EUROPEAN IMMUNIZATION WEEK
20-26 April 2020
SOCIAL MEDIA TOOLKIT
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OBJECTIVE

This social media toolkit was created to supplement the [EIW 2020 communication package](#) which lays out key messages, objectives and theme of this year’s campaign. In accordance with these key messages, this toolkit provides sample tweets and Facebook posts, including social media tiles.

In the context of 2020 being designated the International Year of the Nurse and Midwife, join us in celebrating the many ways in which nurses and midwives contribute to immunization. This ranges from educating parents, supporting mothers and their babies to administering vaccination, in some countries.

Make use of the below social media language and generate your own content to engage and highlight what vaccines mean to you and your country. This toolkit is for use in the weeks leading up to and including European Immunization Week. No content in this toolkit is embargoed.

Use these hashtags to connect and spread the word:

#protectedtogether  #immunizeEurope
#VaccinesWork  #SupportNursesandMidwives

Connect through these WHO channels

@WHO_Europe @WHO_Europe_VPI @WHOatEU @WHO_Europe RU @WHO_Europe DE
### CAMPAIGN MATERIAL: SAMPLE TWEETS

<table>
<thead>
<tr>
<th>Sample I: Healthy families</th>
<th>Sample II: Nurses and midwives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses and midwives contribute to keeping families healthy in many ways, including by providing reliable, trustworthy information on immunization. #SupportNursesandMidwives</td>
<td>Nurses and midwives are a trusted source of information on vaccination and they work tirelessly to prevent and respond to disease outbreaks, i.e. measles to create a healthier Europe. #SupportNursesandMidwives</td>
</tr>
<tr>
<td>Sample III: SDG3</td>
<td>Sample IV: Community health</td>
</tr>
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<tr>
<td>Routine vaccinations protect children from many serious diseases, including #measles and #polio, that once caused widespread illness, disability and death. A healthy start is essential to achieving health and well-being throughout life. Vaccineswork SDG3</td>
<td>#Measles places a burden on families &amp; health systems. Also during the COVID-19 pandemic, it is important to keep up to date with vaccines where possible to prevent outbreaks of vaccine-preventable diseases now and in the future. protectedtogether</td>
</tr>
</tbody>
</table>

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**Sample III:**

**WORLD HEALTH ORGANIZATION**

Vaccination helps children grow into healthy adults.

*vaccineswork*

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**Sample IV:**

**WORLD HEALTH ORGANIZATION**

Immunization is a strong foundation for health at all ages.

*protectedtogether*
Sample Facebook posts

Sample I

WHO designated 2020 the Year of the Nurse and Midwife to commend the vital role they play in providing health services. The current COVID-19 pandemic has highlighted the importance of a strong, skilled and trained health work force to respond to disease outbreaks. To help them keep our societies healthy, it is crucial that we continue seeking all recommended vaccines and follow national guidelines. We have to work together to prevent dangerous diseases, incl. measles and polio, from spreading.

Sample II

Did you know?

Vaccination protects health at every stage of life. While protecting children against serious diseases, such as measles, life-saving immunization continues into adolescence and adulthood.

Every child deserves to be vaccinated against potentially life-threatening diseases and a fair opportunity to lead a healthy life. By saving lives and reducing disability, immunization constitutes a vital stepping stone to achieve health for all.
ADDITIONAL KEY MESSAGES AND TWEETS

Protecting ourselves and others

• The health of one is the responsibility of all. By staying up to date on all recommended vaccines, you help protect people with weaker immune systems and those who are too young to be vaccinated. #protectedtogether

• During the COVID-19 pandemic, follow your health authorities’ guidelines regarding the continuation of routine immunization services. #protectedtogether #Vaccineswork

• #Measles infection weakens the immune system, making it harder to fight off other viruses and bacteria. Protect yourself and others by staying up to date on all vaccines. #protectedtogether

Year of the Nurse and Midwife

• While scientists are working hard to develop a vaccine against COVID-19, we can benefit from the available life-saving vaccines. Health workers are trying their best to offer immunization services where feasible even during the pandemic to prevent dangerous diseases incl. measles & polio. #SupportNursesandMidwives

• As champions of vaccination, nurses and midwives help protect health for all. #SupportNursesandMidwives

• Nurses and midwives are a trusted source of information about vaccines. Raising awareness about vaccines saves lives. #SupportNursesandMidwives

• Midwives help keep mothers and their babies healthy through vaccination. #SupportNursesandMidwives

Disease prevention

• Vaccination is a safe and effective way to prevent #measles and its serious complications. #VaccinesWork

• Every girl deserves to be vaccinated against #HPV because no woman should suffer or die from cervical cancer. Read more http://bit.ly/2vVOobl #StopHPV

• Rubella during pregnancy can cause miscarriage and birth defects. Vaccinating children against #rubella prevents the spread of this tragic disease. Read more http://bit.ly/3393NRL

• #DYK that #hepatitisB can be prevented? Vaccination against hepatitis B protects against chronic disease and liver cancer caused by hepatitis B. Read more http://bit.ly/39SPYJC

• As long as polio exists somewhere in the world, we have to vaccinate everywhere. Let’s work together to #endpolio. Read more http://bit.ly/33auDsY
RESOURCES

- European Immunization Week 2020: [www.euro.who.int/eiw2020](http://www.euro.who.int/eiw2020)

CONNECT AND SPREAD THE WORD THAT #VACCINESWORK

To learn more, visit the EIW 2020 webpage: [https://www.who-europe-campaigns.org/european-immunization-week-2020/](https://www.who-europe-campaigns.org/european-immunization-week-2020/)

To download EIW materials go to: [https://www.who-europe-campaigns.org/european-immunization-week-2020/](https://www.who-europe-campaigns.org/european-immunization-week-2020/)

**Questions?** Please contact: [eueiw@who.int](mailto:eueiw@who.int)
The WHO Regional Office for Europe

The World Health Organization (WHO) is a specialized agency of the United Nations created in 1948 with the primary responsibility for international health matters and public health. The WHO Regional Office for Europe is one of six regional offices throughout the world, each with its own programme geared to the particular health conditions of the countries it serves.

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