IMMUNISATION ACTION 2024

A sector-wide campaign in support of vaccines in 2024



What is humanity’s greatest achievement?

The global vaccine drives of the second half of the 20th century are one of the greatest things humanity has ever done.

In the last 40 years alone, vaccines have helped to reduce child mortality by 80%, and saved over a billion lives. Along with the eradication of smallpox and the near eradication of polio, this is achievement on par with the moon-landing.

Not only that, but they are a triumphant demonstration of what science, community, and international cooperation can do — something we need examples of in an age of conflict, pandemics, and climate change.



But in the 2020s, progress on vaccines has stalled.

And in some cases, even reversed. This backslide has been caused by disruptions to health services during the pandemic, along with growing conflict and economic crisis.

But there is also an underlying backslide — in trust for institutions and science, driven largely by polarization. A growing number of people are now hesitant towards vaccines, while our supporters, afraid of trolls, are less willing to speak out.

At the same time, decision-makers are highly distracted by other crises, meaning vaccines are competing for government attention.



We are already seeing the predictable consequences: outbreaks of once-controlled diseases, and a rise in child mortality.

If this trend is allowed to continue, the damage will be counted in lives, quality of life, and the loss of a profound achievement.



But in 2024 we have a chance to help decisionmakers and the public fall back in love with vaccines.

What makes 2024 so special?

EPI@50

2024 marks the 50th anniversary of the Essential Programme on Immunization (EPI), the routine immunization schedule/drive that has saved and improved countless lives, including (there's a good chance) your own. This anniversary presents us with hook to celebrate this achievement, and to call for it to be protected, by ramping up investment in vaccines.

New vaccine drives

For the first time ever this year, a Malaria vaccine will be deployed. At the same time, numerous countries have committed to vaccinating millions girls against HPV, an effort that could see us defeat a cancer for the first time. Meanwhile, renewed ambition on Polio has led to a surge of activity on this posterchild illness, meaning 2024 will see three of the biggest stories in immunization since the 80s.

GAVI 6.0

2024 is also a year when GAVI, the Vaccine Alliance, is set for replenishment. This is the first time post-pandemic that donor governments will be called on to pledge for vaccines. If we don't raise these funds, we can't save lives. This is a test of government willingness to support proven development solutions, and of our ability as a sector to defend our achievements.

You are invited to take part in a sector-wide campaign to defend immunisation

A ‘white label’ campaign

WHAT IS IT?

A white label campaign is an unbranded initiative conceived and managed by a group of organisations, that features little or none of their organisational branding (think Giving Tuesday and Make Poverty History). It involves a shared name, logo and assets that anyone can utilize, and shared activities multiple partners participate in, while also leaving room for those partners to run their own activities.

WHY DO IT?

- It keeps as much focus on the campaign as possible rather than the organizations behind it
- It allows multiple organizations to join the campaign, meaning we can achieve greater scale
- It presents a united front, letting decisionmakers know we’re serious.
- It helps us reach new audiences who might not trust our logos

Who are the partners?

COORDINATING PARTNERS











NAME, LOGO, ASSETS, ETC.



PARTICIPATING PARTNERS

The organizations and institutions we are inviting to get involved, including:

- Civil society organizations such as Save, One, Global Citizen, Oxfam, UNF etc
- Other UN agencies such as UN Live, the Secretariat, UNDP, UN Women
- Cultural institutions such as museums, sports teams, media outlets, universities

Advocacy Goals

1. **Donor governments and private donors** commit to GAVI 6.0
2. **Governments in HPV, Polio, and Malaria priority countries** develop plans for introduction and/or scale-up
3. **Governments in 10 priority countries** with high zero dose numbers to politically and financially commit to catching up their vaccination rates to pre-pandemic levels, and to reaching historic zero-dose children

Advocacy Strategy

TRACK 1:

POLITICAL INFLUENCING

The Coordinating Partners will conduct high-level influencing of key decisionmakers and major events (aka, in-the-room advocacy), including:

- Meetings with leaders, health ministers, parliamentarians etc. in target countries
- WHA
- G20
- Cervical Cancer Elimination Forum
- UNGA

TRACK 2:

PUBLIC MOBILIZATION

Both the Coordinating and Participating Partners will conduct public engagement and mobilization (aka, outside-the-room advocacy) including:

- Media outreach
- Major content pieces
- Stunts and events
- Engaging influencers and celebrities
- Public actions (e.g. petitions, phone calls etc)

Track 2, the public-facing campaign, aims to create an enabling environment for leaders to make the right choices.

It’s aims are:

1. To **demonstrate** that there is widespread public support for vaccines.

2. To **reclaim space** from the anti-vax movement, by making vaccines something people feel comfortable talking about again.

We will do this by taking advantage of extensive audience research

Research by the Coordinating Partners has identified four broad audiences in the world of immunization. The aim of this campaign is to ‘bring out the base’ in target countries, focusing on empowering the Active and Potential Advocates to speak out. Secondarily, it also aims to ‘warm up’ the Mobile Middle.

Skeptical

- A dedicated fringe of anti-vaxxers have made up their minds

Require separate, dedicated work

Mobile Middle

- Underserved by existing vaccine information.
- Need the right information, presented in the right way to feel confident

Move from ‘access’ to ‘understanding’

Potential Advocates

- Existing proponents of vaccination
- Need the right information, presented in the right way to express views publicly.

Move from ‘feeling ‘ to ‘action’

Active Advocates

- Keen supporters who already post online about vaccines

Keep as allies, provide content

Our focus in 2024

Our psychological research shows that the single most powerful way to excite people about vaccines is to tell the story of their historic success.

This ties in perfectly with the anniversary of the EPI@50, and will form the basis of our creative approach. Vaccine history helps to:

1. **Build social proof:** If lots of people have been doing something for a long time, it makes it feels trustworthy and safe. This is called social proof, and the scale (geographical and chronological) of past vaccine drives helps to build it.
2. **Foreground human stories:** Human-centered content featuring real vaccine recipients and real health workers, attracts positive engagement online (as opposed to trolls), and enhances people's sense of connection with a topic that can otherwise feel too political or scientific.
3. **Trigger the endowment effect:** The 'endowment effect' is the phenomenon whereby people fight harder to protect existing achievements than to obtain new ones, meaning that if they have a sense of ownership over the historic success of vaccines, they will stand up to defend it.

The endowment effect in more detail:

This is a key part of our strategy.

In the past, we've talked a great deal about the backsliding in the number of children and others being immunised. But to understand why this backsliding is significant, audiences first need to know about the remarkable scale of the achievement that went before it.

Our aim make them feel that they are a part of this achievement, that by being vaccinated (and simply being human) they have contributed to this most profound of triumphs. If they feel that, we know that they'll feel a sense of distress that the achievement could be lost, and a strong desire to defend it (to 'protect protection').

We will tell this story in multiple ways

Flagship research (locked)

We are conducting a definitive new piece of research that will reveal how many lives and DALYs have been saved by vaccines in the last 50 years (i.e. by the EPI). This research – likely a number close to 1 billion – will form the basis of our media outreach and core content (hero video, social media graphics, etc.)

Major content projects

The history of the EPI and the other drives is full of action — Cold War showdowns, staff held at gunpoint, warzones, earthquakes, and explosive break-throughs in the lab. Below are some illustrative concepts for 'legacy' content pieces we are currently exploring:

-Podcast: A high-profile series outlining the history of the global vaccine drives
-Ask Your Gran: interviews with survivors of childhood diseases to remind people (especially in high-income nations) of there devastating impact not so long ago.
-Supporter Engagement: Produce band aids with the campaign name and distribute to influencers/celebs as part of the digital campaign.

Stunts and experiences

At key moments, we plan to take the action off-line. Below are some illustrative concepts for headline grabbing stunts, and immersive experiences we are currently exploring:

-Iconic Locations: Messages at sites around the world that represent human achievement (Pyramids, Eiffel Tower, Intl. Space Station) to celebrate the achievement that is vaccines.
-Exhibit: Keeping with the history theme, work with a museum (UN Live, Smithsonian, London Science Museum) on a travelling exhibit about vaccines.
-Iron Lung: A filmed social experiment asking members of the public to try out an iron lung from the 50s.

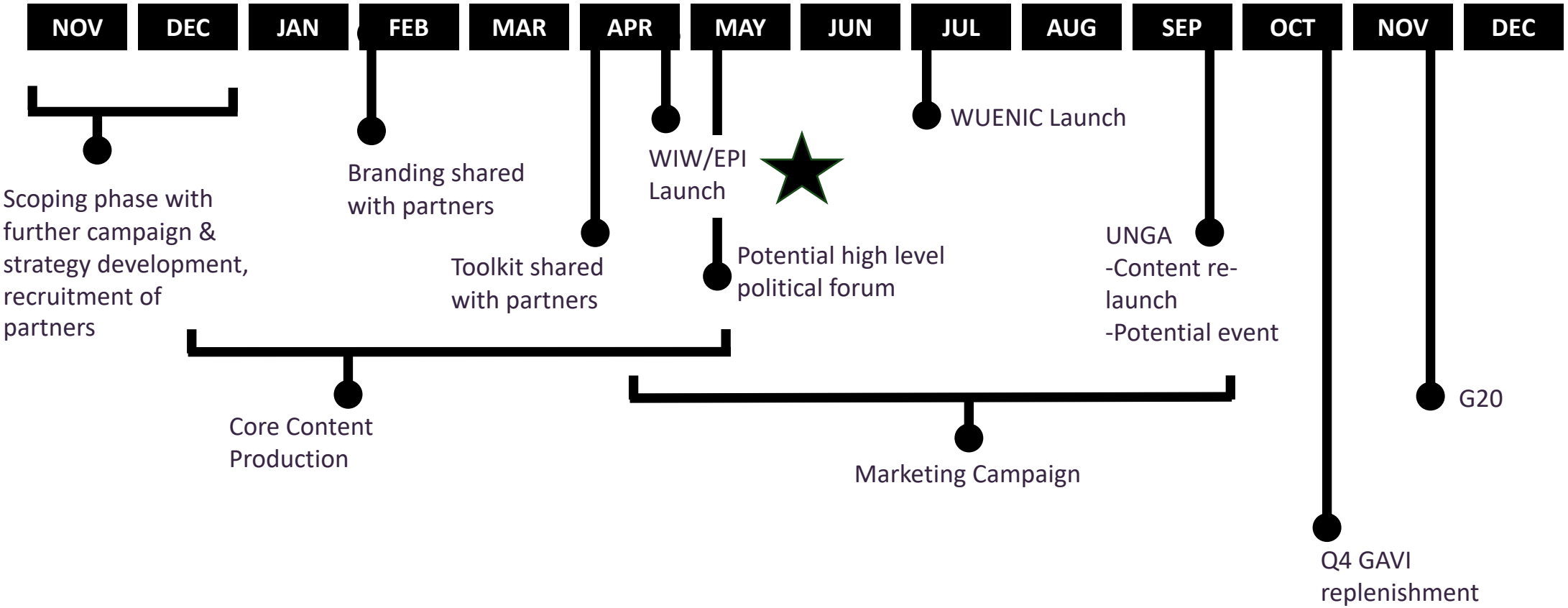
As the coordinating partners, we commit to providing you with:

- Name, logo, hashtag
- Key messages
- Content assets, eps. for launch (hero video, social media graphics, etc.)
- Regular meetings for cross-coordination and discussion/support on your activities
- The chance to participate in actions and events (UNGA events, stunts, etc.)
- Your logo on work, on the rare occasions when we do use logos (e.g., if we were to run a shared ad in a major publication)

As a participating partner, we ask you to consider this menu of actions:

- Align your existing immunization advocacy plans with the campaign
- Post the provided content at key moments (such as launch and major events), or make your own using the key messages
- Participate in actions and events planned by the coordinating partners
- Devise actions, content and interventions of your own to take place under the white label banner (e.g. Email your list asking them to tweet a target ahead of the G20, or to sign a petition asking donor governments to fund the Gavi replenishment)

Key moments


NOV
DEC
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
Scoping phase with further campaign & strategy development, recruitment of partners
Branding shared with partners
Toolkit shared with partners
WIW/EPI Launch
Potential high level political forum
WUENIC Launch
UNGA
-Content re-launch
-Potential event
Core Content Production
Marketing Campaign
Q4 GAVI replenishment
G20

...across key countries



1. PRIORITY GAVI DONORS
2. PRIORITY HPV, POLIO, AND MALARIA ROLL-OUT
3. PRIORITY ZERO-DOSE/CATCH-UP

Questions for partners:

- What are your existing plans on vaccines this year, and can you see them tying in to this campaign?
- Which ideas in this presentation stood out to you as something you might like to work with the core partners on (e.g. the museum experience, the G20 work, a specific country etc.)
- Which of your own actions might you like to create for the campaign, and how can we support you?