Communication and Advocacy

M&RI partnership meeting
Washington DC, 10 September
Outline

• How we work
• What we set out to do
• Year in Review
  • New Messages, New Branding
  • New products
  • News and events
    • World Immunization Week
  • The new website
    • Social media
  • Partnerships
• What’s next
How we work

Who we are

• 5 core partners: w/ part-time communication capacity
• 1 consultant (UNF): works with core partners to help coordinate efforts in countries, regions and globally
  – Annual joint plan
  – Coordination calls & emails
• Extended partnership: GAVI, AAP, IPA, Lions, BMGF and others

Getting the message out

• Through partner channels
• M&RI website
• Social media
  – Twitter, YouTube, Flickr, Pinterest, etc
• Quarterly e-newsletter (1900 people)
• Media releases
2013: What we set out to do

- Position Measles & Rubella Initiative as the lead partnership offering funding and technical support to meet M&R goals
- Equip partners to better advocate for M&R goals
- Use World Immunization Week as advocacy opportunity
- Promote MR/congenital rubella syndrome, 2nd dose MCV
- Demonstrate collaboration with partners
New Messaging Framework

Measles and Rubella Move Fast

- We must move faster. (moral imperative)
- We know how to move faster. (effective tools, strategies)
- We can afford to move faster. (cost-effective)
- We have committed to move faster. (commitments)
- Together, we move faster. (partnership)
New Branding Guidelines

• Using Sophie Blackall artwork
• Arrow motif = speed, accuracy
• Spots motif representing disappearing measles/rubella
• Guidelines for use by partners, regions, countries
New products

+ Videos
MEASLES MOVES FAST
WE MUST MOVE FASTER

1.1 Billion vaccinated since 2001

71% fewer child deaths because of measles vaccine

430 children still die of measles every day
that's 18 every hour

In just one decade 10 million deaths averted

1 in 5 child lives saved since 1990
due to measles vaccine

It costs about $1 to vaccinate a child against measles

www.measlesrubellainitiative.org
January WER : New measles mortality estimates
March: M&RI/ GAVI/ Rwanda introduces MR vaccine
April: World Immunization Week advocacy drive
July: M&RI welcomes GAVI/Lions funding

GLOBAL UPDATE
After Measles Success, Rwanda to Get Rubella Vaccine
By DONALD G. McNEIL Jr.  
Published: February 25, 2013

Rwanda has been so successful at fighting measles that next month it will be the first country to get donor support to move to the next stage — fighting rubella too.

On March 11, it will hold a nationwide three-day vaccination campaign with a combined measles-rubella vaccine, hoping to reach nearly five million children up to age 14. It will then integrate the dual vaccine into its national health service.

WHO: Measles deaths decline, but elimination progress stalls in some regions
Improved vaccination rates critical for success

Note for the media

17 JANUARY 2013 | GENEVA - The number of measles deaths globally decreased by 71% between 2000 and 2011, from 542,000 to 158,000. Over the same period, new cases dropped 58% from 853,500 in 2000 to 355,000 in 2011, according to new data released Thursday by WHO, a leading member of the Measles and Rubella Initiative. Although the WHO Region of the Americas has sustained measles elimination since 2002, and the WHO Western Pacific Region is on track to achieve elimination, large outbreaks of measles are jeopardizing progress in the remaining regions that have these goals.
WHO WIW campaign website in 6 languages. Products developed at HQ:

- Campaign essentials – a toolkit for event organizers
- Seven immunization feature stories (incl. 2 on measles)
- Fact sheet on immunization coverage and 10 myths and facts about vaccination
- Event registration site where visitors to the site can register their WIW events.
World Immunization Week

- WIW global slogan: Protect your world, get vaccinated
- In addition, different regions emphasized different immunization week themes:
  - **African Vaccination Week**: Save lives, Prevent disabilities, Vaccinate!
  - **Vaccination Week in the Americas**: Vaccination, a shared responsibility
  - **Vaccination Week in the Eastern Mediterranean**: Stop measles now!
  - **European Immunization Week**: Protect. Prevent. Immunize
  - **Immunization Week in South-East Asia**: Intensification of routine immunization.
  - **Immunization Week in the Western Pacific**: Finish the job – No more measles for anyone.
Advocacy:
➢ Sent 60+ letters to Ministers of Health
➢ IPA and Lions helped follow in 10+ countries
➢ Published Annual Report
➢ Supported EMRO
➢ Published Commentaries in Lancet and “The Conversation
➢ CDC events
Promoting MR/CRS

Nationwide Rubella Epidemic – Japan, 2013

Morbidity and Mortality Weekly Report (MMWR)

Over 700 million children in 49 countries to be protected against measles and rubella

Rwanda video: “how to introduce MR”

Dr. Lou Cooper Fights Rubella

MEASLES & RUBELLA INITIATIVE
MEASLES MOVES FAST  WE MUST MOVE FASTER

In just one decade...
- 10 Million deaths averted
- 71% fewer child deaths
- Immunization boost
- 1.1 Billion vaccinated

Save 10 children from measles right now
Text PREVENT to 90999 and Donate $10.

Featured Posts from our Blog:
Social Media

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The Measles & Rubella Initiative aims to reduce measles mortality by 95% by 2015. Read more about the challenges and success stories in our blog.

Mid-Year 2013: Measles and Rubella So Far
July 09, 2013

Measles & Rubella initiative welcomes partner commitment to raise an
July 08, 2013

In Texas and beyond, hot spots for vaccine refusers alarm officials.

An outbreak of measles among unimmunized members of a Texas megachurch is fueling new health worries about pockets of vaccine-wary...

M&R Initiative @MeaslesRubella
#Netherlands: As of this weekend, less cases of #measles were reported: ntnes.nl/2013/08/30/les
Retweeted by Catherine=ScienceMom and 1 other
Expand
Partnerships

• IPA immunization workshop: Melbourne Congress Aug ‘13
  • Worked with partners to help build advocacy skills 25+ pediatricians from 10+ key countries
• Walgreens/UN Foundation
• Award-winning illustrator Sophie Blackall
• Exhibit at ARC, CDC, GAVI partnership meeting, WHO ARCI, Gates Foundation, Unicef
• Traveled to India at end April
• Social Good Summit 2012
• Global Mom Relay and Mom+Social
• WIW Instagram photo of the day
• More to come
What’s next

- SEAR resolution
- Sept-Dec SIAs and MR introductions
- Improvements to website
- More video recognition of vaccine pioneers
- PAHO measles-rubella book
- Sophie Blackall project
- Mortality estimates/ other WERs/ MMWRs
- EPI at 40 in 2014 – link some messaging to M&R

- Planning meeting this week
- New M&RI communication officer beginning at UNICEF
What we need from you..

- Your feedback at this meeting
- Sharing M&RI information in your networks
- Your stories/ experiences from the field
- Continued ideas and feedback
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