



# 25. Mass vaccination campaigns

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## Overview

- A mass vaccination campaign occurs when the authorities give vaccinations to as many (appropriate) people as possible in a short period.
- Mass vaccinations take place in addition to routine vaccinations (see Action tool [Routine vaccinations](#)). They may be organized because routine vaccinations cannot be given or in order to help control an epidemic.
- Mass vaccinations are even more important in some kinds of epidemic because they help to protect vulnerable children.

## Volunteers

Normally, volunteers do not administer vaccines directly to children, but you can help in many other ways.

- The most important task is SOCIAL MOBILIZATION (see Action tool [Social mobilization and behaviour change](#)).
- Coordinate with the health authorities.
- Use the National Society's network to publicize mass vaccination campaigns. Help logistically to organize them.

## How to help with vaccinations

- Make sure you have all the relevant information and know where and when the vaccination campaign is taking place and who is supposed to be vaccinated.
- Find out the reasons for vaccination and the basic facts about the disease that vaccination will prevent.
- Familiarize yourself with the habits and beliefs of members of your community and how they normally deal with vaccinations.
- Meet community leaders and tell them about the campaign; get them to help reach the community.
- Talk to members of the community and explain how important vaccination is to protect their children.
- If some members of the community are afraid of vaccinations, assist community workers to calm and remove their fears. Correct rumours and misinformation about vaccinations.
- Help health workers to ensure that all individuals at risk gets vaccinated, including in hard to reach areas.
- Use simple and straightforward messages.
- Use information, education and communication materials, such as the Community message tools in this toolkit, because pictures always help people to understand messages better.



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## Community messages





15. Using vaccination cards



23. Encouraging healthy behaviours in a community