

Reaching older adults who've missed vaccines

Quick tips for community representatives

#VaccinesWork
#WorldImmunizationWeek



The power of vaccines

Immunization is one of our greatest global health success stories, saving millions of lives every year.

VACCINES SAVE

3.5 to 5

million lives

EVERY YEAR

VACCINES

PREVENT
OVER

20

LIFE

THREATENING
DISEASES

In addition to keeping us healthy, **vaccines are also critical to keeping our communities functional** and thriving by preventing and controlling the spread of infectious diseases.

We all saw the devastating effects of COVID - 19 before vaccines were available — and the lifesaving impact the vaccines had on our communities once they were introduced.

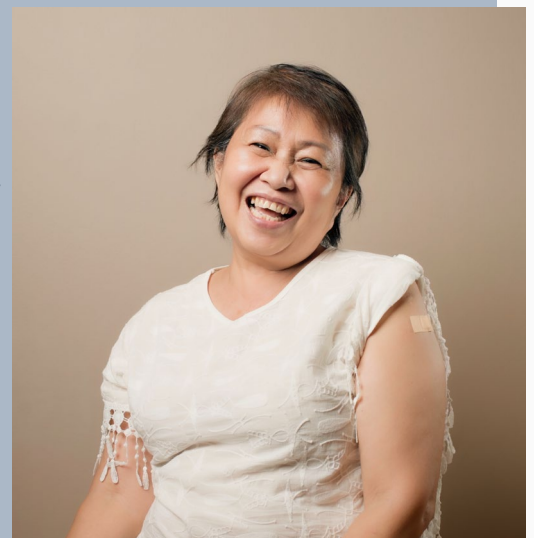
Vaccines help people of all ages live longer, healthier lives. Before the first vaccine in 1794, any disease had the power to wipe out millions. Since then, the world is a healthier place for us all.

Vaccines are critical to protect the health of older adults

Vaccines protect older adults across communities and countries and avert outbreaks of vaccine-preventable diseases.

Responding to outbreak after outbreak is expensive and costs lives.

The sustainable response is prevention — ensuring that people receive their essential vaccines and that everyone is vaccinated at the right time, with the right vaccines through the course of their lives.



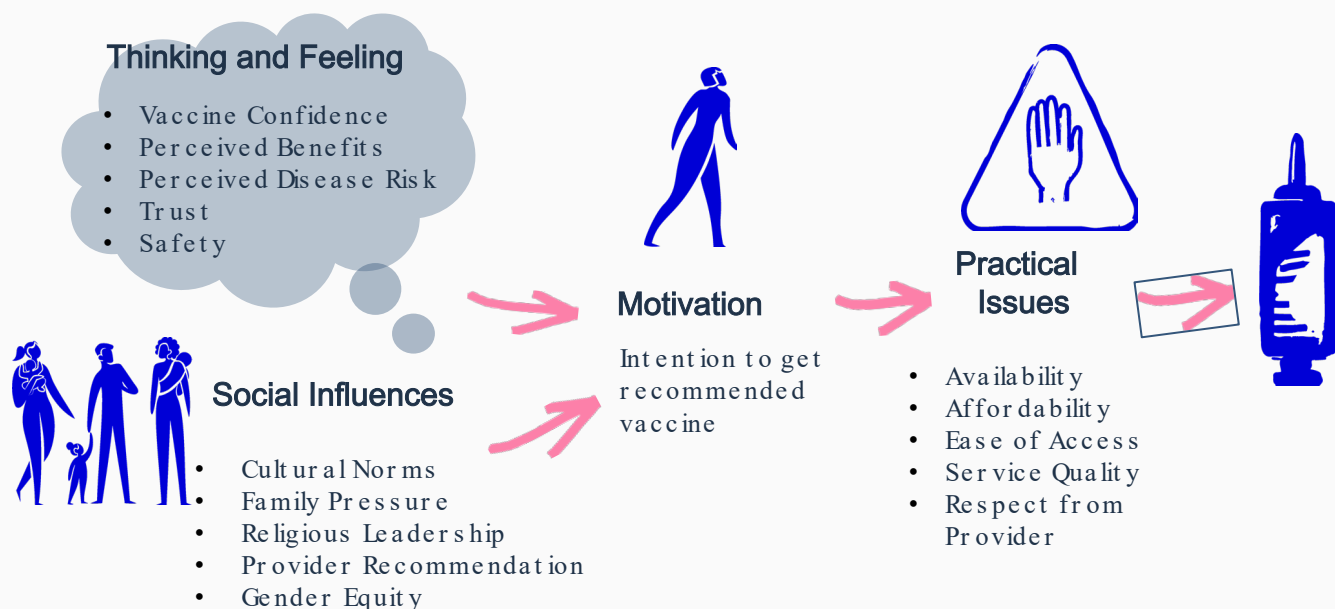
TIP

**Help bring vaccines
closer to your community**

#VaccinesWork

Why don't people get vaccinated?

While reasons for low uptake can be different in each setting, the main barrier is often a lack of convenient and affordable access.



2023 is the year of intensified vaccination. Let's reach out to older adults who've missed out on essential, lifesaving vaccines.

Help people in your community learn more about vaccines and their benefits. Use the materials below – contextualize, translate or localize them as needed. Access these resources at:

www.worldimmunizationweek.org