

Young  
Coalition  
for  
Prevention  
and  
Vaccination

# ONLINE CAMPAIGN TOOLKIT

Let's Talk about Vaccination:  
Driving the Change  
for a Healthier Europe

*Think*Young

# **Young Coalition for Prevention and Vaccination**

## **Online Campaign Toolkit**

**Let's Talk About Vaccination:  
Driving the Change for a Healthier Europe**



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VACCINE



# Vaccines bring us closer to our future

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**Gary Finnegan**

*Editor at Vaccines Today and YC4PV Ambassador*



The COVID-19 pandemic has had a profound impact on the health and wellbeing of people of all ages. Older people bore the brunt of higher mortality rates while younger generations put their plans on hold to help protect their communities. In the interest of public health, lives were paused: education shifted online, career paths were disrupted, travel and adventure was postponed.

Now, thanks to the stunning scientific advances delivered by vaccine developers, there is light at the end of the tunnel. We now have several highly efficacious and safe vaccines available to us. COVID-19 continues to affect people of all ages around the world, but vaccination programmes across Europe are gathering pace. As we recently marked World Immunization Week, we should take a moment to consider the new challenges that lie ahead.

First, we should celebrate the fact that many of the most vulnerable in our societies have been vaccinated. This has the power to reduce infections, hospitalisations and deaths. But COVID-19 can pose risks for younger people too, with some suffering symptoms of 'long COVID' months after catching the virus. Protecting people at all stages of life is vital to their wellbeing, to reopening our societies, and, ultimately, to bringing the pandemic to an end.

Our shared task now is to work together to engage with young adults to ensure they are protected. As the summer approaches, vaccines will be offered to

younger people across Europe. Many will accept, but some will hesitate. Those with questions or concerns deserve answers and explanations delivered with empathy by people they trust, including health professionals, civil society organisations and their peers.

The toolkit developed by the Young Coalition for Prevention & Vaccination (YC4PV) can help to support this important work. This new and revised edition aims to equip young health professionals, policymakers and organisations to spread the word about the importance of vaccination. Whether on social media or in conversations with their own networks, the voices of young people can help ensure strong vaccine uptake.

Not only will this help us to exit the pandemic, it lays a strong foundation on which to build future immunisation campaigns. As we witness life-course immunisation in action against COVID-19, we should begin to think hard about how the networks and skills honed in 2021 can be harnessed in the years ahead to fight influenza, cervical cancer, pneumonia, shingles, meningitis, measles and other vaccine-preventable diseases affecting all of us, across the life course.

The WHO's tagline for this year's World Immunization Week is 'Vaccines Bring us Closer'. Let's hope this toolkit can bring us closer to a world where every preventable illness is avoided.

## Introduction

**Vaccinations are offering a solution in a time of crisis, and contribute fully, sustainably and equitably to the prevention and control of AMR by preventing infections and reducing antimicrobial use. However, vaccine hesitancy is worryingly present across Europe and has been identified by the World Health Organisation as one of the ten threats to global health in 2019.<sup>1</sup>**

The Eurobarometer 'European's attitudes towards vaccination' released in April 2019 revealed that just over half (52%) of the Europeans surveyed agree that vaccines are definitely effective in preventing infectious diseases. There are also disparities in the perception of vaccines and their usefulness, as well as in access to information on vaccination.<sup>2</sup>

It is therefore vital to induce sustainable behaviour change to ensure vaccination becomes a social norm - and we believe that young people can drive this change. Young people are taking the lead for a healthier future. They are engaging in conversation with their family, their friends, their children, and more recently on social media. They are listening to experts and healthcare professionals, but most importantly they listen to one another. Young people have the influence on shaping decisions and health behaviours.

The Young Coalition for Prevention and Vaccination (YC4PV) is doing just that. We are taking a proactive stance on an issue that not only affects individuals, but which also has a substantial impact on wider public health and community impact.



<sup>1</sup> WHO (2019), Ten threats to global health in 2019. <https://www.who.int/news-room/spotlight/ten-threats-to-global-health-in-2019>

<sup>2</sup> European Commission (2019), European's attitudes towards vaccination. <https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/survey/getsurvey-detail/instruments/special/surveyky/2223>



## About the YC4PV

In January 2019, ThinkYoung built the [Young Coalition for Prevention and Vaccination \(YC4PV\)](#) composed of young health professionals from more than 20 European countries, either engaged in healthcare or in health policy.

[The YC4PV's main objective is to advocate the important role of vaccination and prevention across Europe, both at the EU and national level.](#)

The YC4PV have worked on a [Manifesto](#) highlighting 10 recommendations for vital actions in the field of immunisation to ensure that the voice of young people is heard at the EU policy level. In January 2020, the YC4PV Manifesto was launched at the European Parliament in Brussels, in presence of over 40 policymakers and stakeholders involved in health policy.

## About the Campaign

### [Getting the voices of youth on board](#)

**Every voice is important in the conversation on immunisation and prevention! So why not make your voice or that of your organisation heard?**

We want to reach European as well as national decision-makers and stakeholders, but also start a conversation with the general public to increase vaccine confidence. It could even be your friends, family or local community!

The aim of this toolkit is to provide you with key messages, facts and visual assets that you can share online: on your social media, website or newsletter for example. It is designed to make it as easy as possible for you to take part in the campaign.

### [What you can do](#)

Talk about the project, share reliable information on vaccination and vaccine-preventable diseases, post on social media, generate conversations, engage in discussions and promote the work of the YC4PV! Use the resources from this toolkit in your channels to help spread the word about the importance of prevention and vaccination.

### [Key dates for 2021](#)

**7 April** – *World Health Day*

*Building a fairer, healthier world*

**18 April** – *Patients' Rights Day*

**19 April** – *Launch of the Conference on the Future of Europe* (<https://futureu.europa.eu/>)

**21 April** – *World Creativity and Innovation Day*

**24 April to 30 April** – *World Immunization Week*

**25 April** – *World Malaria Day*

**26 April to 2 May** – *European Immunization Week*

**17 May to 21 May** – *European Public Health Week*

**5 June** – *World Environment Day*

**28 July** – *World Hepatitis Day*

**12 August** – *International Youth Day*

**17 September** – *World Patient Safety Day*

**27 September to 1 October 2021**

*European Health Forum Gastein*  
*EHFG 2021: Rise like a phoenix*  
*Health at the heart of a resilient future for Europe*

**10 October** – *World Mental Health Day*

**10 November**

*World Science Day for Peace and Development*

**30 - 31 October** - *G20 Rome Summit*

<https://www.g20.org/rome-summit.html>

**12 December**

*International Universal Health Coverage Day*

International Universal Health Coverage Day aims to raise awareness of the need for strong and resilient health systems and universal health coverage with multi-stakeholder partners.

**27 December**

*International Day of Epidemic Preparedness*

“The UN General Assembly invites all Member States, organizations of the United Nations system and other global, regional and subregional organizations, the private sector and civil society, including non-governmental organizations, academic institutions, individuals and other relevant stakeholders to observe the International Day of Epidemic Preparedness annually in an appropriate manner and in accordance with national contexts and priorities, through education and awareness-raising activities, in order to highlight the importance of the prevention of, preparedness for and partnership against epidemics.”

Source: International Day of Epidemic Preparedness, 27 December. United Nations

**TIP**

If there is a national day in your country related to health, vaccination or prevention, it is also a good time to communicate online!

Why not do it in your national language to reach a new audience?



# Let's get started! Your campaign toolkit to drive awareness online

In this section, we provide you with tips, assets and ready-made posts to help you bring your social media game to the next level!

Follow **@ThinkYoungNGO** on Twitter, **@thinkyoung.ngo** on Instagram, **@think.young** on TikTok and ThinkYoung on Facebook and LinkedIn. Like, RT, share and comment our posts with the hashtag #YC4PV, and tag us on your own posts!

## TIP:

### How to campaign successfully on social media

Why campaigning online about vaccination? By posting and/or sharing impactful yet simple messages, you can ensure that your voice is heard for a healthier and better-vaccinated Europe. If we all come together, our impact will be even bigger!

### Determine Who Your Audience Is

Knowing what your message is and what your vision is will help you determine who your audience for the campaign is. The more specific, the better as tailored campaigns are the best way to go!

### Tailor Your Content

Once you've determined your target audience, you'll then need to create content that you can share. Make sure that you gear your content towards your selected audience and that it is engaging. A successful campaign always has great content that is shared and talked about.

### Get Your Audience Involved

Involve your audience and engage them throughout your campaign. It will help generate more engagement on your campaign posts.

### Collaborate With Others

Collaborate with individuals or organisations who are in line with your message and would also benefit from the campaign. Reach out!

## Messages and ready-made posts for social media

Time to be vocal! Join the conversation by using some of the messages below for your social media. The ready-made posts are sorted by topics, so don't hesitate to use them throughout the year, and to create your own.

### Topic: The importance of young voices in the conversation on prevention and vaccination

Young people have the right to represent their own interests in decisions that directly impact their #future, as well as the sustainability and resilience of our #healthcare systems. Listen to our voices: #YC4PV [www.thinkyoung.eu/yc4pv](http://www.thinkyoung.eu/yc4pv)

Young generations are vital actors in the public debate about #vaccines. However, their voices are still not heard enough, and that's why we're taking steps forward as young #health professionals! Learn about our 10 recommendations for a healthier EU: [www.thinkyoung.eu/yc4pv](http://www.thinkyoung.eu/yc4pv)

Resilient and disaster-ready health systems are built in communities willing to actively invest in youth involvement in decision and policy-making. Unfortunately, the ongoing #COVID19 pandemic has shown us that in practice, youths are not sufficiently included and supported.

This is why we are calling for #EU policymakers to authentically engage youths and #empower them with the knowledge and initiatives on #vaccination,

to ensure a resilient immunisation system that can deliver for all!

[Topic: The impact of the COVID-19 pandemic and lockdowns on routine immunization](#)

The COVID-19 pandemic has caused a serious decline in the number of children and teenagers receiving routine #vaccination. This could lead to an increase in illnesses from vaccine-preventable diseases – time to act now!

Integration of a preventive approach to medical appointments has been shown to significantly improve the quality of life, life expectancy and consequently, the workforce in a country. However, a significant proportion of young people face challenges in their lives, that act as a barrier preventing them from accessing these services. This is why we call for the continued decentralization of primary #health-care and #vaccinations across communities; and adoption of preventive consultations during medical appointments #VaccinesWork

#Pharmacists could play a key role in contributing to catch-up programmes for missing vaccinations caused by the lockdowns, increasing vaccine uptake and confidence! #YC4PVManifesto

[Topic: COVID-19 vaccine](#)

There is much information out there about #COVID19. Let's remember to #ChecktheFacts, share information from official sources, and ask questions!

Why #vaccination? Vaccination allows you to be immune, or at least prevents you from developing a severe form of the disease. It is the safest and most effective way to produce an immune response in your body.

Did you know? Some people cannot get vaccinated because of their condition (like those who have shown allergic reactions after a previous dose or to components of the COVID-19 vaccines), they are vulnerable to infections. Our #vaccination will protect them as well by reducing the spread of diseases!

Innovative ways to get vaccinated, such as drive-through vaccination sites in some countries, have been successful in ensuring simplified access to vaccination for citizens! #YC4PVManifesto

[Topic: The urgency to promote education for prevention and vaccination awareness](#)

How do we stop the spread of vaccine-preventable diseases? The youth say: #Vaccine awareness and #education! From school age to old age! #YC4PV

Engaging #civilsociety is essential when it comes to sustainable behaviour change: healthcare professionals and the scientific community should collaborate to promote accessible educational material on vaccination! #VaccinesWork

#Transparency and involvement of citizens in decision making fosters trust and a feeling of being valued between the Public health system and its citizens. Immunisation #misinformation and fear-mongering has shown us that there is a disjunction and mistrust of the public health information available to the citizens. We encourage the #EU to develop and implement public health courses on #immunisation, with the input of the citizens, the media and healthcare professionals!

[Topic: The value of a life-course approach to immunisation](#)

The life-course approach to #vaccination works as

an umbrella which protects the entire population of all ages, from healthy individuals to patients, in all stages of their lives against vaccine-preventable diseases. This is why #vaccines matter!

#Vaccination is one of the most cost-effective ways of avoiding disease – it currently prevents 2-3 million deaths a year. A further 1.5 million deaths could be avoided if global coverage of vaccinations improved. This is why we need to step up for vaccine awareness!

[Topic: The need to accelerate digitalisation to improve prevention and vaccination](#)

The era of #digital transformation provides a unique opportunity to improve and accelerate access to reliable information on #vaccination. Together, let's build a better-vaccinated #Europe for all citizens! The #YC4PV is calling to empower the population and healthcare professionals by utilising existing solutions to facilitate digital #immunisation records. Together, let's build a better- vaccinated Europe for all citizens!

## Visuals, videos and infographics

Click [HERE](#) to access a number of useful resources to illustrate your posts such as videos, visuals and infographics about vaccines.

## Hashtags

#YC4PV #TheYouthResponse #Youth4Vaccines  
#Youth4Health #VaccinesHeroes #VaccinesWork  
#VaccinesSaveLives #HealthUnion  
#EUCancerPlan #StrongerTogether #SafeVaccines  
#EU4Health

## Emojis



## Useful Twitter accounts to tag and follow

ThinkYoung [@ThinkYoungNGO](#)

MSD Europe [@MSDEurope](#)

Sanofi Pasteur [@sanofipasteur](#)

World Health Organisation [@WHO](#) [@WHO\\_Europe](#)

Vaccines Today [@VaccinesToday](#)

Vaccines Europe [@VaccinesEurope](#)

GAVI, the vaccine alliance [@gavi](#)

European Commission [@EU\\_Commission](#)

DG SANTE [@EU\\_Health](#)

EU Commissioner for Health & Food Safety [@kyriakidestella](#)

EU Coalition for Vaccination [@CoalitionforVax](#)

European Parliament [@Europarl\\_EN](#)

EU40 [@eu40](#)

European Health Parliament [@healthparl](#)

One Health Platform [@OneHealthPF](#)

Young Forum Gastein [@YoungGasteiners](#)

EFPIA [@EFPIA](#)

International Papillomavirus Society [@IPVSociety](#)

European Center for Disease Prevention and Control

[@ECDC\\_EU](#)

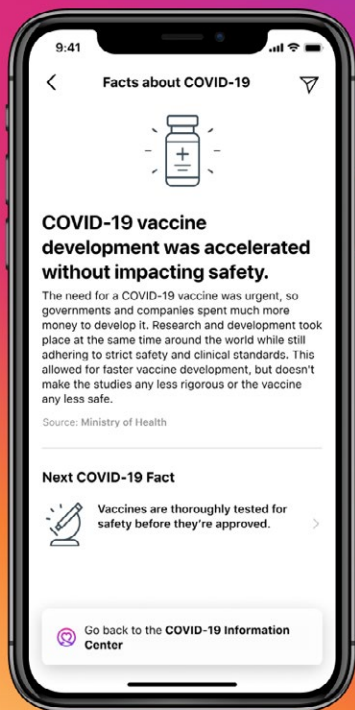
European Vaccine Initiative [@EuropeVaccine](#)

**HYPER | Healthcare: Youth Perspectives.**

**EmpoweRed:** <https://www.linkedin.com/company/hyper-healthcare-youth-perspectives-empowered/>

### TIP: engaging at the national level

Make sure that your online campaign offers a set of simple and clear core messages, demands, and calls to action which stakeholders and target audience will recognise. Identify policy makers involved in youth policies, health, etc. in your country, so you can reach out to them online. Additionally, you can translate in your national language some of the ready-made posts from this toolkit. Don't forget to tag your national Parliaments, policymakers, civil so-



<https://www.socialmediatoday.com/news/facebook-launches-new-stickers-to-encourage-covid-19-vaccination-on-instagram/598015/>

## Useful resources about vaccination and prevention

In this section, you can find useful external resources about vaccination and prevention.

ThinkYoung: Youth Vaccine Perception -

[https://d5455ab2-c24f-4dd8-9724-516c94d38080.filesusr.com/ugd/efc875\\_44a-88fae22a046a792a465324af3584d.pdf](https://d5455ab2-c24f-4dd8-9724-516c94d38080.filesusr.com/ugd/efc875_44a-88fae22a046a792a465324af3584d.pdf)

ThinkYoung: Online Consultation on Youth in the Health Sector and COVID-19 -

[https://d5455ab2-c24f-4dd8-9724-516c94d38080.filesusr.com/ugd/efc875\\_44a-88fae22a046a792a465324af3584d.pdf](https://d5455ab2-c24f-4dd8-9724-516c94d38080.filesusr.com/ugd/efc875_44a-88fae22a046a792a465324af3584d.pdf)

World Health Organization - Vaccines and immunization (factsheets, Q&A, country profiles...) -

[https://www.who.int/health-topics/vaccines-and-immunization#tab=tab\\_1](https://www.who.int/health-topics/vaccines-and-immunization#tab=tab_1)

Vaccines Today (online platform with daily updates, articles and stories on vaccination) -

<https://www.vaccinestoday.eu/>

EU Vaccination Portal -

[www.vaccination-info.eu](http://www.vaccination-info.eu)

Vaccines Together platform -

<https://www.vaccinestogether.org/>

Vaccine Safety Net -

<https://www.vaccinesafetynet.org/>

European Centre for Disease Prevention and Control - <https://www.ecdc.europa.eu/en>

## Addressing misinformation online, with Facebook

There are several ways to address the problem of fake news and misinformation online. Platforms such as Facebook and Instagram now provide users with messages and links directing to trusted authorities such as the World Health Organization when they post or search content related to vaccines. Labels with additional information on posts about COVID-19 in particular, and accessible information on when and where to get a COVID-19 vaccine can now be found on the platforms mentioned above.

[Education for prevention and vaccination awareness](#)

<https://about.fb.com/news/2021/03/mark-zuckerberg-announces-facebooks-plans-to-help-get-people-vaccinated-against-covid-19/>

<https://www.facebook.com/combating-misinfo/>

European Medicine Agency - <https://www.ema.europa.eu/en/about-us/what-we-do/authorisation-medicines>

Vac Pact - <https://vac-pact.com/>

Coalition for Life-Course Immunization - <https://www.cl-ci.org/>

Kids Boost Immunity (curated lessons and quizzes about vaccines for school children) - <https://kidsboostimmunity.com/>

GAVI #VaccinesWork (articles and information as well as country stories) - <https://www.gavi.org/vaccineswork>

Ask About HPV (resources, information and everything you need to know about HPV) - <https://www.askabout HPV.org/>

European Commission: Social Media Toolkit for Healthcare Professionals - <https://op.europa.eu/en/publication-detail/-/publication/48f6c07f-1fe3-11eb-b57e-01aa75ed71a1/language-en/format-PDF/source-170676486>

European Commission: How do vaccines work? - [https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/how-do-vaccines-work\\_en](https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/how-do-vaccines-work_en)

European Commission: How are vaccines developed, authorised and put on the market? - [https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/how-are-vaccines-developed-authorised-and-put-market\\_en](https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/how-are-vaccines-developed-authorised-and-put-market_en)

European Commission: Questions and answers on

COVID-19 vaccination in the EU -

[https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/questions-and-answers-covid-19-vaccination-eu\\_en](https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/questions-and-answers-covid-19-vaccination-eu_en)

European Centre for Disease Prevention and Control: [Infographics and leaflets about COVID-19](https://www.ecdc.europa.eu/en/covid-19/facts/infographics) - <https://www.ecdc.europa.eu/en/covid-19/facts/infographics>

Centers for Disease Control and Prevention - [Infographics on vaccination](https://www.cdc.gov/globalhealth/immunization/infographics.htm) - <https://www.cdc.gov/globalhealth/immunization/infographics.htm>

European Vaccine Initiative (EVI) (annual reports, news, videos on vaccines production) - <https://www.euvaccine.eu/newsroom>

UNICEF: [Fast Facts on Children Immunization](https://www.unicef.org/stories/infographic-fast-facts-immunization) - <https://www.unicef.org/stories/infographic-fast-facts-immunization>

Team Halo (short videos for TikTok and other social media platforms around prevention) - <https://teamhalo.org/>

## 10 actions to foster immunisation in Europe – YC4PV Youth Manifesto ‘Let’s step up for vaccination’

[\*Education for prevention and vaccination awareness\*](#)

- Encourage Member States to implement public health courses on immunisation in national education curricula starting from primary school.
- Enhance education on prevention and vaccination

of students in healthcare disciplines, including communication proficiencies addressing hesitancy.

- Stimulate interprofessional collaboration between healthcare professionals and the scientific community to engage civil society and to promote accessible educational material on the value of vaccination.

### Life-course approach to vaccination

- Foster healthcare professionals to integrate comprehensive prevention and vaccination consultation into regular appointments with patients throughout all stages of life – from childhood to old age.

- Facilitate opportunities for citizens to receive vaccination beyond traditional healthcare settings, such as universities, pharmacies, workplaces and travel sites.

- Encourage the EU to improve the use of existing national platforms, which provide up-to-date and personalised reminders to citizens and healthcare professionals to facilitate the responsiveness towards timely vaccination.

### Digital health

- Urge the creation of an EU platform, including accessible and reliable information on vaccine safety and vaccine-preventable diseases from existing scientific literature.

- Enhance the development of digital solutions that allow secure cross-border transfer of information on personal vaccine history, accessible to vaccination providers and citizens.

- Call for further social media actions, exploring the feasibility of a 'verified account' system to certify reliable information on vaccination and other public health related issues with a trust mark-based visual system.

### Youth participation

- To empower young people and to leverage the Young Coalition for Prevention and Vaccination to support and promote EU initiatives on vaccination at the national and EU level, to ensure long term and sustainable transformation towards resilient immunisation systems across Europe.

### Get in touch with us

Together, let's make this campaign a success by joining forces and amplifying the voices of young people across Europe! If you have any questions, requests, suggestions or if you would like to partner with the Young Coalition for Prevention and Vaccination, please write to:

**Silvia Romeo** – Project Manager, ThinkYoung:

[silvia@thinkyoung.eu](mailto:silvia@thinkyoung.eu)

**Julia Crumière** – Communications Officer, ThinkYoung: [julia@thinkyoung.eu](mailto:julia@thinkyoung.eu)





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