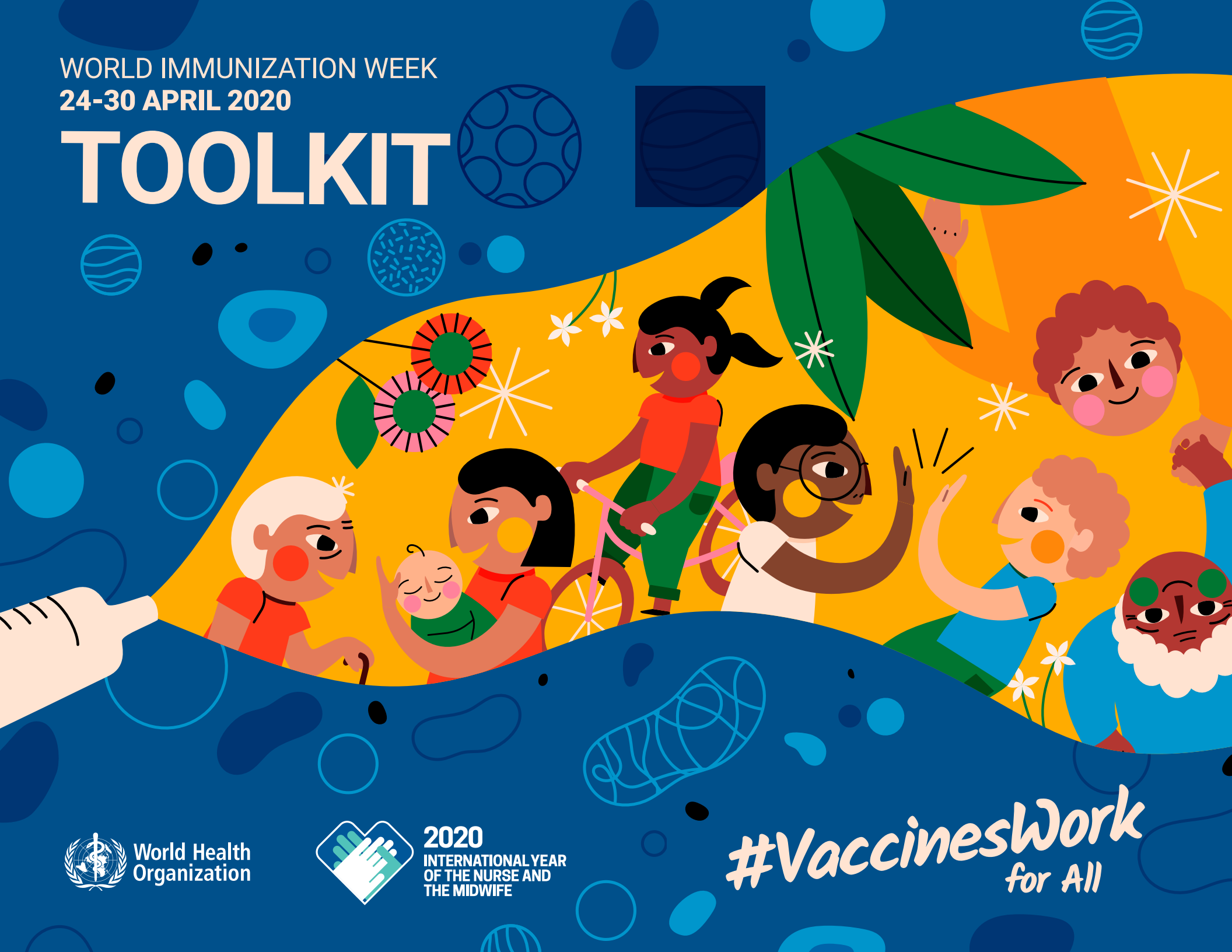


WORLD IMMUNIZATION WEEK  
24-30 APRIL 2020

# TOOLKIT



World Health  
Organization



2020  
INTERNATIONAL YEAR  
OF THE NURSE AND  
THE MIDWIFE

**#VaccinesWork**  
for All

This World Immunization Week, we can spread the message that

**#VaccinesWork**  
for All

in our communities

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

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

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.

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## 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.



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## 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.

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## VACCINES PROTECT INDIVIDUALS AND COMMUNITIES.

Vaccination not only protects you. It protects those who can't be vaccinated.



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# 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.**

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**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.**

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for All



**NURSES AND MIDWIVES**

are vaccine champions for parents and parents-to-be.

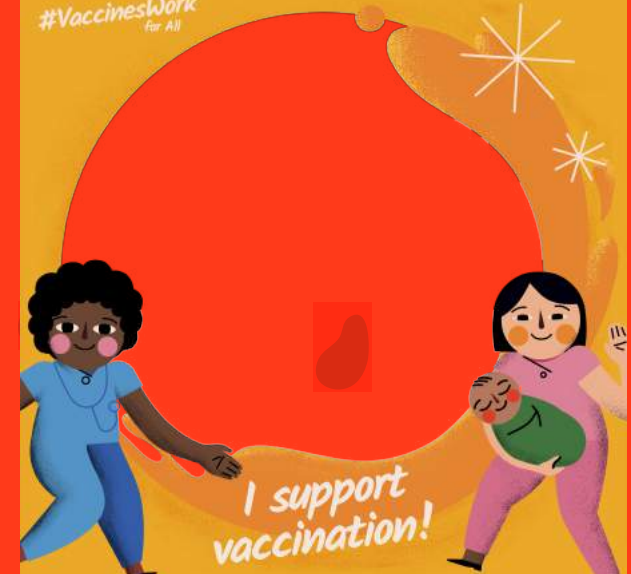


They provide important first contacts with vaccination services.

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for All



#VaccinesWork  
for All



*I support vaccination!*

# HOW YOU CAN GET INVOLVED



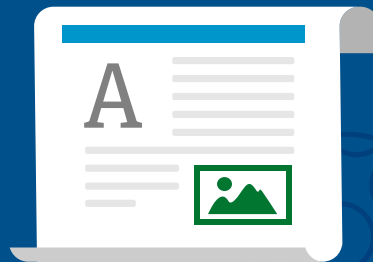
## *Spread the Word*

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](#)

