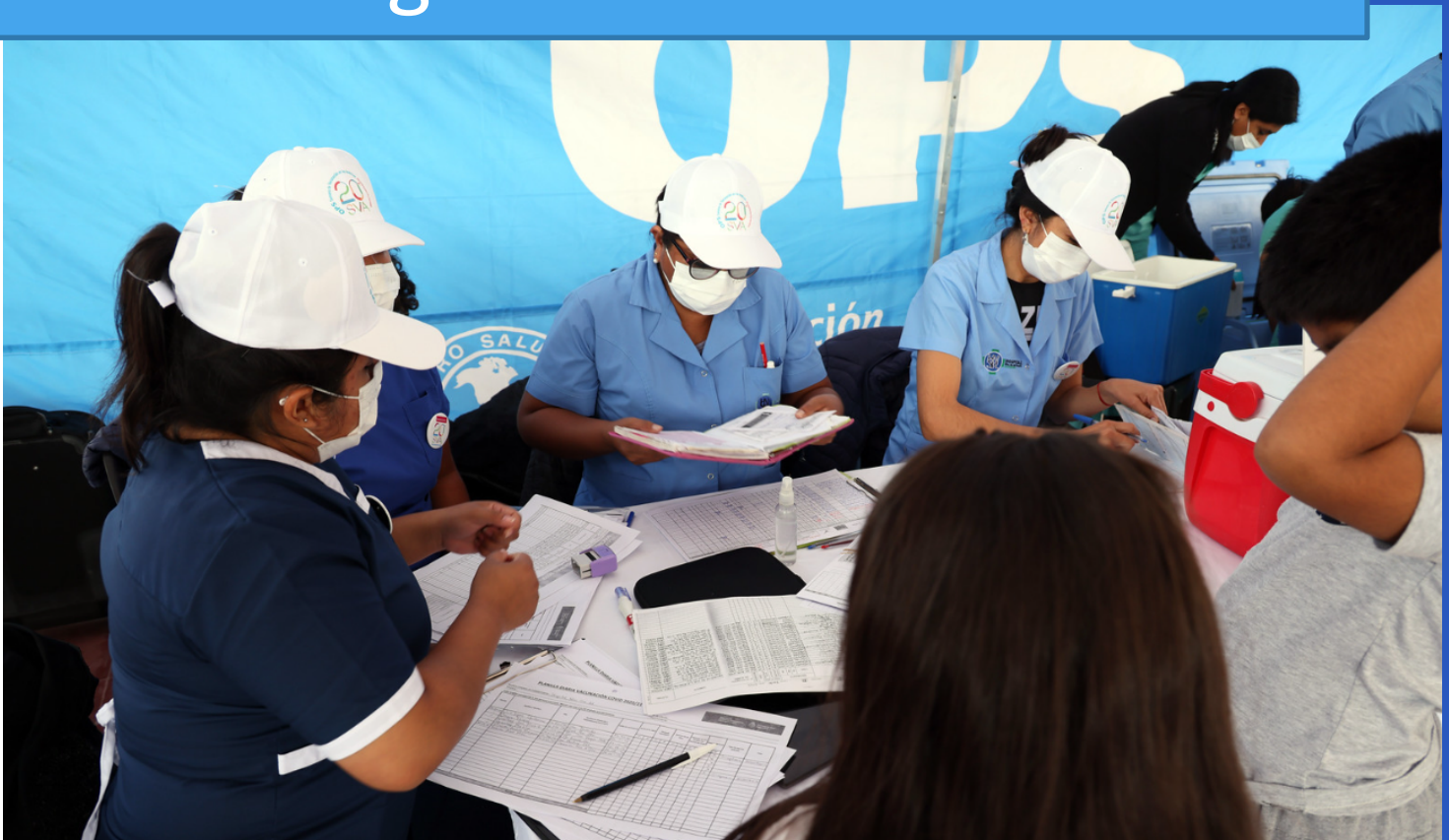


Vaccination Week in the Americas 2023

Planning workbook and annexes



Get up to date
#EachVaccineCounts



www.paho.org/vwa



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Pan American
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REGIONAL OFFICE FOR THE
Americas

VWA 2023 PLANNING, EVALUATION AND REPORTING

21th Vaccination Week in the Americas (VWA)
12th World Immunization Week (WIW)
Dates: April 22-29, 2023

Vaccination Week in the Americas: 2023 Campaign

From 22 to 29 April 2023, the Pan American Health Organization (PAHO), together with the countries and territories of the Region of the Americas and its partners, will celebrate the 21st annual Vaccination Week in the Americas (VWA) and the 12th World Immunization Week (WIW) under the slogan and call to action to the population at large: “Get up to date #EachVaccineCounts”.

This year's VWA campaign aims to emphasize the protection that vaccines provide to individuals and their loved ones, and to stress their importance for a long and healthy life. The goal is to create awareness about the vaccines that people of all ages need to receive, and in doing so increase vaccine acceptance and uptake, which has been declining among children worldwide and more heavily in the Americas over the last decade.

Theme and direction

Successful immunization programs in our Region have eliminated six vaccine-preventable diseases. However, in the last decade, national immunization programs have suffered setbacks in several areas, including a) decreases in vaccine coverage, b) inadequate sustainable financing for immunization, and c) increasing vaccine hesitancy linked in part to misinformation. These setbacks contributed to emerging outbreaks of vaccine-preventable diseases in the Region of the Americas, including the loss of the measles-free certification and a polio outbreak in the USA.

The **specific objectives of the 2023 campaign** are to:

1. Build trust and confidence in the safety and effectiveness of all vaccines.
2. Use VWA as a platform to reinvigorate routine immunization programs by putting them front and center of the national agenda.
3. Support increased vaccine acceptance and uptake across all ages.
4. Maintain/regain regional elimination goals for measles, rubella, congenital rubella syndrome, neonatal tetanus, and mother to child hepatitis B transmission.
5. Increase efforts to maintain polio elimination in the Region and support global eradication efforts.

Main messages

Every year, PAHO and WHO use this week-long platform to promote equity in vaccine access and to provide reliable information on vaccines. PAHO will develop two sets of messages to promote vaccination activities: a) at the regional level (virtual events with participation from the PAHO Director and the highest national political authorities); and b) within each country (in-person events at all administrative levels) adapted to the local context and culture.

Regional level

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PAHO's Director, Dr. Jarbas Barbosa, will participate in the regional launching event in Yacuiba, Bolivia on April 22nd, 2023. This will be Dr. Barbosa's first VWA as PAHO's Director, therefore this ceremony will be an opportunity to obtain high-level political commitments from countries at high risk of importation or recrudescence. Regional and global authorities will be invited to participate in the opening ceremony and give introductory messages of their own. The main message is to increase vaccination coverage by strengthening all aspects of the immunization program, including human resource capacity and integration into the primary healthcare system.

Beyond strong support for immunization programs, VWA aims to:

- Recognize the achievements of health workers and vaccinators who have vaccinated as many people as possible, including in hard-to-reach places and in a constant struggle against misinformation.
- Recognize the outstanding public health achievements brought about by vaccination and the important work needed to sustain them in the long term.
- Build upon the momentum generated by the pandemic to advocate for the continued support (financial and operational) of strong national Expanded Programs on Immunization (EPIs) to protect people of all ages.
- Strengthen the surveillance of vaccine-preventable diseases.

Country level

Each country will select the combination of target populations, vaccine-preventable diseases, and locations as the focus of its VWA activities. The selection should be based on the epidemiological situation and gaps in vaccination coverage of each country. Possible topics include:

- Promote influenza vaccination for high-risk groups during the Southern Hemisphere season.
- Place a special focus on polio and measles because of low vaccination coverage rates in many countries and ongoing transmission risks in the Region.
- Promote vaccination against diphtheria, tetanus, hepatitis B, pertussis, and yellow fever, among others.
- Continue efforts to reach high-risk priority groups with COVID-19 vaccination.
- Beyond high vaccination coverage rates, VWA aims to:
- Create expectation and demand for vaccination by encouraging people to get themselves and their community members vaccinated.
- Increase knowledge about vaccines and the importance of vaccination in protecting people's health and livelihood.
- Motivate people to show their support for vaccination.
- Fight misinformation and myths by providing trustworthy information to the public so individuals can make informed decisions for their health and well-being.

Planning

To streamline both the planning and reporting of the VWA campaigns and activities across the Region, PAHO has a standardized **template for all country plans** and **final reports**.

These templates serve as the minimum amount of information collected at the regional level from all countries. However, if the country would like to provide additional information beyond what is

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requested in the template, we welcome countries to send this additional information as annexes to the plan/report.

The plan and report are set up with similar formats to facilitate this process, and the information being requested aligns with the goals of the program, including the Immunization Agenda 2030 and the PAHO Governing Bodies' resolution "Reinvigorating Immunization Programs Reinvigorating Immunization as a Public Good for Universal Health".

Countries are kindly requested to submit VWA plans **by February 28th** and VWA final reports **by June 31st** to the regional PAHO office so that this information can be consolidated and disseminated at the regional level.

Communication campaign

All the materials related to the campaign will be available on the [VWA website](#).

Printing of materials will have to be handled at the national level. PAHO's Regional office will be able to transfer financial resources to support this activity, so please indicate the requested amount.

Please ensure you have the written permission of all people who appear in photos or videos collected during the campaign to ensure availability for future use (see Annex 7).

Electronic versions of these materials (in Spanish, English, Creole, French, Dutch and Portuguese), as well as many other technical and communication resources, will be available for download on our website also.

Social Media

- A social media package with messages and graphics for Facebook, Twitter and Instagram will be developed and shared with countries.
- A Director PSA will be filmed and distributed online and on social media networks.
- Countries are encouraged to share photos on social media with the regional slogan and hashtags of the campaign.

Materials

- Regional poster
- Identity booklet: PPT template, identity for shirts, hats, bags, etc.
- Banners
- Campaign video
- Director public service announcements (PSAs)
- Social media package and activities
- Press conference week before
- Press releases – launch and campaign objectives
- Media Kit
- Educational materials on vaccine-preventable diseases
- Technical activities with partners

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- Success stories (Data, Cold Chain)
- Landing page (campaign page) www.paho.org/vwa

World Immunization Week

- PAHO will try to align as much as possible with the messaging and direction of World Immunization Week.
- Additionally, should WHO declare 2023 the Year of Immunization, we will implement activities according to PAHO's mandate and the regional perspective and situation.

Evaluation Activities

It is important to periodically assess and adapt VWA activities to make sure they are as effective as they can be. This evaluation can help identify areas for improvement and help realize goals more efficiently. PAHO highly encourages countries to undertake evaluation activities and then report back their results. The evaluation technique should be adapted to your specific program. However, some examples of this could be a short survey during VWA to evaluate public confidence and satisfaction with vaccination or a survey to evaluate the effectiveness of the VWA social communication campaign. Models for these surveys are included in the Annex section of this document and are available online.

Beyond this, countries are encouraged to develop their own evaluation strategies, and if required, PAHO/WHO can provide technical assistance for the development of these strategies.

Annexes

- Annex 1: National Plan campaign template (separate document)
- Annex 2: Final report template (separate document)
- Annex 3: Reference list of VWA Indicators
- Annex 4: Model survey to evaluate public confidence and satisfaction with vaccination
- Annex 5: Model survey to evaluate VWA Social Media Campaign
- Annex 6: Planning of Border Activities Discussion Guide
- Annex 7: Image release form

Additional planning materials are available on [our website](#).

Vaccination Week in the Americas Background

Originally launched in 2003, VWA is an annual initiative endorsed by PAHO's Directing Council. The idea for VWA was first proposed in 2002 by the Ministers of Health in the Andean Region to protect the Americas from the resurgence of measles. From 2003 to 2019, as a result of activities conducted under the framework of VWA, more than 908 million individuals have been vaccinated against a wide variety of diseases. VWA has also helped to highlight the essential work of national immunization programs and the importance of vaccination for the general public; the initiative is also increasingly being used by countries as an opportunity to integrate other preventative interventions with immunization activities.

Every year as part of VWA, more than 40 countries and territories in the Americas come together to raise awareness on the importance of immunization and vaccinate their populations, making a special effort to reach people who may not have regular access to health services, including indigenous peoples, migrants, border populations, and people living in urban fringes.

World Immunization Week Background

Other regions of the World Health Organization (WHO) have implemented similar Vaccination/Immunization Week initiatives, culminating in the creation of World Immunization Week (WIW) in 2012, the umbrella initiative that unites all global efforts.

More information on WIW is available [here](#).

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Annex 3

Reference list of VWA Indicators¹

Indicators for the intensification of vaccination in at-risk areas

- ✓ Number and percentage of children 1-4 years of age that received their first, second, and third doses of DTP/ Pentavalent (to measure 0-doses, incomplete and complete schedules)
- ✓ Number and percentage of women of childbearing age (WCBA) who were vaccinated with the first dose of Td vaccine in at-risk municipalities
- ✓ Percentage of municipalities with plans for a second and third round of vaccination to complete schedules after VWA
- ✓ Number of health workers that participated in VWA outreach activities
- ✓ Number of indigenous and afro-descendant population vaccinated during VWA

Indicators for vaccination in high-risk municipalities

- ✓ Number of at-risk municipalities (or corresponding country nomenclature) where indigenous and afro-descendant populations live that vaccinate.
- ✓ Number of at-risk border municipalities participating in vaccination programs.

Indicators for specific extramural campaigns

- ✓ Percentage of Rapid Coverage Monitoring (RCM) in which vaccination coverage for (measles-rubella, polio or another vaccine) is less than 95%

Indicators for surveillance

- ✓ Number of suspected cases of measles/rubella and acute flaccid paralysis (AFP) that were identified by active community search and that were already known by the system.

Political priority indicators

- ✓ Number of authorities that participated in launching events (international, national, regional, or local)

Training indicators

- ✓ Number of forums, seminars or conferences held during VWA

¹ Countries should feel free to use additional indicators not included on this list, if they are more pertinent to national activities.

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- ✓ Number of health workers that received training during VWA

Information dissemination and media indicators

- ✓ Percentage of people interviewed in previously selected areas who are aware of VWA;
- ✓ Number of health workers trained on VWA targets and goals;
- ✓ Number of VWA television spots that were broadcast on national or local television stations
- ✓ Number of radio announcements that were played on national or local channels
- ✓ Quantity of national VWA promotional material created and disseminated
- ✓ Number of journalists informed about the objectives and benefits of VWA
- ✓ Number of VWA-related articles published in the national and local press
- ✓ Number of VWA-messages disseminated via the official channels of the Ministry (Ministry of Health website, EPI website, Twitter account of the Minister of Health, etc.)
- ✓ Number of people participating in conversations about VWA through social media or engaging in some way

Intersectoral/Interinstitutional coordination indicators

- ✓ Number of meetings carried out by the VWA organizational committees
- ✓ Number of agencies and/or organizations that participated in these meetings.

Integrated intervention indicators

- ✓ Number of integrated interventions carried out during VWA (vaccination plus deworming, vitamin A, screenings, etc.).

Public satisfaction and confidence with vaccination

- ✓ Number of people interviewed regarding their satisfaction and confidence regarding vaccines.

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Annex 2

MODEL SURVEY TO EVALUATE PUBLIC CONFIDENCE AND SATISFACTION WITH VACCINATION

Instructions for Interviewer: Interview individuals in the community (during rapid coverage monitoring activities, in markets, main squares, bus stops, on the street, etc.) who have at least one child under 5 years of age.

On a scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree) how would you rank the following statements?

1. Getting my child immunized is the right thing to do.

RANK: _____

2. Immunizations are important for keeping children healthy.

RANK: _____

3. It is important to vaccinate my child in order to prevent the spread of disease in my community.

RANK: _____

4. I am satisfied with the immunization services that my child has received at my local health center or clinic.

RANK: _____

5. As an adult, getting vaccinated is also important to maintain good health.

RANK: _____

On a scale from 1 to 5 (1 being not at all confident and 5 being very confident), how confident are you in each of the following?

6. The safety of routine childhood vaccinations.

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RANK: _____

7. The effectiveness of routine childhood vaccinations.

RANK: _____

8. The benefits of routine childhood vaccinations.

RANK: _____

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Annex 3

MODEL SURVEY TO EVALUATE VWA SOCIAL COMMUNICATION CAMPAIGN

Instructions for Interviewer: Interview at individuals outside of the health sector (in a market, main square, bus stop, street, etc.). It is recommended to avoid interviewing groups of people and to instead recruit one out of every 3 or 5 people found in each place.

Ask the following questions and mark the answers in the space provided:

1. In what category do you belong?

- Woman of childbearing age (15-49) Young person (6-15)
 Adult man (16-59) Adult woman (50-59)
 Older adult - man (60 or more) Older adult - woman (60 or more)

If person does not belong to any of these categories, stop the interview and exclude it from the analysis.

2. Are you knowledgeable about the topic of vaccination?

Yes No

3. Have you heard about a special vaccination activity recently?

Yes No

If the answer is Negative, end the interview, if Affirmative, continue.

4. Can you indicate what kind of vaccination activity you heard about? Mark all that apply

- | | | | |
|---------------------------------------|--------------------------|----------------------------|--------------------------|
| Vaccination Campaign | <input type="checkbox"/> | Vaccination Week | <input type="checkbox"/> |
| Campaign against rubella | <input type="checkbox"/> | Campaign against influenza | <input type="checkbox"/> |
| Campaign against measles | <input type="checkbox"/> | Campaign against polio | <input type="checkbox"/> |
| Vaccination Campaign against COVID-19 | <input type="checkbox"/> | | |

Other Please specify _____

5. How did you find out about this activity? (Mark all mentioned)

- | | | | |
|----------------|--------------------------|------------------|--------------------------|
| a. Radio | <input type="checkbox"/> | d. Health center | <input type="checkbox"/> |
| b. Television | <input type="checkbox"/> | e. Newspaper | <input type="checkbox"/> |
| c. Loudspeaker | <input type="checkbox"/> | f. Schools | <input type="checkbox"/> |
| d. Others | <input type="checkbox"/> | Specify _____ | |

6. When you found out about this vaccination activity, what did you do?

Reviewed my children's vaccination card

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- Got vaccinated myself
- Took my child or other person to get vaccinated
- Inquired for more information
- Other Which? _____

Annex 4

Discussion Guide

Planning of Border Activities (when applicable)

1. Identification of border municipalities
 - What is the vaccination coverage of the regular program in these municipalities?
 - Objectives of VWA activities in border municipalities
 - Start/Complete schedules
 - Vaccination in specific groups
 - Planning of three rounds of vaccination
 - Training for health care workers
 - Crossed monitoring
 - Other. Specify:
2. Planning Meetings
 - Location and Date:
 - Individuals responsible in each country:
3. Social communication
 - Joint versus separate campaigns
 - Languages
 - Cultural considerations
 - Media outlets to employ
 - Use of surveys to assess information dissemination
 - Social listening activities
 - Community engagement
4. Resources
 - Estimated Costs
 - Plan for resource mobilization
5. Other activities that can be included under the framework of VWA

Annex 5

Photography Release Form

Photographic Image, Audio & Video Release Form

I hereby grant the rights to my image, likeness and/or sound of my voice as recorded on audio or videotape or photograph, to the Pan American Health Organization/World Health Organization. I recognize that I am granting these rights without expectation of payment or any other consideration and for an unlimited duration.

I understand that my image may be edited, copied, exhibited, published, or distributed and I waive the right to inspect the finished product wherein my likeness or voice appears. Additionally, I waive any rights to royalties or other compensation arising or related to the use of my image or voice. I also understand that this material may be used in diverse educational settings and throughout an unrestricted geographic area.

Photographic, audio or video recordings may be used for the following purposes:

- * Conference presentations
- * Educational presentations or courses
- * Informational presentations
- * On-line educational courses
- * Educational videos
- * Advisor arts and publications

By signing this release, I understand that photographic or video recordings of me may be electronically displayed via the Internet or in the public educational setting, including but not limited to international videos.

I will be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation as to where these materials may be distributed.

This release applies to photographic, audio or video recordings collected as part of the sessions listed on this document only.

By signing this form, I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby waive any and all claims against any person or organization utilizing this material for the purposes and in the manner described herein.

Full Name _____

Street Address/P.O. Box _____

City _____

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Prov./Postal Code/Zip Code _____

Phone _____ Fax _____

Email Address _____

Signature _____

Date _____

If this release is obtained from an individual under the age of 18, then the signature of a parent or legal guardian is also required.

Parent/Legal Guardian's Signature _____

Date: _____