



RACE TO ERASE

October 1, 2020—November 12, 2020



Please join our Shot@Life Champions in our “Race to Erase” childhood illnesses by taking the advocacy and fundraising actions outlined in this toolkit.

Until the novel coronavirus upended life around the world, the global health community had made tremendous progress toward defeating vaccine-preventable diseases like measles, polio, pneumonia, and diarrheal disease caused by rotavirus. For decades, the U.S. government supported partners – including the World Health Organization, UNICEF, the Centers for Disease Control and Prevention, and Gavi, the Vaccine Alliance – in successfully reaching more of the world’s children with lifesaving vaccines.

For the next six weeks, champions across the country will be mobilizing their communities to help continue to expand access to childhood immunizations across the world.

The COVID-19 pandemic has disrupted immunization programs around the world for several reasons ranging from shortages in the vaccine supply chain to social distancing measures that prevent health workers from holding door-to-door vaccination campaigns. The suspension of routine immunization activities and mass vaccination campaigns has already proven to have immediate, damaging effects on vaccine coverage and the health of children around the world.

The pandemic response requires robust funding and international coordination to protect communities across the globe from this new and debilitating disease. At the same time, the U.S. government must also work to protect essential immunization services to stem future surges of other deadly but preventable diseases. Together, we can make sure our members of Congress know their constituents support global vaccination efforts and understand the vital role the U.S. plays in the lives of children around the world.



Over the next six weeks, here are the actions you can take as we Race to Erase childhood illnesses:

In this guide, we will provide instructions for you to complete all of our advocacy activities for this activation. We want our Champions to remain safe during their advocacy—that is why we ask that all events during Race to Erase be conducted virtually. Check our website at <https://shotatlife.org/racetoerase/> and feel free to email us at champions@shotatlife.org with any questions.

Week 1: October 1-7

- Learn everything you need to know about Race to Erase and how you and your network can get involved on our website: shotatlife.org/racetoerase
- Get involved in Shot@Life's virtual phone bank, happening on Friday, October 2 from 1-2 p.m. ET: unfoundation.zoom.us/j/99545168622
- Sign our petition for our fiscal year 2021 asks at: shotatlife.org/petition

Week 2: October 8-15

- If you have not trained as a champion yet, please attend our champion training on October 14th at 5:00 pm EST. You can register for trainings at: shotatlife.org/training. If that time doesn't work for you, reach out to the team for the most recent recording.
- Send a request to your congressional offices to hold a virtual meeting. [See page 4](#) for the meeting request template.

Week 3: October 16-22

- Write a "[letter to the editor](#)" (LTE) of your local or regional news outlets, explaining the importance of childhood immunizations.
- Join our [Call-In Day on Thursday, October 22](#) in honor of World Polio Day!

Week 4: October 23-29

- Hold a virtual meeting with your congressional offices. Find the talking points and leave behind documents at shotatlife.org/racetoerase.

Week 5: October 30-November 5

- Last call for advocacy actions. Check your [Race to Erase checklist](#) and reach out to the Shot@Life team if you need any last minute help.

Week 6: November 6-12

- Commemorate World Pneumonia Day on November 12 by finishing any last advocacy actions!
- Report your advocacy activities by filling out our reporting form at shotatlife.org/report



Race to Erase 2020 Checklist

Sign our petition

- Help make a difference for children around the world by signing our **new** petition at: shotatlife.org/petition.



Contact your local representatives

- Join our national call-in day happening on Thursday, Oct 22. Gather your friends and fellow advocates in a virtual hangout to make phone calls to your representatives.
- Meet with your Congressional offices in a virtual meeting. You can find talking points and leave behind documents at shotatlife.org/racetoerace.



Raise awareness

- Raise awareness by tweeting at your members of Congress and sharing Race to Erase with your network.
- Tweet directly from our social media toolkits online at: bit.ly/salsocialmedia and bit.ly/moctweet— don't forget to tag @ShotAtLife and use the hashtag #VaccinesWork!
- Write a "letter to the editor" to your local or regional news outlets, explaining the importance of childhood immunizations. Need help? The Shot@Life team can help you get started!



Plan a virtual event

- Plan a virtual fundraiser or event in your community to inspire others to take advocacy actions or to fundraise for Shot@Life. Be creative—we're happy to help you plan!





Meeting with Your Congressional Offices:

Meeting virtually with your Congressional offices is one of the most effective ways to advocate for global vaccine access. You can meet with your representative or a member of their staff at any time during Race to Erase, but please submit your virtual meeting requests as soon as possible since schedules can fill up.

If your representatives are available, aim to schedule your meeting in the week leading up to World Polio Day (October 24th).

If you do not feel comfortable scheduling your own meeting, are having trouble hearing back from your office, or would like to attend a meeting with other advocates, reach out to us so we can connect you with nearby Champions!

Most Congressional offices have a form on their websites to request a meeting so check their website first. You can find your representative and their website at [whoismyrepresentative.com](https://www.whoismyrepresentative.com). If you already have an existing relationship or a direct contact in your office, you can also email your request. If you don't hear back about your request after a week, feel free to follow up with the office again.

Here is a sample meeting request email to get you started:

Subject: Constituent Meeting Request

[Month] [Date], 2020

Dear [Senator/Representative] [Last Name],

As one of your constituents and a [ex. Student, nurse, mother, father, teacher, doctor, pharmacist, etc.], I would like to schedule some time to discuss global childhood vaccine access, an issue I am very passionate about. In light of the COVID-19 pandemic, I would appreciate a virtual meeting to speak with you at your earliest convenience.

I would like to discuss the value of U.S. funding for programs that immunize the world's most vulnerable children from devastating—but preventable—infectious diseases. These investments not only save lives but also strengthen broader global health security, improve country health systems, and have the potential to protect Americans and American interests at home and abroad by detecting and combating diseases that could become pandemic threats.

The COVID-19 pandemic has clearly demonstrated the importance of strengthening disease detection and child immunization, but it has also revealed gaps in health systems that must be addressed to turn the tide against the coronavirus and prevent future pandemics. As a supporter of Shot@Life, a national grassroots campaign with members spanning all 50 states, I am part of the effort to champion vaccines as one of the most cost-effective ways to save the lives of children in low-income countries.

(continued)



I would appreciate the opportunity to talk with you at your earliest convenience. I can be reached at the following email, [email address], or [phone number] to arrange a virtual meeting. 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,
[First + Last Name]
[Home Address]
[Phone Number]

After you have finished your virtual meeting, it is important to send a follow-up message to your legislator's office. This helps reinforce your message as well as build a relationship with your representative's office. **Make sure to attach the leave-behind materials found on the Race to Erase website shotatlife.org/racetoerase.**

Here is a sample post-meeting email to get you started:

Subject: Thank you for meeting about Shot@Life and global vaccine access

[Month] [Date], 2020

Dear ____,

Thank you for meeting with us yesterday to discuss Shot@Life and the importance of continued funding for global vaccination programs. Vaccines remain one of the most effective public health tools. Having strong vaccine infrastructure globally will be invaluable in rolling out an eventual COVID-19 vaccine. Because of this among so many other reasons, we must continue to invest in global vaccination programs.

Insert line about Senator/Representative's support of us in the past ~or~ reference something personal from your conversation with the office.

I have attached our Fiscal Year 2021 funding asks. Please refer to these for specific numbers. As a recap of these asks, we request continued funding for Gavi, the Vaccine Alliance; polio eradication programs through USAID and CDC; and measles elimination programs through CDC.

I appreciate you taking the time to talk with us. If you have any follow-up questions, please feel free to reach out at any time. I am happy to be a resource in the future.

Sincerely,
[First + Last Name]
[Home Address]
[Phone Number]



Virtual Advocacy or Fundraising Event:

Hosting a virtual advocacy or fundraising event is an amazing way to raise awareness of global immunization programs! Here are some ideas to get you started, but feel free to be creative and plan any events that your community will be interested in! If you have any questions on the tech side of running these virtual events, please reach out to us for assistance – we're happy to help you plan!

If you are collecting donations for Shot@Life, please submit them online at shotatlife.org/donate or mail them to Shot at Life, PO Box 96399, Washington DC 20090. GFWC members, please make sure to donate here: shotatlife.org/gfwcdonation

Here are some event ideas that are great for continuing your advocacy while still social distancing:

Virtual Phone Bank:

Gather your friends and co-Champions in a virtual hangout to make phone calls to your representatives. Discuss your goals and prepare your talking points as a group, then you can all make your separate calls. You can use our patch through tool by **calling 202-902-6614**. After you're done, be sure to spend some time discussing how the calls went, and reporting your actions through our online reporting tool. For more information on calling your legislatures, [go to page 9 of this toolkit](#).

Attend Tele-Town Halls:

Many members of Congress are hosting regular townhalls via teleconference. Sign up for community newsletters and congressional mailing lists so you can stay up to date on events that are being held! If you are set to attend one of these, please let us know and we'll provide you some questions about global vaccine funding customized for your member of Congress.

Virtual Letter to the Editor Writing Parties:

Publishing media advocacy pieces is very effective at getting the word out to your community about the issue, and why vaccines are important locally and globally. Work with other Champions in your region to bounce ideas off each other and coordinate news outlets to submit to. For more information on writing LTEs, [reference the next section in this toolkit](#).

Restaurant Events:

This is an excellent way to support both local businesses and Shot@Life's mission! Reach out to restaurants and coffee shops and ask to partner in fundraising for global immunizations, for example, donating 10% of every gift card or takeout order purchased for a night to Shot@Life.



Submit a Letter to The Editor:

Submitting an LTE to your local newspaper is a great way to raise awareness about global vaccines and get the attention of your representatives when you set up meetings. Below is a helpful outline to get you started!

Need more help? We are happy to help, just email our team at champions@shotatlife.org or contact our Communications Officer, Alice Zhang, at azhang@unfoundation.org.

- **Introduction: Present the issue**
 - 1.5 million children still die each year from a 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 family member suffered from a vaccine-preventable disease?
 - Do you work or know someone who works in an area that puts them at higher risk? (ie; Peace Corps, military, health professions)
 - 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 for 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 mission with the COVID-19 pandemic**
 - Strong health systems are critical to global preparedness for disease outbreaks. Investing in routine immunization, primary health care, and community health workers bolsters a nation's ability to prevent, detect, and respond to infectious disease. Stopping a disease at its source, before it can spread, not only saves lives but is also more economical.
 - Those most at risk of developing severe illness from COVID-19 are older people and people with pre-existing conditions. The stress we feel during this outbreak is comparable to the daily stress of medically vulnerable people when we fail to achieve population-wide immunity for vaccine-preventable diseases like measles.
 - The current pandemic underscores the need for robust funding for global childhood vaccination programs that Shot@Life advocates for through CDC and USAID.
- **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.



- 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.

Be sure to be mindful of word count limits when you submit your LTE—check the guidelines for your news outlet. If you’re interested in getting more help, be sure to attend our open office hours **October 2, 2:00-4:00 PM ET** at <https://unfoundation.zoom.us/j/99545168622>.

Sample Letter to the Editor

Check out this sample piece from our Virginia Champion Leaders, Janice and Lukia, with some helpful annotations to highlight key elements of a successful LTE. This example was published in *The Virginian-Pilot* during our 2019 Race to Erase. Annotations are in green and italicized.

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 (*connect 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*). 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*)

For more examples of published LTEs, visit our blog and media section at shotatlife.org/blog and shotatlife.org/media.



Call Your Legislator:

Calling your legislators is a great way to advocate for our causes directly! To make the most impact with your call, please join our national call-in day **Thursday, October 22** in honor of World Polio Day. By joining your fellow Champions nationwide, and encouraging your friends to call their legislators too, you help amplify our efforts!

You can also call at any time during Race to Erase! Just follow these easy instructions:

- Make sure you have the names of your representatives ready. Confirm who your representatives are here: whoismyrepresentative.com
- Call our patch through line at **202-902-6614**. Using this number allows us to track your efforts!
- You will either be prompted to enter your zip code to be connected to your representatives, or you will be connected to an operator and can ask for your representatives by name.
- Once you are connected with your representative's office, 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.
- Deliver the **Talking Points** found at shotatlife.org/racetoerase
- Don't forget the **"Asks"**
 - The President's FY21 budget would have drastically cut foreign affairs programs by 22% and included steep reductions to global child health programs. We are grateful to Congress for rejecting these cuts and recently passing a Continuing Resolution that included level-funding for our programs through December 11, 2020.
 - 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:
 - \$237 million for Polio eradication, including:
 - \$176 million for CDC through the Labor-HHS Appropriations Subcommittee
 - \$61 million for USAID through the State and Foreign Operations Appropriations Subcommittee
 - \$50 million for CDC measles elimination
 - \$290 million for Gavi, the Vaccine Alliance
 - \$134 million for UNICEF
- Ask if the staffer requires any follow-up information.
- You may also ask if the member has a current stance on global vaccines, global health, or foreign aid. Request a response indicating the member's position on this matter.
- Thank the staffer for their time and request their contact information to send leave-behind materials.
- Record your action using the reporting form at shotatlife.org/report.



If your call is not answered, don't worry. You can leave this message:

Hi, my name is _____ and I'm a constituent of Sen/Rep _____. I'm calling today to talk about global childhood immunization programs and why Sen/Rep _____ should support fully funding U.S. government global vaccine activities at FY20 levels in FY21. The COVID-19 pandemic forced the suspension of vaccinations, jeopardizing decades of child immunization progress. This means supporting global health systems like USAID, UNICEF, Gavi, and the CDC is more important now than ever. If you have any questions, please give me a call at XXX-XXX-XXXX. Thank you.

Write An Email and Sign Our Petition:

The fastest way to send a letter to your member of Congress is via email. 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.

Please send your email online by visiting shotatlife.org/petition and customizing our easy-to-use template. There is ample space to personalize your message and this allows us to track your efforts.

Share About Us on Social Media:

Posting on social media is an easy way to help amplify our Race to Erase efforts and share with your friends why you think global vaccine access is important!

Here are some helpful tips to remember as you craft your message:

- You can share our online digital advocacy tools and pre-written messages from our Race to Erase social media toolkit at: thesocialpresskit.com/shotlife-digital-toolkit
- When you post, make sure to tag Shot@Life!
 - On Twitter and Instagram: **@ShotAtLife** and on Facebook: **@ShotAtLifeCampaign**
- Don't forget the hashtags! Use **#VaccinesWork** or **#VaccinesForAll** when making your advocacy posts!
- Tweet directly at your member using our online form at bit.ly/moctweet or remember to tag your member when you create your own message!
- Make sure to post for World Polio Day (October 24) and World Pneumonia Day (November 12)

Donate A Photo:

Donate a Photo is back! Once again, Johnson & Johnson's Donate a Photo features Shot@Life as a charity beneficiary. For every photo donated on the mobile app \$1 will be donated to Shot@Life—up to a total of \$15,000.

To learn more and to download the app, visit: donateaphoto.com/en_US/cause/shotatlife-2020
Remember you can donate a photo every day now through November 30.