

Addressing Adult Immunisation Inequity and Improving the Uptake Rates of Adult Vaccination Among Older People


A Policy Brief

Social Media Toolkit

Sample posts and visual assets

The following images were developed with the optimal dimensions to share on Twitter, Facebook, LinkedIn. For any other file format (i.e., Instagram), please do not hesitate to reach out by email to Berenice Anaya, Director, Strategic Communications at banaya@ifa.ngo.

Please click on the image next to the text to be able to download it in a high-resolution version.


Content	Characters	Channel	Media
<p>The IFA is proud to announce the launch of the Addressing Adult Immunization Inequity & Improving the Uptake Rates of Vaccination Among Older People article, an exploration of the barriers & opportunities towards ensuring access to adult vaccination! Know more 👉: bit.ly/3PCoGi2</p>	<p>279</p>	<p>Twitter</p>	

<p>Poor surveillance and monitoring systems are a significant barrier to implementing effective adult vaccination policies. The lack of age disaggregated data as well as data on vaccine coverage rates and disease burden significantly impacts the development of strategies, actions and programs for adult vaccination. Explore the IFAs recently released article here to learn more! ➡: bit.ly/3PCoGi2</p>	<p>395</p>	<p>LinkedIn Facebook</p>	 <p>The screenshot shows a LinkedIn post from the International Federation on Ageing (IFA). The post features the report title, logos for IFA, Vaccines 4 Life (V4L), and the Decade of Healthy Ageing. It includes a 'New Report launch' badge and a link to the report. The report cover is visible on the right, showing a table of contents and a summary of the findings.</p>
<p>Studies show that more than 60% of older people in some low-income countries do not access health care because of the cost of the visit and / or transportation. To learn more explore the findings from IFA's recently released article! ➡ bit.ly/3PCoGi2</p>	<p>252</p>	<p>Twitter</p>	 <p>The screenshot shows a Twitter post from the International Federation on Ageing (IFA). The post features the report title, logos for IFA, Vaccines 4 Life (V4L), and the Decade of Healthy Ageing. It includes a 'New Report launch' badge and a link to the report. The report cover is visible on the right, showing the title and subtitle.</p>

<p>Despite clear evidence in support of life course immunization, national immunization programs are largely paediatric focussed & the uptake rate of adult vaccination remains suboptimal. Learn more about strategies towards increasing uptake rates & explore the findings from IFA's recently released article here ➡: bit.ly/3PCoGi2</p>	<p>328</p>	<p>LinkedIn Facebook</p>	 <p>The image shows a social media post for LinkedIn and Facebook. It features the logos of IFA, V4L, and the Decade of Healthy Ageing. The main text reads: "Addressing Adult Immunisation Inequity and Improving the Uptake Rates of Adult Vaccination Among Older People". Below this, it says "A Policy Brief" and "New Report launch". At the bottom, it states "Now available on www.vaccines4life.com". To the right, there is a preview of the report cover, which includes the title and "A Policy Brief".</p>
<p>Did you know that the process or path to be vaccinated is often complex and even more so for those who are older and with chronic conditions? To learn more explore the findings from IFA's recently article here! ➡ bit.ly/3PCoGi2</p>	<p>228</p>	<p>Twitter</p>	 <p>The image shows a Twitter post for the same report. It features the logos of IFA, V4L, and the Decade of Healthy Ageing. The main text reads: "Addressing Adult Immunisation Inequity and Improving the Uptake Rates of Adult Vaccination Among Older People". Below this, it says "A Policy Brief" and "New Report launch". At the bottom, it states "Now available on www.vaccines4life.com". To the right, there is a preview of the report cover, which includes the title and "A Policy Brief". A table of contents is visible on the right side of the report preview, listing sections like Introduction, Barriers to adult vaccination, Path towards action, Calls to action, Conclusion, and References with their respective page numbers.</p>

<p>Healthcare providers play a central and trusted role in the successful implementation of vaccination programs, and as such, should be part of an integrated approach to improve awareness of vaccination. To learn more about the important role HCPs play in promoting vaccination explore the recently released IFA article here bit.ly/3PCoGi2</p>	<p>340</p>	<p>Facebook LinkedIn</p>	
<p>Many older adults do not feel knowledgeable enough to make informed decisions about receiving vaccinations. Increasing knowledge and awareness about routine vaccinations for older adults is essential to improving vaccination uptake rates. To learn more, explore the findings from IFAs recently released article bit.ly/3PCoGi2</p>	<p>328</p>	<p>Facebook LinkedIn</p>	

<p>Older people & those with chronic co-morbid conditions are at the greatest risk of vaccine preventable diseases such as #influenza, #pneumonia & #pertussis. Learn more about barriers to reaching this important population here! bit.ly/3PCoGi2</p>	<p>245</p>	<p>Twitter</p>	 <p>The image shows a Twitter post for a policy brief. At the top are the logos for ifa, V4L, and the Decade of Healthy Ageing. The main text reads: "Addressing Adult Immunisation Inequity and Improving the Uptake Rates of Adult Vaccination Among Older People" followed by "A Policy Brief". A green button says "New Report launch". Below this is a preview of the report cover and a thumbnail of the report's content page, which includes a table of contents and a table of data.</p>
<p>Addressing adult immunization inequity and improving the uptake rates of adult vaccination among older people requires a deep understanding of the evidence, the policy gaps and the need to use a sustained multistakeholder approach to drive change in the context the Immunization Agenda 2030 and the UN Decade of Healthy Ageing. To learn more and explore pathways towards action check out the IFAs recently article here! bit.ly/3PCoGi2</p>	<p>438</p>	<p>Facebook LinkedIn</p>	 <p>The image shows Facebook and LinkedIn posts for the same policy brief. It features the same logos and title as the Twitter post: "Addressing Adult Immunisation Inequity and Improving the Uptake Rates of Adult Vaccination Among Older People" and "A Policy Brief". A green button says "New Report launch". The image shows the report cover and a smaller version of the report's content page.</p>

Lack of knowledge & awareness surrounding adult vaccination among older people is a key barrier to improving vaccination uptake rates. To learn more about opportunities for action explore the IFA's recently launched article [here!](https://bit.ly/3PCoGi2) 
bit.ly/3PCoGi2

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Twitter



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