

Best Practices for Maximizing, Amplifying and Measuring Impact of Successful Immunization Campaigns in Canada

The International Federation on Ageing (IFA) gathered civil society leaders from across Canada to learn about how vaccination is promoted by civil society organizations (CSOs) representing populations at-risk for poor health outcomes following infection from vaccine preventable diseases. Focusing on the threat of the 'triple-demic', caused by the colliding threats of COVID-19, influenza, and RSV, the IFA has created a resource to assist CSOs in Canada towards maximizing, amplifying, and measuring the impact of their immunization campaigns.

BEST PRACTICES AT-A-GLANCE

● Maximize Impact



- ✓ Engage
- ✓ Be clear
- ✓ Provide resources
- ✓ Inform about benefits
- ✓ Ensure information is current
- ✓ Identify your audience
- ✓ Target messaging

● Amplifying Messaging



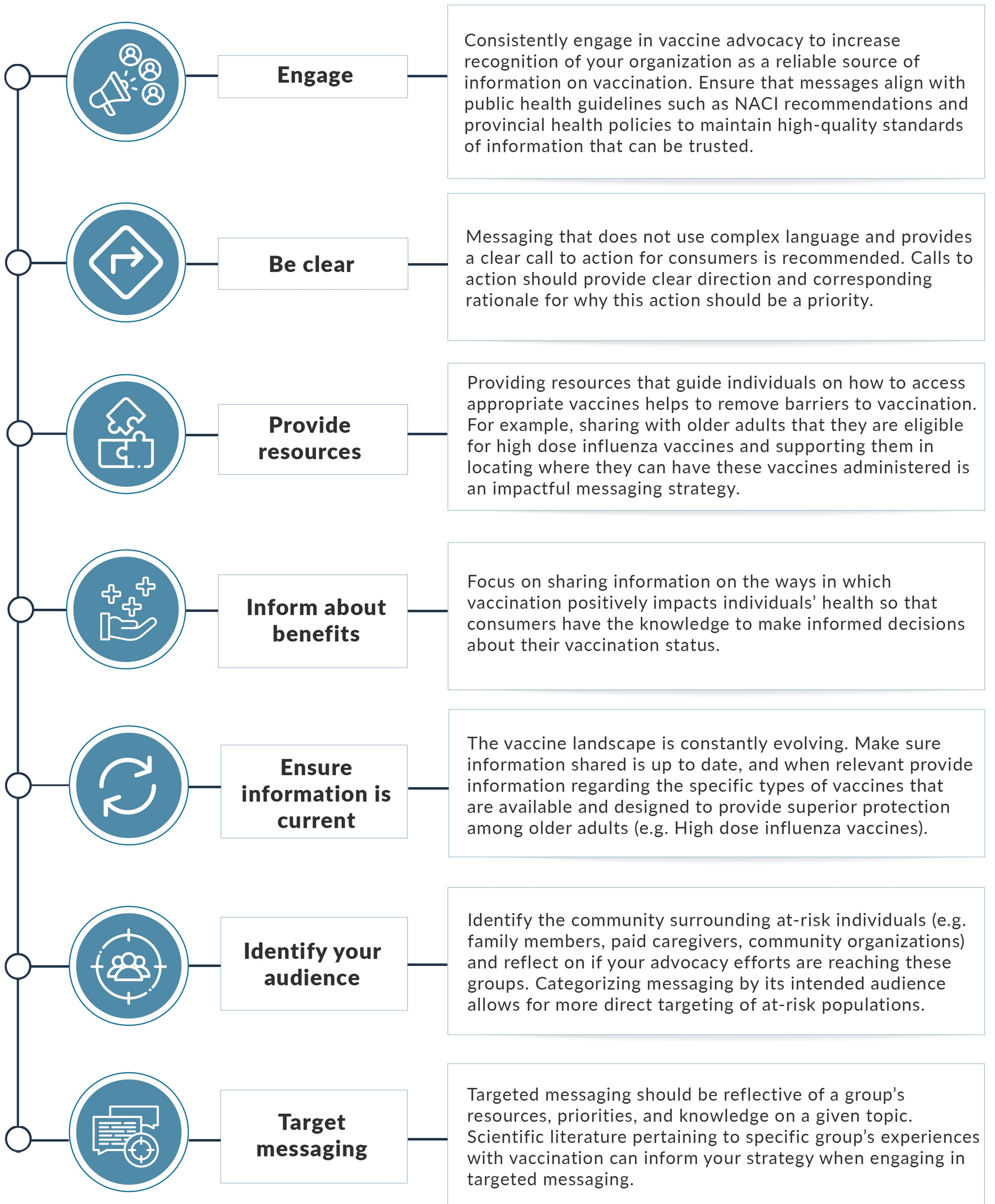
- ✓ Encourage self-advocacy
- ✓ Collaborate
- ✓ Present in multiple formats

● Measuring Impact

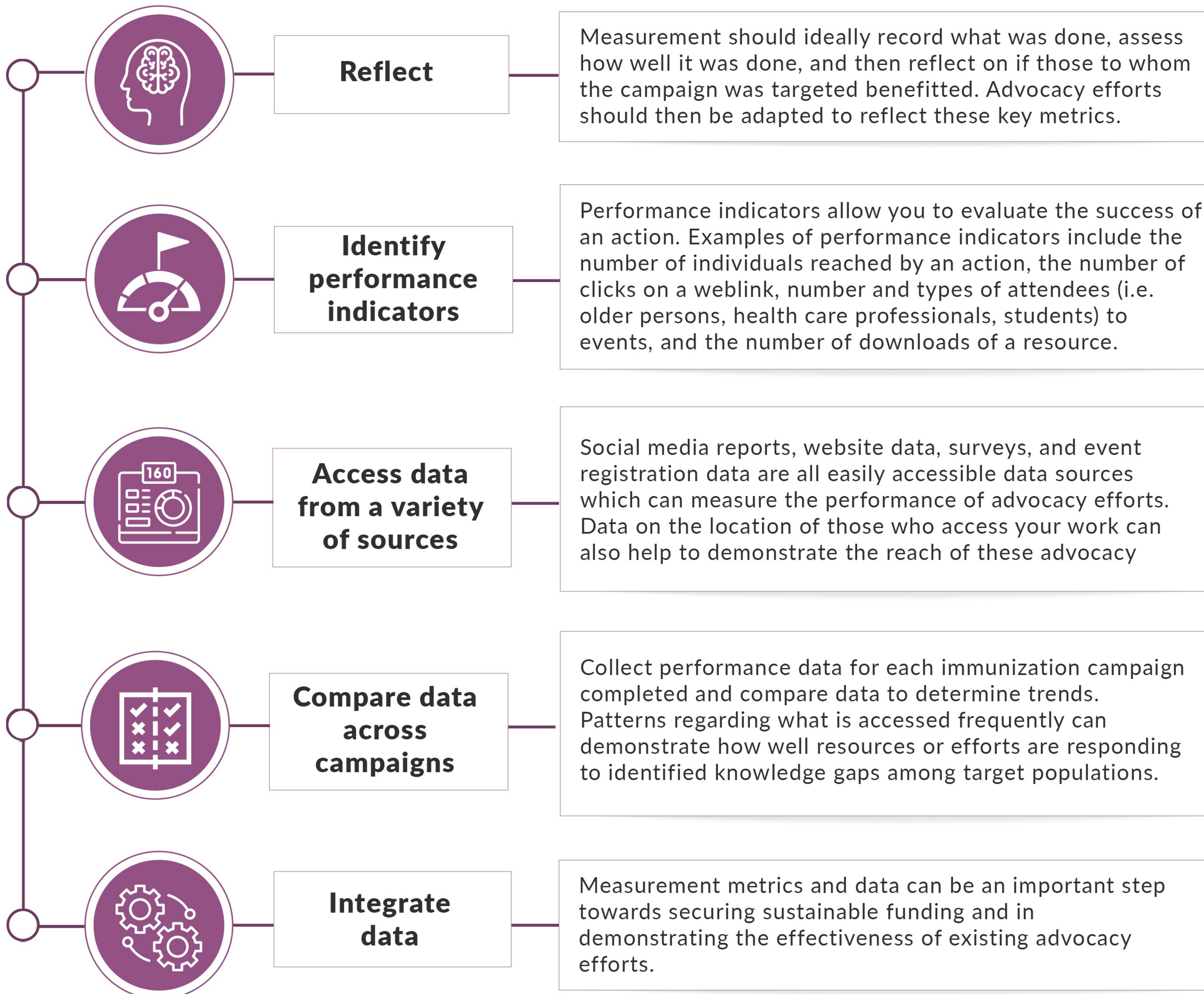


- ✓ Reflect
- ✓ Identify performance indicators
- ✓ Access data from a variety of sources
- ✓ Compare data across campaigns
- ✓ Integrate data

Maximize Impact



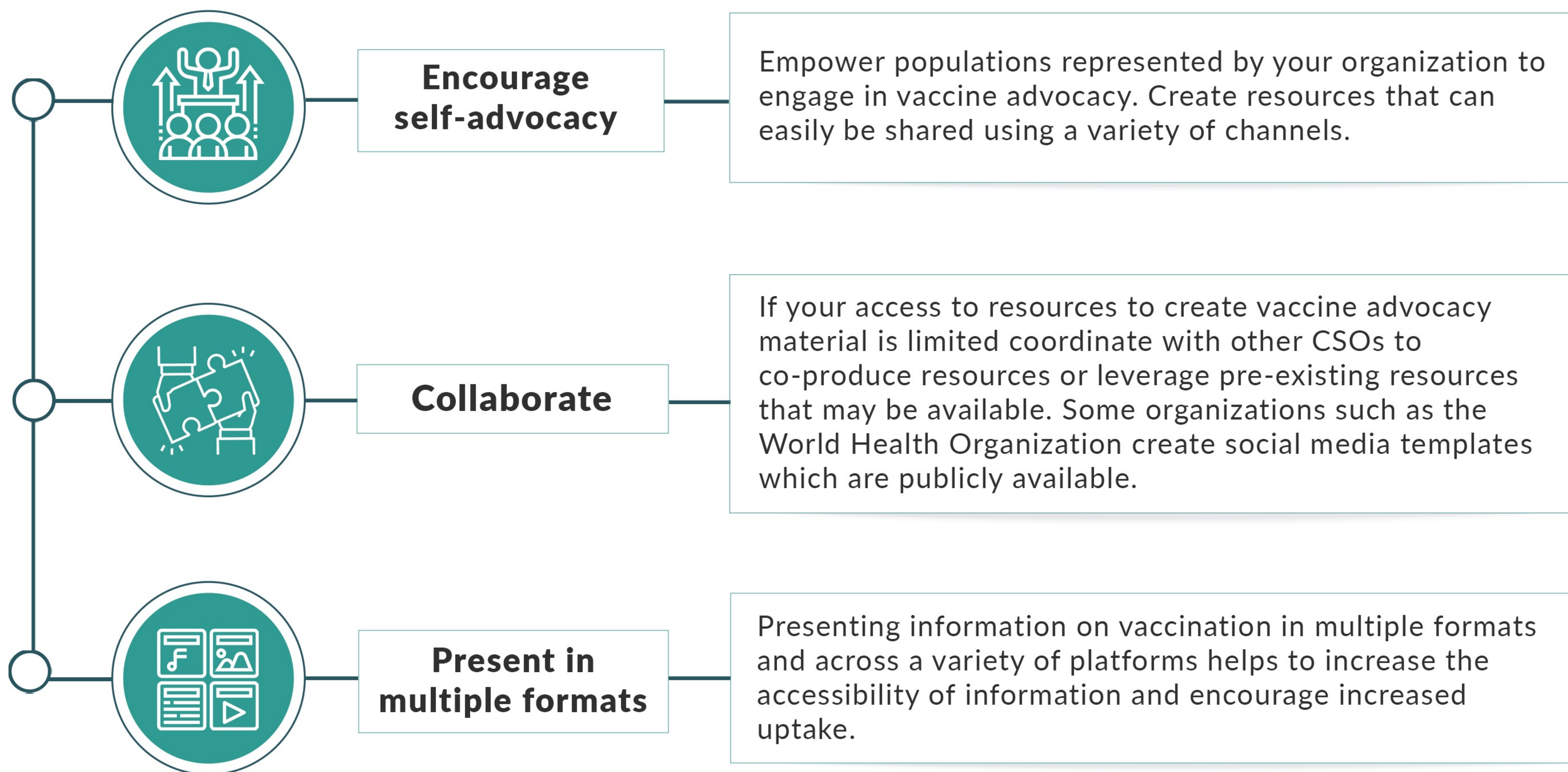
Measuring Impact



Example of a Social Media Advocacy Measurement Tool

	Intervention	Target Audience	Call to Action	Demographics	Reactions	Engagement	Reach	Post shares
f								
X								
in								
@								

Amplifying Messaging



Examples of digital communication channels

Webinar/Video conferencing	Blogs and forums
Messaging app/Instant messaging	E-mail
Podcast	Social media sites
Live Q&A session on X/Facebook live	Display advertising
Newsletter	