

Advocate²Vaccinate

Working together to make an impact on children everywhere

Shot@Life supporters across the country will spend the next 6 weeks building on the momentum of our recent meetings in Capitol Hill by mobilizing within their communities to help protect and expand access to global childhood immunizations around the world.

This collective effort, *Advocate2Vaccinate (A2V)*, will take place from **Monday March 19, 2018 through Monday, April 30, 2018**, and will include all types of advocacy and fundraising actions supporters can take leading up to World Immunization Week (*Tuesday, April 24-30, 2018*). Together we can make sure our members of Congress know their constituents support these global vaccination efforts and understand the vital role the U.S. can play in making a difference in the lives of children around the world.

The following toolkit is everything you will need to successfully advocate during A2V. We have included instructions and resources for each action item. If you have any questions or would like any additional assistance or materials such as handouts, t-shirts, or pens, email us at champions@shotatlife.org.

Check out a recording of Shot@Life's kick-off webinar at bit.ly/A2V2018 to learn about the easy ways you/your network can get involved!

You can also email us at champions@shotatlife.org, head to bit.ly/A2V2018, or register to attend a Champion webinar training on Tuesday, April 10th at 8pm ET at <http://bit.ly/SALchamp410> or shotatlife.org/training.

We would love to see photos of the events you are holding and the actions you are taking, so please email them, tag us @ShotAtLife, or use #vaccineswork.

All activities must be completed between March 19th and April 30th and submitted online through the Champion Community by May 4th for actions to qualify for A2V.

Don't forget to text **VACCINES** to **738-674** to receive important advocacy updates from Shot@Life!



A2V Advocate 2 Vaccinate
Working together to make an impact on children everywhere
shot @life

Action Plan

Advocate2Vaccinate is Shot@Life's national call to action running March 19th through April 30th

2018 Goals

 60 Meetings with Congressional Offices	 200 Calls to DC Congressional Offices	 15 Advocacy and/or Fundraising Events
 1000 Emails to Congressional Offices From Champions: 200	 25 Submitted Letters to the Editor	 100 Social Media Interactions @Congressional Offices

#VaccinesWork | www.bit.ly/A2V2018



Advocate 2 Vaccinate

Working together to make an impact on children everywhere

Text vaccines to
738674

#VaccinesWork

SUN	MON	TUE	WED	THU	FRI	SAT	
<u>March 11</u>	12	13 Champion Training 8PM EST bit.ly/SALchamp313	14	15 Kickoff Webinar 8PM EST bit.ly/ASV18Prep	16	17	
18	19	Find your legislator: whoismyrepresentative.com					24
Weekly Focus: Schedule a meeting with your MoCs							
25	26	27	28	29	30	31	
Weekly Focus: Plan an advocacy or fundraising event							
<u>April 1</u>	2	3	4	5	6	7 UN World Health Day Tweet at your MoCs!	
Weekly Focus: Letter to the Editor & Op-Ed submissions							
8	9	10 Champion Training 8PM EST bit.ly/SALchamp410	11	12 Advertise your advocacy event on social media	13	14	
Weekly Focus: Host an advocacy or fundraising event!							
15	16	17 Share the Shot@Life petition on social media	18	19	20	21	
Weekly Focus: Email Congressional office							
22	23 World Immunization Week April 24-30	24 National World Immunization Week Call-In Day	25	26	27 Thank Your MoCs on social media for meeting with you!	28	
Weekly Focus: Meetings and Calls with MoCs							
29	30 Remember to Report all A2V Actions!	<u>May 1</u>	2	3	4	5	

You can find our full social toolkit at:
bit.ly/SALSocialToolkit

Report your actions at:
Community.ShotAtLife.org



Shannan Ball Younger @Sha... · 2m ✓
Impressed by [@RepDanDonovan](#) \$ his commitment to global health & immunizations for babies
[#championsummit](#) [@shotatlife](#)



Shot@Life @ShotAtLife · Jan 8
@Walgreens helped provide 9 million+ vaccines for children in fiscal year 2017, including critical support for global polio & measles immunization programs. Find out more in the Walgreens Boots Alliance 2017 #CSR report: walgreensbootsalliance.com/csr



Meeting with Your Legislator: 20 Points

Meeting with your legislators is the best way to participate in Advocate2Vaccinate. If you are not already a trained advocate (Shot@Life Champion), we would be happy to connect you with others in your area. This toolkit includes information on all the actions you can take.

While you can meet with an office at any point in the activation, you should request a meeting right away. Don't be afraid to follow-up with a call a week after your initial request! If possible aim to have your meeting during World Immunization Week (April 24-30). This time of the year can be busy for Congressional offices (and you!), so if a different time during the activation works better, that is okay too.

Sample Meeting Request

Subject: Constituent Meeting Request

[Month][Date], 2018

Dear [Senator/Representative][Last Name],

As your constituent and a [ex. Student, teacher, mother, business owner, nurse, etc.], I would like to schedule a meeting with you in your district office to discuss an issue that I am very passionate about: global vaccines.

I would like to discuss the importance and value of US funding for programs that immunize the world's most vulnerable children from devastating—but preventable – infectious diseases. I have pledged my support to Shot@Life, a national grassroots campaign with members in all 50 states that educates, connects and empowers Americans to champion vaccines as one of the most cost-effective ways to save the lives of children in developing countries. I would like the opportunity to share my passion about this issue with you.

I would appreciate the opportunity to meet with you at your earliest convenience. I can be reached at the following email, [your email address], or [phone number] to arrange a meeting. I will follow-up later this week, as appropriate, pending confirmation of a meeting time. I look forward to hearing from you on this issue.

Sincerely,

[Your First + Last Name]

[Address]

[Phone Number]

Meeting with a member of Congress or their staff shouldn't be intimidating. Your legislator was elected to represent you! You can always explain Shot@Life and the importance of global childhood immunizations to a friend or family member and bring them along. You can also reach out to our team at champions@shotatlife.org, and we will connect you with other advocates in your area. Whether you are the only constituent in the meeting or attend as part of a group, print off and use the following talking points as an outline for your meeting!

You should also print off a copy of our leave-behind materials for each office you meet with.

Talking Points for In-District Meeting

Section I: Introduction

- Have each member of your group introduce themselves: share where you're from, and any organization you're affiliated with!
- [I/We] represent the *Shot@Life* campaign in your [district/state]. The campaign is part of the UN Foundation and educates, connects, and empowers Americans to champion global vaccines as one of the most cost-effective investments the U.S. government can make to save the lives of children in developing countries.
- We support this cause in our communities by holding events, raising funds, and advocating to our elected officials locally. We are here today to talk about our passion for global childhood immunization and how [Senator/Representative X] can play a leadership role in ensuring all kids have a shot at life.
- As you know, the President's FY19 budget once again calls for drastic cuts to foreign affairs programs. We would like to talk about maintaining strong support for global vaccine programs for FY19.

Section II: Why Global Vaccine?

The Problem: Kids Die Every Day from Vaccine-Preventable Diseases

- Every 20 seconds, a child dies from a vaccine-preventable disease, claiming the lives of 2.5 million children every year and accounting for nearly one third of all childhood deaths.

The Solution: Vaccines!

- Vaccines are one the safest, most cost-effective ways to save children's lives, improve health, and ensure long-term economic prosperity.
- Thanks to a measles and rubella vaccine that costs less than \$2 per child, measles deaths have dropped 84% since 2000 [If asked: 89,780 deaths in 2016]
- 30 years ago, polio paralyzed over 1,000 kids each day, but thanks to the polio vaccine, cases have dropped 99.9% and the world is now nearly polio-free.
- In the past 20 years, immunization has prevented 20 million deaths globally.
- The UN is a central partner in amplifying US investment in global vaccines as part of the Sustainable Development Goals, from UNICEF procuring vaccines that reach 45% of the world's children, to WHO coordinating emergency response.
- Share your story: Why are you passionate about immunizing children? Have you been involved in your community or have a personal connection?

Additional Background on U.S. Global Vaccine Activities

The US government has a long history of bipartisan support for global health and global immunization programs delivered through the work of the U.S. Agency for International Development (USAID), the U.S. Centers for Disease Control and Prevention (CDC), and international organizations like GAVI, the Vaccine Alliance, the World Health Organization (WHO), and the United Nations Children's Fund (UNICEF)

FAQs

"How do Shot@Life Champions fight for global vaccines?"

Grassroots champions like us raise awareness and funds to support the work of the U.S. government, United Nations, Gavi, the Vaccine Alliance, and others organizations to improve access and equity in developing countries to cost-effective, high-impact vaccines

"Where is global vaccine funding located in the budget and how is it allocated?"

Global vaccine funding is located in two appropriations bills:

- State, Foreign Operations and Related Programs (SFOPS)
- Labor, Health and Human Services, Education, and Related Agencies (LHHS)

Activity	Agency	Bill
<u>Polio</u>	CDC	LHHS
	USAID	SFOPS
<u>Measles</u>	CDC	LHHS
<u>Gavi</u>	USAID	SFOPS
<u>UNICEF</u>	State	SFOPS

"Who can I contact to become more involved?"

House Global Health Caucus

Co-Chairs:

Rep. Betty McCollum (D-MN)
(Jenn Holcomb; (202) 225-6631)
Rep. Dave Reichert (R-WA)
(Colin Swanson; (202) 225-7761)

Interested in making a statement for the record or learning more about global vaccines?

Contact Brian Massa;
bmassa@unfoundation.org

Section III: Why Congress Should Act Now

- *Global Health investments protect U.S. security:* Preventing infectious diseases overseas protects Americans at home and abroad, and USG funding for immunization activities **helps nations build strong health systems to more efficiently respond to disease outbreaks, such as the Ebola crisis, Zika outbreak, and new emerging diseases.**
- *A healthy country is a stable country:* **Disease outbreaks disrupt country economies**, jeopardizing trade and investment opportunities.
- *High return on investment:* On average, every **\$1 invested in immunization produces \$44 in savings** in healthcare costs, lost wages, and productivity due to illness – a global health best-buy! Funding Gavi with \$290 million for FY18 will contribute to an estimated **9.2 million children immunized in 2018, leading to 164,000 lives saved and \$2.7 billion in additional economic savings from averted costs of death, disability, and health care.**
- *It's the Right Thing to Do:* Supporting global vaccines is **part of our national character and a moral obligation.** We cannot turn our backs when children die from preventable diseases.

More Vaccine Success Stories!

- 30 years ago, polio cases appeared in 125 countries across the globe, but now only three countries – Pakistan, Afghanistan, and Nigeria – have active transmission. Nigeria has not had a case of wild polio since Sept. 2016.
- Since 2000, the measles vaccine has prevented 20.3 million deaths and reduced measles-related deaths by 79%. Measles has now been eliminated from the Americas region.
- Since 2007, GAVI has supported the pneumococcal vaccine in over 58 countries, immunizing over 109 million children and preventing over half a million child deaths.

Section IV: The 'Ask'

1. **For Fiscal Year 2019, fully fund U.S. government global vaccine activities:**
 - **\$235 million for Polio eradication**, including:
 - **\$176 million for CDC** through the Labor-HHS Appropriations Subcommittee
 - **\$59 million for USAID** through the State and Foreign Operations (SFOPS) Appropriations Subcomm.
 - **\$50 million for CDC measles elimination** through Labor-HHS Appropriations Subcommittee
 - **\$290 million for Gavi**, the Vaccine Alliance, through SFOPS
 - **\$132.5 million for UNICEF**, through SFOPS
2. **Speak out in Congress in support of critical global health and global vaccine programs:**
 - **[House Members ONLY]:** Please join the Global Health Caucus (Contact info in FAQs above)
 - Ask the member/staffer about global health interests, and what kind of activities they engage in (statements for the Congressional Record, spoken on the chamber floor, events in-district, etc.?) *[Note their level of interest for follow-up by the Shot@Life team]*

Section V: Closing & Sharing Your Experience

- **Thank the member/staffer for their time and ask if they have any questions. If they ask any questions you can't answer, don't worry! Tell them to contact Brian Massa, Senior Manager for Global Health Advocacy, at bmassa@unfoundation.org**
- **Give the staffer your leave-behind materials (Fiscal Year 2019 Appropriations Requests on pages 6-10).**
 - For your reference, here is helpful information to more about the value of U.S. investments in the fight for global vaccines, our specific funding request, and ways the Senator/Representative can get involved.
- **Ask the staffer/member to join you in a photo in front of the office sign and share it on social media, tagging with @Shot@Life and #vaccineswork**

FISCAL YEAR 2019 APPROPRIATIONS REQUESTS (updated 3.27.18)

Contact: Brian Massa, Senior Manager for Global Health Advocacy, Shot@Life (bmassa@unfoundation.org)

USAID Global Health Programs (GHP) and State Department

(all figures in millions USD)

Program	FY17 Omnibus	FY18 Omnibus	FY19 President's Budget	FY19 S@L Request
Polio (USAID)	\$59.0	\$59.0	\$24.8 (incl. \$3.5 ESF)	\$59.0 (level with FY18)
Gavi (USAID)	\$275.0	\$290.0	\$250.0	\$290.0 (level with FY18)
UNICEF (State)	\$132.5 (+\$5 for FGM)	\$132.5 (+\$5 for FGM)	\$0	\$132.5 (level with FY18 base)

U.S. Centers for Disease Control and Prevention (CDC)

(all figures in millions USD)

Program	FY17 Omnibus	FY18 Omnibus	FY19 President's Budget	FY19 S@L Request
Polio Eradication (CDC/GID)	\$174.0	\$176.0	\$165.0	\$176.0 (level with FY18)
Measles (CDC/GID)	\$50.0	\$50.0	\$41.0	\$50.0 (level with FY18)

About the Shot@Life Campaign

The Shot@Life campaign educates, connects, and empowers individuals to champion global vaccines as one of the most cost-effective, high-impact health interventions that save children's lives in developing countries. As America's largest grassroots organization dedicated solely to advocating for global immunization programs, Shot@Life ensures U.S. policymakers continue to strongly support global immunization efforts through the U.S. Centers for Disease Control and Prevention, USAID, and the State Department. The campaign also raises funds through individual giving and corporate partnerships that aid the coordination, purchase, delivery, and administration of vaccines to the world's most vulnerable children. Learn more at www.shotatlife.org.

Gavi, the Vaccine Alliance

In 2000, Gavi, the Vaccine Alliance, was launched as an innovative public-private partnership to fund the purchase and delivery of life-saving vaccines for children in the world's poorest countries, where 85% of the world's unvaccinated children live. Since inception, Gavi has partnered with developing countries and mobilized support from the United States Government, the Bill & Melinda Gates Foundation, the private sector and pharmaceutical industry, UNICEF, WHO, the World Bank and others, to help immunize nearly 640 million children. This investment has saved more than nine million lives. In January 2015, Gavi convened its second replenishment forum where it marshalled \$7.5 billion in additional donor pledges for the 2016-2020 strategic period.

As one of the Gavi's original six donor countries, the United States has been a critically important partner. Since 2000, the United States has contributed \$1.9 billion to Gavi. Immunizations and vaccines are a critical part of achieving the important goal of ending preventable child deaths and Gavi's activities support and bolster the effectiveness of other USG-funded child survival and health activities. If FY18 requested levels are appropriated, the U.S. will fulfill its pledge of \$1 billion for years 2015 to 2018. FY19 requested levels will help immunize an estimated 9.2 million additional children in 2019, leading to 164,000 lives saved. Our continued support of Gavi at FY19 levels would mean significant strides will be able to be achieved in their goal of immunizing an additional 300 million children and saving an additional 5 to 6 million lives between 2016 and 2020.

FY19 Request for Gavi Immunization Activities: \$290 million (Level with FY18 Omnibus)

Polio Eradication

Thanks to increased funding by the U.S. and the coordinated efforts of the Global Polio Eradication Initiative (GPEI) End Game Strategy, the opportunity for a polio-free world is within reach. Because of GPEI partner organizations, cases have dropped 99.9% globally since 1988, and the virus remains endemic to only three countries, Pakistan, Afghanistan, and Nigeria. As of February 2018, there have been only three cases of wild polio virus globally, all in Afghanistan. The partnership has recently achieved important milestones, including the phased transition from oral polio vaccine (OPV) to inactivated polio vaccine (IPV) in 2016, which involved the coordinated efforts of 155 countries. This successful transition will further reduce the risk of rare instances of vaccine-derived poliovirus (VDPV).

Strengthened political ownership and financial commitment in Pakistan has significantly increased vaccine coverage for children in that country. The percentage of children in priority districts who have never received a single dose of polio vaccine decreased from nine percent in 2014 to zero percent in 2016. Over this same timeframe, children in Pakistan who have been repeatedly missed by follow-up campaigns has dropped from 24 percent to just four percent. Improved surveillance in Afghanistan and a synchronized cross-border task force has also kept the country largely polio-free.

The August 2016 outbreak of polio in Nigeria was a setback, after the country had nearly completed three years without a detected case. However, it should be viewed in the greater context of significant progress in the country and on the African continent. As recently as 2012, Nigeria accounted for more than half of all polio cases worldwide. The outbreak of cases in 2016 was confined to a very small area in the northeast where armed conflict had obstructed access of vaccinators and public health officials. The outbreak was in fact detected by improvements to surveillance that detected low-level circulation of the virus. After identifying the outbreak, GPEI partners mobilized a massive vaccination campaign that reached over 40 million children across five border countries in the Lake Chad region. Since that time, no new cases of wild polio have been detected in Nigeria.

Polio eradication is within reach, and now is the time for continued political commitment to realize what will be one of the greatest public health achievements in history and ensure that all children live polio-free, forever.

FY19 Request for CDC Polio Eradication Efforts: \$176 million (level with FY18 Omnibus)

FY19 Request for USAID Polio Eradication Efforts: \$59 million (level with FY18 Omnibus)

Measles Elimination

The Measles and Rubella Initiative (M&RI) was founded in 2001 to ensure that no child dies from measles or is born with congenital rubella syndrome. Since its creation, this global public-private partnership has driven an 84 percent reduction in measles mortality, preventing over 20.4 million deaths. Over this timeframe, M&RI has helped provide over 5.5 billion doses of measles vaccine to children through routine immunization and mass vaccination campaigns. These efforts have led to measles dropping from the fifth cause of child mortality to the fourteenth, making it the single greatest contribution to reducing global child mortality.

The M&RI partnership has also strengthened surveillance through a global network of over 720 laboratories in nearly all WHO member states, and developed preparedness measures to facilitate rapid response during a measles outbreak. Yet despite these positive steps, 2016 was marked by serious outbreaks around the world, from South Sudan, to Ethiopia, to China. An estimated 89,700 children died from measles in 2016, or roughly 245 every day, and nearly 20.8 million children still do not receive their first dose of measles vaccine.

Significant funding shortfalls also threaten the elimination target date of 2020. In 2016, for instance, a \$60 million funding gap left 20 million children unvaccinated and impacted M&RI's ability to quickly detect, prevent, and respond to measles cases. For most of 2016, the African region lacked sufficient funds to order diagnostic kits and in other regions surveillance activities have had to be significantly cut back due to lack of funding. M&RI is currently conducting a review to determine financial requirements for measles-rubella activities through 2020, and expects to release this information by Q1-Q2 2018.

FY19 Request for CDC Measles Elimination Efforts: \$50 million (level with FY18 Omnibus)

United Nations Children's Fund (UNICEF)

For more than 50 years, UNICEF has been a world leader in immunizations, partnering closely with the US government and others to reach and save the world's most vulnerable children from devastating diseases. In 2015, UNICEF procured 2.8 billion doses of vaccines for 95 countries. These activities reached 45 percent of the world's children under the age of five, and included facilitating the delivery of 296 million doses of measles vaccine and 1.6 billion doses of the oral polio vaccine.

UNICEF is responsible for procuring vaccines for Gavi, the Vaccine Alliance, and purchases vaccines for other global campaigns not covered by Gavi. Due to UNICEF's large purchasing power, the United Nations agency cut in half the cost of the pentavalent vaccine that protects tens of millions of children from potentially deadly infectious diseases, including diphtheria, tetanus, and pertussis. UNICEF works in-country to provide vital services at the community level to ensure that vaccines that reach the country's borders are efficiently and effectively delivered to even the poorest children in the most difficult to reach areas.

FY19 Request for UNICEF: \$132.5 million (level with FY18 Omnibus, not including \$5M FGM)



Invest in a healthier world.
Immunize a child.



ABOUT SHOT@LIFE

Shot@Life educates, connects, and empowers individuals to champion global vaccines as one of the most effective ways to save the lives of children in developing countries. The campaign rallies the public to advocate and fundraise for global childhood vaccines. We believe that by encouraging people to learn about, advocate for, and donate to vaccines, we can decrease the 1.5 million annual vaccine-preventable childhood deaths and give every child a shot at a healthy life.

We work with partners and volunteers in the United States and around the world to support vaccination efforts in developing countries to ensure that lifesaving vaccines reach the hardest to reach children. Funds raised by Shot@Life go to support UNICEF, the World Health Organization, and Gavi, the Vaccine Alliance, in the coordination, purchase, delivery, and administering of vaccines to children in developing countries. Through our U.S. advocacy efforts, we work to ensure U.S. government support for global childhood immunization programs remains strong.

WHY VACCINES?

Nearly one-third of deaths among children under five are preventable with vaccines. Vaccines are one of the most cost-effective ways to save and improve the lives of children worldwide. Without them, children have no protection against deadly and disabling diseases such as measles, polio, pneumonia, and diarrheal disease.

Vaccination efforts have already made a big difference in that immunization has saved the lives of more children than any other medical intervention in the last 50 years. But with 1.5 million children still dying unnecessarily from vaccine-preventable diseases each year, we have more work to do.

JOIN NOW

Together, we are building a movement to help ensure children have access to lifesaving vaccines. We have more than 1,500 trained volunteers across the U.S. who are advocating and fundraising for global childhood immunizations. Combined with our online network of more than 350,000 and our global volunteers, we are positioned to make a difference for children around the world. But we need your help.

Your voice, your time and your support can change a child's life forever.

To learn more and be a child's shot@life, go to ShotatLife.org.

Did You Know?

1 in 5 children does not have access to the vaccines they need to survive.

Around the world, **a child dies every 20 seconds** from a disease that can be prevented by a vaccine.

Funding for global vaccine programs is **less than 1%** of the total U.S. budget, but this funding helps **save 2.5 million lives each year.**



OUR DISEASE TARGETS

MEASLES, a highly contagious disease caused by a virus, is transmitted primarily through the air or direct contact. Beginning with a high fever and inflamed eyes, measles can result in serious complications, including blindness and encephalitis. The measles vaccine has resulted in a 84% decrease in measles deaths globally; since 2000, the vaccination has prevented over 20.4 million deaths. However, despite this progress, measles is still responsible for the death of nearly 90,000 children each year.

POLIO is a highly infectious disease that primarily affects children under the age of five. It attacks a child's nervous system and can cause total paralysis within hours or even death. As long as a single child remains infected with polio, children in all countries are also at risk of contracting the disease. While no cure exists, polio can be prevented through the use of vaccinations.

PNEUMONIA is the single largest infectious cause of death in children worldwide. Derived from the pneumococcal bacterium, pneumonia causes lungs to be filled with pus and fluid, limiting oxygen intake and proper breathing. Pneumonia accounts for 16% of all deaths of children under the age of five, killing nearly 1 million children each year. Children whose immune systems are compromised by malnutrition and other factors common in the developing world face an especially high risk of contracting pneumonia. The vast majority of these deaths occur in developing countries, primarily in sub-Saharan Africa and South Asia.

DIARRHEAL DISEASE is the second leading cause of death in children under the age of five, accounting for 9% of deaths. Annually, there are 1.7 billion cases of childhood diarrheal disease worldwide and 525,000 children die from the disease. Rotavirus – the leading cause of severe childhood diarrheal disease – is most commonly found among children living in developing countries that lack access to health care. Vaccines are proven to be an effective prevention measure, preventing two-thirds of deaths caused by rotavirus.

Did You Know?

Nearly **one-third of deaths** among children under five are **preventable** with vaccines.

Vaccines for measles, pneumonia and diarrheal disease **save millions of lives** each year.

Vaccines play a critical role in reaching UN Global Goal 3: **reducing preventable child deaths.**



February 2018

Let us know how your meeting went by submitting a report on the Champion Community! If a member or staffer had any questions you couldn't answer, this is the perfect opportunity to send a follow-up email and continue building a relationship with the office.

Host an Advocacy/Fundraising Event: 20 Points

Hosting an advocacy or fundraising event is a great way to raise awareness and support our issue. Below are some ideas for events you can plan, but we encourage Champions to get creative (you know what will work best in your community!) Our team is always here to support you, so feel free to email us at champions@shotatlife.org.

There are a limited number of small scholarships to hold advocacy and fundraising events. Email your event idea and a proposed budget to champions@shotatlife.org to apply!

GFWC members have a separate scholarship for up to \$100 to use towards an event. Apply at <http://bit.ly/GFWCShotLifeGrant>.

If you collect donations on behalf of Shot@Life, you can submit them online at www.shotatlife.org/donate or by sending them to the address below. If you are affiliated with a GFWC club, make sure to include that with your donation.

Shot at Life
PO Box 96399
Washington, DC 20090

Phone Bank

Get a group of friends together for pizza and drinks and ask them to take a few minutes while hanging out to make five phone calls. One to each of your two U.S. Senators, one to your Representative in the House, and two calls to members of your network to ask them to make the same calls and/or a donation to Shot@Life.

Our current path-through tool will prompt you to enter your zip code. After a 10 second message from Shot@Life, you will press #1, #2, or #3 to be connected with one of your three legislators. Using this tool for a phone bank is a great way to ensure Shot@Life can track the members being contacted, while you only have to track the number of calls being made.

Our World Immunization Week National Call-In Day will be Tuesday, April 24th! You will join advocates around the country in telling your members of Congress how important strong funding for global childhood immunization programs is and what they have already achieved. Together we can make the largest impact!

Training Party

If you have at least five friends or family members that would like to be trained as Shot@Life Champions, our staff would be happy to schedule a training webinar for you. This hour training would consist of learning about Shot@Life, how to advocate for global childhood immunizations, and taking your first advocacy action. Email champions@shotatlife.org to request a training.

Happy Hour or Restaurant Event

See how much proceeds you can raise for Race to Erase in just one night. Host a happy hour or restaurant get-together and ask the business to devote a certain percentage (approximately 15%) of the night's proceeds to Shot@Life. Keep in mind that early in the week bars and restaurants are often glad to fill the space & contribute to a great cause! Make sure you set this up with them ahead of time.

50/50 Raffle

A 50/50 raffle is a great fundraising activity to add to another event. 50% of the money raised goes towards an organization and 50% goes towards a winning individual. You can offer 1 ticket for \$1 or 6 tickets for \$5.

Letter to the Editor Party

Placing media advocacy pieces gets the word out in your community. Choose a leader in your network who has placed pieces in the past or is a great writer to lead the group. Make sure you submit letters to different local papers and pay attention to word limits. These are usually around 250 words, but check with your local publication. Feel free to use our LTE outline below!

This is not an exhaustive list of events you can plan. If you have another idea, or would like assistance with brainstorming or planning your event, please email us at champions@shotatlife.org!

Submit a Letter to The Editor: 10 Points (Additional 10 Points Upon Publication)

A great way to raise awareness is by submitting a Letter to the Editor (LTE). Not only will it inform your community about the importance of global vaccines, it may even appear in a publication your member of Congress reads! Below is a sample LTE and outline you can use as a starting point. If you have any questions, or would like assistance in writing your LTE, Shot@Life is happy to help. Email us at champions@shotatlife.org.

One and a half million children die each year from diseases that could have been prevented by a vaccine. This is because, shockingly, one in five children in the world still lacks access to the basic childhood vaccines we take for granted here in the United States. This is a problem with a solution...so we must act!

Great strides have been made over the last decade to give more families access to immunizations for their children. The measles vaccine alone has prevented an estimated 20.3 million deaths from 2000-2015, a 79% reduction! We cannot stop now and lose the significant gains we've made.

In addition to the moral and humanitarian impact, giving children around the world access to immunizations increases global and national security. In today's interconnected world, these deadly diseases don't stop at borders, as demonstrated by recent measles outbreaks and Ebola cases in the U.S. Immunizations are also a financially sound investment; for every \$1 spent on childhood immunizations, you get \$44 in economic benefits. That includes saving the money that families lose when a child is sick and a parent can't work.

*The United Nations Foundation's Shot@Life campaign is asking U.S. legislators to help reduce vaccine-preventable childhood deaths around the world by providing adequate funding for global vaccine programs. Call **[insert Member's name]**'s office and ask them to strengthen and prioritize funding for global vaccine programs through partners such as the United Nations, Gavi (the Vaccine Alliance), CDC, and USAID.*

We all have a stake in the outcome and parents around the world will sleep more soundly knowing their children are protected.

- **Introduction: The Issue**
 - One and a half million children die each year from diseases that could have been prevented by a vaccine
 - One in five children in the world still lacks access basic childhood vaccines
 - This is a problem with a solution...so we must act!

- **Statistics**
 - For every \$1 spent on childhood immunizations, you get \$44 in economic benefits
 - By expanding access to existing vaccines, we can save a child's life every 20 seconds
 - Funding global vaccine programs is less than 1% of the total U.S budget, but this funding helps save 2.5 million lives
 - Nearly one third of deaths among children under five are preventable

- The measles vaccine has resulted in an 84% decrease in measles deaths globally; since 2000, the vaccination has prevented over 20.4 million deaths
- Pneumonia accounts for 16% of all deaths of children under the age of five, killing nearly 1 million children each year

- **Add a personal connection to your community and this issue**
 - Have you or a member of your family contracted a vaccine-preventable disease? Work in an area where they are at higher risk to (i.e. military, peace corps, etc.)?
 - Has your occupation or previous travel allowed you to see first-hand the ways communities without access to vaccines are affected?
 - Has your community ever suffered from an outbreak of a vaccine-preventable disease?
 - Do you have a personal story to include? What motivates you to advocate for Shot@Life?

- **Our specific ask**
 - The United Nations Foundation's *Shot@Life* campaign is asking U.S. legislators to help reduce vaccine-preventable childhood deaths around the world by providing adequate funding for global vaccine programs.
 - Call **[insert Member's name]**'s office and ask them to strengthen and prioritize funding for global vaccine programs through partners such as the United Nations, Gavi (the Vaccine Alliance), CDC, and USAID.
 - Visit www.bit.ly/A2V2018 to learn more about the ways you can get involved with Shot@Life and make a difference for children around the world

- **Conclusion: compelling readers to take interest**
 - We all have a stake in the outcome of keeping our children and family safe
 - I urge you to take action now to help children live safe and healthy lives.

Once you submit your LTE, let us know on the Champion Community. All throughout World Immunization Week, we want people to wake up and read about the importance of global childhood immunizations!

Call Your Legislator: 10 Points

You can earn up to 30 points by calling your members of Congress. Follow the steps and talking points below to reach out to your legislators by phone.

1. Call the Capitol Hill at **1-844-368-0294**
2. You will be prompted to enter your zip code. After a 10 second message from Shot@Life, you will be prompted to press #1 to be connected with your House rep, #2 to be connected to your first Senator, or #3 to be connected with your second Senator. You can call through the system multiple times to reach all three.
3. Tell the staff member who answers the phone that you have an opinion on global health and foreign aid that you would like to share with the member of Congress and ask if you can leave that opinion with the staffer.
4. Deliver your talking points:
 - I represent the Shot@Life campaign in your [district/state]. The campaign is part of the UN Foundation and educates, connects, and empowers Americans to champion global vaccines as one of the most cost-effective investments the U.S. government can make to save the lives of children in developing countries.
 - Vaccines against diseases like polio and measles are one of the most cost-effective ways to save the lives of children in developing countries. However, despite significant progress, one in five children still lacks access to life-saving immunizations.
 - Polio: 30 years ago, polio paralyzed over 1,000 kids each day. Thanks to the polio vaccine, cases have dropped by 99.9%. However, a few countries still fight this deadly disease, and momentum must be sustained to achieve global eradication.
5. State the “ask”:
 - “The House and Senate appropriations committees have approved legislation that provide strong investments in global immunization programs, but much work remains before the end of the fiscal year. I ask that you continue to support robust funding for global vaccination activities, including:
 - \$233 million for Polio eradication, specifically:
 - \$174 million for CDC through the Labor-HHS Appropriations Subcommittee
 - \$59 million for USAID through the State and Foreign Operations (SFOPS) Appropriations Subcommittee
 - \$50 million for CDC measles elimination through the Labor-HHS Appropriations Subcommittee
 - \$290 million for GAVI through the State and Foreign Operations (SFOPS) Appropriations Subcommittee
 - \$132.5 million for UNICEF through the State and Foreign Operations (SFOPS) Appropriations Subcommittee
6. Ask if the staffer requires any follow-up information. Most Congressional offices track phone calls by area code. Some may ask for your name, some may not.
7. You may also ask if the member has a current stance on global vaccines, global health, or foreign aid. Request a reply with a response indicating the member’s position on the matter.
8. Thank the staffer for his or her time and record your advocacy action on the Champion Community website or email us at champions@shotatlife.org

Write A Letter: 5 Points

Due to security measures, the fastest way to send a letter to your member of Congress is via email. If you would prefer to send a physical letter to an office, you can search for mailing addresses at whoismyrepresentative.com.

Feel free to quickly send letters online at bit.ly/A2V2018 or customize the draft below. No matter how you send a letter, make sure to report your actions in the Champion Community!

Dear [Member],

Every year, vaccines prevent an estimated 2.5 million deaths among children under five. Yet every 20 seconds, one child still dies from an infectious disease that could have been prevented by a vaccine. This is unacceptable. As your constituent, I support the UN Foundation's Shot@Life campaign, the largest grassroots movement dedicated to supporting global vaccination programs implemented by United Nations agencies such as UNICEF and WHO, Gavi, the Vaccine Alliance, and bilateral immunization efforts through USAID and CDC. These combined efforts have yielded tremendous success, preventing more than 20 million deaths globally since 2000. We cannot stop now and lose the gains we've made.

It is critical that the United States remain committed to robustly funding our foreign assistance efforts through bilateral programs and effective partnerships with the United Nations, including UNICEF and WHO.

I call on you to reject the White House's attempt to drastically cut foreign assistance. For FY18 and FY19, please maintain the following accounts at FY17 levels:

- \$174 million for CDC global polio eradication programs;
- \$59 million for USAID polio eradication efforts;
- \$50 million for CDC measles elimination activities;
- \$290 million for Gavi, the Vaccine Alliance;
- \$132.5 million for UNICEF's work to protect the health of the world's most vulnerable kids;

Global vaccine programs are the right thing to do in a humanitarian sense, they effectively increase national security and are a financially sound investment for the U.S.

[Insert Personalization]

First, every \$1 invested in vaccination efforts saves \$44 in healthcare costs, lost wages, and lost productivity due to illness. Second, providing \$290 million for Gavi in the FY19 budget will allow for the immunization of 9.2 million children in 2018, saving 164,000 lives and leading to \$2.7 billion in additional economic savings from the averted costs of death, disability, and healthcare. Third, stable countries with healthy populations are less likely to become safe havens for terrorism. Finally, fighting disease overseas protects Americans in that it lessens the chance that dangerous epidemics will cross our borders.

Sincerely,

[Your First + Last Name]

[Address]

[Phone number]

IT'S TIME TO TAKE ACTION

TEXT "VACCINES" TO 738-674
to support global childhood immunizations

shot @life UNITED NATIONS FOUNDATION

You can share our online digital advocacy tools with your network by having people text **VACCINES** to **738-674**. They will instantly receive our latest tools directly on their phone and can opt-in for mobile advocacy alerts Shot@Life. If you haven't already signed-up yourself or would like our latest petition sent to your phone, you can also use this SMS tool at any time. Feel free to share the following graphic via email or on social to help spread the word!

Social Media Interaction: 5 Points

Up to ten social media posts can count towards your total points. Two posts directed at any one member of Congress (total of six), one additional post for World Immunization Week (April 24-30), one additional advocacy post sharing our digital advocacy tools, and two highlighting Get A Shot. Give A Shot. Tweet directly at your member using our online form at bit.ly/2G0kAgM. Post non-Congressional content directly from our social media toolkit online at bit.ly/SALSocialToolKit or find sample posts below.

Hi @member, did you know every 20 seconds a child dies from a vaccine-preventable disease? Please support global immunization program in the FY19 budget to ensure all children have access to lifesaving vaccines #VaccinesWork

Make your voice heard: sign on to ask members of Congress to maintain FY18 & FY19 funding for foreign assistance that saves lives, and ultimately, serves in the best interest of the United States: <http://bit.ly/2HB0AhV>

Tell Congress all children should have access to lifesaving vaccines by texting "VACCINES" to 738-674! #VaccinesWork

Give a child a @ShotAtLife when you get a shingles, pneumonia, or whooping cough shot @Walgreens. It's that easy! <http://bit.ly/2bx3eaM> #GiveAShot #advocate2vaccinate

