



Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19

TOOLKIT 1.0

Presentation & Dialogue

6 May 2021 | 09:00 – 11:00 New York / 15:00 – 17:00 Geneva

One of the great challenges we face today is linked to the development of effective communication strategies that promote the adoption of protective behaviors to **fight COVID-19, including vaccination.**

Join us and take advantage of this opportunity to dialogue with experts, officials, and representatives from the public and private sector about lessons learned and challenges regarding vaccine deployment, as well as to learn about a new tool developed by UNITAR to support local and national efforts to control the pandemic through effective vaccination campaigns and protective behaviours.

Moderator: **Dr. Susan Rogers Van Katwyk**, Managing Director of the WHO Collaborating Centre on the Global Governance of Antimicrobial Resistance

09:00 Introduction

- **Ms. Estrella Merlos**, Policy Specialist, United Nations Institute for Training and Research, UNITAR (5')

09:05 COVID-19 vaccination roll-out: perspectives and challenges

Despite the heavy toll the COVID-19 pandemic is taking, the long road ahead, and the fact that variants of the virus still pose much uncertainty for the future, there is hope thanks to the development of nearly a dozen vaccines that have proven effective. The challenges we now face with respect to vaccines are diverse, from how to ensure that the vaccine reaches all corners of the world and not only developed nations, to how to convince populations of its efficacy and benefits to advance, all together, in the fight against COVID-19.

- **Dr. Susan Rogers Van Katwyk**, Managing Director of the WHO Collaborating Centre on the Global Governance of Antimicrobial Resistance, York University, Canada

09:20 Lessons learned and challenges ahead in the deployment of the vaccine

For many, one of the most frequently asked questions today is when we will get vaccinated against COVID-19. Unfortunately, the answer is strongly linked to the country where we live. Developed countries - which account for only 16% of the world's population - have already purchased 60% of the vaccine doses available by 2021. The WHO called this a catastrophic moral failure as this translates into inequity within different regions around the world. In this segment, we will hear about the experience of different nation, lessons learned and challenges to be faced in the deployment of vaccines.

- **Mr. Alex Mejia**, Director, Division for People, UNITAR (5')
- **Mr. Fernando Roberto Jacome Gavilanez**, National Director of Cooperation and International Relations, Ministry of Public Health of Ecuador (15')
- **Ms. Thabisile Sakyi**, Director, Department of Health, eThekweni Municipality, South Africa (15')

09:55 How to best confront vaccination challenges in collaboration with the private sector

The current pandemic has showed that the way in which we face this pandemic and its effects, is not solely the responsibility of national governments, but of all stakeholders. All actors, including from the private sector, can play a role in the fight against COVID-19 by bringing their expertise to the table. Private companies can make a significant contribution to increasing vaccine uptake around the world if they work in close collaboration with local public health organizations. A dialogue can be established between the different actors to agree on how each party can best support local vaccine uptake promotion efforts, having a coordinated plan of action.

- **Ms. Catalina Garcia**, Global Director of Corporate Affairs, AB InBev (5')
- **Ms. Marisa Sieger**, Director of Marketing, Anheuser Busch (15')
- **Ms. Carolina Melendez de Zubiria**, Director of Communications, Bavaria (15')

10:30 Overview of the Toolkit 1.0: Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19

This Toolkit aims to provide a guidance on developing effective communication strategies focused on promoting protective behavior and maximum uptake of COVID-19 vaccines. It highlights the role of individual behaviors and social norms in vaccination and protective efforts to reduce the spread of COVID-19.

- **Dr. Jeff French**, Member, Advisory Committee, Division for People, UNITAR (20')
- **Ms. Angela Montano**, e-Learning Specialist, UNITAR

10:50 Questions and Answers

11:05 End of Programme

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