



#VaccinesForLife

Partner Toolkit April 2022

Let's work together to remind everyone of the value of vaccines at every age and stage of life. Be on #TeamVaccines.



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1. Introduction

The benefits of vaccines are so embedded in our lives that it's sometimes easy to take them for granted. In recent decades, many people around the world have not had to worry about catching smallpox, or fear paralysis caused by polio. Yet, even if vaccines save millions of lives every year, they have become a routine, but unremarkable, part of life.

2021 was a stark reminder to us all just how important vaccines are. They not only help protect us from dangerous diseases and prevent hospitalizations and deaths, but they also protect the little moments in life that we all cherish like a walk outdoors in the fresh air or a family celebration.

2. Why support #VaccinesForLife?

IFPMA is rolling out [#VaccinesForLife](#) at a critical moment where we need to remind people that vaccines are more than just tools to fight pandemics. As millions of children and adults missed out on routine immunizations because of the disruptions caused by COVID-19 to health and education systems, we want to support **catch-up immunization efforts** and ensure populations are protected against vaccine-preventable diseases.

Moreover, despite record levels of “social chat” around vaccines in the past two years, we are also aware of **increased vaccine fatigue** and the damage caused by the spread of **misinformation** about COVID-19 vaccines. There is a genuine need to remind people of the **positive impact of vaccines on our daily lives** and how the continued development of **innovative new vaccines** can help prevent future pandemics and global health threats.

We ask for your support in helping to spread these important messages to your digital network of social influencers. The COVID-19 pandemic has shown that when we work together, we can achieve more than we ever thought possible. Together, with your support, we can give vaccines the greatest chance to make an even greater impact on our health, our communities and our world.

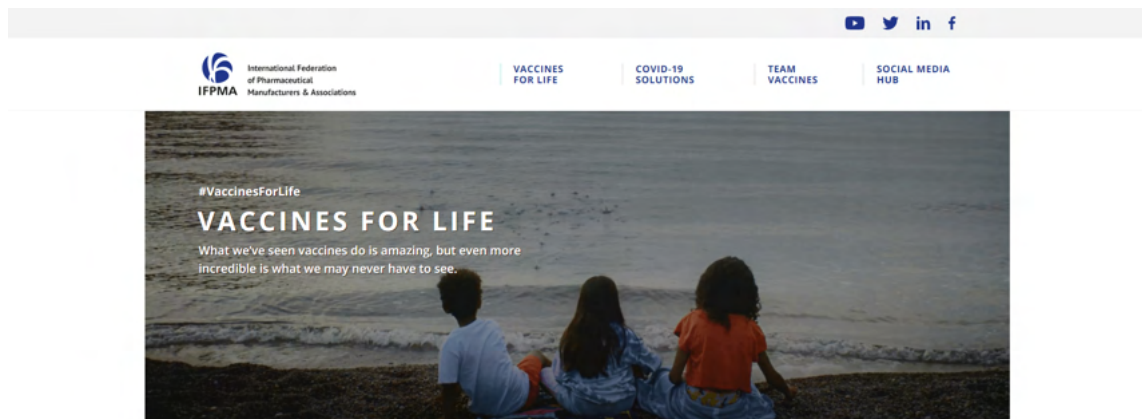
3. How Can You Help?

#VaccinesForLife is a white-label campaign which features no company logos and allows anyone to use and adopt the campaign as their own. There are several ways you can show your support:

1. **Download the digital assets** directly from our [social media hub](#) and share across your social media channels, adding your own message of support or using one of our suggested postcopy messages.
2. **Click** on “share” or “retweet quote” on IFPMA’s posts, adding your own message of support or using one of our proposed messages below.



3. The campaign is also translated into Spanish, French, Portuguese, Hindi and Japanese, so please **share with your wider global audience**.
4. Reach out to your own social media **partners and social influencers** that may be able to help further amplify the messages through their extended social networks.
5. Share the news about this campaign **internally** with your colleagues and team in your internal newsletters, intranet or emails. You can find more information about the campaign at the end of this document and on our campaign website. <https://teamvaccines.ifpma.org/>



Vaccines can help make a better life possible for everyone

4. Suggested Post Copy Messages

General Campaign

- ❖ *We are proud to support @IFPMA in highlighting the value of vaccines for all ages and all stages of life. #TeamVaccines #VaccinesForLife <https://teamvaccines.ifpma.org/>*
- ❖ *Thank you @IFPMA for reminding us of the positive impact of vaccines and the importance of continued innovation to help protect us from future global health threats and pandemics. #TeamVaccines #VaccinesForLife <https://teamvaccines.ifpma.org/>*
- ❖ *We are supporting #VaccinesForLife because vaccines help protect us from over 30 infectious diseases and help us live healthy and happy lives. #TeamVaccines <https://teamvaccines.ifpma.org/>*
- ❖ *We support #VaccinesForLife because we don't want anyone to miss out on the protection vaccines can provide and the full lives vaccines allow us to live. #TeamVaccines <https://teamvaccines.ifpma.org/>*
- ❖ *We believe in #VaccinesForLife because we know vaccines can save lives, at every age and stage of life. #TeamVaccines <https://teamvaccines.ifpma.org/>*
- ❖ *Let's remember vaccines are not just for pandemics. They can help protect us and our families throughout our lives. #TeamVaccines #VaccinesForLife <https://teamvaccines.ifpma.org/>*
- ❖ *The #COVID19 pandemic has caused global disruption to our healthcare. Many still need to catch up on missed routine childhood and adult vaccinations. It's important to be on #TeamVaccines #VaccinesForLife <https://teamvaccines.ifpma.org/>*

Main Film

- ❖ *Thank you @IFPMA for reminding us of the positive impact vaccines have on our daily lives – the little things that matter the most and we should never take for granted. Vaccines are for living. #TeamVaccines #VaccinesForLife <https://teamvaccines.ifpma.org/>*
- ❖ *We're on #TeamVaccines because we know vaccines not only save lives and prevent severe disease; they also help safeguard our hospitals, our workplaces, our schools, our families and friends. #VaccinesForLife <https://teamvaccines.ifpma.org/>*

Industry Volunteer Films and Animated Posts

- ❖ *We're proud to support #TeamVaccines and share the stories of the real people working behind the scenes on life-saving vaccines. #VaccinesForLife <https://teamvaccines.ifpma.org/team-vaccines>*
- ❖ *We're on #TeamVaccines because we believe immunization is safe and effective and has social and economic benefits for us all. #VaccinesForLife <https://teamvaccines.ifpma.org/team-vaccines>*
- ❖ *We can all be part of #TeamVaccines. Together, we can help make a better life possible for everyone. #VaccinesForLife <https://teamvaccines.ifpma.org/team-vaccines>*
- ❖ *There are vaccines for over 30 different diseases – like pneumonia, influenza, meningitis - that can help us all live longer and healthier lives. #TeamVaccines #VaccinesForLife <https://teamvaccines.ifpma.org/vaccine-stories>*

7. How to download the assets

All the campaign digital assets can be downloaded directly from our bespoke [social media hub](#) in English, Spanish, French, Portuguese, Hindi and Japanese. We kindly ask that you use the hashtags #TeamVaccines and #VaccinesForLife and always tag @IFPMA.

8. About the campaign

In support of World Immunization Week, the biopharmaceutical industry will launch [#VaccinesForLife](#), a global digital campaign that pays tribute to the decades of previous vaccine achievements and the future of innovative new vaccines, while highlighting the continued importance of immunization at all ages and all stages of life.

Launching in April 2022, this campaign aims to spotlight what vaccines have achieved so far in terms of positive impact on the world, champion their potential to save even more lives in the future and explain their benefits at every age and stage of life.

Our emotive [main film](#) features the everyday moments, big and small, that we have gained thanks to vaccines. This film will show people all over the world, of all ages, enjoying life, while a voiceover reminds us what we have seen vaccines do is amazing,

but even more incredible is what we may never have to see.

The messages in the film will be reinforced by a series of [six industry volunteer films](#), featuring real employees from IFPMA member companies talking about HPV, HIV, malaria, AMR, Ebola and RSV and their personal motivations for helping the world benefit from vaccines.

Alongside these films we will feature **animated social posts** discussing vaccine innovation in the areas of COVID-19, flu, dengue and pneumococcal diseases and website stories providing more information on vaccines and the hope they offer.

The campaign films will be promoted across IFPMA's [LinkedIn](#), [Twitter](#), [Facebook](#) and [YouTube](#) accounts and translated into Spanish, French, Portuguese, Japanese and Hindi.

9. About IFPMA

IFPMA represents the research-based pharmaceutical companies and associations across the globe. Our industry's 2 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. IFPMA collaborates with the United Nations and other organizations to contribute to industry expertise in helping the global health community find solutions that improve global health.



#VaccinesForLife

Vaccines are for living. Vaccines are for life.

Be on #TeamVaccines