



# "RACE" TO ERASE

October 1, 2019—November 12, 2019

shot  
@life

UNITED NATIONS  
FOUNDATION

From October 1, 2019 through November 12, 2019, "race" alongside fellow Shot@Life Champions and take advocacy and fundraising actions using the guide below.

Together we can make sure our members of Congress know their constituents support 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. Make sure to go to <https://shotatlife.org/racetoerase/> to download the Race to Erase toolkit to find everything you will need to successfully advocate during Race to Erase.

@ Sign up for our Race to Erase kickoff webinar on Thursday, September 12 at 1:00pm to learn about the easy ways you and your network can get involved! <http://bit.ly/R2Erase19>

@ Feel free to email us at [champions@shotatlife.org](mailto:champions@shotatlife.org) if you have any questions (or if you would like any additional assistance or materials such as handouts, t-shirts, or pens!). Also for new untrained champions be sure to register to attend a Champion webinar training on Wednesday, October 16 at 6pm ET or Tuesday, November 5 at 6:30pm ET at [shotatlife.org/training](https://shotatlife.org/training).

We would love to see photos of the events you are holding and the actions you are taking. Keep in touch through email or tag us with @ShotAtLife or #vaccineswork.





## Meeting with Your Legislator: 20 Points

Meeting with your legislators is the best way to participate in Race to Erase. If you are not already a trained advocate (Shot@Life Champion), or want to attend your meeting with others, we are happy to connect you with Champions in your area.

While you can meet with a congressional 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 around World Polio Day (October 24th). The Fall can be busy for Congressional offices, so if a different time during the activation works better, that is okay too. If you are unable to schedule a meeting, dropping by with our leave-behind materials is a great alternative.

### 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 childhood 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]



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 visit your congressional office on your own or as part of a group, print off and use the following talking points as an outline for your meeting!

### Remember:

Your talking points for meetings are pages 4-6 of this toolkit. You should also print off a copy of our leave-behind materials for each office you meet with, found on pages 7-12 of this toolkit!





# Talking Points for In-District Meetings

## 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.

### Share your story:

**Why are you passionate about immunizing children?**

**Have you been involved in your community, have you travelled or worked overseas, or do you have a personal connection to the impact of vaccines?**

@ 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.

## 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.

## 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 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
Polio	CDC	LHHS
	USAID	SFOPS
Measles	CDC	LHHS
Gavi	USAID	SFOPS
UNICEF	State	SFOPS

### Who do 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](mailto:bmassa@unfoundation.org)



## 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.
- 🌐 For less than \$2 a child can be safely vaccinated against measles and rubella.
- 🌐 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 U.S. investment in global vaccines, from UNICEF procuring vaccines that reach 45% of the world’s children to WHO strengthening health systems and coordinating emergency response efforts.
- 🌐 Global immunization in the news: refer to the Shot@Life website for recent articles in the news that highlight global vaccine progress and success stories in developing countries around the world.

## 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.

## Additional Background on U.S. Global Vaccine Activities & Success Stories

- The U.S. 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).
- 30 years ago polio cases appeared in 125 countries across the globe, but now only three countries – Pakistan, Afghanistan, and Nigeria – have active transmissions.
- Since 2000, the measles vaccine has prevented 20.3 million deaths and reduced measles-related deaths by 79%.
- GAVI has introduced the pneumococcal vaccine in over 50 countries, a year ahead of schedule, immunizing roughly 47 million children.



- 📍 **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 FY19 will contribute to an estimated **9.2 million children immunized in 2019, 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

#### **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 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 for CDC measles elimination (level funding from FY19)**, through Labor-HHS Approps. Subcomm.
- **\$290 million for Gavi, the Vaccine Alliance (level funding from FY19 levels)**, through SFOPS
- **\$132.5 million for UNICEF (level funding from FY19)**, through SFOPS.

##### **2. Speak out in Congress in support of critical global health and global vaccine programs:**

- **House and Senate Members:** On World Polio Day (Wednesday, October 24, 2019), we are asking our members to show their support for polio eradication by tweeting and posting on Facebook. Can we count on your office to support this effort? *[Note their level of interest for follow-up by the Shot@Life team]*
- 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 or at 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 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](mailto:bmassa@unfoundation.org).
- 📍 **Give the staffer your folder with the leave-behind materials:** "For your reference, here is some helpful information that explains more about 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 sign and share it on social media, tagging with **@ShotAtLife** and **#vaccineswork**
- 📍 **Make sure to report your actions!** If an office had any questions you couldn't answer, this is the time to send a follow-up email and continue building the relationship.

**FISCAL YEAR 2020 APPROPRIATIONS REQUESTS (updated 09.12.19)**

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	FY19 Final	FY20 President's Budget	FY20 House Mark	FY20 S@L Request
<b>Polio (USAID)</b>	\$59.0	\$23.0	\$59.0	\$59.0 (level with FY19)
<b>Gavi (USAID)</b>	\$290.0	\$250.0	\$290.0	\$290.0 (level with FY19)
<b>UNICEF (State)</b>	\$132.5	\$0	\$132.5	\$132.5 (level with FY19 base)

**U.S. Centers for Disease Control and Prevention (CDC)**  
(all figures in millions USD)

Program	FY20 Final	FY20 President's Budget	FY19 House Mark	FY20 S@L Request
<b>Polio Eradication (CDC/GID)</b>	\$176.0	\$165.0 (est)	\$176.0	\$176.0 (level with FY19)
<b>Measles (CDC/GID)</b>	\$50.0	\$41.0 (est)	\$50.0	\$50.0 (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.

## **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 USG, NGOs, and country governments 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 governments to vaccinate 176 million children against measles vaccine between 2015-2017.

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 children in the most difficult to reach areas.

## Measles Elimination

### **FY20 Request for CDC Polio Eradication 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.

## 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.



## 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 administration 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 amount children under five are preventable with vaccines. Vaccines are one of the most cost-effective ways to save and improves 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 immunizations have saved the lives of more children than any other medical intervention in the last 50 years. However, 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 2,000 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. We still need your help.

Your voice, your time, and your support can change a child's life forever. To learn more and to be a child's shot at life, visit [ShotAtLife.org](http://ShotAtLife.org)

## Did You Know?

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 deaths of nearly 90,000 children each year.

**Polio** is a high infections 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 infections 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 million 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** by vaccines.

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

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**Vaccines** play a critical role in reaching UN Sustainable Development Goal 3: **reducing preventable childhood deaths**.





## Host an Advocacy or 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 [www.shotatlife.org/gfwc](http://www.shotatlife.org/gfwc).

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 your club information with your donation.

Shot@Life Champion Any Town, USA	
<b>Shot at Life</b> <b>PO Box 96399</b> <b>Washington, DC 20090</b>	

### 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.

Try to hold your phone bank on World Polio Day (October 24th)! You will join advocates around the country in telling your members of Congress how close the international community is to eradicating polio and the importance of strong funding for polio programs. Our current patch-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. Together we can make the largest impact!



### Happy Hour or Restaurant Event

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. You can also distribute advocacy materials or set up a station for people to email their members of Congress through our online form at [shotatlife.org/racetoerase](https://shotatlife.org/racetoerase).

### 50/50 Raffle

A 50/50 raffle is a great fundraising activity to add to another event. 50% of the money raised goes to Shot@Life and 50% goes to the 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. Having other people to bounce ideas off of each other is helpful, and will ensure everyone attending will submit to different news outlets. Check word limits with your local publication (usually 250 words), but you can use our LTE template as a starting point!

### Donate Your Birthday

Donating your birthday on Facebook can be done through these easy steps:

1. Click **“Fundraisers”** in the left side menu of Facebook. This is found under the **“Explore”** tab.
2. On the fundraisers page, click to **“Raise Money”**
3. A pop-up window will open, where you will be able to **search nonprofits**. Type **Shot@Life** and our campaign page will appear.

**@ You can set the basics of your fundraiser.**

The most successful campaigns start with a small goal, and then raise the fundraising goal based on the response.

You will also pick a deadline for when your fundraiser ends.

**@ Next,** you will tell your story and customize your message about Shot@Life. Help your friends and family understand why our campaign is important to you.

You have already set a total fundraising goal, but here you can include a specific “ask”. For example, if you’re turning 40, you can ask your friends and family to donate \$40.

**@ The final tab** allows you to select one of our photos as the header image for your fundraising page.

Once created you will be able to share the link to this page in additional social media posts, and across platforms. This is a great way to **continue engaging with your friends and family!**



## 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 an outline and sample LTE you can use as a starting point. Shot@Life is happy to provide as much support (i.e. finding local papers or assisting in the drafting process), just email us at [champions@shotatlife.org](mailto:champions@shotatlife.org).

### @ Introduction: Present 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 to basic childhood vaccines

### @ Personal Connection: Add a personal or community connection to 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?
- Do you see vaccines as an education, national security, gender equality, or other issue as well?
- Do you have a personal story to include? What motivates you to advocate for Shot@Life?

### @ Statistics: Use statistics to support your argument

- 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
- Polio cases have decreased by over 99% since 1988

### @ Our Specific Ask: Support the Shot@Life mission

- This is a problem with a solution... so we must take action.
- 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
- **Text VACCINES to 738674 to learn about how you can make a difference**

**@ Conclusion: Compel 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

*On April 15, the first measles case in eight years was confirmed in Iowa. The affected individual was reported to have been traveling and likely contracted the disease abroad, highlighting that outbreaks anywhere are a threat to children everywhere.*

*Access to vaccines may not be an issue for children in Iowa; however, many children around the world lack access, leaving them vulnerable to deadly outbreaks. Shot@Life, a United Nations Foundation organization, is working to increase access to lifesaving childhood vaccinations with the goal of eliminating childhood deaths from vaccine-preventable diseases. Diseases know no borders, and in an increasingly globalized world, diseases can spread from remote locations to population centers in mere hours. Increasing access to vaccines abroad not only saves the lives of millions of children worldwide, but also helps protect Iowans from the spread of diseases like measles.*

*Luckily, most children in the United States will not die from measles, however, children in other regions may lack access to quality health care and receiving vaccines can be the difference between life and death. We have the tools and the means to stop the outbreak of vaccine-preventable diseases like measles.*

*I encourage you to reach out to Sens. Joni Ernst and Chuck Grassley to ask them to prioritize funding for global health programs such as UNICEF and USAID that help deliver lifesaving vaccines to children around the world.*

**Sample Letter to the Editor**



## 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 asked to **press #1 to be connected with your first Senator, #2 to be connected to your second Senator, or #3 to be connected with your representative in the House.** 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 [STATE/DISTRICT]. 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 lifesaving immunizations.
- 🗣️ 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”:

For Fiscal Year 2020, fully fund U.S. government global vaccine activities:

- **\$233 million for Polio eradication (level funding from 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 for CDC measles elimination (level funding from FY19)**, through Labor-HHS Approps. Subcomm.
- **\$290 million for Gavi, the Vaccine Alliance (level funding from FY19 levels)**, through SFOPS
- **\$132.5 million for UNICEF (level funding from FY19)**, through SFOPS.



**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)

### **After Hours Calls**

**1. Call Capitol Hill at 1-844-368-0294.** If you are unable to connect with your offices through the switchboard, find the contact information for your Senators at [bit.ly/2HGbRkR](http://bit.ly/2HGbRkR) and your House representative at [bit.ly/2HUN5uZ](http://bit.ly/2HUN5uZ).

### **2. Deliver your voicemail:**

"Hello, my name is [NAME]. I'm a constituent from [INSERT YOUR STATE], zip code [INSERT YOUR ZIP CODE] and I represent Shot@Life in your state. We are advocating for robust U.S. support for global childhood immunization programs and I strongly encourage [SENATOR/REPRESENTATIVE NAME] to support global immunization programs through USAID and CDC in the FY20 budget. Thank you for your hard work!"

## **Write A Letter: 5 Points**

Due to security measures, the fastest way to send a letter to your member of Congress is through our website at [www.shotatlife.org/racetoerase](http://www.shotatlife.org/racetoerase). 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 customize the draft on the next page.

No matter how you send your letters, make sure to report your actions!



## Sample Letter to Member of Congress

### **Please Maintain FY20 Funding for Foreign Assistance Programs that Save Lives & Serve U.S. Interests**

Dear [elected official],

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, when there are safe, effective, and affordable vaccines available that save lives and protect American interests at home and abroad.

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 have made.

I call on you to fully fund global immunization programs for FY20, including maintaining 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.

First, every \$1 invested in vaccination efforts saves \$44 in healthcare costs, lost wages, and lost productivity due to illness. Second, FY20 requested funding will help immunize an estimated 9.2 million 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 5-6 million lives. Third, stable countries with healthy populations are less likely to become safe havens for terrorism. Finally, fighting disease overseas protects Americans by reducing the likelihood that dangerous epidemics will cross our borders.

**Personalize: add details about *why* supporting these programs are important to *you*!**

Sincerely,  
[Your Name]



## Social Media Interaction: 10 Points each

@ Up to **fifteen** social media posts can count toward your points, for a total of **150** points!

- Three posts directed at any one of your members of Congress: for a total of nine posts
  - One at each member for FY20 Funding
  - One at each member for World Polio Day
  - One at each member for World Pneumonia Day
- Two additional posts for World Polio Day on October 24th
  - Link will be live on our social press kit October 24th for easy click-to-tweet!
- Two additional posts for World Pneumonia Day on November 12th
  - Link will be live on our social press kit November 12th for easy click-to-tweet!
- Two highlighting Get A Shot. Give A Shot.

Post for all social media platforms can be found on our social media toolkit online at [bit.ly/SALSocialToolkit](http://bit.ly/SALSocialToolkit).



**Protect Her World**

Protect her world and #GiveaShot by helping provide a lifesaving vaccine to a child in need.  
<http://bit.ly/IKw2jA2>

 Tweet



**Dear Member of Congress**

Dear @INSERT MEMBER NAME, polio has been 99% eradicated. This #WorldPolioDay, support legislation to #finishthefight.

 Tweet



**Did You Know? Keep Them Healthy!**

Did you know your flu shot can help give a child a shot at a healthy life? When you get your flu shot @Walgreens, you can help protect their world. 34 million vaccines donated so far, Walgreens and the @ShotAtLifeCampaign strive toward ensuring no child dies from a vaccine-preventable disease.  
<http://bit.ly/IKw2jA2>

 Post to timeline



**Dear Member of Congress**

Dear @INSERT MEMBER NAME, immunization is one of the most cost-effective ways to prevent pneumonia. This #WorldPneumoDay, join me in supporting global childhood immunization programs, because all children deserve a @ShotAtLife.

 Tweet



@ You can share our online digital advocacy tools with your network by having people text **VACCINES** to 738674.

- They will instantly receive our latest tools directly on their phone and can opt-in for mobile advocacy alerts from 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!

**IT'S TIME TO  
TAKE ACTION**

**TEXT "VACCINES"  
TO 738674**  
to support global  
childhood immunizations

shot  
@life

UNITED NATIONS  
FOUNDATION

Vaccines

Thanks for joining us in  
supporting every child's  
right to a Shot@Life!  
Click [HERE](#) to take action!

*Msg&Data rates may apply*