

AFRICA VACCINATION WEEK 2021

ACTIVITY & SOCIAL MEDIA REPORT

#AVW2021 #PROTECTEDTOGETHER #VACCINESWORK



Introduction

African Vaccination Week (AVW) is an annual event celebrated during the last week of April, led and coordinated by WHO AFRO and implemented by Member Countries. This year, AVW was celebrated from 24-30 April, under the global theme, “Vaccines Bring Us Closer”. The 2021 theme came against the backdrop of the COVID-19 pandemic that swept across the world, put a strain on health systems and crippled economies.

On the continent, the COVID-19 pandemic significantly disrupted routine immunization services in more than 15 countries, leaving many at risk of being infected with diphtheria, measles, meningitis, and many other vaccine-preventable diseases.

The week served as an opportunity to spotlight the value of vaccines and the need for countries to safely resume and scale up immunization services, even as they continue managing the COVID-19 pandemic.

Overview Of AVW 2021 Activities

Although commemorated virtually, AVW 2021 served as a rallying call for policy makers and civil society leaders to continue pushing forward the immunization agenda while highlighting the impressive progress made by the Region in the last few years.

WHO AFRO in collaboration with UNICEF, Gavi, and other immunization partners hosted several events during the week that focused on raising awareness, delivering immunization services, distributing deworming and vitamin A supplements, and sensitizing citizens on COVID-19 precautionary measures. Several media outputs that underscored the power of vaccines also emerged during the week in the form of press releases, opinion editorials, press briefings, expert interviews and social media messages.



Regional Launch Of AVW 2021

AVW 2021 was launched on April 26 by Hon Kwaku Agyeman-Manu, the Ghanaian Minister of Health in Accra, Ghana. The event was attended by Charles Abani, UN Resident Coordinator, Ghana; Kwabena Boadu Oku-Afari, Chief Director, Ministry of Health, Ghana; and Dr Patrick Kuma-Aboagye, Director General, Ghana Health Services among other high-profile leaders and champions.



Regional Launch of the 2021 African Vaccination Week in Accra, Ghana



Remarks by Dr Matshidiso Moeti, WHO Regional Director for Africa

Dr Matshidiso Moeti, WHO Regional Director for Africa, delivered her remarks virtually. She commended Ghana on their immunization progress and stressed on the need for African leaders to deliver on their ADI promise of achieving universal access to immunization on the continent.

Hon Kwaku Agyeman-Manu, Minister of Health, Ghana, delivered the keynote address and emphasized the importance of sustaining routine immunization among children through collaborative efforts.

At a panel discussion during the launch, panelists reflected on Africa's immunization journey. Dr. Patrick Kuma-Aboagye, Director General, Ghana Health Services cited key areas that have contributed to Ghana's immunization progress including strong primary health care systems, immunization services that are well-integrated into the health system and a resilient health care workforce. Other aspects that were discussed included the need for bolstering political will, closing the immunization gap and redoubling efforts to strengthen immunization across Africa. Other panelists were Susie Villeneuve, UNICEF's Regional Advisor for Health Systems Strengthening for Western and Central Africa Regional Office and Farah Ndiaye, Deputy Executive Director, Speak Up Africa.



Keynote Address by Hon Kwaku Agyeman-Manu, Minister of Health, Ghana

“The future of Africa lies in the hands of our children and we have been entrusted with the responsibility of ensuring that they are healthy so that they can grow to unearth their full potential. It is important to vaccinate children at appropriate times to ensure good health.”

Hon Kwaku Agyeman-Manu, Minister of Health, Ghana

Select In-Country Activities

Burkina Faso

Burkina Faso marked AVW 2021 by celebrating 40 years of EPI benefits and services in the country. The celebration was chaired by His Excellency Rock Christian Kabore, President of Burkina Faso, and attended by Cabinet Ministers, WHO and UNICEF Representatives, and community leaders among others.

At the celebration, His Excellency Rock Christian Kabore, inaugurated a warehouse facility financed by Gavi; appointed 13 Regional Immunization Champions representing each region of the country; and decorated 15 people who played a key role in the progress made by the country in immunization. Among the recipients was Dr Mâ Ouattara, WHO Focal Point for Immunization in Burkina Faso.



Image courtesy: Dimanche YAMEOGO

His Excellency Rock Christian Kabore, President, Burkina Faso views plans of the warehouse

The Democratic Republic of Congo (DRC)

The Democratic Republic of Congo (DRC) commemorated AVW 2021 with Hon Adolphe Muzito, Prime Minister of the DRC, launching the country's first African Vaccination Week and Polio National Immunization Day on 28 April.

The theme for the DRC's African Vaccination Week was "Put mothers and children first; vaccinate and stop polio now." The choice of this theme was prompted by the need to accelerate efforts towards achieving the Sustainable Development Goals related to reducing child mortality and maternal mortality.



Launch of 2021 African Vaccination Week in the DRC

The DRC government also developed a bilingual social media toolkit (English and French), which included quotes from President Tshisekedi and panel of experts, an extensive tweet bank and key messages around Africa's immunization priorities. The social media toolkit was shared widely with immunization experts, public health champions, and partner organizations across Africa.

Nigeria

The Ministry of Health in collaboration with WHO and other partners commemorated AVW by conducting community health outreach activities in Edo and Adamawa States. The purpose of these activities was to scale up immunization services and provide free services for minor ailments to internally displaced persons (IDP) in an integrated manner. The following activities were part of the outreach services:



- Distribution of deworming tablets, Vitamin A and other nutritional supplements
- Supplementary Immunization Activities (SIAs)
- Sensitization on health education including COVID-19 safety measures

Following the event, Mrs. Faith Ireye, WHO Edo State Coordinator, called for resumption of immunization services that had been disrupted by COVID-19 pandemic. Government leaders and partners also agreed for the need to administer routine immunization services and integrate health care service delivery.



Vaccination Outreach Activity during 2021 Africa Vaccination Week

In addition, WHO in collaboration with other immunization partners hosted a media briefing in Adamawa State in North-East Nigeria and a vaccination campaign drive in underserved and rural areas of the state. A total of 1,595 hard-to-reach populations received various medical services including immunization and nutritional supplements.

Zimbabwe

Zimbabwe joined the region in celebrating AVW2021 under the theme: “Vaccines bring us closer” by carrying out the following activities:



- Leveraging mass media and social media channels to increase trust and confidence in vaccines
- Conducting outreach to provide vaccines and vitamin A supplements at all health centers
- Conducting Periodic Intensification of Routine Immunization (PIRIs) in districts with low immunization coverage
- Strengthening surveillance and monitoring of vaccine preventable diseases
- Integrating immunizations with other lifesaving interventions

During his AVW commemoration speech, Dr J.C. Mangwiro, Deputy Minister, Ministry of Health and Child Care, urged everyone to focus on both routine and COVID-19 immunization services as the country works toward Universal Health Coverage.

“While we focus on these new vaccines to protect our nation against COVID-19, we also want to ensure that our children do not miss routine vaccines. I am aware that there have been challenges in reaching all children with vaccines in the context of the current COVID-19 pandemic. The resultant increase in the number of children missing lifesaving vaccines can potentially trigger outbreaks of vaccine preventable diseases like measles, polio and others-a situation which we want to avert at all costs.”

Dr J.C. Mangwiro - Deputy Minister, Ministry of Health and Child Care, Zimbabwe

ANNEX: Social Media Report

SUMMARY

Media coverage for African Vaccination Week 2021 generated over 50 articles in around 50 outlets across at least 10 countries, a press release and an op-ed.

On social media, the primary hashtag #AVW2021 had a total of over **44.5 million** potential impressions* from over **1,048 contributors** between 24-30 April. The campaign peaked on Day 5 (April 28) with the hashtag #AVW2021 reaching an estimated audience size of **14.79 million**.



*A potential impression means a tweet has been delivered to a Twitter account's timeline. The statistic indicates how many total timelines a tweet was delivered to and is therefore a count of the maximum total impressions possible for the tweet.

TRADITIONAL MEDIA REPORT

This section of the report summarizes traditional media coverage of AVW2021 across the African continent. In addition to WHO AFRO's efforts, several WHO country offices conducted their own media activities, and media coverage resulting from both these activities is detailed below.

CGTN See the difference

Opinion 13:12, 05-May-2021

Africa must increase other life-saving vaccinations while fighting COVID-19

Updated 22:15, 06-May-2021
Matchisiso Moeti

Share [Facebook] [Twitter] [LinkedIn] [YouTube] [Instagram]

Decision Makers
Africa must increase other life-saving vaccinations while fighting COVID-19

Editor's note: Decision Makers is a global platform for decision makers to share their insights on events shaping today's world. Matchisiso Moeti is regional director of WHO-AFRO. The article reflects Moeti's opinions and not necessarily the views of CGTN.

All eyes are on COVID-19 vaccines. Close to 20 million doses have been given in Africa so far, which is around just two percent of the more than one billion doses given globally. We need faster, faster global distribution, as these vaccines will bring us closer to ending the pandemic. Yet, with all the focus on COVID-19 vaccines, we risk missing some worrying trends around other life-saving vaccination programs in Africa.

Vaccines are one of the greatest public health innovations in history. We now have vaccines to prevent over 20 life-threatening diseases, and vaccines save millions of lives each year from diseases like meningitis, rotavirus and Ebola. Just last year, vaccines helped Africa kick out wild polio.

Measles, a highly contagious virus, killed around 2.6 million people each year before vaccines were rolled out in the 1960s. To stamp out measles, countries need to prevent vaccine coverage in their populations. Yet, like many other diseases that can be prevented by vaccination, coverage in Africa has remained below 10 percent for nearly a decade.

COVID-19 has compounded this. Nearly 17 million more African children have missed out on planned supplemental measles vaccine doses since January 2020. African African countries delayed vaccination drives last year, and campaigns are still outstanding in eight African nations today. Eight African countries have also reported measles outbreaks that affected tens of thousands, and if the gaps are not quickly closed, there are risks of more outbreaks.

Africa Vaccination Week in April was the annual campaign for immunization to reach all Africans. The theme was "vaccines bring us closer." Closer to ending the pandemic, closer to when we can hug each other without worry again, and closer to an Africa with no deaths from vaccine-preventable diseases and a

TOP NEWS

- Xi Jinping holds phone talks with Vietnamese president
- Farwell to Yuan Longping, father of hybrid rice
- Aung San Suu Kyi appears in court, looks in good health

The East African
UNDERSTANDING THE REGION

Vaccines are one of the best health tools money can buy

MATSHIDISO MOETI

There is a growing number of countries in East Africa that are not vaccinating their children. This is a major public health concern. Vaccines are one of the best health tools money can buy. They are a proven way to prevent disease and save lives. In many parts of Africa, however, vaccine coverage remains low. This is a major public health concern. Vaccines are one of the best health tools money can buy. They are a proven way to prevent disease and save lives. In many parts of Africa, however, vaccine coverage remains low. This is a major public health concern.

Every dollar spent on childhood immunisation returns around \$2.6 dollars.

NEWS

African expert calls for tackling vaccination hesitancy

Source: Xinhua | 2021-04-24 10:35:29 | Editor: Basila

NAIROBI, April 24 (Xinhua) — There is a need for African governments to invest in community outreach programs aimed at combating vaccine hesitancy that has undermined the fight against infectious diseases including COVID-19, an African expert said on Saturday at the start of African Vaccination Week.

THE AFRICAN

How we can prevent polio from returning to Africa- Dr Funsho

© APRIL 25, 2021

5 [Facebook] [Twitter] [LinkedIn] [YouTube] [Instagram]

Full list of media coverage

WHO REGIONAL PRESS RELEASE PICK-UPS (31 articles)

The regional WHO press release was picked up by 45 outlets – including 8 global/ regional outlets and 9 in-country outlets.

- **WHO (Regional)**, [Risk of major measles outbreaks as countries delay vaccination drives](#) (22 April)
 - Picked up by: [MSN](#) (Global), [VoA](#) (Global), [Xinhua News Agency](#) (Regional), [All Africa](#) (Regional), [Africa News](#) (Regional), [Anadolu Agency](#) (Regional), [Banoyi News](#) (Regional), [Outbreak News Today](#) (Regional), [Telesur](#) (Latin America), [The Telegraph](#) (UK), [SocialNewsXYZ](#) (UK), [Daily Monitor](#) (Uganda), [NTV](#) (Uganda), [The Independent](#) (Uganda), [PML](#) (Uganda), [KFM](#) (Uganda), [Uganda Radio Network](#) (Uganda), [Zawya](#) (MENA), [News Delhi Times](#) (India), [APA](#) (Azerbaijan), [Modern Ghana](#) (Ghana), [Whatsup News](#) (Ghana), [Cameroon Online News](#) (Cameroon), [Health Business](#) (Kenya), [China.org](#) (China), [Vanguard](#) (Nigeria), [VON](#) (Nigeria), [This is Nigeria](#) (Nigeria), [Premium Times](#) (Nigeria), [People's Gazette](#) (Nigeria), [News Trending](#) (Nigeria), [GU TV](#) (Nigeria), [Newspad](#) (Nigeria), [Echonews](#) (Nigeria), [1st News](#) (Nigeria), [Business Trumpet](#) (Nigeria), [VMT News](#) (Nigeria), [New National Star](#) (Nigeria), [World Stage News](#) (Nigeria), [Naija247News](#) (Nigeria), [Health Reporters](#) (Nigeria), [My Joy Online](#) (Nigeria), [Real News](#) (Nigeria), [The Awareness](#) (Nigeria), [News Public Trust](#) (Liberia)

OP-ED (1 article; 1 pick-up)

- **CGTN Africa (Regional)**, [Africa must increase other life-saving vaccinations while fighting COVID-19](#) (06 May)
 - Picked up by: [The East African](#) (Regional)

IN-COUNTRY MEDIA COVERAGE (6 articles)

Regional

- **CGTN (Regional)**, [W.H.O. warns of major measles outbreaks as African countries delay vaccination drives](#) (23 April)
 - Picked up by: [Newsaf CGTN](#) (Regional), [Alternative Africa](#) (Regional), [Panapress](#) (Regional), [Knowledia](#) (South Africa), [Food and Health](#) (Nigeria)

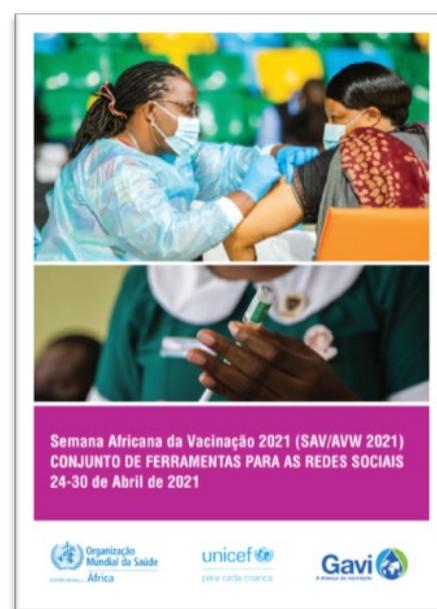
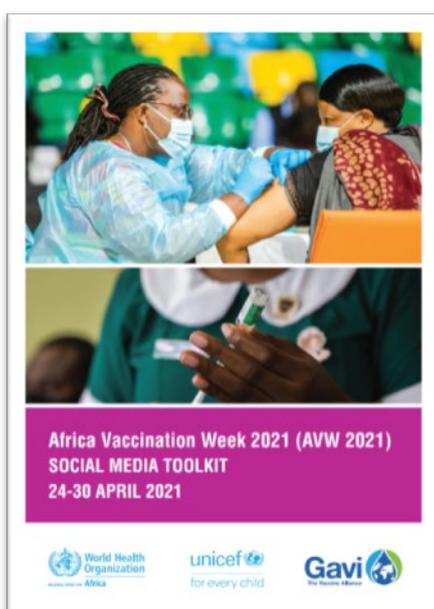
PARTNER-LED AVW MEDIA (15 articles)

- **Xinhua (Global/Regional)**, [African expert calls for tackling vaccination hesitancy](#) (24 April)
 - Picked up by: [BNN](#) (Global), [Market Watch](#) (Global), [China.org](#) (Global), [Xinhua French](#) (Regional), [China.org French](#) (Regional), [MENAFN](#) (Middle East), [CRI Online Hausa](#) (West Africa), [Oriental News](#) (China), [The Independent](#) (Uganda), [Macau Business](#) (China), [Sina English](#) (China), [Famagusta](#) (Cyprus), [Nigeria Sun](#) (Nigeria)
- **The Authority (Nigeria)**, [How we can prevent polio from returning to Africa- Dr Funsho](#) (24 April)

SOCIAL MEDIA REPORT

This section outlines the social media results for African Vaccination Week 2021 between April 24-30, 2021.

Social media amplified a range of news and content before, during and after African Vaccination Week. GHS designed a comprehensive [social media toolkit](#) with suggested posts and graphics for the campaign. Daily content was produced to ensure different immunization themes were covered through the week. The toolkit was translated into [French](#) and [Portuguese](#) and shared with all WHO country offices and immunization partners on the continent.



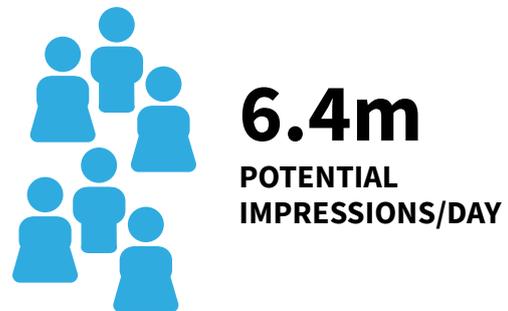
Social media toolkits in English, French and Portuguese

Given below are the themes for each day of the week:

- **April 24** - Value of Vaccines
- **April 25** - World Malaria Day
- **April 26** - Vaccines Eradicating Disease
- **April 27** - Vaccines offering community protection from killer diseases
- **April 28** - COVID-19 Vaccines
- **April 29** - Immunization and UHC
- **April 30** - Play your part (Use Vaccines, Inform others, Be a champion)

Social Media Engagement: Twitter

Between 24-30 April, the primary hashtags #AVW2021 was tweeted **2,326*** times reaching an estimated **6.4 million**** twitter users globally per day.

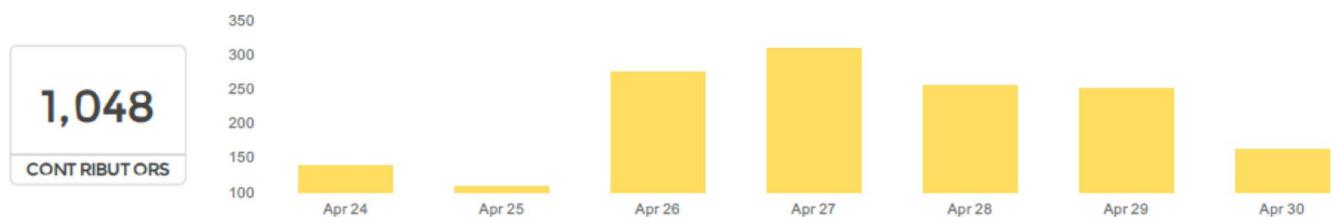


* Including original tweets, retweets and replies

** Approximately 6.4 million users directly engaged with the tweets per day

Top Twitter Contributors

Over **1,048 accounts** tweeted using the hashtags #AVW2021 between 24-30 April.



Below are some of the twitter champions who helped expand our reach.



Sandra Bisin @sandrabisin · Apr 28
"Family, community - embrace the curative needle; delay is dangerous. Don't vacillate, don't hesitate - Vaccinate!"
This #AVW2021, Nigerian Nobel Laureate Prof. Wole Soyinka joins @UNICEF in reminding the world that #VaccinesWork. Spread the word.

0:06 3.7K views
Don't vacillate, don't hesitate

1 22 98

SANDRA BISIN

5K Followers

20 RTs

Impression of 8.8M



Gates Foundation Africa @GatesAfrica · Apr 27
Vaccines bring us closer to a world where African children grow up protected from preventable disease. 🙏🏾🙏🏾

This #AVW2021 we must remember that no one is safe until everyone is safe. #VaccinesWork #ProtectedTogether

VACCINES
Eradicate diseases
Save lives

2 21

GATES FOUNDATION AFRICA

26.2K Followers

21 RTs

Impression of 2.9M

WHO African Region @WHOAFRO · Apr 24
 Today marks the start of African Vaccination Week!

Vaccines bring us closer to a world where the most vulnerable among us are protected from vaccine preventable diseases.

Everyone deserves an equal shot at life. #AVW2021 #ProtectedTogether #VaccinesWork



World Health Organization (WHO) and 6 others

WHO AFRO
 237.9K Followers
 41 RTs
 Impression of 966.6K

Mohamed M. M. Fall @MohamedFall · Apr 26

Vaccines bring us closer to a world where all African children grow up without the threat of measles, yellow fever + other diseases preventable by life-saving #vaccines. Join us and call for a future where all children celebrate the lives they deserve. #AVW2021 #VaccinesWork



Gavi, the Vaccine Alliance and 8 others

MOHAMED M. FALL
 9,576K Followers
 25 RTs
 Impression of 921K

Select Facebook Posts

World Health Organization African Region
 April 30 at 2:43 PM

Today is the final day of Africa Vaccination Week #AVW2021 — a reminder of the power of vaccines. 🍌
 Vaccines save 4 million lives every year & protect us from deadly diseases. #VaccinesWork



208 16 Comments 24 Shares

Nigeria Health Watch
 April 30 at 3:27 PM

This #AVW2021, stand with us to call for a world where everyone has access to vaccines, and for a world where we can all be #ProtectedTogether.
 #WorldImmunizationWeek2021



WHATSAPP WhatsApp

UNICEF Malawi
 April 30 at 3:00 PM

COVID-19 vaccines offer crucial protection against severe disease, hospitalisation and death from the virus, and will help bring us all closer to ending the pandemic. #AVW2021 #ProtectedTogether #VaccinesWork #AVW2021 #MalariaDay



16 3 Shares

Like Comment Share

PATH Kenya
 April 30 at 10:32 AM

This #AVW2021, stand with us to call for a world where everyone has access to vaccines, and for a world where we can all be #ProtectedTogether



Visit the COVID-19 Information Center for vaccine resources. Get Vaccine Info