

Communications Planning

2015 - 2016

Communications Objective



- To support achievement of the 2015 and 2020 goals of the *Global Measles and Rubella Strategic Plan 2012-2020*

Communications Goals to Support Objective



To ensure communications strategies and activities help to achieve the M&R Initiative's programmatic, advocacy and fundraising goals & maintain a high profile as the global leader for measles and rubella elimination

Positioning



- Position measles and rubella elimination in the broader context of health and development:
 - contributing to the goals of DOV/ GVAP
 - child survival/MDG4
 - post-MDG agenda
- Align ourselves with the concept of the fully immunized child – It ends with measles...as the last RI vaccination
- Measles and rubella elimination as a path to health equity - measles as the canary in the coal mine and the stress test of a health system
- Position the M&RI as a legacy partner for GPEI

Strategy Scope



The strategy broadly comprises the following areas; recognizing overlap across some elements.

- **Corporate Communication:** Branding and positioning of the M&R Initiative
- **Advocacy:** Creating awareness to nurture the policy, programmatic, and funding environment to meet the goals
- **Public Information and education:** Ensuring the public has the information they need to make the right decisions about measles and rubella immunization, and are motivated to encourage others to do the same
- **Risk Communication:** Ensuring the public understands the facts, risks and benefits of M, MR and MRR vaccination
- **Social Mobilization/Community Engagement:** Supporting efforts to mobilizing leaders, groups and individuals to create demand for vaccination in country
- **Internal Communication:** a) Ensuring all relevant individuals within the partnership have the information they require to meet the goals of the M&RI; b) Ensuring the internal fundraisers (UNICEF Nat Comms, ARC Chapters, IFRC) have updated information needed to raise funds and support

Audience Messaging



- Successful messaging relies on:
 - data and evidence demonstrating a clear course of action, results, and a benefit to the audience
- We must make decisions about the strategies, activities and channels required to reach these audiences based on our knowledge of **what** and **who** influences these audiences most, existing opportunities and opportunities we can create.

Regional Communications Planning



PAHO: Advocacy in a post-elimination landscape to ensure political will and resources

EURO: Advocacy to address lack of political commitment in some countries

Regional Communications Planning (2)



WPRO

Promoting MR adult vaccination to prevent/eliminate CRS - outbreaks in CAM, VNM, JPN, PHL, SOL, etc.

Activities including:

- developing a multi-country report on CRS
- communications and advocacy products that explain CRS in the Region and importance of adult vaccination in local languages
- Develop measles surveillance training video
- Communications support for SIAs as required
- Provide support to regional efforts to increase public trust in vaccination, including healthcare workers as strong proponents of vaccination

Regional Communications Planning (3)



AFRO

- Technical advocacy package template to secure mobilisation of resources, and to ensure high quality implementation of activities
- Communications guideline for measles and rubella elimination
- Communications products for all forms of media to support demand creation around measles SIAs
- Cultivating individual champions to advocate for measles and rubella elimination within the African Region
- Support and help shape the next steps to develop workshops for national immunisation program managers and representatives of national pediatric societies

Products



STOP RUBELLA

Make sure every child gets the **rubella vaccine**



Rubella is a viral infection that spreads in airborne droplets when people sneeze or cough. If a woman gets rubella while pregnant—especially in her first 3 months—serious consequences can result, including **miscarriages, fetal deaths, still births, and congenital rubella syndrome** (CRS). Rubella virus is an important cause of severe birth defects.

A woman **infected with rubella** during the first 3 months of pregnancy has up to a

90% chance



of giving birth to a baby with **congenital rubella syndrome**

Or her baby may not survive.

Globally, there are more than

100,000

babies born each year with CRS

Congenital Rubella Syndrome leads to



Blindness



Deafness



Heart Disease



Other Birth Defects

MEASLES & RUBELLA INITIATIVE

A global partnership to stop measles & rubella

1.1 Billion Vaccinated since 2001



78%

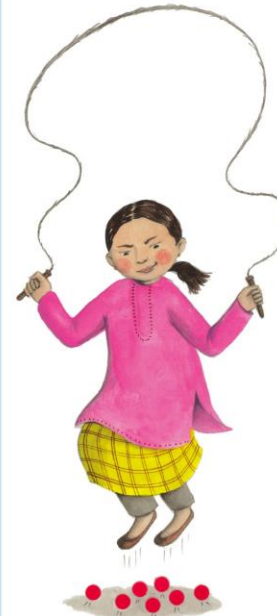
FEWER CHILD DEATHS because of measles vaccine



330 children still die of measles every day



that's **14** every hour



13.8 Million deaths averted 2000 - 2012



1 in 5 child lives saved since 1990



due to measles vaccine

It costs about



to protect a child from both measles & rubella

MEASLES MOVES FAST

WE MUST MOVE FASTER

Follow @measlesrubella
www.measlesrubellainitiative.org

Products



Measles & rubella move fast



The Measles & Rubella Initiative is a global partnership committed to ensuring no child dies from measles or is born with congenital rubella syndrome.

Since 2001, the Initiative has been led by the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

Measles is a leading cause of death among children despite the fact that a safe and effective vaccine has been available for over 50 years.

More than **20 million** people are affected by measles each year, particularly in parts of Africa and Asia.

Measles is life threatening in developing countries where children have limited or no access to medical treatment, and are often malnourished.

Measles costs money, time and lives. During outbreaks, public health authorities spend time tracing potential contacts, answering calls from the public and money treating people in hospital. Sick children stay home from school and parents stay home to care for them.

By the Numbers

330

Children die from measles every day

\$1

Cost to vaccinate a child against measles & rubella in low-income countries

1.1B

Children vaccinated in over 88 countries since 2001

Products



MEASLES
& RUBELLA
INITIATIVE

ANNUAL
REPORT

2013



7.5 billion



cell phones

Products



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

NEWSLETTER

A partnership dedicated to a world without measles & rubella

American Red Cross | CDC | UNICEF | UNITED NATIONS FOUNDATION | World Health Organization

M&RI FACT SHEET & 2013 ANNUAL REPORT

If you've missed them, our latest [fact sheet](#) and [annual report](#) are available to view and download.



MDG **500**

SPOTLIGHT ON MDG4 JOIN OUR TWITTER Q&A ON MEASLES AND RUBELLA VACCINATION

August 18 marks the [500 day milestone](#) to the target date to achieve the Millennium Development Goals (MDGs). From 12:30 – 1:00pm (ET) the Measles & Rubella Initiative and the UN Foundation's Shot@Life campaign will host a Twitter chat to answer questions about measles and rubella vaccination and the global effort to eliminate measles and rubella. Experts from the M&RI and other partners, such as GAVI, will be available to discuss the progress being made to achieve MDG4. Join the conversation by following [#MDGMomentum](#) and [#MDG4](#).

itions # Discover Me Search Twi

M&R Initiative
@MeaslesRubella

Join [#MDGmomentum](#) at 12:30 ET & learn how 1.1 billion kids have been vaccinated for [#measles](#) and [#rubella](#) since 2001.

Reply Favorite More



SINCE 1990
**20% OF
CHILD DEATHS
AVERTED
ARE DUE TO
MEASLES
VACCINATION.**



[#MDGMOMENTUM](#)

Products



M&R Initiative

@MeaslesRubella

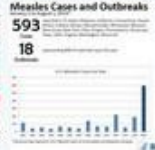
The Measles & Rubella Initiative is a global partnership to stop measles and rubella. Join us, American Red Cross, CDC, UNICEF, UN Foundation, WHO

📍 Global

🔗 measlesrubellainitiative.org

🕒 Joined August 2011

📷 55 Photos and videos



Tweets Tweets & replies

M&R Initiative @MeaslesRubella · 3h

#SolomonIslands launches **#measles** campaign to control its outbreak w/ 2 deaths & 600+ cases bit.ly/ZaNr94



View more photos and videos

Fall 2014 Awareness & Advocacy campaign

