



# Press and social media toolkit

2022 update



#EYE2022 #wearepartners



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# Background on the Eliminate Yellow Fever Epidemics (EYE) Strategy

In 2016, Angola was hit by an unprecedented yellow fever urban outbreak which spread to neighbouring countries and generated local transmission, including in the Democratic Republic of the Congo's capital, Kinshasa.

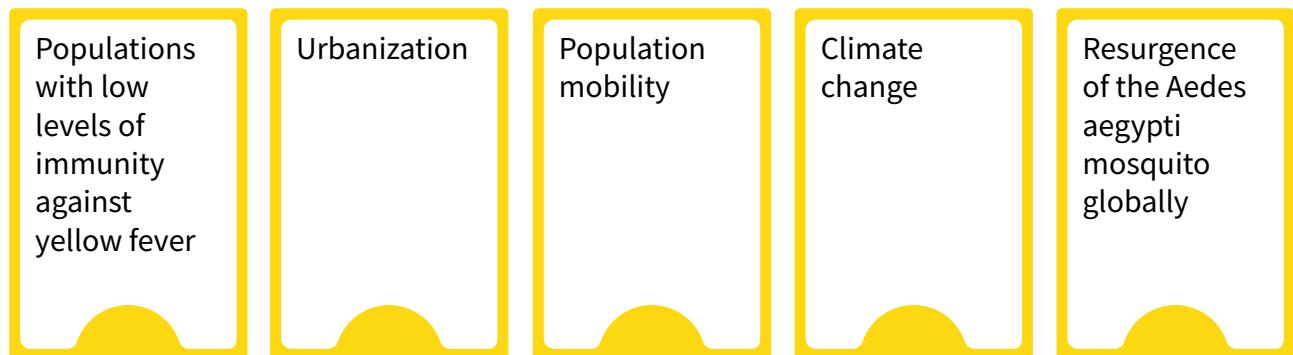
The epidemic created an urgent need for more than 28 million doses of yellow fever vaccines, which exhausted the existing global vaccine supply. It also diverted public health authorities from tackling other public health issues, – with an impact on health systems.

In response to the Angola outbreak, the comprehensive global strategy to Eliminate Yellow fever Epidemics (EYE) was developed by the World Health Organization (WHO), Gavi, the Vaccine Alliance, and UNICEF in a matter of months given the ongoing urgency and the risk of spillover to Asia. 11 cases were also exported to China. This was a big threat to global health security, especially as the vaccine supply was not sufficient to control a major incident.

The risk of large yellow fever epidemics and exportation to Asia or other areas with potential for yellow fever transmission – such as Zika- or dengue-prone areas – remains daunting.

Yellow fever outbreaks could easily turn into public health emergencies of international concern (PHEICs) and must be prevented to not only minimize mortality, morbidity, and disruption of health systems, but also to preserve economies and social development.

The resurgence of the disease has been a result of a number of factors, including:



Today, some of the key organizations comprising the EYE partnership are the World Health Organization, Gavi, the Vaccine Alliance, UNICEF, US CDC and the Bill and Melinda Gates Foundation. In total, the EYE Strategy is a global coalition of over 50 partners.

To read the EYE Strategy in full, Please click here to read in [English](#) and [French](#).

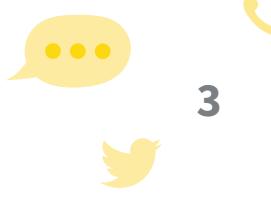
For further information on the EYE Communication Strategy, please [click here](#).

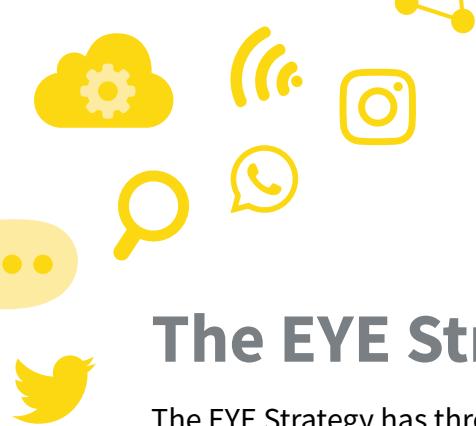
Additional information on yellow fever can be accessed by [clicking here](#).

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# The EYE Strategy 2017 – 2026

The EYE Strategy has three strategic objectives:



**PROTECT  
AT-RISK  
POPULATIONS**

## Strategic objective 1

### Protect at-risk populations

Where risk is high, vaccinate everyone	Quickly raise population immunity levels through mass vaccination campaigns.
Reach every child	Sustain high yellow fever vaccine coverage in all districts through childhood routine immunization.
Risk assessments	Assess the risk of yellow fever epidemics in at risk countries to set priority for interventions.

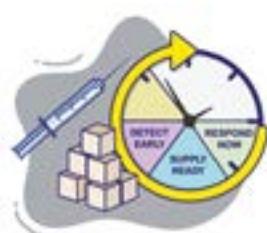


**PREVENT  
INTERNATIONAL  
SPREAD**

## Strategic objective 2

### Prevent international spread

Protect high-risk workers	Engage private sector to protect unimmunized workers with sylvatic exposure (eg. oil and mining industry, agro business).
Apply International Health Regulations (IHR)	Develop innovative approaches to strengthen IHR application in countries at risk or potential for yellow fever.
Build resilient urban centers	Develop and implement urban readiness plans to enable urban coping with epidemics.



**CONTAIN  
OUTBREAKS  
RAPIDLY**

## Strategic objective 3

### Contain outbreaks rapidly

Detect early	Strengthen surveillance and laboratory capacities.
Vaccine supply is ready at all times	Ensure permanent availability of yellow fever vaccines worldwide for rapid intervention.
Respond immediately	Launch coordinated control interventions including reactive immunization, community mobilization, vector control and case management.



## EYE films

Below you can find three films we have produced to illustrate the impact of yellow fever and the work EYE is doing to protect almost 1 billion people by 2026



Yellow fever: a community's story (film on the impact of yellow fever on a family & the wider community) - [click here](#).

Available in French / Spanish / Arabic on the EYE YouTube channel – [click here](#).



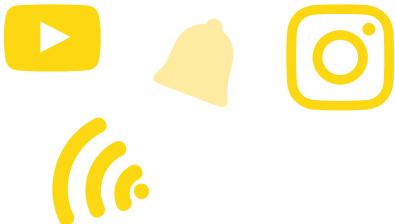
Yellow fever vaccination campaign, Taraba State, Nigeria (2021 - [click here](#)).

Available in French / Spanish / Arabic on the EYE YouTube channel – [click here](#).



Yellow fever preventive mass vaccination campaign, Democratic Republic of Congo, 2021 (French with English subtitles) - [click here](#).

For all media enquiries please email [EYE.Strategy@who.int](mailto:EYE.Strategy@who.int)



# Social media graphics

We encourage you to temporarily change your social media profile and cover photo to highlight the work of the Eliminate Yellow Fever Epidemics (EYE) Strategy.

All the EYE social media graphics can be downloaded by clicking here:

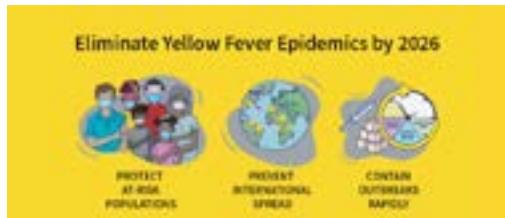
[Click here](#)

## EYE Logo



[Click here](#) to download.

Below is our standard set of social media graphics, please [click here](#) to access them.



Option 1, with face masks



Option 1, without face masks



Option 2, with face masks

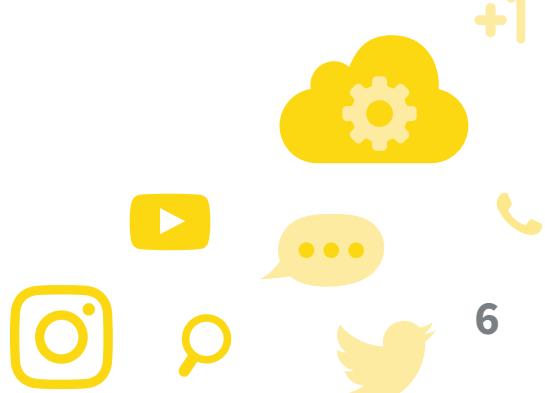


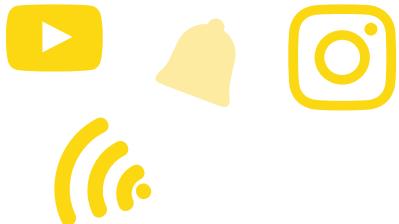
Option 2, without face masks

## Example profile picture



[Click here](#) to download.





# Social media graphics

## One Injection Life Long Protection

Click here



Cover image



Post images

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## Protection = Prevention

[Click here](#)



Cover image



Post images

## Suggested post



**Eliminate Yellow Fever Epidemics (EYE) Strategy**  
@EYE\_Strategy



How to prevent [#yellowfever](#)

Get vaccinated! One shot in the arm is sufficient to ensure protection for life.

#EYE2022 #wearepartners #infectiousdiseases #vaccineswork #COVID19  
#pandemic #vaccinesafety #epidemiology #pandemic #eyestrategy  
#vaccine #outbreaks

# Social media posts

Below are some social media posts we have prepared for you to use on your own accounts.



## Eliminate Yellow Fever Epidemics (EYE) Strategy

@EYE\_Strategy



@WHO @Gavi @UNICEF & 50+ partners are working to eliminate #yellowfever #epidemics

#EYEstrategy partners aim to protect ~1billion people by 2026

#EYE2022 #wearepartners #infectiousdiseases #vaccineswork



## Eliminate Yellow Fever Epidemics (EYE) Strategy

187 Followers

1W • Edited •



The World Health Organization, Gavi, the Vaccine Alliance, UNICEF and more than 50 other partners are working to eliminate #yellowfever epidemics. The EYE Strategy partners aim to protect almost 1 billion people by 2026.

#wearepartners #vaccineswork #coronavirus #infectiousdiseases  
#epidemiology #vaccine #outbreaks #EYE2022

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## 'Eye on yellow fever' podcast

**'EYE on yellow fever' is a podcast series highlighting the global risks of yellow fever and how the EYE Strategy is addressing these challenges in the most-affected countries.**

The Eliminate Yellow Fever Epidemics (EYE) Strategy was launched in 2017 with the vision to stop all yellow fever epidemics by 2026.

Yellow fever is one of the world's most deadly diseases. If you think it's a disease that can only be found in tropical climates, think again. Even with a single shot vaccine, the risk of outbreaks of yellow fever is significant and growing globally.

EYE on yellow fever is a sixteen-part series that takes you inside a concerted global effort to ensure that yellow fever does not become the next big global health threat. We talk to experts from the fields of climate change, epidemiology and even space scientist to help understand the possible evolution and spread of the disease. To listen to the full series via your podcast app: [click here](#) or via our website. [Click here](#).



 **Eliminate Yellow Fever Epidemics (EYE) Strategy**  
@EYE\_Strategy

#yellowfever is a deadly disease & a global threat. In our podcast #eyeonyellowfever we talk to experts in fields like #climatechange & #epidemiology on how to stop another global health crisis. Listen & subscribe here: <https://buff.ly/3AeqnHU> & <https://buff.ly/3zettv5D>

Please help us to share and reach more people. To access all our social media assets for the podcast series, which includes quotecards and audiograms, [click here](#).

If you have any issues accessing the pCloud folder please email [EYE.strategy@who.int](mailto:EYE.strategy@who.int)

## Event specific hashtags:



#EYE2022

#wearepartners

## Frequently used hashtags:

#yellowfever

#epidemiology

#vaccine

#epidemics

#outbreaks

#infectiousdiseases

#vaccineswork

#eyestrategy

## Hashtags for languages other than English:

#FievreJaune

#FebreAmarela

#FiebreAmarilla

## Follow us on social media

Click each of the icons below.



@EYE\_Strategy



@EYESTrategy

