

# Advocate<sup>2</sup>Vaccinate

Working together to make an impact on children everywhere

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







This collective effort, known as *Advocate2Vaccinate* or *A2V*, will take place from April 1 through April 30, 2020 and will include all types of advocacy and fundraising actions supporters can take leading up to World Immunization Week (April 24 through April 30, 2020). Together we can make sure our members of Congress appreciate the vital role the U.S. can play in making a difference in the lives of children around the world.

**We recognize that the ongoing COVID-19 pandemic has upended life around the world in an unprecedented way, and we believe firmly in the importance of social distancing. For this reason, all congressional meetings during A2V should take place over the phone, and any advocacy or fundraising events should be conducted virtually.** The following toolkit includes everything you will need to successfully advocate during A2V. If you have any questions or would like any additional assistance, email us at [champions@shotatlife.org](mailto:champions@shotatlife.org). Also make sure to head to [shotatlife.org/advocate2vaccinate](https://shotatlife.org/advocate2vaccinate) to check out additional prep materials and watch a recording of our A2V kickoff webinar.

We would love to see photos of the virtual events you are holding and the actions you are taking, so please share them widely on your social media channels, remembering to tag @ShotAtLife and use #VaccinesWork & #VaccinesForAll.

As you complete advocacy and fundraising actions, fill out the form at [shotatlife.org/report](https://shotatlife.org/report) to share your impact with us! Please fill out all sections that apply and remember you can report multiple actions on one page. Finally, don't forget to **text VACCINES to 738674** to receive important advocacy updates from Shot@Life throughout the activation.

## ***Advocate2Vaccinate* Goals for 2020:**

 <p><b>60</b> Meetings with Congressional In-District Offices Over the Phone</p>		 <p><b>200</b> Calls to D.C. Congressional Offices (National Call-In Day: April 23)</p>
 <p><b>1500</b> Emails to Congressional Offices</p>	 <p><b>25</b> Submitted Letters to the Editor or Blog Posts</p>	 <p><b>750</b> Social Media Interactions @Congressional Offices</p>

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## Advocate2Vaccinate Webinar Checklist

In addition to our kickoff webinar, we will be offering short skills-based trainings on a variety of topics, including letter-to-the-editor writing and how to best prepare for congressional office outreach.

- [Check out](#) a recording of the A2V Prep Webinar
- [Register here](#) for *How to Make the Most of Your Congressional Outreach* on Tuesday, April 7, 12:00-12:30 pm ET
- [Register here](#) for *How to Write a Letter to the Editor* on Tuesday, April 14, 12:00-12:30 pm ET
- Stay tuned for updates, and feel free to visit [shotatlife.org/training](https://shotatlife.org/training) for additional champion training opportunities!

## Report Your Actions

Throughout A2V, visit [shotatlife.org/report](https://shotatlife.org/report) to fill out our reporting form for any advocacy action you may take, be it a virtual meeting, phone call, email, or media placement! We want to keep track of all of your actions to meet campaign goals and monitor our progress on Capitol Hill.

Please fill out all sections that apply and remember you can report multiple actions on one page. Our team will review every one of your reports.



**Champion Reporting**

Did you complete any advocacy actions or fundraising events recently? Fill out the form below to let us know what you did and the impact you made! Please fill out all sections that apply and remember you can report multiple actions on one page.

Take future action with a single click.  
Log in or Sign up for *FastAction*

[fastaction](#) ?

**Contact Information**

The banner features a background image of a group of people in a meeting. The text is overlaid on a semi-transparent white box. The "fastaction" logo includes a gear icon and a question mark icon.

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## Meet with Your Legislator Over the Phone

Virtually meeting with your members of Congress or their staff is the best way to participate in *Advocate2Vaccinate*. While you can connect with an office at any point during the activation, you should get your requests in right away. If possible, aim to have your virtual meeting during World Immunization Week (April 24-30). We realize this time of the year is busy for congressional offices and each office may be operating differently in light of the COVID-19 pandemic, so if a different time during the activation works better that is great, too. **Also during this time, many members of Congress are hosting tele-town halls to connect with their constituents digitally. Make sure to sign up for their community newsletter so you can tune in!** Finally, check out this sample template for how to request a meeting over email:

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Subject: **Constituent Meeting Request**

[Month] [Date], 2020

Dear [Senator/Representative] [Last Name],

As your constituent and a [ex. Student, teacher, mother, business owner, nurse, etc.], I would like to schedule some time when you are next in the district to discuss global vaccine access, an issue I am very passionate about. In light of the COVID-19 pandemic, I would appreciate a 15-minute phone call instead of an in-person meeting.

I would like to talk about the value of U.S. funding for programs that immunize the world's most vulnerable children from devastating—but preventable – infectious diseases. These investments also strengthen broader global health security, improve country health systems, and have the potential to protect Americans at home at abroad by detecting and combating diseases like COVID-19 that could become pandemic threats. 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 low-income countries.

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

Sincerely,

[Your First + Last Name]

[Address]

[Phone Number]

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Speaking with a member of Congress or their staff shouldn't be intimidating. After all, your legislator was elected to represent you! You can also feel free to 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 on a call or are joining with other champions, please use the following talking points as an outline for your meeting! In your follow-up emails, ask the offices to tweet in support of global vaccine programs (we have samples you can provide the offices). **You should also email a copy of our leave-behind materials to each office.**

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## Engage in Advocacy or Fundraising Outreach

Hosting a virtual 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, because 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).

If you collect donations on behalf of Shot@Life, you can submit them online at [shotatlife.org/donate](https://shotatlife.org/donate) or by sending them to this address: **Shot at Life, PO Box 96399, Washington, DC 20090**. If you are affiliated with a GFWC club, make sure to include your club name in the memo line of any mailed checks.

*Here are types of events that are great to host during A2V while still practicing social distancing:*

### Phone Bank

Get a group of friends together in a **virtual** hangout 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 patch-through tool (accessed by dialing 1-844-368-0294) 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. You can easily call through the system multiple times to reach all three offices. 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 National Call-In Day leading up to World Immunization Week will be Thursday, April 23!** On this day, you will join advocates across the country in telling your members of Congress about the importance of strong funding for global childhood immunization programs.

### Attend Tele-Town Halls with Your Members of Congress

To stay in touch with constituents while working remotely, many members of Congress are hosting regular town halls by teleconference. **Make sure to sign up for their community newsletters**, so you can ask your representatives about global vaccine funding from the comfort of your home. If tele-town halls are happening in your district, let us know so we can track this activity and help provide you with a question to ask!

### Recruit Friends for Trainings

If you have friends or family members who would like to be trained as Shot@Life champions, our staff would be happy to schedule a group training webinar for them. This hour-long 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.

### Restaurant Events

See how many proceeds you can raise for Shot@Life while supporting local businesses! With COVID-19 impacting local businesses, reach out to restaurants and coffee shops and ask to partner. For example, for every gift card or to-go order purchased for a night, or during an agreed-upon time frame, 10% of the proceeds go to Shot@Life.

This is different than past fundraising events most businesses have done, but it will be a fantastic opportunity to support the campaign and your local community. The most important thing will be to reach out and work together to figure out what works for both parties.

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## Write a Letter to the Editor (LTE)

Submitting a letter to the editor of your local newspaper is a great way to raise awareness about global vaccine access and it will likely get the attention of your congressional offices! **Below is a helpful outline to follow when writing your LTE.** The Shot@Life team is eager support you throughout the drafting, editing, placing of your LTE – just email us at [champions@shotatlife.org](mailto:champions@shotatlife.org) or contact our Communications Associate Katie directly at [kblanton@unfoundation.org](mailto:kblanton@unfoundation.org).

- **Introduction: Present the issue**
  - 1.5 million children still die each year of vaccine-preventable disease
  - One in five children around the world still lack access to basic vaccines
- **Personal connection: add a personal or community connection to the issue**
  - Have you or a member of your family suffered from a vaccine-preventable disease?
  - Do you work or know someone who works in an area where one might be at higher risk? (i.e. Peace Corps, military, health profession)
  - Has your occupation or previous travel allowed you to see firsthand the ways in which communities without access to vaccines are affected?
  - What motivates you to advocate with Shot@Life?
- **Statistics: Use data to support your argument**
  - By expanding access to existing vaccines, we can save a child's life every 20 seconds
  - For every \$1 spent on immunizations, the world sees \$54 in economic benefits
  - Funding for global vaccine programs is significantly less than 1% of the U.S. federal budget
- **Contextualize your argument: Connect Shot@Life's work to the ongoing COVID-19 outbreak**
  - Strong health systems remain critical to global preparedness for disease outbreaks. Investing in routine immunization, primary health care, and community health workers bolsters a nation's ability to handle both common illnesses and unanticipated health concerns like the emergence of novel pathogens.
  - Those most at risk of developing severe illness from COVID-19 are older people and people with pre-existing medical conditions. The stress many feel amid this outbreak is not so different from the day-to-day stress medically vulnerable people feel when we fail to achieve population-wide immunity for vaccine-preventable diseases like measles.
  - Although likely a year away from being available to the public, a coronavirus vaccine will provide the best line of defense against the disease. However, developing a vaccine that is safe and effective takes time and investment. The ongoing outbreak underscores the need for robust funding for vaccine research and procurement, the kind of CDC and USAID funding Shot@Life routinely advocates for during appropriations season.
- **Conclusion: Compel readers and policymakers to act**
  - Be sure to mention your members of Congress by name and title, and ask them to fully fund global childhood immunization programs in the federal budget.
  - Remind your readers that an outbreak anywhere is a threat everywhere; we all have a stake in keeping our children and our communities safe from infectious disease.
  - Let policymakers know that expanding vaccine access is not only beneficial to country economies, national security, and global stability – it's also the right thing to do.
  - Remember to write down your contact information, as requested by your newspaper.

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## Reference a Sample LTE

Check out this sample piece from Shot@Life Champion Lukia Beverly, which includes annotations from Champion Janice Hawkins highlighting key elements of a successful LTE. Lukia's LTE was published in her local newspaper *The Virginian-Pilot* during our fall advocacy activation *Race to Erase*.

Important components are notated by Janice in green.

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### Vaccines save lives (simple but gets your attention title)

Today is World Pneumonia Day. (She made it timely, connected it to a current event). As a pediatric nurse practitioner (she used her nursing credentials to assert herself as an authority on the subject, or at least as someone who has reasonable knowledge and interest in the topic), I have been an advocate for vaccinations for children for the past 20 years (made it personal). While my expertise (you don't have to be an expert, you can say 'As a nursing student, I've learned' or 'As a parent of a sick kid' or 'As a health care consumer' or 'As someone who recently had pneumonia') has focused on protecting children in the United States, the impact of vaccinating children globally cannot be understated (connected local to global or micro to macro here).

My recent participation in the United Nations Foundation's Shot@Life Campaign has broadened my lens as a healthcare provider and nursing leader (or parent who vaccinates or neighbor of a kid who once had measles – there are lots of ways to be an expert...okay, I'm overdoing it a little but you get the point, make it your own). One-and-a-half million children die each year from vaccine-preventable diseases, and eradicating vaccine preventable disease worldwide (support with the evidence/facts/literature) has become a top priority for me. National health safety and security must be a top priority for all of us, and children in Virginia will certainly benefit from expanding our vaccinations efforts beyond U.S. borders. (bringing it home again, micro to macro, macro to micro)

Unvaccinated children disproportionately live in fragile countries, and one in five children around the world still lacks access to basic childhood vaccines. By increasing access to existing vaccines, we can save a child's life every 20 seconds. (the facts)

I encourage all members of Congress to support access to vaccines for all children. (the ask, what do we want)

Lukia Beverly, Portsmouth (Name and address required, but they only publish the city)

(Limited to 250 words per Virginia Pilot rules)

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For more examples of published champion LTEs, visit our blog and media section at [shotatlife.org/blog](https://shotatlife.org/blog) and [shotatlife.org/media](https://shotatlife.org/media):

- [Race to Erase 2019: Letter to the Editor Successes](#)
- [Shot@Life Media](#)

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## Call Your Legislator

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 low-income countries.
  - There are numerous reasons to support global vaccine programs like Gavi, the Vaccine Alliance. With new emerging diseases like COVID-19, now is a critical moment to invest in immunization, strengthen primary health systems, and enhance our country's global health security against current and future disease threats by protecting Americans at home and abroad.
5. State the "ask":
  - To build on our existing efforts, I call on you to fully fund global immunization programs for **FY21**, by maintaining the following accounts at FY20 levels:
    - \$176 million for CDC global polio eradication programs;
    - \$61 million for USAID polio eradication efforts;
    - \$50 million for CDC measles elimination activities;
    - \$290 million for Gavi, the Vaccine Alliance; and
    - \$134 million for UNICEF's work to protect the health of the world's most vulnerable kids.
  - Please also consider signing on to an important, bipartisan Resolution recognizing Gavi's tremendous success in introducing new and underused vaccines to developing countries:
    - House offices: H. Res. 861, cosponsored by Representatives Betty McCollum (D-MN-04) and Susan Brooks (R-IN-05)
    - Senate offices: S. Res. 511, cosponsored by Senators Marco Rubio (R-FL) and Tim Kaine (D-VA)
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 form at [shotatlife.org/report](https://shotatlife.org/report).

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## Write a Letter and Sign Our Petition

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). With COVID-19, many offices are having staff work remotely, so physical letters may not be delivered until offices reopen which is still an unknown timeframe. In the meantime, feel free to quickly send your letter online by visiting [shotatlife.org/petition](http://shotatlife.org/petition) and customizing our easy-to-use template, as outlined here:

**Dear [elected official],**

Every year, vaccines prevent an estimated 2.5 million deaths globally among children under five. Yet every 20 seconds, a 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 the global vaccination programs of UNICEF, the World Health Organization, and Gavi, the Vaccine Alliance, as well as the bilateral immunization efforts of USAID and CDC. Immunization efforts have seen tremendous success, preventing tens of millions of deaths globally since 2000.

To build on these efforts, I call on you to fully fund global immunization programs for FY21, by maintaining the following accounts at FY20 levels:

- \$176 million for CDC global polio eradication programs;
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There are numerous reasons to support global vaccine programs like Gavi. **With new emerging diseases like COVID-19, now is a critical moment to invest in immunization, strengthen primary health systems, and enhance our country's global health security against current and future disease threats by protecting Americans at home and abroad.**

Combined with U.S. bilateral support through USAID and CDC, continued U.S. support for Gavi and UN partners will contribute billions of dollars in economic benefits: every \$1 invested in vaccination efforts saves \$54 in healthcare costs, lost wages, and lost productivity due to illness. This funding will bolster vaccine development, create emergency stockpiles of the Ebola vaccine, enhance vaccine confidence and increase coverage rates, as well as advance the global polio eradication and measles elimination efforts.

**[Personalize Your Message Here]**

Please do your part to maintain robust support for these lifesaving immunization programs.

Sincerely,

[Your First + Last Name] [Address] [Phone number]



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## Share on Social Media

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 throughout A2V.

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

Tweet directly at your member using our online form at <https://bit.ly/moctweet>. Post non-Congressional content directly from our social media toolkit online at <https://thesocialpresskit.com/shotlife-digital-toolkit> or find sample posts below. **Remember to tag @ShotAtLife and use #VaccinesWork or #VaccinesForAll.**

- On the 20th anniversary of @Gavi, @ShotAtLife champions are asking our members of Congress to fully fund the Vaccine Alliance so we can make #VaccinesWork for every child, everywhere.
- To reach children everywhere with lifesaving vaccines, we must strengthen health systems. @Gavi and partners like @UNICEF @WHO play a critical role. A fully-funded Vaccine Alliance will accelerate equitable access to immunizations & help us give every child a @ShotAtLife.
- 1 in 10 children around the world is still at risk from #vaccine preventable diseases. A fully-funded @Gavi will change this by increasing access to lifesaving vaccines. The U.S. gov, civil society, and private sector donors can help. Together we can reach #EveryLastChild.