

Helping people get vaccinated

Quick tips for community representatives



How to use this Guide



SUGGESTIONS FOR MAKING THIS YOUR OWN

The **Guide** on the following pages is a resource to support local efforts to increase vaccine uptake. Adapt the Guide to suit your local needs by:

- **Tailoring the content** to make it culturally appropriate and more relevant for your community,
- **Translating it** to your community's local language,
- **Updating** the Common Questions and Answers section to better match what you're hearing, and
- **Branding** it with your organization's and other partners' logos, as applicable.

You may use some or all of the indicated statistics when adapting the Guide. Kindly ensure that the figures remain the same as originally indicated.

The Guide is best used as an accompanying resource to help equip vaccination champions – whether through community gatherings or one-on-one conversations.



Don't forget to remove this page before disseminating the Guide.



World Health Organization



World Health
Organization

Helping people get vaccinated

Quick tips for community representatives



Let's reach out to people in our community who've missed out on essential, lifesaving vaccines.

You have a vital opportunity to engage your community and have a positive impact on their health.

This brief guide provides quick tips to help you support vaccination efforts in your community. It also includes common reasons for low uptake and suggested actions you can take to connect parents and caregivers to vaccination.

Use whatever is most helpful to you and if you have questions, please reach out to us at

(YOUR CONTACT DETAILS HERE)





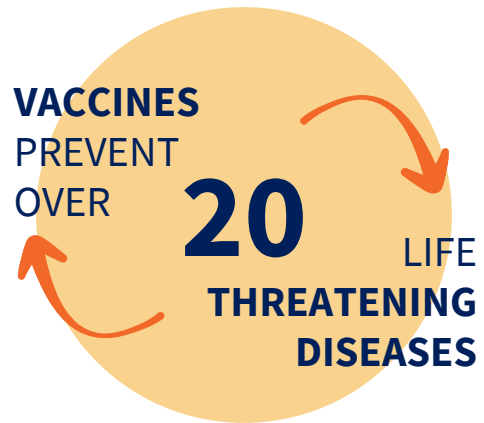
The power of vaccines

Immunization is one of our greatest global health success stories, saving millions of lives every year.



Vaccines give children their best start in life.

Vaccines protect children across communities and countries and avert outbreaks of vaccine-preventable diseases.



Vaccines are also critical to keeping our communities thriving by preventing and controlling the spread of infectious diseases.

Vaccines help people of all ages live longer, healthier lives.

Before the first vaccine in 1794, any disease had the power to wipe out millions. Since then, the world is a healthier place **for us all**.

Responding to outbreak after outbreak is expensive and costs lives.

The sustainable response is prevention — ensuring that everyone is vaccinated at the right time, with the right vaccines, through the course of their lives.



Far too many are still missing out on essential vaccines

Many persons, especially children, have been persistently left behind. The pandemic has further contributed to the backslide.

Millions of children still miss out on the immunizations they need. Many have never received a single dose.

It's often those who are most at risk – the poorest, the most marginalized, those affected by conflict or forced from their homes - who are persistently missed.

If these children do get sick, they are at risk of the severest health consequences, and are least likely to access lifesaving treatment and care.

As a result, the world is seeing growing outbreaks of diphtheria and measles. These are diseases that, thanks to the success of vaccination, we'd seen much less frequently in decades.

WE NEED ACTION

from all sectors to reach the unvaccinated, recover essential immunization and sustain long-term support for the immunization program.





TIP

Help bring vaccines closer to your community

Why don't people get vaccinated?

While reasons for low uptake can be different in each setting, the main barrier is often a lack of convenient and affordable access.

Thinking and Feeling

- Perceived disease risk
- Vaccine confidence (includes perceived benefits, safety and trust)



Motivation

Intention to get recommended vaccine



Practical Issues

- Availability
- Affordability
- Ease of access
- Service quality
- Respect from health workers



Vaccination

Social Influences

- Social norms (includes support of family and religious leaders)
- Health worker recommendation
- Gender equity



Help locals find vaccines.

Here are some ideas how:

- 1 Share information on the location of the nearest health center and timing of vaccination services.** This includes your health center's website, social media page or dates health workers will be conducting outreach vaccination in the area.
- 2 Request ways to assist with access like providing free transportation to the health centre.**
- 3 Liaise with health workers to help identify and vaccinate children with missed doses.**





TIP

Amplify correct information on vaccines

Help people in your community learn more about vaccines and their benefits. Use the materials below – contextualize, translate or localize them as needed.

Questions and answers on vaccination



bit.ly/3vP6ASY

Vaccines explained series



bit.ly/WHOVaxExplained



Learn more on the science behind vaccines, vaccine safety, and vaccine development through **illustrated articles**.

Quick Tips for Community Representatives

An **adaptable resource for community representatives**, with tips on reaching those who've missed vaccines.

Contains helpful vaccine information, as well as suggestions for getting communities engaged, sharing information and having conversions.

Quick Tips for Health Workers

A **handy and adaptable guide for health workers**, with ideas for increasing vaccination uptake.

Some FAQs and conversation tips are also included!

Videos, reels, social media tiles and other assets

QR Code

Access these resources at

www.worldimmunizationweek.org



TIP

Encourage community participation

As a trusted community member, you can contribute to positive change.



Here are some actions you can take:

1 Tailor information

Explain things in a way that makes sense to the people in your community.

2 Lead by example

Make sure respected members of the community are well-informed.

3 Find your allies

Seek out local partners and together, explore how to promote vaccination.

4 Follow up

Check up on people and make sure they have what they need.

It's important to lead by example. A message from a doctor, local leader, or community member saying, "I vaccinated my family, and you should, too" can be an effective message that builds trust.





TIP

Engage in conversations, especially with those who are unsure

1. Listen with empathy

Start by listening with empathy to those who have questions about vaccination. Don't dismiss them, and acknowledge how they're feeling (without necessarily agreeing, for example "it's okay to have questions or want more information before getting a vaccine").



2. Ask open-ended questions

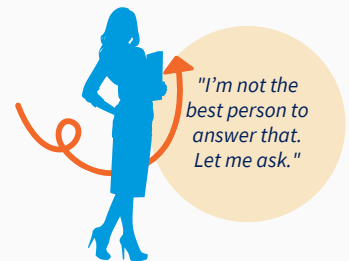
Some examples are, "What have you heard about vaccines?" or "Could you tell me more?". These questions elicit a response other than "yes" or "no" and can help you better understand their concerns and might also assist the other person in working through their thoughts.



3. Share trusted information

When you don't know the answer or if you're unsure about how to address their concern, offer to help look for information. Asking for their permission might make them more willing to listen to you rather than feeling like you're pushing unwanted information on them.

(You can visit the WHO website to find answers to common questions on vaccination. You can also check your local health department website or consult with other trusted and expert sources such as your doctor or nurse.)



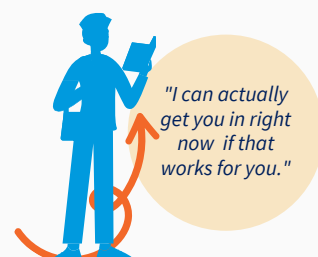
4. Explore reasons for wanting to get vaccinated

When discussing vaccination, nothing works as well as getting personal. If applicable, share your own reasons for wanting to have your child vaccinated. If you previously had concerns that you worked through, and ended up having your child vaccinated, explain what helped reassure you.



5. Provide information to get a vaccine locally.

Follow through with practical advice on when and where to get vaccinated.





Common Questions and Answers

Why should I get vaccinated (or vaccinate my child)?

Vaccines protect us throughout life and at different ages, from birth to childhood, as teenagers and into old age. It is important to make sure that all these vaccines are up to date.

If we delay vaccination, we are at risk of getting seriously sick. If we wait until we think we may be exposed to a serious illness – like during a disease outbreak – there may not be enough time for the vaccine to work and to receive all the recommended doses.

If you have missed any recommended vaccinations for you or your child, talk to your healthcare worker about catching up.

How do we know vaccines are safe?

Every vaccine needs to go through extensive and rigorous testing before it can be introduced in a country. Once they are in use, they must be continuously monitored to make sure they are safe for the people who receive them.

Can vaccines cause harmful side effects?

Vaccines are very safe. Most side effects from vaccines are minor and temporary, such as a sore arm or mild fever. Serious adverse events or death are VERY rare (e.g., 1 per million doses) for most vaccines.

Do vaccines provide better immunity than natural infection?

Vaccines stimulate the immune system to develop protection similar to that produced by the natural infection, but do not cause the disease or put the immunized person at risk of its potential complications. Natural infection comes with the risk of serious complications related to that infection.

Can vaccines cause the infection they are supposed to prevent?

Inactivated vaccines do not have live germs and cannot cause infections. Live vaccines have weakened germs that are unable to cause disease in healthy people. Rarely a mild form of infection may occur.

Shouldn't vaccines be delayed until children are older and there is less risk of side effects?

There is no evidence that side effects are more common in infants/babies than in older children. Delaying vaccines leaves young children at risk of the disease and its complications.

What about vaccines and fertility?

There is no scientific behind the concern that vaccines interfere with fertility, either in men or women. Vaccines do not interfere with the functioning of reproductive organs, or the ability to become pregnant.

More FAQs here:

bit.ly/3vP6ASY

