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When Communities Lead, Global Immunization Succeeds

Achieving vaccine equity is complex, but it is the pathway through which to build vaccine confidence, demand, and uptake for all

Behaviorial science can help build local capacities to generate insights and design and assess equitable evidence-informed solutions

Community perceptions and experiences of immunization need to be heard by the health sector and policymakers to build trust and combat misinformation

A diverse range of people-centered approaches can be used to empower communities and health workers and co-develop strategies to improve vaccine confidence, demand, and access

Social inequities, including due to gender, remain a barrier to immunize marginalized groups and contributes to growing numbers of zero-dose children

Social influencers,

community mobilizers, and action groups are

effective at increasing community-level vaccine demand through

their influence over key audiences, which may be related to gender,

age group, peer group, work, or

skills

Improving the immunization services experience is important to strengthen trust in health systems and build motivation to improve vaccine demand and uptake

Shifting the **Immunization** Narrative to **Center Equity** and Community **Expertise**



Keeping track of parents' and child caregivers' journey to vaccinate children can help identify challenges and opportunities that can be addressed by the public and private sectors to increase vaccination access



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



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Building vaccine confidence and demand is critical to strengthen vaccination across the life course, which will contribute to pandemic preparedness and maximize the benefits of future vaccines for all

Integrating life-course vaccines with primary healthcare and other elements of service delivery can boost demand, uptake, and service delivery

Put vaccine equity and inclusion at the heart of programming to improve vaccine confidence, demand and delivery, and reach diverse and marginalized communities

Prioritize communities in immunization service delivery through people-centered approaches and tools

Encourage innovative, community-centric solutions for improved routine immunization coverage

Strengthen vaccination across the life course through building vaccine demand and service integration to contribute to pandemic preparedness and maximize the benefits of future vaccines for all

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