

# Advocate2Vaccinate

Working together to make an impact on children everywhere

Shot@Life supporters across the country will spend the next 4 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 April 1, 2019 through Tuesday, April 30, 2019** and will include all types of advocacy and fundraising actions supporters can take leading up to World Immunization Week (*Tuesday, April 24-30, 2019*). 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](mailto:champions@shotatlife.org).

You can also email us at [champions@shotatlife.org](mailto:champions@shotatlife.org), head to <http://bit.ly/Advocate2V19>, or register to attend a Champion webinar training on Tuesday, April 10<sup>th</sup> at 7pm ET at <http://bit.ly/Apriltraining> or [shotatlife.org/training](http://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 April 1<sup>st</sup> and April 30<sup>th</sup> and submitted online through the [Champion Community](#) by May 4<sup>th</sup> for actions to qualify for A2V.

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

The graphic is a green and white poster titled "Advocate2Vaccinate" with the tagline "Working together to make an impact on children everywhere". It features the Shot@Life logo and a map of the United States with "A2V" on it. Below the title is a dark green banner with "Action Plan" in white. The main text reads: "Advocate2Vaccinate is Shot@Life's national call to action running April 1st to April 30th". Below this is a section titled "2019 Goals" with six icons and corresponding goals: 60 Meetings with Congressional Offices, 250 Calls to DC Congressional Offices, 25 Advocacy and/or Fundraising Events, 1250 Emails to Congressional Offices | From Champions: 350, 25 Submitted Letters to the Editor, and 250 Social Media Interactions @Congressional Offices. At the bottom is the hashtag #VaccinesWork and the URL bit.ly/Advocate2V19.

**A2V**

**Advocate2Vaccinate**  
Working together to make an impact on children everywhere

**shot@life**

**Action Plan**

Advocate2Vaccinate is Shot@Life's national call to action running April 1st to April 30th

**2019 Goals**

- 60** Meetings with Congressional Offices
- 250** Calls to DC Congressional Offices
- 25** Advocacy and/or Fundraising Events
- 1250** Emails to Congressional Offices | From Champions: 350
- 25** Submitted Letters to the Editor
- 250** Social Media Interactions @Congressional Offices

**#VaccinesWork** | [bit.ly/Advocate2V19](http://bit.ly/Advocate2V19)



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SUN	MON	TUE	WED	THU	FRI	SAT
<u>March 24</u>	25	26	27	28	29	30
				Kickoff Webinar 12PM EST <a href="http://bit.ly/Advocate2V19">bit.ly/Advocate2V19</a>	Intro to Social Media 1:30PM EST <a href="http://bit.ly/A2V19Social">bit.ly/A2V19Social</a>	
Weekly Focus: Schedule a meeting with your MoCs						
31	<u>April 1</u>	2	3	4	5	6
	Find your legislator: <a href="http://whoismyrepresentative.com">whoismyrepresentative.com</a>		Setting Up Meetings & Events 1:30PM EST <a href="http://bit.ly/A2Vmeetings">bit.ly/A2Vmeetings</a>			Advertise your advocacy event on social media
Weekly Focus: Plan an advocacy or fundraising event						
7	8	9	10	11	12	13
UN World Health Day: Tweet at your MoCs!			Letters to the Editor Tips & Tricks 1PM EST <a href="http://bit.ly/A2V19LTE">bit.ly/A2V19LTE</a>			
Weekly Focus: Letter to the Editor & Op-Ed submissions						
14	15	16	17	18	19	20
	Share the Shot@Life petition on social media	Calling your Elected Officials 1PM EST <a href="http://bit.ly/A2V19Calling">bit.ly/A2V19Calling</a>				
Weekly Focus: Host an advocacy or fundraising event!						
21	22	23	24	25	26	27
World Immunization Week April 24-30			National World Immunization Week Call-In Day 844-368-0294			
Weekly Focus: Email Congressional office						
28	29	30	1	2	3	4
	Remember to report all A2V actions!				Thank MoCs on social media for meeting with you!	
Weekly Focus: Meetings and Calls with MoCs						

You can find our full social toolkit at: [bit.ly/SALSocialToolkit](http://bit.ly/SALSocialToolkit)

Report your actions at: [Community.ShotAtLife.org](http://Community.ShotAtLife.org)

Text "Vaccines" to 738674

#VaccinesWork



Advocate2Vaccinate

Working together to make an impact on children everywhere

## Advocate to Vaccinate Checklist:

- ☐ Attend a meeting with one of my Members of Congress **20 Points PER meeting**
- ☐ Host an advocacy or fundraising event/phone bank in my community or home **20 Points**
- ☐ Call my Congressional offices during our National Call-in Day on April 24<sup>th</sup> **10 Points**
- ☐ Submit an LTE or Op-ed to my local newspaper **10 Points**
- ☐ Send letters and/or emails to Congressional Offices **5 points**
- ☐ Social media interactions with your members of Congress **5 Points** (maximum 25 points)



## A2V Lunch and Learn Webinar Series:

This activation we will be offering 30-minute skills-based webinars on a variety of advocacy activities, to help support you to achieve your goals! Check out our topics below and sign up to register!

- A2V kickoff webinar on Thursday, March 28<sup>th</sup> at 12:00pm EST [here](#) to learn about our goals, key dates!
  - A2V Introduction to Social Media: Friday, March 29<sup>th</sup> at 1:30pm EST, [register here!](#)
  - A2V Setting up Meetings & Events: Wednesday, April 3<sup>rd</sup> at 1:30pm EST, [register here!](#)
  - A2V Letters to the Editor- Tips and Tricks: Wednesday, April 10<sup>th</sup> at 1:30pm EST, [register here!](#)
  - A2V Calling your Elected Officials: Tuesday, April 16<sup>th</sup> at 1:00pm EST, [register here!](#)

## Reporting your Actions:

Throughout Advocate to Vaccinate make sure to head to the [Shot@Life community page](#) to report in all advocacy actions you may take! ***We count all the advocacy actions that your Champions take so that we can meet the campaign goals and help prove the difference we are making on capitol hill.*** The Champions with the highest points during A2V will also receive prizes and fun swag!

On the dashboard, you will see the “Report In” button. This is a general report where you can fill out information on any type of action, be it a meeting, phone call, letter, or media placement. The team reviews each and every one of these reports.

## 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]], 2019

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](mailto: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 visit.***

## SECTION I: INTRODUCTION

- Each member: introduce yourself and share where you are from.
- [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 engaging in political advocacy. We are here today to talk about the importance of global childhood immunization programs and how [Senator/Representative X] can play a leadership role in ensuring all kids have a shot at life.
- We expect the President's FY20 budget will once again call for drastic cuts to foreign affairs programs, and we would like to discuss the importance of maintaining strong support for global vaccine programs for FY20.

## SECTION II: WHY GLOBAL VACCINES?

### THE PROBLEM: KIDS DIE EVERY DAY FROM VACCINE-PREVENTABLE DISEASES

- Every 20 seconds, a child dies from a vaccine-preventable disease, resulting in 1.5M deaths every year and accounting for nearly a 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 the measles and rubella vaccine, which 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. Now, thanks to the polio vaccine, cases have dropped 99.9% and the world is nearly polio-free.
- Over the past 20 years, vaccines have prevented 20 million deaths globally.
- The UN plays a crucial role in amplifying U.S. investment in global immunization programs, as UNICEF administers vaccines that reach 45% of the world's children and the World Health Organization coordinates outbreak responses.
- *Share your story: Why are you passionate about immunizing children? Do you have a personal connection? How have you been involved in your community?*

## Background on U.S. Global Vaccine Activities

The US government has a long history of **bipartisan support for global health** and global immunization programs through the work of USAID, CDC, and international organizations like GAVI, the Vaccine Alliance, WHO, and UNICEF.

## FAQ

### 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 other organizations to improve access to cost-effective, high-impact vaccines in developing countries.

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

Global vaccine funding is in two appropriations bills:

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

Activity	Agency	Bill
Polio	CDC	LHHS
	USAID	SFOPS
Measles	CDC	LHHS
Gavi	USAID	SFOPS
UNICEF	State	SFOPS

### Who can I contact to become more involved?

#### House Global Health

**Caucus** Co-Chair:

Rep. Betty McCollum (D-MN)  
(Ben Peterson; 202.225.6631)

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 Ebola, Zika, and other emerging pathogens.**
- *Global measles outbreaks are on the rise:* Cases are resurging in Madagascar and the Philippines while reaching a two-decade high in European countries like France, Greece, and Italy. An ongoing outbreak in Venezuela has resulted in 6,400 cases, spilling into neighboring countries and jeopardizing South America's elimination status.
- *A healthy country is a stable country:* **Disease outbreaks disrupt national economies**, jeopardizing international 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 lost productivity due to illness – a global health best-buy! Funding Gavi with \$290 million for FY19 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 needlessly from preventable diseases.

#### Vaccine Success Stories

- 30 years ago polio cases appeared in 125 countries across the globe, but now only two countries – Pakistan and Afghanistan – have active transmission. Nigeria has not had a case of wild polio since Sept. 2016.
- Since 2000, the measles vaccine has prevented over 21 million deaths, an 84% reduction in lives lost to the disease.
- 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 2020, fully fund U.S. government global vaccine activities:**
  - **\$233 million for Polio eradication (level funding from FY18/FY19)**, including:
    - **\$176 million for CDC** through the Labor-HHS Appropriations Subcommittee
    - **\$59 million for USAID** through the State and Foreign Operations (SFOPS) Approps. Subcomm.
  - **\$50 million (level funding from FY19 for CDC measles elimination)** through Labor-HHS Approps. Subcomm.
  - **\$290 million (\$15M increase over FY18 levels) for Gavi**, the Vaccine Alliance, through SFOPS
  - **\$132.5 million (level funding from FY18) for UNICEF**, through SFOPS
2. **Speak out in Congress and at home in support of critical global health and global vaccine programs:**
  - Ask the member/staffer about global health interests, and what kind of activities they engage in (statements for the Congressional Record, speaking on the chamber floor, speaking engagements in DC, 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 a questions you can't answer, don't worry! Have them contact Brian Massa, Senior Manager for Global Health Advocacy, at [bmassa@unfoundation.org](mailto:bmassa@unfoundation.org)
- **Give the staffer your folder** with the leave-behind materials.
  - For your reference, here is some helpful information that explains the value of U.S. investments in the fight for global vaccines, our specific funding request, and ways for the Senator/Representative to get involved.
- **Ask the staffer/member to join you in a photo in front of the office signage and share it on social media, tagging @ShotAtLife, #vaccineswork, and the social media handle of member's office.**



## *FISCAL YEAR 2020 APPROPRIATIONS REQUESTS (updated 2.13.19)*

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

### **USAID Global Health Programs (GHP) and State Department**

*(all figures in millions USD)*

Program	FY18 Omnibus	FY19 Omnibus	FY19 President's Budget	<b>FY20 S@L Request</b>
<b>Polio (USAID)</b>	\$59.0	\$59.0	TBD (March 2019)	<b>\$59.0</b> (level with FY19)
<b>Gavi (USAID)</b>	\$290.0	\$290.0	TBD (March 2019)	<b>\$290.0</b> (level with FY19)
<b>UNICEF (State)</b>	\$132.5	\$132.5	TBD (March 2019)	<b>\$132.5</b> (level with FY19 base)

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

*(all figures in millions USD)*

Program	FY18 Omnibus	FY19 Omnibus	FY20 President's Budget	<b>FY20 S@L Request</b>
<b>Polio Eradication (CDC/GID)</b>	\$176.0	\$176.0	TBD (March 2019)	<b>\$176.0</b> (level with FY19)
<b>Measles (CDC/GID)</b>	\$50.0	\$50.0	TBD (March 2019)	<b>\$50.0</b> (level with FY19)

### *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](http://www.shotatlife.org).*

## **Gavi, the Vaccine Alliance**

### **FY20 Request for Gavi Immunization Activities: \$290 million (Level with FY19)**

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. FY20 requested levels will help immunize an estimated 9.2 million additional children in 2020 alone, leading to 164,000 lives saved. Continued support of Gavi at FY19 requested levels will support the partnership's objective to immunize an additional 300 million children between the 2016-2020 strategic period, saving an additional 5 to 6 million lives.

## **Polio Eradication**

### **FY20 Request for CDC Polio Eradication Efforts: \$176 million (level with FY19)**

### **FY20 Request for USAID Polio Eradication Efforts: \$59 million (level with FY19)**

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. Thirty years ago, there were 350,000 annual cases of wild polio, but in 2018 there were just 33 cases globally, including 21 in Afghanistan and 12 in Pakistan. The partnership has 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. Since 2001, GPEI has successfully stopped outbreaks in over 40 countries, underscoring the need for continued support.



If we fail to eradicate polio, within a decade we could see a global resurgence of as many as 200,000 new cases each year. Polio eradication is within reach. 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 will polio-free, forever.

### **Measles & Rubella Control and Elimination**

#### **FY20 Request for CDC Measles Elimination Efforts: \$50 million (level with FY19)**

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. Measles is one of the most contagious human diseases known, with one person capable of infecting as many as 18 unvaccinated people. When a pregnant woman is infected with rubella, her unborn child has a 90% chance of developing CRS, resulting in multiple serious birth defects and lifelong health complications.

Since its creation, this global public-private partnership has driven an 84 percent reduction in measles mortality, to the historic low of fewer than 90,000 deaths in 2016. The partnership has vaccinated over 2 billion children, preventing 20.4 million deaths, using a safe and highly effective vaccine that protects children against both diseases and costs less than \$2 per child. For \$1 invested in measles, \$58 is returned in social and economic benefits, making it a global health best buy.

M&RI also strengthens disease surveillance through a global network of over 720 laboratories in nearly all WHO member states, develops preparedness measures to facilitate rapid response during a measles outbreak, and provides technical experts to help country health officials build stronger immunization systems. These investments have led to measles dropping from the fifth cause of child mortality to the fourteenth, the single greatest contribution to reducing global child mortality.

Yet despite these positive steps, 2018 was marked by serious outbreaks around the world. Cases are surging in Madagascar and the Philippines and have reached a two-decade high in European countries like France, Greece, and Italy. An ongoing outbreak in Venezuela has resulted in 6,400 cases and has spilled into neighboring countries, jeopardizing South America's elimination status. Globally, an estimated 245 children still die each day from Measles, and nearly 20.8 million children still do not receive their first dose of measles vaccine. While most of the measles and rubella activities are funded by the countries themselves, significant funding shortfalls for M&RI through 2020 threaten the partnership's ability to provide support to quickly detect, prevent, and respond to measles.

### **United Nations Children's Fund (UNICEF)**

#### **FY20 Request for UNICEF: \$132.5 million (level with FY19)**

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 2017, UNICEF procured 2.5 billion doses of vaccines for over 100 countries, reaching nearly half of the world's children under the age of five. This included support to vaccinate 176 million children against measles between 2014-2017.

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.



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](http://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](mailto: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](mailto: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](http://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 24<sup>th</sup>! 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](mailto: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](mailto: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](mailto: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 <http://bit.ly/Advocate2V19> 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:
      - \$176 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](mailto: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](http://whoismyrepresentative.com).

Feel free to quickly send letters online at <http://bit.ly/A2VEmail> 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 FY20, please maintain the following accounts at FY19 levels:

- \$176 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 FY20 budget will allow for the immunization of 9.2 million children in 2019, 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]



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 seven), two additional posts for World Immunization Week (April 24-30), one additional advocacy post sharing our digital advocacy tools. Tweet directly at your member using our online form at <http://bit.ly/moctweet>. Post non-Congressional content directly from our social media toolkit online at [bit.ly/SALSocialToolKit](http://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 FY20 budget to ensure all children have access to lifesaving vaccines #VaccinesWork

Make your voice heard: sign on to ask members of Congress to maintain FY20 funding for foreign assistance that saves lives, and ultimately, serves in the best interest of the United States: <http://bit.ly/A2VEmail>

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

