



# Rain Barrel Communications

Speaking the Language of Development & Social Justice

## Effective Immunization Campaigns

Countries around the world are facing shortfalls to full immunization. Rain Barrel Communications can help design campaigns that address local challenges to ensure immunization for all. As it does with all issues and services, Rain Barrel sees health in all its many forms as a basic right of all people and approaches immunization from a rights-based perspective. This includes promoting the full round of immunization for newborns and babies, and later, for adolescents and adults. We also believe that dialogue, rather than diatribe, is the way to overcome myths and taboos surrounding immunization.

Since Edward Jenner, an English country doctor, applied cowpox pus to both arms of a young boy in an effort to prevent smallpox in 1796, the use of immunization, or vaccination, against disease has been acknowledged as one of history's major public health benefits. Vaccination continues to save millions of lives every year. Smallpox was eradicated in 1980, never to return. Polio is on its last legs, down to a handful of cases in only three endemic nations.

Yet challenges remain. First, viruses do not respect borders, either within a country or across international borders. This means that unprotected individuals and groups are vulnerable to infection from anyone carrying a virus. Second, some parents, health professionals and others claim that vaccines are harmful or unnecessary. The number of vaccine-hesitant parents is growing in many countries, developing and developed alike, thanks in part to misinformation transmitted over social media.

## What Rain Barrel can do for you

Our experts have worked with governments, UN agencies, communities and NGOs around the world to strengthen national immunization systems and to promote public demand for immunization services.

- **Campaign and strategy design:** We can help you research, design and produce integrated on-the-ground and top-level communication strategies, working with your target audiences to develop positive messages and practical advice.
- **Workshops:** Our expert facilitators work with you to design effective learning workshops. They facilitate meetings with skill, ensuring participatory group work and consensus-building exercises.
- **Writing, editing and video production:** We produce compelling materials for promoting immunization. Let us help you develop effective messages for a variety of communication channels, including social media.

We never use one-size-fits all approaches. We work with you to meet the specific needs of your organization and audiences.

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