

2011 Vaccination Week in the **Eastern Mediterranean**

Background paper



**World Health
Organization**

Regional Office for the Eastern Mediterranean

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Introduction

This background paper is intended to provide an overview of the Vaccination Week initiative in the Eastern Mediterranean, an annual Region-wide initiative celebrating and promoting immunization through advocacy, education and communication activities. It reviews the situation in the region, 2011 Vaccination Week theme, goals and proposed activities. For more information, please refer to <http://www.emro.who.int/vpi/vwem/>.

Vision

The adoption of the Regional vision that “No child will die from vaccine-preventable disease” in 2005 followed by the *Global Immunization Vision and Strategy (GIVS) 2006–2015*¹, and the recent Bill and Melinda Gates Foundation *Decade of Vaccines*² announcement have set out a unifying response to the challenges of a rapidly changing and increasingly interdependent world. They aim to protect more people against more diseases, invest in research and development, strengthen public-private partnerships, introduce new vaccines, and link immunization with the delivery of other health interventions.

In particular GIVS highlights the importance of working together in attaining the ambitious goals through strengthening and coordinating partnerships at global and national levels in support of immunization programs. Already various global partnerships, including major stakeholders in private and public sectors, have been created to accomplish the shared goals and to maintain and increase a positive perception of the value, effectiveness and safety of vaccines in the prevention of disease. Working together to finish the unfinished agenda and sustain the success stories in a diverse and complex region is essential if the Millennium Development Goal 4 —to reduce under-five mortality by two thirds between 1990 and 2015—is to be equitably met.

“Underlying assumptions for progress towards the global strategy goals include efforts involving partnerships at all levels to improve management, develop and implement advocacy strategies, and monitor and evaluate results. While these partnerships have a significant role to play at the regional and global levels, it is at the country level that they can have a major impact.”

Global Immunization Vision and Strategy 2006–2015

¹ http://www.who.int/vaccines-documents/DocsPDF05/GIVS_Final_EN.pdf

² <http://www.gatesfoundation.org/press-releases/Pages/decade-of-vaccines-wec-announcement-100129.aspx>

Situation

In the Eastern Mediterranean Region, more people than ever before are being vaccinated as reflected in 85% vaccination coverage of three doses of diphtheria–tetanus–pertussis (DTP3) in 2009. Moreover, 20 countries have maintained their polio-free status; the 90% measles mortality reduction goal was achieved three years ahead of schedule; and an increasing number of countries are introducing new and underused vaccines. In addition, the benefits of immunization are increasingly extended to adolescents and adults, providing protection against life-threatening diseases such as influenza, meningitis and cancers that occur in adulthood.

Despite substantial progress in immunizing more people over the past two decades, the Eastern Mediterranean Region is facing unprecedented challenges. In 2009, an estimated 1.9 million or more than 5000 infants per day did not receive their third dose of DPT (DTP3) by their first birthday. In addition, the region continues to face daunting challenges such as the interruption of polio transmission from Afghanistan and Pakistan, and elimination of measles and maternal and neonatal tetanus. Moreover, vaccine-preventable diseases (VPDs) contribute to 20% of under-five deaths. Majority of the VPD-related deaths are due to pneumococcal disease and rotavirus diarrhea which can be partially prevented through vaccination with newly available vaccines. But introducing these vaccines into national immunization programs and reaching the unimmunized will in part require innovative and a combination of advocacy, education and communication solutions which would result in increased awareness of the value of immunization and additional technical and financial commitment and resources from countries, donors and partners.

Vaccination Week

In line with the global and regional visions and priorities, and in response to remarkable opportunities and daunting challenges, WHO Regional Office for the Eastern Mediterranean and partners are launching the **second Vaccination Week in the Eastern Mediterranean during the week of 24–30 April 2011**, which will coincide with the inaugural African Vaccination Week, European Immunization Week and the Vaccination Week in the Americas. Vaccination Week is an annual Region-wide initiative celebrating and promoting immunization through advocacy, education and communication activities. Vaccination Week activities require collaboration among multiple private, non-government and government sectors such as education, youth, sports, police and culture.

Goal

- Protecting all people at risk against vaccine-preventable diseases.

Objectives

- Increasing stakeholder awareness of the value of immunization.
- Promoting and maintaining immunization as a priority for policy and decision-makers.
- Advocating for and mobilizing human and financial resources.
- Improving access to immunization for high-risk populations and hard-to-reach areas in the Region.

Strategies

- Strategic advocacy and partnership.
- Targeted education, communication and media activities.
- Expansion of immunization services.

Launching of the first Vaccination Week in 2010 witnessed the unprecedented participation of all countries in the region. The success of 2010 Vaccination Week was largely due to its flexibility, as countries designated their own national objectives based on priorities and evidence, and decided on which key activities to implement. In 2011 and beyond, the Regional Office in consultation with countries will suggest overarching themes demonstrating the same level of flexibility which assured both regional relevance and national focus. Each year, the proposed theme will reflect the priorities of the region and countries, and enable the ministries and partners engage in inspiring and innovative activities.

Partnership for immunization

For 2011 Vaccination Week, it is suggested that the region and countries adopt the theme of **“partnership for immunization”** which reflects our vision and strategy in addressing the immunization priorities and opportunities. Inspired by the specified strategies in the GIVS framework, the Regional Office believes that there is enormous potential in building and expanding partnerships in the region and within countries, which in turn can greatly enhance the immunization programs and overall health systems. **This event can be leveraged to further expand and formalize relations with communities, media, and private sector; explore possibilities for innovative financing; strengthen public support for vaccine use; work across national borders; expand services to high risk populations; and maintain immunization high on the agenda of politicians and decision-makers.**

GIVS Strategies and actions in reference to partnerships

- Increase community demand for immunization. (S2)
 - Engage community members, NGOs and interest groups in immunization advocacy and implementation.
- Strengthen country capacity to determine and set policies and priorities for new vaccines and technologies. (S8)
 - Ensure that the long-term financial requirements from national governments and supporting partners are fully understood and committed to prior to the introduction of new vaccines.
- Promote research and development of vaccines against diseases of public health importance. (S10)
 - Engage local public health authorities and research communities in defining research agenda relevant to countries.
- Sustain the benefits of integrated interventions. (S15)
 - Establish joint financing, monitoring and evaluation functions.
 - Pool the resources needed to cover operational and other costs.
 - Advocate for further synergy and explore additional linkages.
- Ensure adequate and sustainable financing of national immunization programs. (S21)
 - Encourage local and district level contributions to health services and immunization programs through interaction with local businesses and interests.
 - Mobilize international solidarity to secure and sustain financing for immunization.
- Define and recognize the roles, responsibilities and accountability of partners. (S23)
 - Negotiate and define the roles and responsibilities of key immunization partners.

Definition of partnership

An internet search on the operational definition of 'partnership' brings up hundreds of options, and a plethora of interchangeable terms such as collaboration, cooperation, coordination, coalition, network, alliance. One definition which may provide a framework for dialogue and action steps is published by the Institute of Public Health in Ireland:

“Partnership is when two or more organizations make a commitment to work together on something that concerns them both, develop a shared sense of purpose and agenda, and generate joint action towards agreed targets.”

www.publichealth.ie/files/file/IPHliterature.pdf

Inherent in this definition is the existence of varying types of partnerships across a spectrum of integration. According to appendix 1, courtesy of Dr. Jeff Gunzenhauser of the Los Angeles County Department of Public Health, partnerships range from cooperation and coordination to collaboration and coadunation. Each position reflects the degree to which agencies retain autonomy and shard resources and accountability.

Potential partners

- Parents and caretakers
- Vaccine recipients
- Faith and community leaders
- Health care providers
- Private sector
- Service, charity, civic organizations
- Academia and scientific community
- Media, celebrities
- Policy and decision makers
- Public sector, government agencies

Proposed Regional Activities

Below are suggested activities in preparations for and during the **24-30 April 2011** Vaccination Week:

Strengthening cooperation and resource mobilization

- Issuing a joint statement by Regional Directors of EMRO and UNICEF announcing their commitment to this initiative and specifying their roles and responsibilities (videos and text). Disseminate document to all key stakeholders to rally support for VWEM 2011.
- Identifying a patron and site for regional launching ceremony.
- Facilitating an advocacy/resource mobilization meeting with the donor community and partners to discuss the vision and imminent *financial* challenges facing immunization. Include discussions regarding a “Vaccines Fund.” Negotiate and define the roles and responsibilities of key immunization partners.

Advocacy, education and communication

- Developing Regional film with prominent news anchors from the region discussing the importance of vaccination and partnership.
- Approaching prominent celebrities (e.g. Adel Imam) to serve as Immunization Ambassadors.
- Developing 4 TV spots (about 15 seconds each) featuring Duraid Lahham and other celebrities, discussing the importance of vaccination and community engagement.
- Updating and disseminating design solutions (visual identity, theme, slogans, key messages).
- Developing Twitter, Facebook, Wikipedia and other multimedia social network tools. (similar to WHO EURO Immunization Week webpage: <http://eiu.euro.who.int/>).
- Preparing media curtain raisers, press releases, and advisory.
- Preparing Post-event documentary and advocacy videos.
- Preparing a regional evaluation report.

Country support

- Updating technical documents (Strategy framework, Guide, Summary sheet, evaluation form).
- Facilitating a Briefing on 2011 Vaccination Week and workshop on “working with the media/communication.”
- Providing monitoring and technical assistance (country plans, teleconferences, etc).

Proposed National Activities

Below are suggested activities in preparations for and during for the **24-30 April 2011** Vaccination Week:

Strengthening cooperation and resource mobilization

- Revitalizing the Vaccination Week Planning Committee. Negotiate and define the roles and responsibilities of key immunization partners throughout the planning and implementation of initiative.
- A call for action, joint statement or signing memorandum of understanding with media, private (e.g. telecom, vaccine manufactures) and public agencies (e.g. ministries of education, defense, information), NGOs, associations (e.g. pediatric or medical), societies (e.g. women), religious groups.
- Identifying a patron (e.g. celebrity or dignitary) and site for *national launching ceremony* (consider provincial or district level launching ceremonies).
- Facilitating advocacy/resource mobilization meetings with the donor community and partners to discuss the vision and imminent *financial* challenges facing immunization.
- Facilitating roundtables or meetings with the scientific (medical, pediatrics, public health) societies, and health care workers to discuss the technical and research vision goals and gaps.
- Conducting meetings and events with charity, service, civic and religious groups to discuss the value of immunization.

Advocacy, education and communication

- Conducting *Knowledge, Attitude and Practice (KAP) surveys* (if recent data are not available).
- Using evidence-based information about vaccines and immunization to influence and enhance medical and public health decision makers and curricula.
- Identifying activities to which private sector or partners can contribute technically or financially (e.g. one country agreed with a telecom company to put the company logo on vaccination cards and print them for free).
- Producing songs, films and TV spots featuring national celebrities.
- Providing media kits with curtain raisers, press releases, advisory, public service announcements and stock/video footage to local and national media. Preparing video footage and stories (perhaps from 2010 activities) of vaccine celebrity endorsements can be used by local stations to develop news stories of upcoming vaccination event.
- Planning local media roundtables to discuss the value of vaccination and why it's important to promote vaccination week (it should be conducted one to two weeks prior to the event to gain maximum exposure). A known media person as moderator is also very helpful. Inviting local physicians, MOH directors, appropriate celebrities, and country/region vaccine experts to attend and speak.
- Developing and distributing promotional materials (adapting regional design solutions).
- Developing text messages, Twitter, Facebook, MySpace, Wikipedia and other multimedia social network tools.

- Organizing concerts, carnivals, exhibitions, walks, and awards.
- Conducting seminars, trainings, workshops, scientific sessions, interviews.
- Partnering with and recruiting locally known physicians or experts to promote the event at community level and answer questions.
- Preparing post event documentary/ advocacy videos and photo stories.

Vaccination services

- Organizing cross border or sub-regional (within EMR and with other regions) activities.
- Providing outreach and mobile, conducting supplementary immunization campaigns, extending operational hours and offering vaccination services at schools, military quarters, police stations.

Summary

Moving forward and in response to remarkable opportunities and daunting challenges facing immunization in the Region, WHO Regional Office for the Eastern Mediterranean, countries and partners are launching the second *Vaccination Week in the Eastern Mediterranean* during the week of 24–30 April 2011. Vaccination Week is an annual Region-wide initiative celebrating and promoting immunization through advocacy, education and communication activities.

In 2011, we suggest that the region and countries adopt the theme **partnership for immunization**, and explore the possibilities of expanding and formalizing partnerships, engaging communities and media, working across national borders and ensuring that immunization remains high on the political agenda. To exceed the unprecedented success of 2010 Vaccination Week, WHO Regional Office anticipates similar country commitment and leadership in 2011 with the involvement of key partners such as UNICEF, nongovernmental organizations, media and private sector. Only through our collective efforts we can ensure that all people, young and old, are protected against vaccination-preventable diseases.

Resources

For more information, and access to tools and templates please refer to:

www.emro.who.int/vpi/vwem

Specifically, the WHO EMRO Vaccination Week **Strategic Framework** and **Guide** provide tools and templates for the planning and implementation of this initiative.

Appendix 1: Partnership terminology

Partnerships vary in type across a spectrum of integration, ranging from cooperation to coadunation (see below). Each type's relative position in the spectrum reflects the degree to which individual "entities" retain autonomy, and whether resources and accountability are shared. Definitions for four different types of partnerships in this spectrum are:

- **Cooperation** Fully autonomous entities share information to allow each to independently maximize its effectiveness, in awareness of the other's activities and goals.
- **Coordination** Fully autonomous entities willingly align activities, sponsor particular events, or deliver targeted services in support of compatible goals.
- **Collaboration** Entities actively share decision-making, planning efforts and resources to achieve common goals. Accountability and rewards are shared. Each relinquishes some degree of autonomy to achieve a jointly determined purpose.
- **Coadunation** Entities unite within an integrated organizational structure such that one or all relinquish their autonomy in favor of a single, surviving organization.

Distinguishing Characteristics of Different Types of Partnerships

Characteristics	Cooperation	Coordination	Collaboration	Coadunation
<i>Autonomy</i>	Retained	Retained	Relinquished to some degree	Relinquished completely
<i>Information</i>	Shared	Shared	Shared	Common ownership
<i>Goals</i>	Similar	Compatible	Aligned/mutually developed	Identical
<i>Activities</i>	Maintain independence	Synchronized	Agreed on together, work shared	Unified structure and combined cultures.
<i>Examples</i>	Affiliations	Associations Coalitions Federations	Consortia Networks Joint ventures	Mergers Consolidations Acquisitions
<i>Examples in LA Co. Public</i>	Provision/usage of brochures and	Influenza outreach clinics (SPAs and Immunization Program);	Risk Reduction Work Group	N/A
<i>Health</i>	educational materials from other programs	Program participation in health fairs		
<i>Formalization of integration</i>	Low ----->High			

Appendix 2: Budget

Below is a breakdown of activities and estimated costs. Please note that this table excludes activities which do not have direct costs associated with them. In total, EMRO is seeking 285,000 USD to carry out 2011 Vaccination Week activities. Of this amount, already 55,000 USD has been secured, reducing the requested sum to 230,000 USD.

Activity	Output	Cost (USD)
Assessment and standardization	Design solutions and advocacy materials (updating, producing and disseminating visual identity, theme, slogans, key messages, posters, banners, give away in 3 languages)	50,000
	Flash presentation (post event document depository)	1,000
Information sharing and technical support	Second Regional Vaccination Week briefing and orientation for EPI managers and partners	50,000 (already obtained)
	Workshop on “working with the media/ communication”	5,000 (already obtained)
	Multimedia social network tools including Twitter, Facebook, Wikipedia	1,000
	Presentation and technical support to WPRO or SEARO Region for 2011/12	3,000
Advocacy and partnership	Regional Launching Ceremony (visits and technical support, celebrity expenses, site, films, logistics)	60,000
	Advocacy/resource mobilization meeting with the donor community and partners to discuss the vision and imminent <i>financial</i> challenges facing immunization. Include discussions regarding a “Vaccines Fund”	25,000
	Country financial support (to adapt and produce advocacy materials, operational costs, consultants, etc)	80,000
	TV spots (about 15 seconds each) featuring celebrities to discuss the importance of vaccination and community engagement	5,000
	Post event Regional documentary	4,000
	Post event Regional promotional video	1,000
	Total	285,000

Appendix 3: Timeline of 2011 Regional Vaccination Week activities

Regional Office	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	
Partnerships and resource mobilization										
Issuing a joint statement by Regional Directors of EMRO and UNICEF announcing their commitment to this initiative and specifying their roles and responsibilities (videos and text). Disseminate document to all key stakeholders to rally support for VWEM 2011.										
Identifying a patron and site for <i>Regional launching ceremony</i> .										
Facilitating an advocacy/resource mobilization meeting with the donor community and partners to discuss the vision and imminent <i>financial</i> challenges facing immunization. Include discussions regarding a "Vaccines Fund."										
Advocacy, education and communication										
Developing Regional film with prominent news anchors from the region discussing the importance of vaccination and partnership.										
Approaching prominent celebrities (e.g. Adel Imam) to serve as Immunization Ambassadors.										
Developing 4 TV spots (about 15 seconds each) featuring Duraid Lahham and other celebrities, discussing the importance of vaccination and community engagement.										
Updating and disseminating design solutions (visual identity, theme, slogans, key messages).										
Developing Twitter, Facebook, Wikipedia and other multimedia social network tools. (similar to WHO EURO Immunization Week webpage: http://eiw.euro.who.int/).										
Preparing media curtain raisers, press releases, and advisory.										
Preparing Post-event documentary and advocacy videos.										
Preparing a regional evaluation report.										
Country support										
Updating technical documents (Strategy framework, Guide, Summary sheet, evaluation form).										
Facilitating a Briefing on 2011 Vaccination Week and workshop on "working with the media/ communication."										
Providing monitoring and technical assistance (country plans, teleconferences, etc).										

