IMMUNISATION
COALITION

A Statement of Purposes

In the aftermath of the COVID-19 pandemic, community concerns about vaccine safety and effectiveness have been heightened. This is largely driven by misinformation and disinformation which has resulted in a decline in vaccine confidence. It is therefore crucial that the Immunisation Coalition plays a pivotal role in building trust, addressing key hesitancy concerns, and supports evidence-based recommendations.

10 key points for promoting immunisation in the post pandemic era:

1. Education and Awareness: Develop comprehensive educational campaigns to inform the public about the importance of vaccination, debunk myths, and provide accurate information about vaccine safety and efficacy.
2. Tailored Messaging: Tailor communication strategies to address diverse communities' specific concerns, ensuring culturally sensitive and linguistically appropriate outreach.
3. Collaboration with Healthcare Providers: Forge strong partnerships with healthcare professionals to disseminate accurate information, strengthen public confidence, and facilitate easy access to vaccination services.
4. Addressing Vaccine Hesitancy: Conduct research to identify reasons for vaccine hesitancy and develop targeted interventions to address these concerns sensitively and effectively.
5. Vaccine Equity: Advocate for equitable distribution of vaccines, ensuring accessibility and affordability for vulnerable and underserved populations (particularly for NIP listed vaccines).
6. Building Trust: Establish transparency and accountability in vaccine programs, collaborating with authorities to foster public trust and confidence in immunisation initiatives.
7. Public Engagement: Organise community forums to provide a platform for open discussions, answering questions, and clarifying misconceptions about vaccines.
8. Monitoring and Evaluation: Implement robust monitoring and evaluation mechanisms to assess the impact of vaccination campaigns and identify areas for improvement.
9. Partnership with Media: Collaborate with media outlets to disseminate accurate and evidence-based information, counter misinformation, and increase public awareness.
10. Long-Term Planning: Develop sustainable, long-term vaccination strategies to address future health crises effectively and ensure ongoing protection for the community.