as posters and videos) is undertaken in a timely manner to avoid unnecessary tension and delay close to WIW. Better planning between DCO sub-teams will also be required to avoid overburdening the IVB communications focal point.

Two hundred copies of the poster in English and two hundred in French were printed. These quantities were agreed on by DCO and IVB. In view of efficiency and cost control, it was agreed that preference should be given to providing regional colleagues and partners with design files for printing rather than printing large quantities at headquarters. AFRO asked that we provide printed copies in view of budget and printing limitations at the regional office. A limited number was sent to AFRO, Brazzaville and the WHO Office in Ghana (given that a high-level immunization event was being hosted there during WIW). These were sent by pouch. This proved ineffective, with the posters arriving too late for WIW. It is recommended that a more efficient mechanism be used for dispatch of any posters for future campaigns. A small number of copies were provided to the WHO Medical Services, the Kobe Office, and local hospitals.

**Video**

The WIW video was produced in the six official UN languages. It was completed and posted on the WHO YouTube channels in the six languages around two weeks before the start of World Immunization Week. As at 4 July, the number of Plays of the video were as follows:

- English: 5,789
- Spanish: 995
- Arabic: 871
- French: 716
- Russian: 479
- Chinese: 472

The decision was made by DCO to delay posting of the WIW video until after World Health Day in order to avoid possible competition between the two videos. Consideration should be given in 2013 to releasing any videos produced earlier to allow sufficient time for interest to increase in the build-up to the Week. More effort will be required in 2013 to push out the non-English versions of videos.

Of note, CNN played the 30-second version of the video as a Public Service Announcement.
The production of the campaign site for WIW was a combined effort between IVB and the Online Communications Team. Posting in English was done by the IVB web focal point. The Online Communications Team provided significant support for the non-English pages. Consideration should be given in the future to OLC taking full responsibility for the campaign site.

Over the period 7 April – 18 May 2012 (from two weeks before WIW to three weeks after), the WIW campaign site [www.who.int/immunization/newsroom/events/immunization_week/](http://www.who.int/immunization/newsroom/events/immunization_week/) received over 22 000 visits. As a comparison, the World Health Day campaign site received 198 000 visits during the five-week period before and after the Day.

The IVB web site [www.who.int/immunization](http://www.who.int/immunization) received over 160 000 visits over the same period. This compares very favourably to visits to the departmental website on ageing, the topic of World Health Day 2012, which received 65 000 visits during the five-week period before and after the Day.

Visits to the top-level campaign page segregated by language were as follows:

- Immunization/newsroom/events/immunization_week/en 8 820
- Immunization/newsroom/events/immunization_week/fr 966
- Immunization/newsroom/events/immunization_week/zh 547
- Immunization/newsroom/events/immunization_week/ru 407
- Immunization/newsroom/events/immunization_week/ar 277

The site was not posted in Spanish due to insufficient capacity in the translation department.

More effort will need to be given to promoting the non-English pages in future campaigns to justify the effort and cost involved in producing them, and to ensuring that the site is available in all six official UN languages.

The top 10 downloads of Immunization/newsroom/events/immunization_week/ totalled 1 923. The vast majority of these were for the posters and banners.

Annex I provides further web statistics.

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1 Source of data: Urchin: Report name – Content Optimization – Top Content
Social Media

17 -30 April 2012

The Social Media Team used the campaign hashtag #vaccineswork proposed by partners for both the WIW and rubella/measles outreach and tweeted and posted extensively. Over the week the team covered:

- Announcement of WIW video on YouTube and campaign materials
  [http://www.who.int/immunization/newsroom/events/immunization_week/2012/poster_banner/en/index.html](http://www.who.int/immunization/newsroom/events/immunization_week/2012/poster_banner/en/index.html) and
- PAHO: 10 years Immunization Week
- AFRO: Welcome AFRO on Twitter
- Measles and rubella, 24 April
- WPRO: VacciBoy and ImmuGirl
- EURO Immunization Resource Centre (about 10 tweets mostly geared to parents)

26 -30 April 2012

WHO was one of many tweeting using the hashtag #vaccineswork. Below is a snapshot of outreach output.

- Exposure: 19 754 157 impressions
- 1 494 tweets
- 970 contributors. Top contributors: UNICEF on highest exposure, most retweeted and most mentioned. Contributors:
  1) UNICEF with 11.6 million impressions;
  2) Gates Foundation with 2.1 million impressions;
  3) WHO with 1.2 million impressions;
Others included: the UN Foundation; USAID; GAVI Alliance; DFID; CDC Global; and Huffington Post Impact.
- Most retweeted tweets: UNICEF, WHO (VacciBoy and ImmuGirl), UNICEF Africa
- Reach: 3 754 231 accounts reached
- Status from short URLs to fact files: 3395; PAHO page: 236; YouTube video: 734.

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2 Estimated number of people that the Tweets are reaching

3 Number of unique Twitter users who received tweets
Of note, the reach Tweets on WIW was much higher than for World Health Day. The number of impressions was similar. Details are below.

*World Health Day*
Reach: over 1 million  
Impressions: over 20 million

*World Immunization Week*
Reach: 3.8 million  
Impressions: nearly 20 million

**Outreach and dissemination**

The target audience for WIW information is broad and includes ministries of health, partners, donors and alliances, civil society, professional associations, community leaders, parents and caregivers, and WHO staff.

A short email outlining the aim of the campaign and key messages, together with links to our web site and social media platforms, was sent out to a wide audience several days before the campaign.

Groups receiving emails included: IVB technical networks (including members of key advisory bodies, technical partners and the research community), communications focal points of immunization partners, national immunization managers, vaccine manufacturers, WHO Collaborating Centres for vaccines, selected NGOs in in official liaisons with WHO, Geneva Missions, UN social media colleagues, recent visitors to WHO, and WHO staff and interns. A process for creating and managing email lists for key target audiences will need to be established by DCO in order to make dissemination of messages on campaigns more effective.

The link to the IVB home page story was sent to WHO regional advisers and communications focal points for immunization and partner communications focal points.

Entries on WIW and regional immunization weeks were included:

- in the Global Immunization News newsletter  
  [http://www.who.int/immunization/GIN_April_2012.pdf](http://www.who.int/immunization/GIN_April_2012.pdf);
- on the TechNet21 web site  
- in the GAVI Immunization insights newsletter  
  [http://us1.campaign-archive1.com/?u=3e72d00b5705ce6f4def92fa1&id=221683c890](http://us1.campaign-archive1.com/?u=3e72d00b5705ce6f4def92fa1&id=221683c890)

While the email outreach was to a large extent carried out by DCO, the outreach to newsletters was largely undertaken by IVB.
Media

Difficulties in scheduling of spokespersons meant that spokesperson preparation was not conducted for either World Immunization Week or the launch of new measles mortality data and a new strategic plan for measles and rubella. The technical focal point for measles in IVB briefed Palais journalists on the measles issues. Attendance of journalists was fairly low.

IVB felt that insufficient support was provided by DCO for the measles and rubella media work taking place during WIW. In view of this, IVB hired a consultant for 10 days to support this work.

It is suggested that for future campaigns, a clear media outreach strategy be compiled early in the planning stages by the Media team and shared with other DCO teams and the technical department in charge. The DCO media team should lead all media work, collaborating closely with the technical department. Interview requests sent by DCO to the technical department should include background information on the media outlet/journalist, list of questions, whether it was a live or recorded interview, length of interview etc. Post-event, analysis should be undertaken of the success of the media strategy e.g. did targeted news outlets feature the story?, were their articles on message? were WHO spokespersons quoted?

Events

No events were held at headquarters to mark World Immunization Week.

DDG participated in a high-level event in Ghana initiated by the GAVI Alliance, and organized in collaboration with WHO staff working in Ghana. It is suggested that the involvement of WHO staff in key events relating to major WHO campaigns be determined early in the planning process as far as is possible for future campaigns, with closer liaison between DCO and DGO on planning.

Events were organized by regions and countries around the world. Details reported to HQ by regional colleagues are provided in the regional reports section below.

Budget

The cost of design and video production work was in the region of US$ 25 500 (US$ 8 500 for design work and US$ 17 000 for production of a PSA in six languages). This was felt to be very reasonable given the excellent work that was carried out by the supplier, Mise en Oeuvre.

IVB also covered the cost of a consultant for 10 days to assist with communications work related to measles and rubella.
Regional reports

Following WIW, FPE asked each of the six regional offices, the Kobe Centre and the WHO Office to the United Nations in New York to provide feedback on campaign planning. We were specifically interested in learning how useful the materials developed at headquarters were for their audiences.

Four offices responded; EMRO, EURO, SEARO, WPRO and the New York Office. Input provided is indicated below and can be found in Annex II.

WHO Regional Office for EMRO

See Annex II. With regard to events, EMRO indicated that they were in the process of collecting information from all countries within their region for compilation of a regional report. Of note, EMRO provided headquarters with regular, detailed updates on planning for immunization week in the lead-up to WIW.

WHO Regional Office for Europe

Products

- WHO Regional Director for Europe Zsuzsanna Jakab and Else Smith, Director General of the Danish Health and Medicines Authority, co-authored an op-ed entitled “The urgent need to immunize older age groups”.
- European Immunization Week (EIW) 2012 Core Communications Package (designed to help EIW focal points and stakeholders communicate effectively and consistently about the initiative and including the 3 key messages for 2012).
- VPI Online Resource Centre (new web-based centre, including on-the-job aids for frontline health workers to use when talking about vaccines with patients).
- Video: Focus on health workers (three-minute video with health workers from Albania, Denmark, Montenegro and Tajikistan talking about the rewards and challenges of their work).
- Statement from WHO/Europe Patron, HRH Crown Princess Mary of Denmark-ECDC “Free Thinkers for Measles Elimination”.

Social media activities

- Twitter: Nearly 500 tweets containing the hashtag #immunizeEurope posted between 3 April and 2 May 2012. It is estimated that these tweets reached at least 93 000 people and generated 470 000 impressions. The Vaccine-preventable Diseases & Immunization (VPI) Programme launched its new Twitter channel, @WHO_Europe_VPI, during EIW. A live Twitter chat on 26 April 2012 generated nearly 100 tweets in a single hour.
- EIW campaign site. Campaign site participation swelled to 250+ members. The site hosted a week of guest bloggers during EIW, including representatives from ECDC, UNICEF, the Bill & Melinda Gates Foundation, Shot@Life, the GAVI Alliance, the Measles Initiative, the European Confederation of Primary Care Paediatricians, as well as immunization experts and a prominent parent blogger from the UK. 40+ blogs were posted on the campaign site during the week of EIW and the week following the initiative. Unlike in past years, only one of these posts originated
with WHO/Europe. Dozens of members contributed to the site by posting blogs, pictures, events and comments.

- **YouTube:** two videos, both focused on frontline health workers (one produced by WHO/Europe and one from UNICEF), received 400+ views.
- **An episode of Vaccination Café (from Vaccines Today), entitled “Measles: Battling complacency in Europe” and featuring WHO/Europe’s Dr Dina Pfeifer, received nearly 350 views.**
- **Live Q&A - on 10 May 2012, following a successful EIW 2012, WHO/Europe, ECDC and UNICEF co-hosted an online live Q&A session via the EIW campaign site. More than 30 participants came together to discuss how to build confidence in vaccines and to share experiences and lessons learned from the 2012 immunization week initiatives.**

**WHO Regional Office for South-East Asia**

The Regional Director designated 2012 as the Year of Intensification of Routine Immunization in the region.

**Products**

- Statement from Regional Director on the WHO SEARO web site
- Press release

The regional web site linked to the global PSA as well as other regional and global websites celebrating WIW. Countries which requested information and materials were provided with source files and electronic versions. Rotarians requested materials for celebrating in West Bengal, India and the Maldives requested information and were provided information and source files for reproduction.

**WHO Regional Office for the Western Pacific**

The Regional Director Dr Shin Young-soo launched Immunization Week in the Western Pacific Region. The launch coincided with the WRs/CLOs meeting in the Regional Office, enabling them to join WPRO staff in celebrating Immunization Week. Following the ribbon-cutting and the symbolic release of a big balloon, staff in the Regional Office, including WRs/CLOs, joined the festivities, which included lunch. Media promoted Immunization Week through their respective outlets.

At least 28 countries in the Region marked Immunization Week with activities to raise awareness about the importance of immunization. EPI produced three videos in connection with Immunization Week. An article was posted on the intranet.

**WHO Office at the United Nations in New York**

On 24-25 April, EXD/WUN participated in the 2012 Global Vaccines Press Fellowship event and launch of UN Foundation’s Shot@life campaign at the CNN center in Atlanta. The event brought together journalists, parents, volunteer advocates, celebrities, medical experts and influential voices with the aim of building awareness, raising funds and advocating for the millions of children around the world who do not have access to life-saving vaccines. EXD/WUN briefed US journalists on what WHO is doing to prevent vaccine preventable diseases and did an interview for “In View”, a new educational TV show hosted by Larry King on the Discovery Channel, on the impact of vaccines in providing children with a healthy childhood.
The last question in the survey for regional colleagues was:

*On a scale of 1-4, how satisfied are you with the organization of World Immunization Week in your region (with 1 being not at all satisfied and 4 extremely satisfied)*

EMRO, EURO and WPRO responded with 3. SEARO responded with 2.
**Annex I – Web stats**

**Which pages were most visited?**

<table>
<thead>
<tr>
<th>Content</th>
<th>URL</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 WIW home page</td>
<td>immunization/newsroom/events/immunization_week/en/index.htm</td>
<td>6 371</td>
</tr>
<tr>
<td>2 Further info</td>
<td>immunization/newsroom/events/immunization_week/2012/further_information/en/index.html</td>
<td>3 300</td>
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<td>3 WIW home page</td>
<td>/immunization/newsroom/events/immunization_week/en/</td>
<td>2 448</td>
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<tr>
<td>4 Further info 2</td>
<td>/immunization/newsroom/events/immunization_week/2012/further_information/en/index1.html</td>
<td>941</td>
</tr>
<tr>
<td>5 WIW home page - French</td>
<td>/immunization/newsroom/events/immunization_week/fr/index.html</td>
<td>863</td>
</tr>
<tr>
<td>6 Posters and banners access</td>
<td>/immunization/newsroom/events/immunization_week/2012/poster_banner/en/index.html</td>
<td>859</td>
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<tr>
<td>7 Key messages</td>
<td>/immunization/newsroom/events/immunization_week/2012/further_information/en/index2.html</td>
<td>728</td>
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<tr>
<td>8 Further information - Russian</td>
<td>/immunization/newsroom/events/immunization_week/2012/further_information/ru/index.html</td>
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<tr>
<td>9 Further information - Chinese</td>
<td>/immunization/newsroom/events/immunization_week/2012/further_information/zh/index.html</td>
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</tr>
<tr>
<td>10 WIW home page - Chinese</td>
<td>immunization/newsroom/events/immunization_week/zh/index.html</td>
<td>436</td>
</tr>
<tr>
<td>Region</td>
<td>Rate of Visual identity (WIW logo)</td>
<td>Rate of Posters</td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>SEARO</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>EMRO</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>WPRO</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>EURO</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Region</td>
<td>Did you adapt any of the following materials provided by HQ?</td>
<td>If Yes, please specific product and give details</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>SEARO</td>
<td>No</td>
<td>The poster was adopted by inserting the SEA Regional Logo.</td>
</tr>
<tr>
<td>EMRO</td>
<td>No</td>
<td>Some countries did use the HQ materials.</td>
</tr>
<tr>
<td>WPRO</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>EURO</td>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>

**SEARO:**
- Visual identity (WIW logo)
- Posters
- Video

**EMRO:**
- No
- No
- No

**WPRO:**
- No
- No
- No

**EURO:**
- No
- No
- No

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*Note: WIW logo is replaced by the SEA Regional Logo.*
# Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADG</td>
<td>Assistant Director-General</td>
</tr>
<tr>
<td>DCO</td>
<td>Department of Communications</td>
</tr>
<tr>
<td>DDG</td>
<td>Deputy Director-General</td>
</tr>
<tr>
<td>DGO</td>
<td>Director-General’s Office</td>
</tr>
<tr>
<td>FWC</td>
<td>Family, Women’s and Children’s Health Cluster</td>
</tr>
<tr>
<td>IVB</td>
<td>Immunization, Vaccines and Biologicals</td>
</tr>
<tr>
<td>WIW</td>
<td>World Immunization Week</td>
</tr>
</tbody>
</table>