

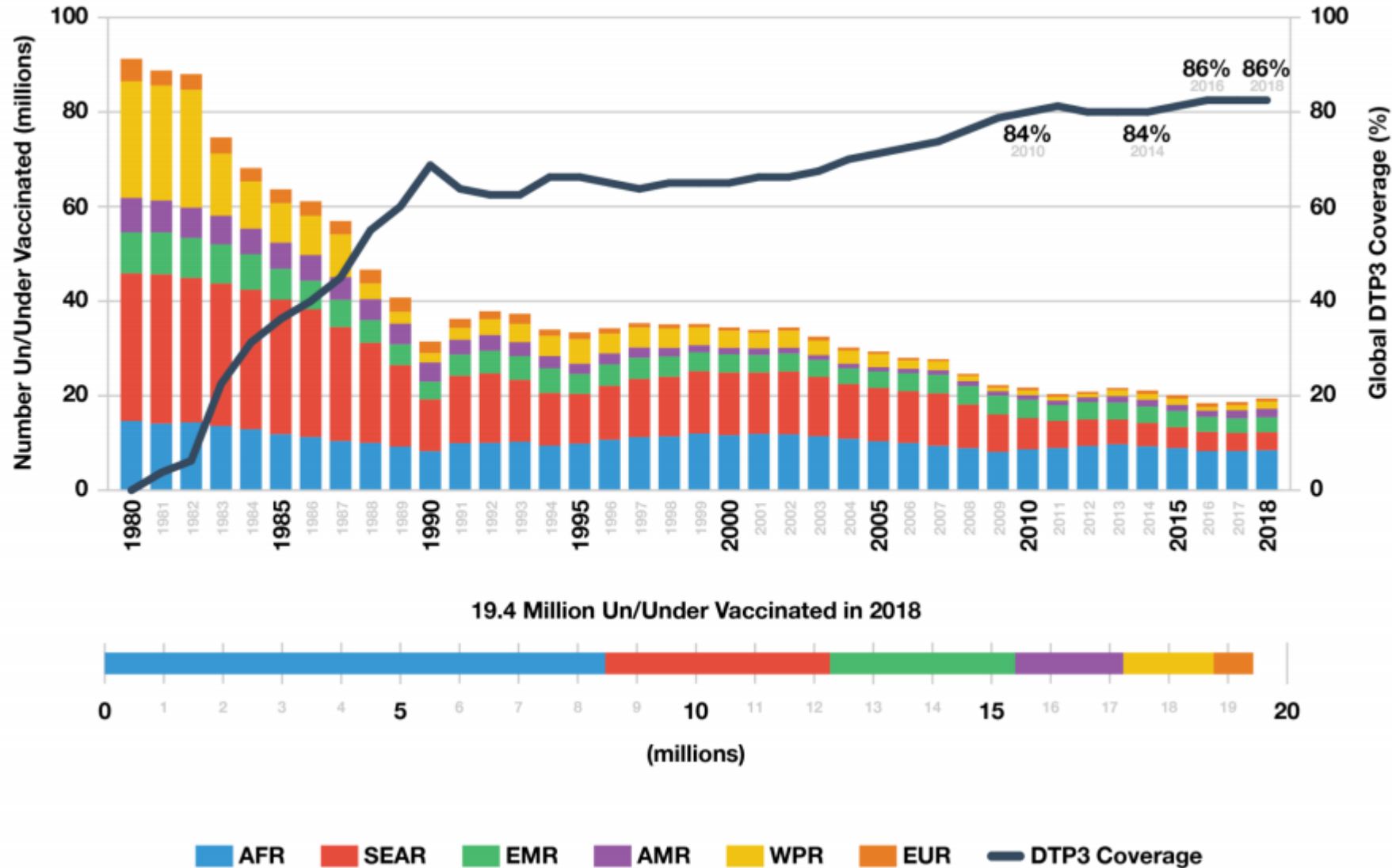
# High impact, equity, and resiliency: An update on vaccination uptake

**Vaccine acceptance meeting, Fondation Merieux**

**25 September 2019**

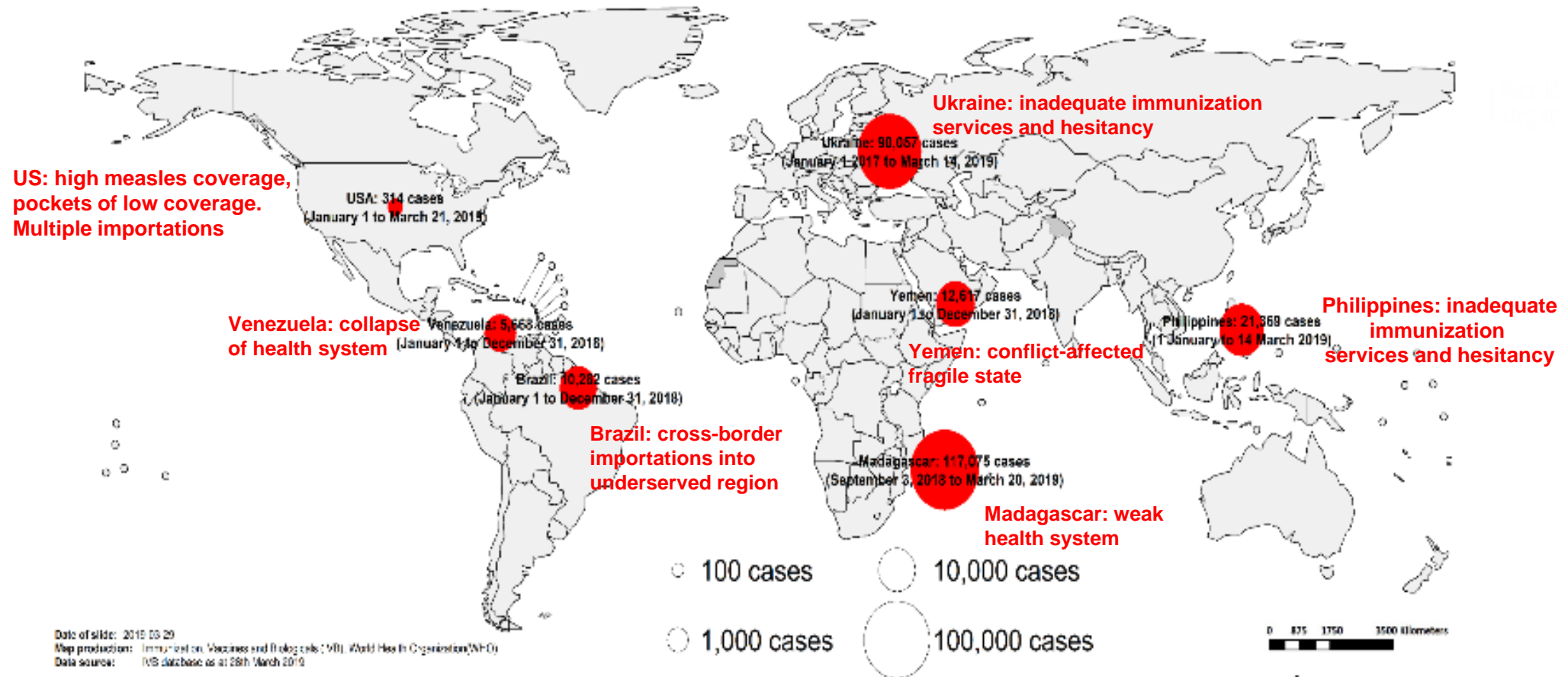
Lisa Menning, Technical Officer, WHO HQ Department of Immunization, Vaccines, and Biologicals

# 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**



Date of slide: 2019-03-29

Map production: Immunization, Vaccines and Biologicals (VI), World Health Organization (WHO)

Data source: IVIS database as at 28th March 2019

#### Disclaimer:

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion on the part of the World Health Organization concerning the legal status of any country, territory, city or area or its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not be full agreement.  
World Health Organization, WHO, 2019. All rights reserved.

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

## Mission

*Promote health – keep the world safe – serve the vulnerable*

## Strategic priorities

**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

## Strategic shifts

**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

Policy dialogue  
– to develop systems of the future

Strategic support  
to build high performing systems

Technical assistance  
– to build national institutions

Service delivery - to fill critical gaps in emergencies

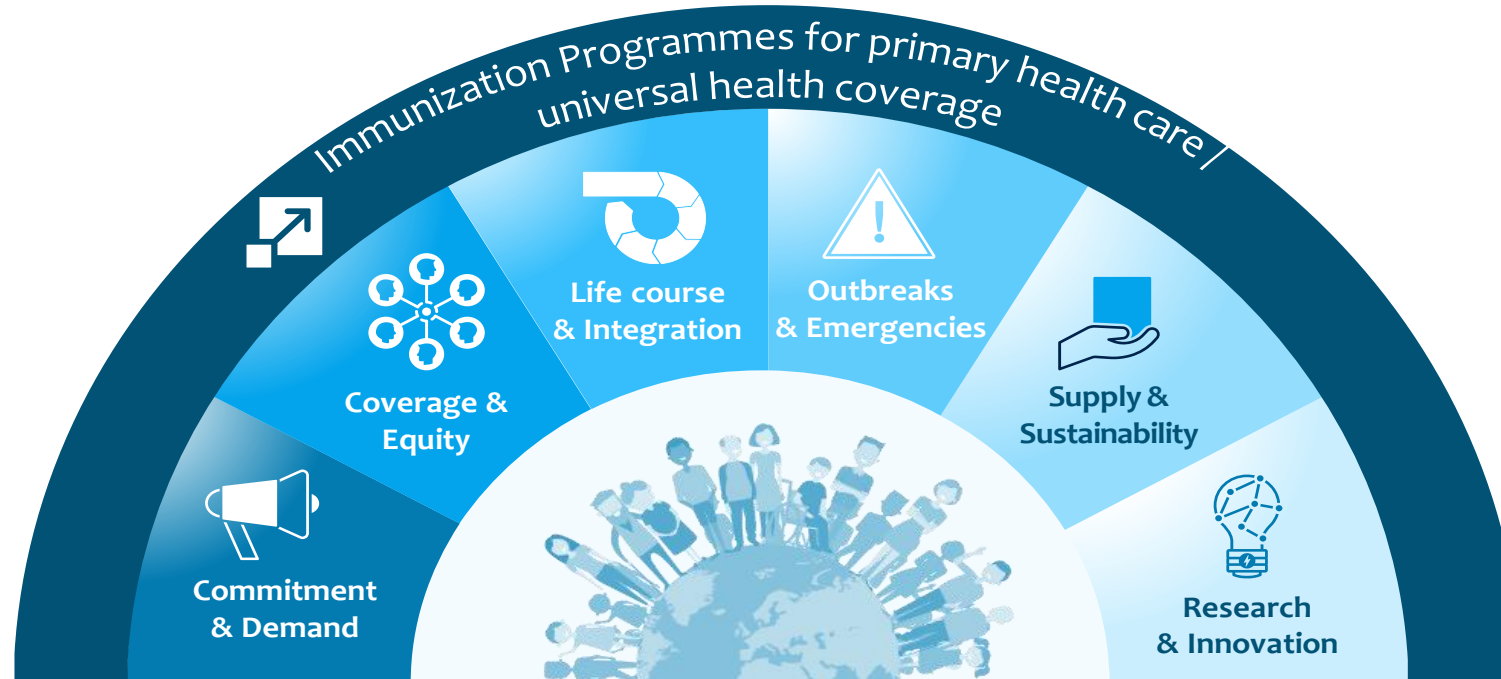
←  
Mature health system

→  
Fragile health system

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

# Immunization Agenda 2030

## Strategic priorities



## Core principles



People-Focused



Country-Owned

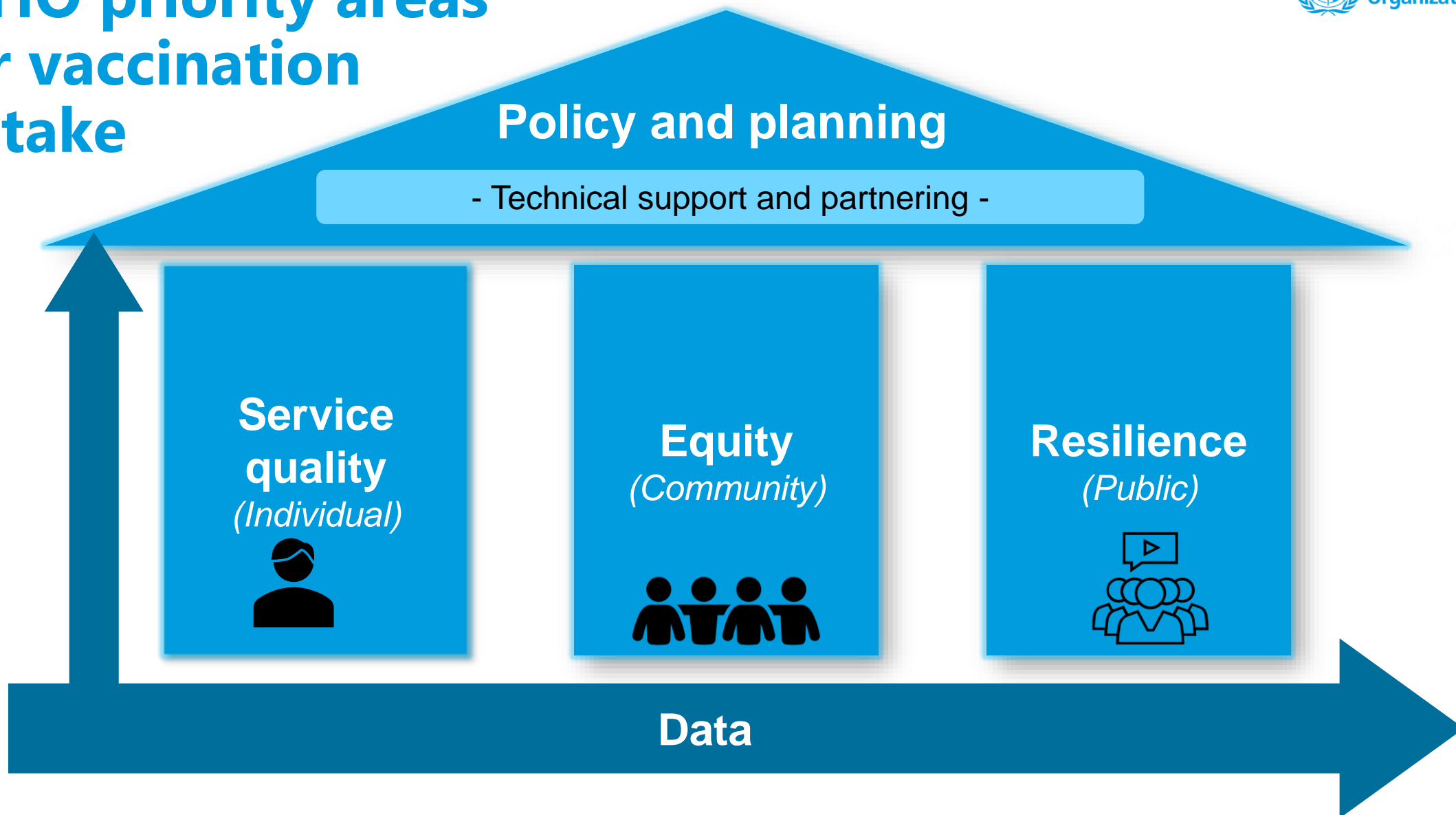


Partnership-Based



Data-Driven

# WHO priority areas for vaccination uptake

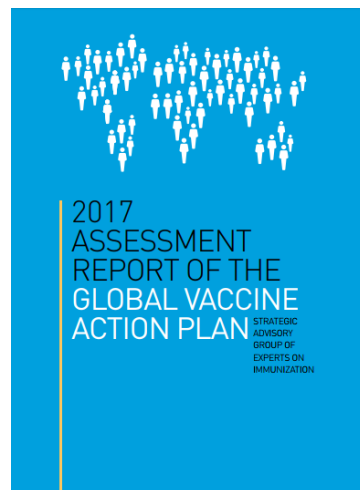


# Evidence-based policy recommendations

## 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



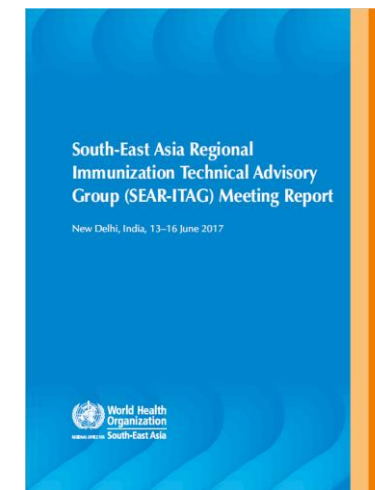
## South East Asia Regional Technical Advisory Group :

*“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?

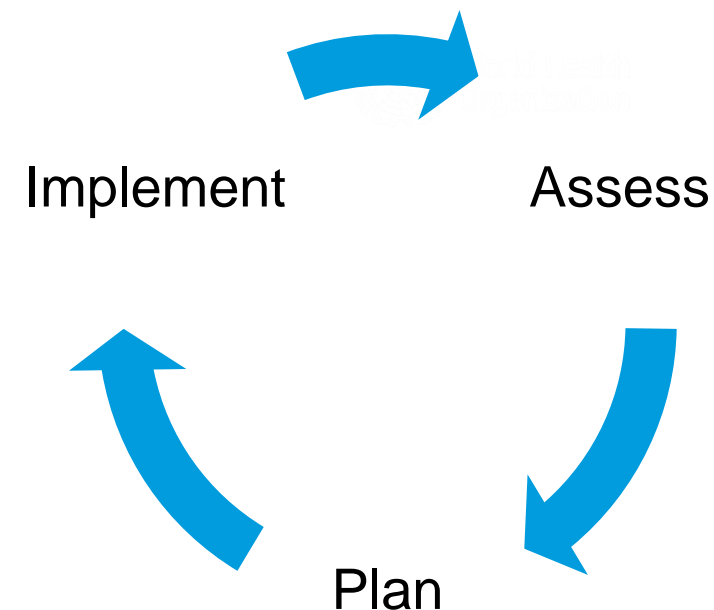
*Work with the behavioural and social drivers at every level:*

- 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 information about vaccines across Instagram, Facebook Search, Groups, Pages and forums, and to direct users to reliable information and advice.

Facebook will direct millions of its users to WHO's accurate and reliable vaccination information in many languages, to ensure that vital health messages reach people who need them.

The World Health Organization and Facebook have been in discussions for several months to ensure that people can access authoritative information on vaccines and reduce the spread of 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



## Looking for Vaccine Info?

When it comes to health, everyone wants reliable, up-to-date information. Learn why the World Health Organization (WHO) recommends vaccinations to prevent many diseases.

[Go to WHO.int](#)



## World Health Organization

Non-profit organisation

24 miles · 20, avenue Appia, Geneva



## CDC

890K like this · Atlanta, Georgia · Government

3 hrs · 🌐 · FREE CE: Watch our latest Public Health Rounds on maternal immunization. Go Beyond the Basics: CDC's Dr. John Iskander and Emory University School of Medicine's Dr. Denise Jamieson discuss barriers to maternal immunization, and the importance of maternal immunization.

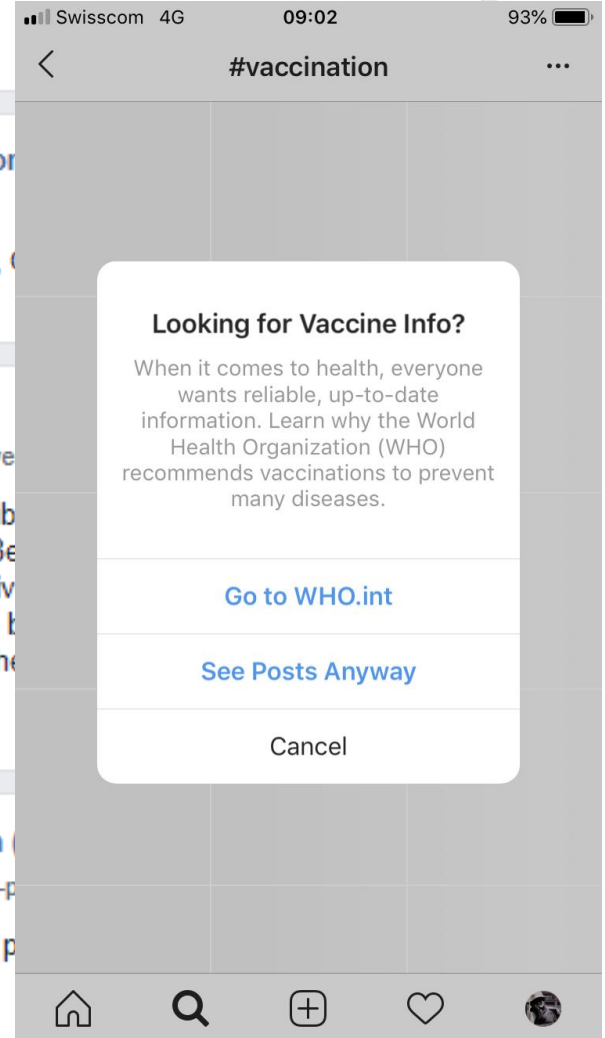
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## American Medical Association

549K like this · Chicago, Illinois · Non-profit

4 Dec 2018 · 🌐 · ...need herd immunity to prevent diseases that vaccines can prevent.





- 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 coverage commitments at this level.

“This declaration represents a landmark for global health and development,” said Dr. Tedros Adhanom Ghebreyesus, Director-General at WHO. “The world is now on track to achieve its sustainable development goals. Universal health coverage is no longer a dream, it happens.”

He added: “Universal health coverage is a political choice: to ensure that no one is left behind, and 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





# Thank you



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