

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.

29
March

SMALLPOX – ERADICATING ONE OF HISTORY'S DEADLIEST DISEASES

The story of the world's first vaccine and how it helped eradicate a disease

05
April

VACCINES – ADVANCING CHILD HEALTH

How vaccines protect against the leading threats to child health

12
April

ROTAVIRUS – THE LITTLE-KNOWN CHILD KILLER

The history of rotavirus's discovery and accelerated development of a vaccine against it

19
April

REACHING THE FINISH LINE – THE FIGHT TO END POLIO

How we're 99% of the way to eradicating polio – now left in just three countries

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

ADAPT THE THEME

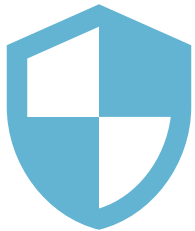
#VaccinesWork to build progress across several issues. You can adapt this year's theme to show the far-reaching power of immunization.



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

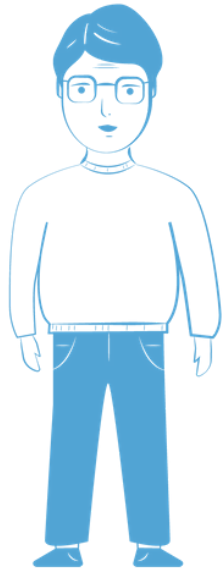
Ensuring vaccines reach the poorest keeps us protected together **#VaccinesWork**



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**