Encourage innovative, community-centric solutions and programs for improved routine immunization coverage and to reduce the number or zero-dose children

Social influencers, community mobilizers, and community action groups are effective at increasing community-level vaccine demand through their influence over a key audience, which may be related to gender, age group, peer group, work, or skills.

Discussing with parents and child caregivers their personal experience in obtaining vaccination for their children and immunization journey mapping of parents and child caregivers can identify challenges and opportunities for vaccination access, which can be addressed by both the public and private sectors (for example, by offering immunization at the workplace or providing leave for mothers to facilitate child vaccination).

Given competing health-related priorities at the community level, a community-oriented primary care model can generate vaccine demand through identification of an integrated package of health services that includes vaccination.

Children without or with incomplete immunizations are vulnerable to vaccine-preventable deaths and are often already subject to deprivation and disadvantages due to poverty, lack of health service access, or living in fragile and/or conflict settings.

Routine immunizations prevent 2.5+ million deaths annually in children under 5 years.

In 2021, 25 million children missed routine childhood immunizations against critical diseases, including 18 million zero-dose children.

The COVID-19 pandemic drove a concerning 37% increase of zero-dose children, setting back years of progress.