

# 15 Mass vaccination campaigns and social mobilization

## OVERVIEW



A mass vaccination campaign is when the authorities try to vaccinate as many children as possible in a very short period of time.

It takes place in addition to routine vaccinations (see *Action tool 14*) or because routine vaccinations are not in place or to help control an epidemic.

Mass vaccination is even more important in some kinds of epidemics because it helps protect vulnerable children.

## What you can DO

Normally volunteers *do not administer vaccines* directly to children, but they can help in many other ways:

- ➔ The most important task is SOCIAL MOBILIZATION (see the other side of this action tool).
- ➔ Coordination with the health authorities.
- ➔ Using the National Society's network to publicize and help with the logistics of the mass vaccination campaign.



*A vaccination card*

**Use community message(s): 15, 16, 23**

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## Social mobilization for vaccination

Although volunteers do not normally administer vaccines directly, they can still play a major role in mobilizing the community to participate in mass vaccination campaigns.

## How to help with social mobilization

- ➔ Social mobilization uses influence to persuade individuals and families to adopt a certain healthy behaviours (see *Action tool 29*). In this case, the healthy behaviour is to get children vaccinated.
- ➔ Make sure you have all the relevant information: where and when the vaccination campaign is taking place and who is supposed to be vaccinated.
- ➔ Know the reasons for vaccination and the basic facts about the disease it aims to prevent.
- ➔ Understand the habits of your community and how they normally deal with vaccinations.
- ➔ Go and meet community leaders and tell them about the campaign; get their help in reaching the community.
- ➔ Talk to community members and tell them how important vaccination is to protect their children.
- ➔ Use simple and straightforward messages.
- ➔ Use information, education and communication materials, such as the community message cards in this toolkit, as pictures always help people understand the message better.

*Mass vaccination campaign*

