

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)

MEASLES MOVES FAST

WE MUST MOVE FASTER

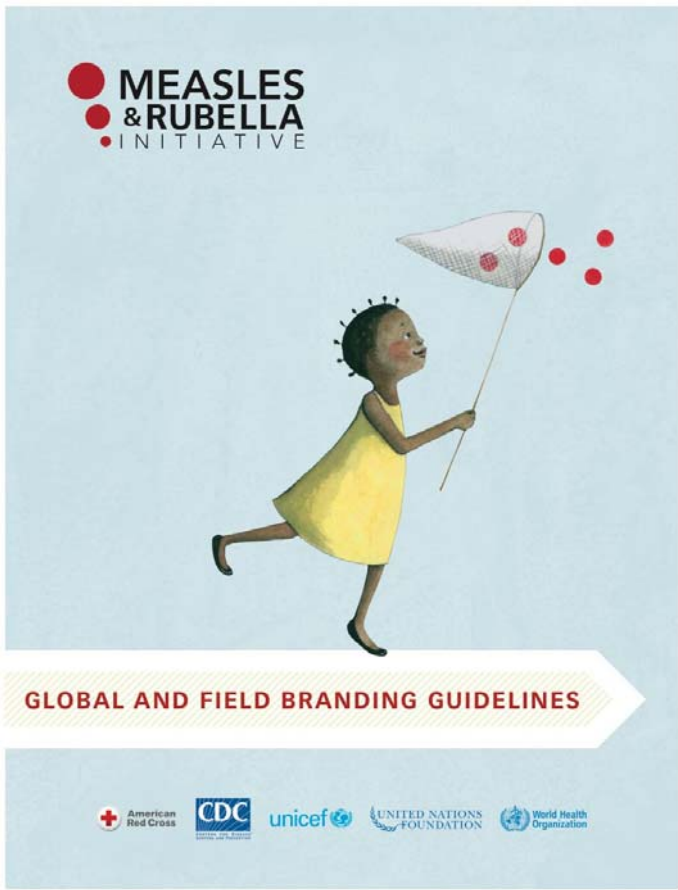
MEASLES MOVES FAST

TOGETHER, WE MOVE FASTER

MEASLES AND RUBELLA MOVE FAST

WE HAVE COMMITTED TO MOVE FASTER

New Branding



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 & RUBELLA INITIATIVE

A global partnership to stop **measles** & **rubella**

1.1 Billion Vaccinated since 2001



71%

FEWER CHILD DEATHS



because of measles vaccine

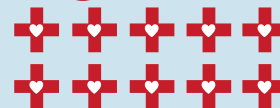
430 children still die of measles every day



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



to vaccinate a child against measles

www.measlesrubellainitiative.org

MEASLES MOVES FAST

WE MUST MOVE FASTER

Follow @measlesrubella

News and Events



- 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 Americas¹ has sustained measles elimination since 2002, and the WHO Western Pacific Region² is on track to achieve elimination, large outbreaks of measles are jeopardizing progress in the remaining regions that have these goals.

World Immunization Week



- 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.

World Immunization Week



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

MEASLES & RUBELLA INITIATIVE A global partnership to stop measles & rubella

Honorable Minister Dr. N. Mboi
Ministry of Health
Jl. H. Rasuna Said Kav. X 5 N°: 04-9
Jakarta 12950
Indonesia

27 March 2013

Re: World Immunization Week - Emphasizing the Progress Against Measles

Dear Minister Mboi,

THE LANCET

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The Lancet, Volume 381, Issue 9876, Pages 1433 - 1434, 27 April 2013
doi:10.1016/S0140-6736(13)60908-3 [Cite or Link Using DOI](#)
Published Online: 25 April 2013

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Back to basics: the miracle and tragedy of a vaccine

Zsuzsanna Jakab David M Salisbury



Promoting MR/CRS



Nationwide Rubella Epidemic – Japan, 2013

May 23, 2013 | 0 Comment

Morbidity and Mortality Weekly Report (MMWR)

What CRS really means for families



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 MOVES FAST WE MUST MOVE FASTER



In just one decade...

10 Million deaths averted

mortality reduction

71% FEWER CHILD DEATHS

Immunization boost

1.1 Billion Vaccinated

Save 10 children from measles right now

Text **PREVENT** to **90999** and Donate \$10.

OR

DONATE NOW

There is **Change** in your pocket



Featured Posts from our Blog:

Social Media



Featured Posts from our Blog:

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

Measles and Rubella Initiative uploaded and posted 1 day ago


Measles may move fast, but we can move faster. We can immunize a child for \$1. Donate, and pass it on.



We can move faster
1 day ago · 1 view
Measles move fast and infects kids who aren't protected. It's still killing about 430 kids everyday. But we know how to move faster. We can vaccinate a child for about \$1.

Measles and Rubella Initiative uploaded and posted 1 day ago


Watch this video to learn how passion and dedication can help to change your city, and the world.



Dr. Lou Cooper Fights Rubella
1 day ago · 10 views
This video will inspire you to change the world. In the early 1960's in New York City, Dr. Louis Cooper began to see babies who were deaf, ...

Measles and Rubella Initiative uploaded, liked and posted 3 months ago

Sophie Blackall's unique take on "Draw My Life", live from Varanasi India! Have a look and share!



Sophie Blackall and daughter Olive draw their week in India
4 months ago · 1,077 views
Beloved illustrator Sophie Blackall travelled with her daughter, Olive, to India to meet with families, and see how the country is improving children's health. They illustrated some of the...
CC

You **Tube**

Expand

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

2 Sep

#Netherlands: As of this weekend, less cases of #measles were reported: nltimes.nl/2013/08/30/les...

Retweeted by Catherina+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

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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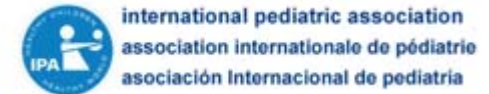
Featured Posts from our Blog:

Measles and rubella move fast.
Together, we move faster.





Anne Ray Charitable Trust



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

