

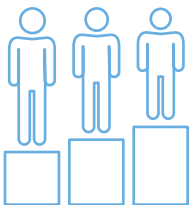
# VoICE Advocacy Toolkit for Stakeholder Engagement: Turning Evidence into Impact

## Elevator Pitch

An elevator pitch can help you to craft a clear, poignant message for an audience that isn't already familiar with your issue. The goal is to create a compelling narrative or call to action for the value of vaccines that you could explain to someone from your target audience in less than one minute (approximately the time it takes to be in an elevator ride).

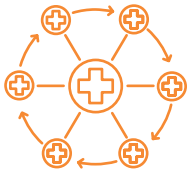
The VoICE Compendium provides concise advocacy messaging based on evidence-based, credible scientific sources that can be used to help tailor your elevator pitch.

## EQUITY



Vaccine-preventable diseases disproportionately impact the world's poorest, most vulnerable children. There have been ongoing improvements in immunization programs, but more than 19 million children in the world still have not accessed a single vaccine.<sup>1</sup> The vast majority of these “zero dose” children live in low-income countries and can actually benefit the most from vaccines.<sup>2</sup> Immunization programs need to have an equity-driven strategy so that vaccines can reach the children who need them most and help these already disadvantaged families avoid falling further into poverty. More children are being protected against serious diseases than at any point in human history, but we have to keep making progress on extending immunization to all children in order to ensure that child mortality continues to decline.

## STRENGTHENING HEALTH SYSTEMS



Inadequate health systems have a direct impact on children and their potential to thrive, grow, and develop. Making immunization programs stronger can also improve the quality and reach of other much-needed health services, minimize the demand on hospitals, and provide additional opportunities to serve a family.<sup>3</sup> Vaccines are among the most powerful tools to prevent disease and save the lives of individuals, communities and entire populations. As the current COVID-19 pandemic has illustrated, strong health systems are essential for countries to build capacity to respond to disease outbreaks of varying magnitudes.

## ECONOMICS



Vaccines are among the most cost-effective health interventions available. By preventing disease, vaccination also prevents the costs associated with disease treatment and thus helps to reduce the likelihood that households will fall into or remain in poverty. Sudden healthcare expenses push about 100 million people into poverty every year, making medical impoverishment one of the main factors forcing families below the World Bank's poverty line of less than \$1.90 per day.<sup>4</sup> Vaccines don't just save lives, they also prevent poverty, providing enormous economic benefits for families, communities and national economies. It's estimated that for every \$1 spent on immunization programs, countries receive a return on investment of up to \$52 in economic benefits.

## EVERY CHILD DESERVES TO REACH THEIR FULL POTENTIAL



Vaccine-preventable diseases can disrupt a child's ability to thrive and grow. Undernutrition and infectious diseases are tightly linked in a self-reinforcing cycle. Childhood episodes of diarrhea, pneumonia and measles are exacerbated by undernutrition, which significantly contributes to the death toll from these infections. Immunizations can break this cycle, ensuring that children stay on track in their development. A healthy child is more likely to attend school, performs better in school and attends school for longer. Growing evidence is illuminating the link between vaccination and improved cognitive functions, education, and ultimately, adult productivity. In essence, vaccination may help improve a child's ability to learn, think and thrive in society. Vaccination is an investment in a child's future productivity.

# GLOBAL HEALTH SECURITY



As the COVID-19 pandemic has demonstrated, infectious disease outbreaks can happen anywhere and can cause massive social, health, and economic repercussions. A strong national immunization program can be leveraged during critical health emergencies to aid in outbreak response. The prevention, mitigation and control of infectious disease outbreaks is becoming more urgent, while the number of emerging diseases increases, populations are more mobile and economies are stretched thin. Addressing infectious disease outbreaks must be a high political priority, requiring investments of both financial support and political will.

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1. WHO Fact Sheet: Immunization Coverage, December 2019
  2. Rheingans, R., Atherly, D., and Anderson, J. 2012. Distributional impact of rotavirus vaccination in 25 Gavi countries: Estimating disparities in benefits and cost-effectiveness. *Vaccine* 30(1).
  3. Berkley, S. 2019. The power of vaccines and how Gavi has helped make the world healthier. *JAMA* 322(13).
  4. Chang, A.Y., Riumallo-Herl, C., Perales, N.A., et al. 2018. The equity impact vaccines may have on averting deaths and medical impoverishment in developing countries. *Health Affairs*. 37(2).

## Talking Points

Talking Points are messages that can prime dialogue on specific topics related to the importance of immunization. This selection of talking points can be further tailored for your audience. Here are a few key considerations that can be helpful in further refining responses depending on the intended audience.

- **What does your audience know about vaccine-preventable diseases?**
- **What does your audience understand about vaccination as a health tool?**
- **What does your audience understand about health service delivery?**
- **What does your audience perceive to be barriers for immunization?**

## EQUITY

- Every child deserves the right to grow up healthy, regardless of where they were born.
- 19.4 million children still do not have access to life-saving routine immunizations.<sup>1</sup>
- At least 40% of the poverty averted by using routine childhood vaccines would help the poorest communities.<sup>2</sup>

## HEALTH SYSTEMS

- Immunization programs help to strengthen the overall health system and provide an opportunity to support its infrastructure as well as improve the capacity of other health interventions.
- For low and middle-income countries in particular, immunization programs improve the financial sustainability and affordability of their healthcare programs.<sup>3</sup>
- For families and communities, seeking routine immunization provides them with more chances to interact with and be served by the healthcare system.
- As disease outbreaks continue to be an emergent concern, leveraging the infrastructure developed through consistent investment in immunization programs will allow countries to prevent and control more infectious diseases.

## ECONOMICS

- Vaccines are among the most cost-effective health intervention available.
- Investing in immunization programs provides substantial return on investment. For every USD \$1 invested toward immunization in the world's poorest countries, experts estimate that the return is up to USD \$52.<sup>4</sup>
- Routine immunizations prevent families from losing children to vaccine-preventable diseases and from having to pay for the medical costs that can often be several times more than their own household budget — ultimately preventing them from falling deeper into poverty.<sup>5</sup>

## INDIVIDUAL HEALTH

- Routine immunization is a sound investment for child health.
- Studies show that the protection vaccines provide can also reach other members of the community — this includes vaccines that are given to pregnant mothers and the protection passed to their infants.
- Despite the advances and investments in immunization programs, every year 1.5 million people still die of vaccine-preventable diseases.<sup>6</sup>
- Vaccines can help an individual thrive as a contributing member of their community. In Sub-Saharan Africa, every time a child completes an additional year of school, this milestone can increase their future earnings as an adult by over 12%.<sup>7</sup>

1. WHO Fact Sheet: Immunization Coverage, December 2019
2. Chang, A.Y., Riumallo-Herl, C., Perales, N.A., et al. 2018. The equity impact vaccines may have on averting deaths and medical impoverishment in developing countries. *Health Affairs*. 37(2).
3. Deoganakar, R., Hutubessy, R., van der Putten, I., et al 2012. Systematic review of studies evaluating the broader economic impact of vaccination in low and middle income countries. *BMC Public Health*. 12(878).
4. Sim, S. Y., Watts, E., Constenla, D., Brenzel, L., & Patenaude, B. N. 2020. Return on investment from immunization against 10 pathogens in 94 low-and middle-income countries, 2011–30: Study estimates return on investment from immunization programs against ten pathogens for ninety-four low-and middle-income countries from 2011 to 2030. *Health Affairs*, 39(8), 1343-1353.
5. Chang, A. Y., Riumallo-Herl, C., Perales, N.A., et al. 2018. The equity impact vaccines may have on averting deaths and medical impoverishment in developing countries. *Health Affairs* 37(2).
6. Berkley, S. 2019. The power of vaccines and how Gavi has helped make the world healthier. *JAMA* 322(13).
7. World Bank Group - Education Global Practice Group 2014. Comparable estimates of returns to schooling around the world. Retrieved from <http://documents.worldbank.org/curated/en/830831468147839247/pdf/WPS7020.pdf>

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