

Social Media Toolkit: World Immunization Week Messaging from VoICE, the Value of Immunization Compendium of Evidence

Leveraging the theme of **World Immunization Week (April 24-30)**, *Protected Together* #Vaccineswork, the VoICE team has developed social media content pairing evidence from the compendium with the priority messaging areas of WIW2018 advocacy partners

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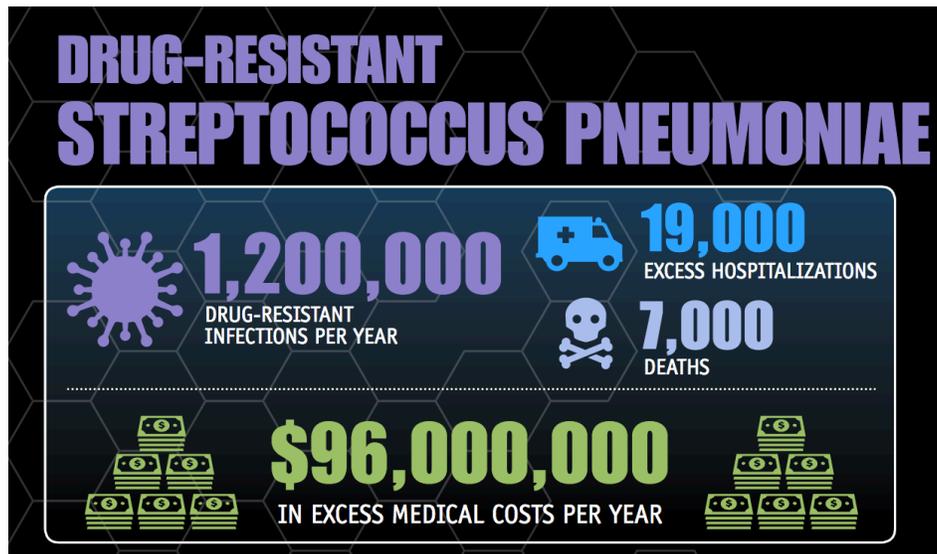
Hashtags: #vaccineswork #equity #VoICE

Tags: @IVACTweets @gatesfoundation

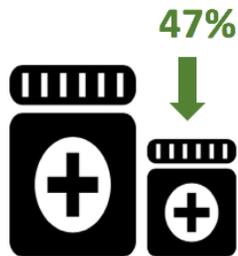
Suggested Tweets by category

Health Security and Antimicrobial Resistance

- Drug-resistant pneumococcus is a threat to US health security, says CDC, but with #vaccines, we can be #ProtectedTogether. <https://bit.ly/2ugMeBD>
- Antibiotic resistant pneumococcal infections cost the US \$100M/year but with vaccines, we can be #ProtectedTogether - #VaccinesWork <https://bit.ly/2ugMeBD>



- Kids in Israel vaccinated against pneumococcus decreased their use of antibiotics for respiratory infections by almost 50% compared to unvaccinated kids.
<https://bit.ly/2uq1ImS> Vaccines decrease the need for antibiotic use and the potential for resistance and keep us all Protected Together. #VaccinesWork

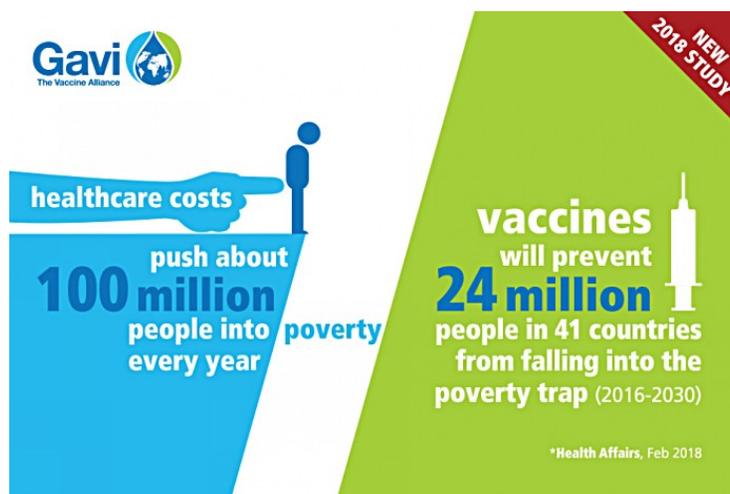


Gender Equity

- Empowering women means kids get vaccinated and we are protected together
#VaccinesWork <https://bit.ly/2HXixax>
- Find out what it costs Gambian mothers to care for children sick with pneumococcal disease in this recent study. <https://bit.ly/2pKsoKk> Vaccines could save her heartache, as well as time and money, keeping her family Protected Together. #VaccinesWork

Poverty and vaccine preventable diseases

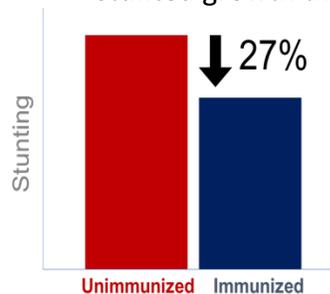
- Vaccines have greatest economic benefit for the poor and help us stay Protected Together #VaccinesWork <https://bit.ly/2pznG1l>



- #VaccinesWork: Study says making sure Ethiopian kids are Protected Together from pneumococcus costs just \$40/year/child! <https://bit.ly/2pznG1l>

Nutrition, Growth & Development

- Malnourished kids suffer the most from pneumonia, diarrhea and other vaccine-preventable infections. Let's level the playing field to keep them Protected Together #VaccinesWork <https://bit.ly/2G5DU9h>
- Childhood diarrhea, pneumonia and malnutrition from a vicious cycle of worsening health, poor growth and increased mortality risk. <https://bit.ly/2IYf39e> Vaccines can break the cycle and keep kids Protected Together. #VaccinesWork
- Vaccines can promote healthy childhood growth and physical development by breaking the cycle of childhood infections. Vaccinated kids in Kenya were 27% less likely to have stunted growth than unvaccinated kids <https://bit.ly/2pKOc8x> #VaccinesWork



Health Systems & Integration

- Did you know: Nigeria's polio emergency preparedness system helped to stop ebola in its tracks in 2014? Lessons and infrastructure from vaccine programs bolster health systems and help us stay Protected Together #VaccinesWork <https://bit.ly/2GwkJsF>