Unitar Online Catalogue

Presentation & Dialogue - Toolkit 2.0 Strategies for Companies. Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19

People

Type:	Webinar
Location:	Web-based
Date:	1 Jul 2021
Duration:	1 Days
Thematic Area:	Decentralize Cooperation Programme
Website:	https://www.unitar.org/vaccination
Price:	$0.00
Event Focal Point Email:	vaccination@unitar.org
Partnership:	York University, , University of Brighton, , CIFAL York, , International Social Marketing Association (ISMA), , Ab inBev

BACKGROUND

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.

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 Dialogue, government officials from Ecuador and South Africa shared their experience, lessons learned, and challenges faced in the access and deployment of vaccines.

At the same time, 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.

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 that offers practical examples of actions companies can make to contribute to help reduce the impact of this virus on the population by working collaboratively with local, national and international public health organizations - by leveraging their own assets.

EVENT OBJECTIVES

This dialogue presents:

- practical examples on how companies are implementing actions to support local vaccine uptake promotion efforts, in close coordination with government entities;
- an overview of ***Toolkit 2.0 Strategies for Companies. 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.

CONTENT AND STRUCTURE

The 1-hour webinar intends to gather experts, officials, and representatives from the public and private sectors about lessons learned and challenges regarding COVID-19 vaccine deployment, as well as to present a new tool developed by UNITAR to support local and national efforts to control the pandemic through effective vaccination campaigns and protective behaviours.

TARGETED AUDIENCE

The Toolkit aims to serve:

- Companies
- Ministries of Public Health
- Secretaries of Health and Public Communication Officers
- Government Communication Offices
- Those with strategic decision-making and communication responsibilities