STARTER TOOLKIT

Protected Together
#VACCINESWORK

WORLD IMMUNIZATION WEEK 2018

24-30 APRIL
WIW 2018 THEME:
Protected Together, #VACCINESWORK

This WIW, we can help #VACCINESWORK leave a record-breaking mark on social media.

In 2016, nearly 1 in 10 infants didn’t receive any vaccinations – this must change!

Join us to highlight the collective action necessary to ensure everyone is protected against vaccine-preventable diseases.

TAKE PART IN WIW BY:

- PROMOTING campaign content and web banners
- ENGAGING your networks to support WIW
- SHARING why you vaccinate
- ACTIVATING champions you know
### THROWBACK THURSDAY CAMPAIGN

Leading up to WIW, we'll celebrate vaccines’ historical success in fighting deadly diseases and saving lives. Share your own content and amplify others' on each Throwback Thursday.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 March</td>
<td>SMALLPOX – ERADICATING ONE OF HISTORY’S DEADLIEST DISEASES</td>
<td>The story of the world’s first vaccine and how it helped eradicate a disease</td>
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<td>05 April</td>
<td>VACCINES – ADVANCING CHILD HEALTH</td>
<td>How vaccines protect against the leading threats to child health</td>
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<td>12 April</td>
<td>ROTAVIRUS – THE LITTLE-KNOWN CHILD KILLER</td>
<td>The history of rotavirus’s discovery and accelerated development of a vaccine against it</td>
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<td>19 April</td>
<td>REACHING THE FINISH LINE – THE FIGHT TO END POLIO</td>
<td>How we’re 99% of the way to eradicating polio – now left in just three countries</td>
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CAMPAIGN FOCUS DAYS

We will spotlight three key groups of people who are vital to ensuring everyone is protected with vaccines.

24 APRIL - THE PUBLIC
We Protect Each Other, #VaccinesWork
Recognize the individuals who help ensure that they and their families are protected from vaccine-preventable diseases

26 APRIL - HEALTH WORKERS
On the Frontlines, We Protect Communities, #VaccinesWork
Highlight frontline health workers who ensure people everywhere are protected from vaccine-preventable diseases

27 APRIL - DONORS/LEADERS
Our Commitment Keeps People Protected Together, #VaccinesWork
Spotlight donors and leaders who help fund vaccines and ensure that they are available for people around the world
#VaccinesWork to build progress across several issues. You can adapt this year's theme to show the far-reaching power of immunization.

### Universal Health Coverage
Investing in health systems keeps us protected together
#VaccinesWork

### Global Health Security
Immunization keeps us protected together against health threats
#VaccinesWork

### Equity
Ensuring vaccines reach the poorest keeps us protected together
#VaccinesWork

### Equality
Vaccines give *all* children an equal shot at a healthy future and ensure we are protected together
#VaccinesWork
HOW WILL YOU ENSURE WE ARE PROTECTED TOGETHER?

**CREATE YOUR OWN CONTENT**
Customize WHO’s quotegraphic template to showcase parent, health worker and other voices supporting immunization

**AUTHOR A BLOG OR OP-ED**
Engage compelling voices to explain why we need to ensure #VaccinesWork for all

**ENGAGE YOUR NETWORK**
Reach out to high-level champions and ask them to support WIW and make this the biggest campaign ever

**SUPPORT EACH OTHER'S CONTENT**
Help push the message that #VaccinesWork by sharing, liking and reposting partners' content during WIW
STAY UPDATED

FROM MARCH 28, CHECK THE WIW SOCIAL MEDIA HUB TO FIND EXCITING DIGITAL CONTENT TO PROMOTE, AND TO FIND OUT HOW TO SHARE YOUR OWN.

CLICK HERE FOR WHO’s WIW WEBSITE