



Vaccination Protects

Twitter Chat Toolkit

Wednesday 26 April 2017 8:30 AM EST

#TalkWIW

Globally, immunization prevents 2-3 million deaths each year. The World Health Organization estimates that the remaining under-5 deaths — approximately 1.5 million deaths annually — could be prevented with existing vaccines. Success in reducing vaccine-preventable mortality has been dramatic, but it cannot be taken for granted.

JOIN THE CONVERSATION

MCSP invites you to join us during World Immunization Week (24-30 April 2017) for a live Twitter Chat with the hashtag **#TalkWIW** about why vaccinations are so critical in preventing under-5 deaths worldwide and the challenges to vaccinations today.



USAID
FROM THE AMERICAN PEOPLE

Maternal and Child
Survival Program





Primary Hashtag: #TalkWIW

Additional Hashtag: #VaccinesWork

Twitter Handle: @MCSPglobal

TWITTER CHAT FORMAT

The Twitter chat will be Q&A with **@MCSPglobal** tweeting out numbered questions for individuals and organizations to respond to with the hashtag **#TalkWIW**. We will tweet the questions out in English and French. For example, @MCSPglobal will tweet out a question beginning with “Q1”, and direct replies should begin with “A1” and end with the hashtag #TalkWIW.

TWITTER CHAT QUESTIONS

Q1: What are the benefits of vaccination? #TalkWIW

Q2: How does strengthening immunization benefit the broader health system? #TalkWIW

Q3: How is immunization important in the context of universal access to primary care? #TalkWIW

Q4: What are key challenges that countries are facing in their work on immunization? #TalkWIW

Q5: How can we overcome the challenges in reaching every child with vaccination? #TalkWIW

Q6: Why is vaccination a smart investment? #TalkWIW



SAMPLE TWEETS

- #TalkWIW with @MCSPglobal on 26 April @ 8:30EST! Join the conversation to talk about why vaccines are so important #VaccinesWork
- We're so excited to learn about vaccinations with @MCSPglobal on 26 April @ 8:30EST! #TalkWIW
- Tune in on 26 April and learn about the challenges to vaccinations and what we can do! #TalkWIW #VaccinesWork
- Vaccinations are critical in preventing U-5 deaths, join the conversation on 26 April @ 8:30EST to learn more! #TalkWIW
- We're so excited to learn about vaccinations with @MCSPglobal today @ 8:30EST! #TalkWIW



Photo: Hassan Zakizadeh /Jhpiego

For more resources:

[MCSP Immunization Fact Sheet](#)

[WHO World Immunization Week](#)