High impact, equity, and resiliency: An update on vaccination uptake
Almost 9 out of 10 children reached in 2018, almost 20 million children un- or under-vaccinated
Measles outbreaks in all regions with increased size and frequency

Same root cause: failure to vaccinate over many years

US: high measles coverage, pockets of low coverage. Multiple importations

Venezuela: collapse of health system

Brazil: cross-border importations into underserved region

Venezuela: cross-border importations

(USA: 1,119 cases
January 1 to March 21, 2019)

Venezuela: cross-border importations
(February 1 to December 31, 2018)

Brazil: 102,076 cases
(January 1 to December 31, 2018)

Ukraine: inadequate immunization services and hesitancy

Philippines: inadequate immunization services and hesitancy

Yemen: conflict-affected fragile state

Madagascar: weak health system

Philippines: 21,368 cases
(January 1 to March 19, 2019)

Ukraine: 6,005 cases
(January 13, 2019 to March 19, 2019)

Yemen: 12,977 cases
(January 5 to December 31, 2018)

Madagascar: 1,135 cases
(September 3, 2019 to March 20, 2019)

USA: 1,119 cases
(January 1 to March 21, 2019)

Disclaimers:

Data source: WHO Situation Reports

Date of visit: 2019-12-29

The information presented is for informational and educational use only and does not constitute advice or endorsement for any specific purpose by the World Health Organization.

The data presented are accurate to the best of the author's knowledge at the date of publication. No responsibility is accepted for any inaccuracies, errors, or omissions.

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WHO’s 13th Global Programme of Work: 2019-2023

Promote health – keep the world safe – serve the vulnerable

Public Health – 1 billion more lives improved
Universal Health Coverage – 1 billion more people with health coverage
Health Emergencies – 1 billion more people made safer

Step up leadership – diplomacy and advocacy; gender, equity and rights; multisectoral action; finance

Drive impact in every country – differentiated approach based on capacity and vulnerability

Focus global public goods on impact – normative guidance and agreements, data, research & innovation
Immunization Agenda 2030

Strategic priorities

Immunization Programmes for primary health care / universal health coverage

- Life course & Integration
- Outbreaks & Emergencies
- Supply & Sustainability
- Research & Innovation
- Coverage & Equity
- Commitment & Demand

Core principles

- People-Focused
- Country-Owned
- Partnership-Based
- Data-Driven

A world where everyone, everywhere, at every age…

…fully benefits from vaccines…

Leave no one behind by increasing equitable access and use of new and existing vaccines…

Ensure good health and well-being for everyone by strengthening immunization within primary health care and contributing to universal health coverage and sustainable development.
WHO priority areas for vaccination uptake

- Policy and planning
  - Technical support and partnering

- Data

- Service quality (Individual)
- Equity (Community)
- Resilience (Public)
Global Strategic Advisory Group of Experts on Immunization (SAGE): “Each country should develop a strategy to increase acceptance and demand for vaccination, which should include ongoing community engagement and trust-building, active hesitancy prevention, regular national assessment of vaccine concerns, and crisis response planning.” - October 2017

South East Asia Regional Technical Advisory Group: “Countries should recognise the potential for vaccine hesitancy and understand the importance of data… Countries should conduct assessments… Communication strategies to address hesitancy should be developed.” - June 2017
Draft planning for 2021-2022 (examples):

Service quality

- Technical brief on quality immunization services across the life-course
- Menu of tools for enhancing service quality and interpersonal communications

Equity

- Updated global ‘Tailoring Immunization Programmes’ guidance introducing new approaches on user journey mapping

Resilience

- Strategic communications guide to build a positive information environment
- Quick reference guide for media professionals: how to communicate about vaccination
- Vaccination literacy content for 10-13 year olds
How to address under-vaccination?

Work with the behavioural and social drivers at every level:

- Individual
- Community
- Public

... with targeted, multi-component strategies
... considering all drivers of uptake
... making data central to planning and learning
Vaccine Misinformation Statement by WHO Director General on Facebook and Instagram

4 September 2019 | Statement | Geneva

The World Health Organization welcomes the commitment by Facebook to ensure accurate and reliable vaccination information and advice. Facebook will direct millions of its users to WHO’s accurate and reliable vaccine information and advice.

The World Health Organization and Facebook have been in discussions for several years on how people can access authoritative information on vaccines and reduce the spread of vaccine misinformation.

Vaccine misinformation is a major threat to global health that could reverse decades of progress in tackling preventable diseases.

Many debilitating and deadly diseases can be effectively prevented by vaccines. Think
• A WHO-led global multidisciplinary network

• A unified, all-hazards, One Health approach to the early detection, verification, assessment and communication of health risks and threats

• Reinforce event-based surveillance for strengthened global health security: chemical, biological, radiological, nuclear, pandemic threats … and ~300,000 news items per day + tweets filtered from the full Twitter firehose (Powertrack)

→ Monitor key anti-vaccination groups and identify trends in real time
What is the global vaccination Demand Hub?

The Demand Hub is a mechanism focused on vaccination acceptance and demand to:

• Provide **alignment**, **coordination** and **communication** between partners

• Advocate to raise awareness of vaccination demand-related strategic and technical work across countries, partner agencies, donors, etc.

• Disseminate evidence-informed guidance, technical assistance, tools and support
Demand Hub planning framework

Key areas of intervention:

1. Service quality & accountability
   - Interpersonal communication
   - Motivation
   - Community planning

2. Community engagement
   - Social/behaviour change
   - Norms
   - Nudges

3. Risk & resilience
   - Risk capacity
   - Social listening
   - Media engagement

4. Social & political will
   - Influencers
   - CSOs
   - Enabling policies

5. Social data
   - Tools
   - Routine systems
   - Data expertise
A turning point for global immunization...

- New recognition of the importance of human factors – emphasized in the “Immunization Agenda 2030”
- Equity as an organizing principle, with a focus on zero-dose children
- Pivot to strengthening primary care to achieve universal health coverage
- Vaccination integrated through the life-course
- Community engagement and multi-sectoral collaborations recognised as central to sustainability and success
- More deliberate approach to innovation and harnessing new technologies
WHO welcomes landmark UN declaration on universal health coverage

23 September 2019 | News release | New York

Today world leaders adopted a high-level United Nations Political Declaration on universal health coverage (UHC), the most comprehensive set of health commitments ever put forward at this level.

“This declaration represents a landmark for global health and health policy,” said Dr. Adhanom Ghebreyesus, Director-General at WHO. “The world now commits to achieving UHC on its sustainable development goals. Universal health coverage is now the law of the land, and it will happen.”

He added: “Universal health coverage is a political choice: today, we are seeing the states and governments indicating their readiness to make that choice. I congratulate them.”

The declaration comes the day after the World Health Organization flagged the need to double health coverage between now and 2030 or leave up to 5 billion people behind.

Primary Health Care on the Road to Universal Health Coverage
2019 Monitoring Report
Conference Edition

Breaking Barriers Towards More Gender-Responsive and Equitable Health Systems
Advance Copy
Thank you