VACCINATION WEEK IN THE AMERICAS 2023 REPORT
## CONTENTS

**Abbreviations** .......................................................... VI

**Acknowledgements** .................................................. VII

**Message From The Director** ....................................... VIII

**Introduction** ............................................................ 1

- Campaign Objectives .................................................. 3
- Regional Launch ....................................................... 4

**VWA Regional Communication Campaign 2023** ................. 6

- Press Coverage ............................................................ 7
- Social Media Strategy .................................................. 10

**Campaign Results In The Countries** .......................... 15

- Anguilla ............................................................................. 16
- Antigua And Barbuda .................................................... 18
- Argentina ......................................................................... 20
- Bahamas .......................................................................... 22
- Barbados ......................................................................... 24
- Belize .............................................................................. 26
- Bermuda ........................................................................... 28
- Boliva, Plurinational State Of ........................................ 30
- Brazil ................................................................................ 33
- Chile ................................................................................ 36
- Colombia ......................................................................... 38
- Cuba ................................................................................ 40
- Dominica ......................................................................... 42
- Ecuador ............................................................................. 44
- El Salvador ....................................................................... 46
- Grenada ............................................................................. 48
- Guatemala ....................................................................... 50
- Haiti ................................................................................ 52
- Honduras ......................................................................... 55
- British Virgin Islands ..................................................... 57
- Jamaica ............................................................................. 58
- Nicaragua ......................................................................... 60
- Panama ............................................................................. 62
- Paraguay ........................................................................... 64
- Peru ................................................................................. 66
- Dominican Republic ...................................................... 69
- Saint Kitts And Nevis ..................................................... 71
- Saint Lucia ....................................................................... 73
- Saint Vincent And The Grenadines ................................. 74
- Suriname .......................................................................... 76
- Trinidad And Tobago ..................................................... 78
- Uruguay ............................................................................ 80
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCNI</td>
<td>National Immunization Advisory Council (Consejo Consultivo Nacional de Inmunizaciones)</td>
</tr>
<tr>
<td>CONDISI</td>
<td>District Indigenous Health Council (Consejo Distrital de Salud Indígena)</td>
</tr>
<tr>
<td>COVID-19</td>
<td>SARS-CoV-2 coronavirus disease</td>
</tr>
<tr>
<td>DDRISS</td>
<td>Departmental Directorates of Integrated Health Services Networks (Direcciones Departamentales de Redes Integradas de Servicios de Salud)</td>
</tr>
<tr>
<td>DiCEI</td>
<td>Directorate of Control of Immunopreventable Diseases (Dirección de Control de Enfermedades Inmunoprevenibles)</td>
</tr>
<tr>
<td>DNI</td>
<td>National Immunization Directorate (Dirección Nacional de Inmunizaciones)</td>
</tr>
<tr>
<td>DSEI</td>
<td>Special Indigenous Health Districts (Distritos Sanitarios Especiales de Salud Indígena)</td>
</tr>
<tr>
<td>EAPB</td>
<td>Benefit Plan Administration Companies (Empresas Administradoras de Planes de Beneficios)</td>
</tr>
<tr>
<td>EPI</td>
<td>Expanded Program on Immunization</td>
</tr>
<tr>
<td>FUNAI</td>
<td>National Indian Foundation (Fundación Nacional del Indio)</td>
</tr>
<tr>
<td>HPV</td>
<td>human papillomavirus</td>
</tr>
<tr>
<td>ICU</td>
<td>Institutional Communication Unit (Unidad de Comunicación Institucional)</td>
</tr>
<tr>
<td>IHC</td>
<td>Intercultural Health Center</td>
</tr>
<tr>
<td>IOM</td>
<td>International Organization for Migration</td>
</tr>
<tr>
<td>IPVM</td>
<td>Indigenous Peoples Vaccination Month</td>
</tr>
<tr>
<td>MMR</td>
<td>trivalent measles, mumps, and rubella vaccine</td>
</tr>
<tr>
<td>NVD</td>
<td>National Vaccination Day</td>
</tr>
<tr>
<td>PAHO</td>
<td>Pan American Health Organization</td>
</tr>
<tr>
<td>SARS-CoV-2</td>
<td>COVID-19 virus</td>
</tr>
<tr>
<td>SEDES</td>
<td>Departmental Health Service (Servicio Departamental de Salud)</td>
</tr>
<tr>
<td>SILAIS</td>
<td>Local Comprehensive Health Care System (Sistema Local de Atención Integral a la Salud)</td>
</tr>
<tr>
<td>Td</td>
<td>diphtheria and tetanus</td>
</tr>
<tr>
<td>TDap/HepB/Hib</td>
<td>tetanus, diphtheria, and pertussis/hepatitis B/Haemophilus influenzae type b</td>
</tr>
<tr>
<td>UNICEF</td>
<td>United Nations Children's Fund</td>
</tr>
<tr>
<td>USAID</td>
<td>United States Agency for International Development</td>
</tr>
<tr>
<td>VWA</td>
<td>Vaccination Week in the Americas</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENTS

The Pan American Health Organization (PAHO) thanks the countries and territories of the Region of the Americas, governments and ministries of health, personnel from the Expanded Program on Immunization (EPI), health workers, community leaders, local authorities, media, and the parents who played a part in making the 21st Vaccination Week in the Americas possible.

A special thank you to the Government of Canada for contributing to the dissemination of this initiative and spreading the word about the importance of vaccination.
The Director of the Pan American Health Organization (PAHO), Jarbas Barbosa, inaugurated the 21st Vaccination Week in the Americas (VWA) by calling on the general public to get up-to-date on vaccination, while raising awareness about the impact of immunization on health and disease prevention.

There is an imminent threat to our health and that of our loved ones. Diseases like polio and measles are knocking at our door. The impact of the COVID-19 pandemic on our vaccination programs—as well as misinformation and rumors—have left millions of people in our countries without the essential vaccines needed to live a healthy life.

Vaccines are one of the most effective and affordable ways to prevent many diseases.

They help increase our healthy years of life; they help our children to achieve better educational outcomes; and they help us stay productive and active in society.

In addition to their ability to save lives, vaccines have been proven time and time again to be safe. They undergo numerous safety checks during their development and production, then continue to be checked once they are in public use.

This Vaccination Week in the Americas, make sure you and your loved ones have received all the necessary vaccines. Go to your nearest health center or talk to your health care provider and GET UP-TO-DATE.
The 21st Vaccination Week in the Americas (VWA) was held from 22 to 29 April 2023 with the slogan “Get up-to-date. #EachVaccineCounts. The campaign this year sought to revitalize national immunization programs by prioritizing them in political agendas, as well as to get back on track with and maintain regional targets on the control and elimination of vaccine-preventable diseases.

Over the past 20 years, VWA has been a regional strategy to complement the efforts of national immunization programs. Since its inception, more than a billion people of all ages have been vaccinated as part of VWA.

In 2023, VWA also sought to increase confidence in the safety and effectiveness of all vaccines at any age, boost efforts to maintain polio elimination in the Region, and support global eradication commitments.

This year, thanks to the contributions of the countries of the Americas, the following was achieved as part of this initiative:

- Of the 51 countries and territories of the Americas, 32 participated in VWA activities.
- VWA 2023 reached 57 million people with at least one vaccine dose.
- According to 32 national reports, participating countries administered more than 63 million vaccine doses.
- 25 countries reported reaching more than 4 million people with COVID-19 vaccines.
- In 2023, participating countries and territories gave the flu vaccine to more than 47 million people, including pregnant women, older adults, and healthcare workers.
- Efforts to keep the Region polio-free included vaccinating more than 2.8 million children against polio.
- Countries vaccinated more than 2.9 million children and adults against measles and rubella.
- More than 2.6 million people, including children and pregnant women, were vaccinated against diphtheria, tetanus, and whooping cough.
- The countries reported the participation of government authorities, health personnel, and community members, who took part in parades, fairs, concerts, and activities to promote vaccination.
The objective of the campaign was to raise awareness about the vaccines that people of all ages should receive and therefore increase vaccination coverage, which has decreased among children around the world in the last decade, and more acutely in the Americas.

The specific objectives of the 2023 campaign were to:

• Increase confidence in the safety and effectiveness of all vaccines.

• Use VWA as a platform to revitalize routine immunization programs by placing them front and center on the national agenda.

• Support increased acceptance and adoption of vaccines across all age groups.

• Maintain or get back on track with regional elimination targets for measles, rubella, congenital rubella syndrome, neonatal tetanus, and mother-to-child transmission of hepatitis B.

• Increase efforts to maintain polio elimination in the Region and support global eradication efforts.
Regional Launch

The VWA regional launch event was held virtually on Monday, 24 April 2023, involving over 200 people. The launch was chaired by PAHO Director Jarbas Barbosa da Silva Jr. and the Executive Manager of the Special Program on Comprehensive Immunization, Daniel Salas. There were special video messages from Yazmín Colón de Cortizo, First Lady of Panama; Nídia Trindade Lima, Minister of Health of Brazil; Jerome Xavier Walcott, Minister of Health and Welfare of Barbados; Rochelle P. Walensky, Director of the Centers for Disease Control and Prevention (CDC) of the United States of America; and Christopher J. Elias, President of the Global Development Division of the Bill & Melinda Gates Foundation.

In addition, a roundtable discussion was organized to discuss the importance of strong immunization programs in the Americas. The dialogue included Rehman Hassan, Adolescent Champion of the World Health Organization; Mauricio González Arias, internal medicine and emergency medicine doctor and medical content creator on social media; Peter Figueroa, representative of the University of the West Indies; Marcela María Fama Pereira, Representative of the Latin American Pediatric Association; Heather Deehan, Representative of the Public Health Agency of Canada; Marcelo Haick, Trustee of Rotary International; and Elías Szczytnicki, Secretary General and Regional Director of the organization Religions for Peace of Latin America and the Caribbean.

“As we emerge from the devastating effects of the pandemic, we find that the risk of new and reemerging outbreaks in our Region is at a 30-year high,” Jarbas Barbosa, Director of the Pan American Health Organization (PAHO), explained in his opening speech.

During VWA, a series of regional events were also held, including a press conference on vaccination where the PAHO Director, the Executive Manager of the Special Program on Comprehensive Immunization, Daniel Salas, and the Regional Advisor on Immunization, Margherita Ghiselli, shared information with the media about the vaccination situation in the Region, in addition to answering questions.
A press release was also distributed about the launch of VWA and, on Tuesday, 25 April, PAHO experts answered questions from the public in English and Spanish. The interview, which was broadcast live on YouTube, included the Executive Manager of the PAHO Special Program on Comprehensive Immunization, Daniel Salas, and the Director of the CDC’s National Center for Immunization and Respiratory Diseases, José Romero. Over 180 people participated in this event.

Caribbean countries also came together to adopt measures to strengthen national immunization programs through the Nassau Declaration, signed during the 29th Special Meeting of the Council for Human and Social Development (COHSOD) on the occasion of VWA. To conclude VWA, PAHO director Jarbas Barbosa participated in the Sixth Meeting of the Forum of the Countries of Latin America and the Caribbean at the headquarters of the Economic Commission for Latin America and the Caribbean (ECLAC), in Santiago de Chile, which brought together representatives from 33 countries in Latin America and the Caribbean as well as delegates from international organizations and the United Nations to promote efforts to accelerate and correct the course of the Sustainable Development Goals (SDGs) of the 2030 Agenda. On this occasion, Jarbas Barbosa had the opportunity to hold a meeting with the Minister of Foreign Affairs of Chile, Alberto van Klaveren, highlighting the history of cooperation between Chile and PAHO, as well as the work on initiatives to combat pandemics and equitable access to medicines and vaccines.

---

**VWA REGIONAL EVENTS CALENDAR 2023**

<table>
<thead>
<tr>
<th>20 April</th>
<th>22 April</th>
<th>24 April</th>
<th>25 April</th>
<th>26 April</th>
<th>26 April</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Risk of vaccine-preventable disease outbreaks in the Americas reaches a 30-year high.</strong></td>
<td><strong>Start of Vaccination Week in the Americas 2023</strong></td>
<td><strong>Regional Launch of Vaccination Week in the Americas 2023</strong></td>
<td><strong>Live conversation with experts</strong></td>
<td><strong>Caribbean countries agree to strengthen national immunization programs in the Nassau Declaration</strong></td>
<td><strong>PAHO Director participates in the Sixth Meeting of the Forum of the Countries of Latin America and the Caribbean</strong></td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>The Americas</td>
<td>The Americas</td>
<td>The Americas</td>
<td>Bahamas</td>
<td>Chile</td>
</tr>
<tr>
<td>📍 Watch the conference</td>
<td>📍 See the press release</td>
<td>📍 Watch the video</td>
<td>📍 See the press release</td>
<td>📍 See the press release</td>
<td>📍 See the press release</td>
</tr>
</tbody>
</table>
2023 campaign slogan:

“Get up-to-date. #EachVaccineCounts.”

The PAHO Department of Communications and the Special Program on Comprehensive Immunization (CIM) worked together on a regional communication strategy for the 21st VWA. To disseminate it, they used institutional tools, such as the website and social media. At the regional level, materials such as posters, social media posts, infographics, videos, and animations were also used to support national VWA campaigns in the countries. The materials included photographs that showed the variety of populations that benefit from vaccination in the Region of the Americas.
PAHO press releases on the 21st VWA with in-depth analysis of regional vaccination challenges during a pandemic were widely reproduced by the media. VWA 2023 also promoted coverage of local initiatives in the countries.

IN APRIL THE FOLLOWING RESULTS WERE ACHIEVED:

- 1,087 new articles published in Spanish and English (74% more than the previous year).
- 910 million media consumers reached (9% less than the previous year).
- Advertising value equivalent to USD 8.42 million (10% less than the previous year).

CELEBRITIES

Argentina quiere ser campeona en inmunización: La Mosca adoptó “Muchachos” para la Semana de Vacunación en las Américas
WEBSITE

Page visits: 36,324 visits to the home page, in the four languages.

FROM 9 MARCH TO 1 MAY 2023, THE FOLLOWING WAS ACHIEVED:

* Screen saver

Scope of the regional event: 1,500 YouTube users watched the regional launch online.

Sources: 85% of users came to the VWA page in Spanish from different online search engines.

The VWA poster and screensaver in Spanish were the most downloaded files on the PAHO website, with 23,236 downloads.

Coverage in Regional Accounts

189 pieces of content published on digital media (total messages published on all regional platforms).

FROM 17 APRIL TO 1 MAY 2023, THE FOLLOWING WAS ACHIEVED:

1,271,327 impressions or places where content is displayed (total impressions across all regional platforms).

36,440 engagements (total engagements on all regional platforms).

Vaccines are safe and save lives!

GET UP-TO-DATE

#EachVaccineCounts
SOCIAL MEDIA STRATEGY

The goal of VWA on social media was to promote the importance of immunization, where available, to increase public confidence in vaccines, and to get more people in all countries and territories of the Region of the Americas up to date with the necessary doses.

The overall strategy was to maximize audience engagement. This involved creating and posting messages and materials on social media (Facebook, Twitter, LinkedIn, YouTube, and Instagram), including cards, GIFs, infographics, short videos, reels, and stories, and making them available for public use, regional accounts, and PAHO Representative Offices.

The regional launch was broadcast live (in Spanish, English, Portuguese, and French) and a live interview was conducted with experts (in Spanish and English) who encouraged listeners to reflect on the importance of vaccination.

The slogan and hashtag of the event were used in all materials: “Get up-to-date. #EachVaccineCounts.”

SOCIAL MEDIA CAMPAIGN

The VWA campaign published on the PAHO/WHO regional social media accounts (Facebook, Twitter, LinkedIn, YouTube, and Instagram) achieved over 1 271 327 views and over 36 440 engagements in total.

The content was also disseminated on the social media accounts of PAHO Representative Offices, increasing the reach of key messages on the importance of vaccination, the safety and effectiveness of vaccines, and the role of vaccination in protecting communities against various diseases.

Facebook campaign metrics showed that the VWA content posted on the regional profile (@PAHOWHO) had a total of 512 461 views (total number of locations where the content was displayed).

In terms of social engagement with the VWA content, it received a total of 9 790 likes, shares, and comments

What was most successful:
• Content with a narrative focus, with human themes, from everyday life.
Most impactful posts on the @PAHOWHO Facebook page:

Performance on Twitter (Spanish account): @OPSOMS

<table>
<thead>
<tr>
<th>SPANISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tweets:</td>
</tr>
<tr>
<td>25</td>
</tr>
<tr>
<td>Total impressions: (locations where content is displayed)</td>
</tr>
<tr>
<td>136,126</td>
</tr>
<tr>
<td>Total retweets:</td>
</tr>
<tr>
<td>607</td>
</tr>
<tr>
<td>Total engagements: (likes, shares, and comments)</td>
</tr>
<tr>
<td>2,797</td>
</tr>
</tbody>
</table>

Campaign metrics from the regional Twitter profile in Spanish (@OPSOMS) showed a total of 136,126 views (total number of times the posts were shown) for content published about VWA.

The posts were retweeted 607 times. According to the metrics for social engagement with the VWA content, it received a total of 2,797 likes, shares, and comments.

What was most successful:

- Short videos and animations.

Most impactful posts on the Twitter profile (Spanish account): @OPSOMS

La vacunación es uno de los servicios sanitarios más efectivos y rentables. Beneficia a las personas, a las comunidades, a los países y al mundo. Es una inversión en el futuro.

#CadaVacunaCuenta
Performance on Twitter (English account): @PAHOWHO

<table>
<thead>
<tr>
<th>ENGLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tweets:</td>
</tr>
<tr>
<td>Total impressions: (locations where content is displayed)</td>
</tr>
<tr>
<td>Total retweets:</td>
</tr>
<tr>
<td>Total engagements: (likes, shares, and comments)</td>
</tr>
</tbody>
</table>

Campaign metrics from the regional Twitter profile in English (@PAHOWHO) showed a total of 174,666 views (total number of times posts were shown) for content posted about VWA.

The posts were retweeted 180 times. According to the metrics for social engagement with the VWA content, it received a total of 1,885 likes, shares, and comments.

What was most successful:
- Short videos and animations.

Most impactful posts on the Twitter profile (English account): @PAHOWHO

Vaccines are necessary throughout your life. Get vaccinated to avoid different diseases.

From April 22nd to 29th, we celebrate Vaccination Week in the Americas.

Vaccination is one of the most effective and cost-efficient health services. It benefits individuals, communities, countries, and the world. It is an investment in the future! 🌍👉.

#EachVaccineCounts
Performance on Instagram: @OPSPAHO

Campaign metrics from the regional Instagram profile (@OPSPAHO) showed a total of 247,801 views (total number of times posts were shown) for content posted about VWA. According to the metrics for social engagement with the VWA content, it received a total of 3,685 likes, shares, and comments.

What was most successful:
- Videos, real-life stories, and content with celebrities.

Most impactful posts on the Instagram profile: @OPSPAHO
Campaign metrics from the regional LinkedIn page (/Pan American Health Organization) showed a total of 34,029 views (total number of times posts were shown) for content posted about VWA.

According to the metrics for social engagement with the VWA content, it received a total of 1,198 likes, shares, and comments.

**What was most successful:**
- Impactful and useful information.

**Most impactful posts on the LinkedIn profile:**

Performance on YouTube: @PAHOTV

![Performance on YouTube](image)

Campaign metrics from the regional profile of the YouTube channel (@PAHOTV) showed a total of 144,535 views (total number of times posts were shown) for content posted about VWA.

According to the metrics for social engagement with the VWA content, it had a total of 17,034 views.

**What was most successful:**
- Live content, as it connects with the audience, and content with celebrities.

**Most impactful posts on the YouTube channel:**

@PAHOTV
CAMPAIGN RESULTS IN THE COUNTRIES

Below are the successes reported by 32 countries in the Region of the Americas. These results are from the reports given to PAHO by the health authorities of each country.
Anguilla celebrated VWA with pre-events during which all vaccines were offered. Of the actions carried out, the following are notable:

- Visits were made to eight registered daycares on the island, interacting with children and reviewing vaccination records. Discussions were held with teachers about the importance of vaccinations for this age group and they were encouraged to ensure that children were up to date with their vaccinations.

- Visits were made to eight preschools, providing an opportunity to interact with the children and address topics such as the importance of hand washing, a healthy diet, exercise, sleep, and hygiene when coughing and sneezing. Immunization records and current safety procedures were reviewed.

- Visits were made to six primary schools and the human papillomavirus (HPV) vaccine was administered.

- The third booster for the DT/Td (diphtheria-tetanus) and polio vaccine was administered at high schools to 14- and 15-year-olds.

- A retreat for nursing professionals was held to discuss community issues and play team-building games. Personnel were celebrated with a healthy snack.

**Activities and events carried out during VWA**

- Walk-in vaccination clinics were held at health centers.

- The third booster for the DT/Td and polio vaccine was administered to teenagers attending high school on Wednesday and Thursday.

- Personnel attended a church service and the week culminated with a vaccination fair.

**Media campaign**

- The Minister of Health gave a speech on the radio to inaugurate VWA.

- Members of the health team made announcements with information and gave radio interviews.

- T-shirts with the VWA logo were printed for all community personnel. Posters were also printed, as well as brochures with Anguilla’s vaccination schedule announcing the vaccination fair.
ANTIGUA AND BARBUDA
INDIVIDUALS VACCINATED: 267

The week was aimed at continuing to raise public awareness about COVID-19 vaccines. Messages read in all churches. Awareness march to the jingle “Get vaccinated”. Official opening ceremony. Outreach, mop-ups, walk-in clinics, health walk. Conference on vaccination.

Events and activities

• On 24 April, the opening ceremony of VWA was held at the Ministry of Health, with the presence of the Minister of Health, the deputy medical director and authorities from the departments of Pediatrics and Non-Communicable Diseases, as well as district nursing professionals, among other participants.

• Campaign messages were also read in churches.

• Nursing and community health professionals and support personnel participated in the awareness march to the slogan “Get vaccinated” from the old health center to the Ministry of Health headquarters to educate the public about the importance of vaccines.

• Individual and group educational sessions were held, as well as outreach activities in schools and homes.

Media campaign

• Public awareness activities were conducted through public service announcements, videos, and billboards, among other resources.

• A press release was written and the social network Facebook was used to promote VWA in the country.
VACCINATION WEEK IN THE AMERICAS 2023 REPORT

GET UP-TO-DATE #EACHVACCINECOUNTS

Vaccines are safe and save lives!
ARGENTINA
INDIVIDUALS VACCINATED: 1 147 039

In coordination with 24 jurisdictions, scientific societies, and other strategic allies, the country focused its efforts on getting people up-to-date with the national vaccination schedules throughout their life course and in vulnerable populations. Emphasis was also placed on primary immunization schedules and flu and COVID-19 vaccine booster doses.

Events and activities

• On 28 April, the 7th Vaccine Night was held at the Provincial Pediatric Hospital of Córdoba, which was replicated throughout the year at participating community centers, hospitals, and universities.

• On 21 April, a virtual seminar was held as a pre-launch of VWA on the topic “Vaccination at all stages of life.” The initiative included representatives from the Directorate for the Control of Vaccine-preventable Diseases (Dirección de Control de Enfermedades Inmunoprevenibles, DiCEI) and PAHO, and its objective was to identify vaccination recruitment opportunities by age group.

• The national Minister of Health, Carla Vizotti, together with representatives of PAHO, DiCEI, and local authorities and the Armed Forces participated in a binational vaccination day in the city of Espejo Bernardo de Irigoyen, Misiones Province, in Dionisio Cerqueira, on the border with Brazil.

• A vaccination event was held at the Raguiñ Kien Intercultural Health Center (IHC) with the indigenous peoples of the Ruca Chori area of the town of Aluminé, with the participation of the Minister of Health, coordinators from Mapuche communities, the governor of the province, and provincial and DiCEI authorities.

• A cultural day was held at Garrahan Hospital, with the participation of health authorities and the musical group La Mosca Tsé-Tsé. This event provided a space for the community to consider the importance of vaccination, along with recreational, artistic, and theatrical activities.

Media campaign

• The campaign hashtag was adapted to Argentinean Spanish as #PoneteAlDía. #CadaVacunaCuenta. The campaign’s multicolored ribbon helped to reinforce a series of key messages, including “Protect yourself and your loved ones;” “Vaccines are needed at all ages;” “Vaccines are key to a healthy childhood,” and others.

• Promotional material such as flags, caps, bibs, colored ribbons, posters, etc. were developed jointly with the communications team of the Ministry of Health and PAHO. Some vaccinators from the jurisdictions also managed resources to develop other materials and media spaces.
BAHAMAS
INDIVIDUALS VACCINATED: 151

The Bahamas kicked off VWA 2023 with a church service at the Dios de la Profecía Church in Nassau. The service was officiated by Pastor Hulan Hanna. The ceremony was attended by Pearl McMillan, Medical Director and Head of Immunization; Gina Rose, National Coordinator for the Expanded Program on Immunization (EPI) and her team, as well as Ruth Bastian, former National Coordinator.

Activities and events

• To raise awareness about vaccine-preventable diseases and the importance of staying up-to-date with vaccination schedules, on 25 and 26 April, the team of nursing professionals and contact tracers from the EPI toured the communities of Bain, Grant Town, and Coconut Grove. This activity was carried out in collaboration with teams from the Royal Bahamas Police Force, the Urban Renewal Commission, the Department of Social Services, and officials from the Ministry of Education.

• On Thursday, 27 April, a retirement luncheon was held in honor of Ruth Bastian, National Coordinator for over 10 years.

• On 28 April, a seminar on the EPI was held on the topic of polio and national and international reports on immunization, polio and measles surveillance, events supposedly attributable to vaccination, and electronic immunization registries. The following speakers participated: Lindsey Cancino, of the Rotary Club, Gina Rose, RN, Dr. Teoria Murray, and Dr. Danny Davis.

• The VWA events culminated on Saturday, 29 April with a vaccination campaign for people of all ages in collaboration with the Bahamas Red Cross, administering childhood vaccines and COVID-19 vaccines.

Media campaign

• The television network ZNS was responsible for the media coverage of the religious service at the beginning of VWA.

• The calendar of events was disseminated through various media platforms, including radio and television talk shows such as “Wake up Bahamas” and “Our News,” the ZNS radio morning show, and “Hands for Health,” as well as through the Facebook page of the Ministry of Health.

• Immunization brochures were distributed, immunization registries were evaluated, and residents were encouraged to keep children up to date on immunizations in the communities of Bain, Grant Town, and Coconut Grove.
During VWA this year, a series of activities were aimed at reestablishing the goal of 95% vaccination coverage in children under 5 years of age and to re-emphasize the importance, benefits, effectiveness, and safety of vaccines and immunization.

Additionally, efforts were reinforced to reach people who had not received their vaccines and to ensure their administration according to the established schedule. Activities to support trust in vaccines and immunization were also promoted, as misinformation has been circulated about this subject.

**Activities and events**

- From 24 to 26 April, walk-in vaccination clinics were held in all polyclinics, where the public was invited to get up-to-date with their vaccination schedules. Presentations were also made and posters were displayed to emphasize the benefits and importance of vaccines.

- On 27 April, health professionals participated in a webinar via Zoom.

- On 29 April, walk-in vaccination clinics were held at selected polyclinics.

**Media campaign**

- A skit highlighting the importance and benefits of vaccines was created and widely promoted. The message was spread through radio, television, press, and digital media.

- Leaflets, posters, and feather flags were made.
Belize

INDIVIDUALS VACCINATED: 4,411

Belize focused VWA on communities with low vaccination coverage and high-risk groups.

Activities and events

• Mop-ups were carried out in areas with low mobile phone and home visit coverage.

• School visits and school parades and health fairs were also held to commemorate VWA in coordination with areas such as mental health, malaria, vector control, human immunodeficiency virus and sexually transmitted infections, and infection control, among others.

• Awareness sessions were held with health personnel on the importance of immunization and the vaccine cold chain.

Media campaign

• Activities were carried to raise public awareness on the protection offered by vaccines. These focused on children attending schools and adults in hospitals, clinics, and markets. Messages were also disseminated in various media.

• The public was informed about vaccines and their importance in the prevention of communicable diseases through radio talks, television programs, vaccination advertisements during prime-time television, and Facebook, WhatsApp, Instagram, and other social media.

• Health workers wore T-shirts and caps with the campaign slogan throughout the week, and gifts such as pens, pencils, mugs, gift baskets, and school backpacks were given to the vaccinated population.

• Banners and posters were placed at strategic locations to promote vaccination.
BERMUDA
INDIVIDUALS VACCINATED: 9

To celebrate VWA 2023, the Bermuda Department of Health promoted vaccination with a special focus on the MMR and HPV vaccines. Activities focused on promoting the immunization program and the importance of continuing routine vaccination and maintaining vaccination gains. VWA provided a unique opportunity to reaffirm public confidence in vaccination and address vaccine hesitancy by bolstering health services, improving public relations, communications, and launching the HealthyPeople Bda app.

Events and activities

- Bermuda kicked off the week with the Wave at East Broadway and mascot Bermy Germy.

- On 24 April, a press conference was held with Minister of Health Kim Wilson.

- On 28 April, the Bermy Germy Walk through Hamilton took place, the HealthyPeople Bda App was launched, and the day ended at a vaccination clinic so that the general population could get up-to-date on their vaccines. The “Dance Walk” was a unique way to promote VWA in the community and get residents involved in the celebration. As personnel danced around town, the local vaccine schedule was distributed to promote vaccination. The dance ended at City Hall, where the mobile phone application was launched. A workshop was held with health professionals to evaluate immunization efforts, strengthen participation in the EPI, review local processes and reporting, and share updates and new technologies.

Media campaign

- During VWA, the Department of Health of Bermuda encouraged the community to follow the vaccination schedule and get up-to-date on their vaccinations. This was done through radio talks on Beverley Howell’s “Health is Wealth” program, the press conference to launch VWA, distribution of the vaccine schedule during the “Dance Walk,” and the catch-up clinic.

- Bermuda used the slogan “Are you up-to-date on your vaccines? #EachVaccineCounts,” and posters and signs were made for the Wave at East Broadway, as well as t-shirts for the “Dance Walk.”
During VWA, the Plurinational State of Bolivia closed out the campaign to monitor measles, rubella, and congenital rubella syndrome elimination and polio eradication, and took the opportunity to administer all the vaccines in the country’s vaccination schedule. The campaign started by prioritizing the most vulnerable groups, such as children under 2 years of age, pregnant women, health personnel, people over 60 years of age, and people with underlying diseases. Children from 2 to 12 years old were vaccinated starting on 2 June and the general population was vaccinated in July.

Thanks to the national effort, 100% of the vaccination centers were actively offering the vaccines from the national schedule and for COVID-19. Additionally, 54% of vaccination centers adjusted their hours, allowing health services to increase vaccinations. Around 3 250 mobile brigades were deployed to provide vaccinations (1 473 brigades in capital cities and 219 brigades in indigenous municipalities). Additionally, 3 357 brigades and 295 supervisors were responsible for certification, promoting quality in the services provided.

Events and activities

- The country decided to carry out VWA with the objective of concluding the campaign to monitor measles elimination and polio eradication, with the administration of one dose of the measles, mumps, and rubella (MMR) trivalent live-virus vaccine and one of the oral polio vaccine to children aged 2 to 4 years, in addition to improving vaccination coverage with one dose of the COVID-19 vaccine and other vaccines in the regular schedule.

- On 20 March, the national VWA programming workshop and the contingency plan were carried out in two stages: vaccination and rapid monitoring of vaccination at the national level.

- On 17 April, nine VWA launch events were held at the departmental level with health authorities, the association of autonomous municipal governments, and departmental and municipal governments.

- On 28 April, together with the directors of each Departmental Health Service (Servicio Departamental de Salud, SEDES), the campaign was evaluated and it was decided to extend it until 31 May.

- A national meeting of departmental health directors was held to push for established vaccination goals to be met.

Media campaign

- A national press conference was held with the participation of national health and education authorities.

- The PAHO graphic line was approved and adapted for the country.

- Radio spots and audio recordings were made for loudspeakers, which were broadcast in 118 vehicles for one week in 24 prioritized municipalities, and messages were disseminated in Aymara, Quechua, and Guaraní through 58 local stations.

- Awareness-raising workshops were organized for journalists and communicators in 10 cities, with the participation of 400 mass and digital media professionals.
• Educational talks and activities to promote vaccination were carried out with community institutions and organizations. Parades and mobilizations of students and parents were also carried out.

• Media visits, interviews, and live broadcasts were held.

• A social media campaign was implemented, which was disseminated on the official accounts of the Ministry of Health and strategic partners. Additionally, photographs, illustrations, and designs were produced for large-scale events.
Brazil prioritized COVID-19 and flu vaccination in the country’s 5,570 municipalities. VWA was also an opportunity to celebrate Indigenous Peoples Vaccination Month (IPVM) by strengthening the vaccination schedule in 34 Special Indigenous Health Districts (DSEI).

The Ministry of Health has been making every effort with the states and municipalities to guarantee national and international commitments to control and eliminate vaccine-preventable diseases, emphasizing the importance of getting back on track with and maintaining goals for vaccination coverage and protecting the population. During IPVM, at least 90% of the villages in the prioritized areas were visited to complete the vaccination schedule for children and adults of all ages.

During IPVM, vaccination activities were also launched to update the vaccination schedule in accordance with the National Immunization Schedule for children and adults of all ages, with special attention to measles. In addition, flu vaccines were given in 34 Special Indigenous Health Districts throughout the country for the indigenous population from 6 months of age, with an estimated population of 611,780 people.

IPVM is intended for the entire indigenous population of the selected areas, with strategies to visit difficult-to-access villages. All of these people, from 6 months of age, have been vaccinated against influenza (1,665,143). Vaccination against COVID-19 includes traditional peoples (indigenous, Quilombola, and Ribereños), corresponding to an estimated population of 2,602,727 inhabitants.

**Activities and events**

- In Gameleira village, São Benedito/Ceará municipality, representatives of the Ministry of Health, the Ministry of Indigenous Peoples, the Government of Ceará State, the Mayor’s Office of São Benedito, the National Indian Foundation (FUNAI), the Secretariats of Indigenous Health, and the Secretariat of Sanitary and Environmental Surveillance of PAHO Brazil, as well as the coordinator of the DSEI, indigenous leaders and the President of the District Council of Indigenous Health (CONDISI) met to celebrate IPVM, one of the main health efforts aimed at the indigenous population. The vaccines included in the vaccination schedule were offered at this event.

- During the IPVM, at least 90% of villages in the prioritized areas were visited to complete the vaccination schedule for children and adults of all ages.

- The COVID-19 vaccination campaign began on 27 February and ended on 31 May, while the national flu vaccination campaign spanned from 10 April to 31 May. These campaigns complemented the actions of VWA.
Media campaign

- The country used the hashtag “Get up-to-date. #EachVaccineCounts” and the phrase “Vaccinating is caring.”

- The Secretariat of Health and Environmental Surveillance disseminated VWA messages in the country’s media.

- The Ministry of Health disseminated press releases and news items on the importance of flu and COVID-19 vaccination, as well as the vaccination schedule. There were also interviews in various media and meetings with the states to coordinate efforts and share technical standards for communication campaigns.
As vacinas são seguras e salvam vidas!
MANTENHA-SE EM DIA.
#CADAVACINACONTA
In Chile, VWA was included in the seasonal influenza vaccination campaign, allowing health authorities to increase the activities and highlight the importance of vaccination leading up to winter.

**Events and activities**

- The country inaugurated VWA with a visit from PAHO Director Jarbas Barbosa. The Director, accompanied by Minister of Health Ximena Aguilera, and undersecretaries of public health and healthcare networks, as well as local authorities, visited a health facility in the Renca commune in the Santiago Metropolitan Region. The importance of vaccination was highlighted at the event and the authorities had the opportunity to share this meeting with health professionals.

**Vaccination campaign**

- In addition to the dissemination of VWA materials on social media, the country produced an informational brochure with the vaccination schedule, banners, and a background for press events in coordination with the United Nations Children's Fund (UNICEF).
- The importance of vaccination was emphasized in the media and three public activities were carried out on the ground.
VACCINATION WEEK IN THE AMERICAS 2023 REPORT

Mantén tu vacuna, vacunas AMÉRICA
In Colombia, VWA was carried out as part of a preventative and proactive health vision with a focus on primary care and social determinants. It included efforts planned by the territorial health entities and administrators of benefits plans (Entidades Administradoras de Planes de Beneficios, EAPB).

Events and activities

- VWA launches were carried out centrally in rural settings in the country’s 32 departments and 6 districts.

- There were 2,420 intramural vaccination points, 2,088 extramural teams, 7,774 participating vaccination teams, and a robust administrative and inter-institutional support team.

- The national launch took place on 22 April in Puerto Asís, Putumayo, with the participation of delegates from the governments of Colombia and Ecuador, the local government of Putumayo, PAHO, public and private institutions, the International Organization for Migration (IOM), indigenous community organizations, representatives of civil society, and representatives of the national and local press.

- On 22 April, launch activities also took place in the Amazon/Leticia (Amazonas); Andes, Girardot (Cundinamarca), and Soata-Boyacá regions; and the Caribbean/Santa Marta region, as well as at the departmental and municipal level.

Media campaign

- VWA was developed within the framework of the Second National Vaccination Day. The country’s slogan was “Vaccination Saves Lives” and PAHO graphics were adapted to create texts with a focus on national languages.

- Messages were adopted by and adapted to territorial entities at the district, municipal, and departmental levels. This was considered a success in terms of the management of informational, educational, and communication materials for areas that do not have human resources with audiovisual training.

- The Ministry of Health and Social Protection put out a press bulletin that publicized National Vaccination Day and Vaccination Week in the Americas.

- The campaign messages were disseminated through the social media of the Ministry of Health and Social Protection and on government social media at the departmental, district, and municipal levels.
In Cuba, the second stage of the oral polio vaccination campaign has coincided with VWA for several years. This is the 62nd consecutive campaign carried out by the country.

Events and activities

- The central celebration took place on 24 April at the Cosme Ordóñez Carceller Polyclinic, in the Plaza municipality of Havana, with the participation of government authorities, representatives of civil society, officials from the Ministry of Public Health, health workers, children to be vaccinated and their families, students, and community artists.

- Local celebrations were also held with local government authorities, health workers, and various communities.

- Health forums, educational talks, and efforts to promote health were held that helped to raise awareness in the population about vaccination as the most cost-effective health intervention and about the diseases it prevents.

Vaccination campaign

- The design of the regional poster was adapted with the image of a Cuban vaccination nurse. Around 500 copies were printed to distribute to all vaccination centers in the country and a large-scale print was also produced as a background for the central inauguration ceremony for VWA.

- Public awareness activities were carried out through the press and face-to-face in polyclinics.
DOMINICA
INDIVIDUALS VACCINATED: 327

As part of VWA activities, Dominica placed emphasis on children who had not attended vaccination clinics or child care centers. The country raised awareness in the community and among health personnel and the general public through posters, brochures, individual conversations, text messages, radio programs, and virtual sessions and videos on vaccination.

Events and activities

- Vaccination sessions were organized at the main hospital (Dominica China Friendship Hospital), where hepatitis B vaccines were offered to health workers.

- Various local vaccination activities, such as block visits, mobile visits, and home visits, were carried out to reach the most vulnerable groups, including older adults, immunocompromised people, and children.

Media campaign

- The slogan “Get up-to-date. #EachVaccineCounts” was used in public service announcements produced and broadcast through the Government Information Service and local radio. The public service announcements included local slang and idioms, particularly the language used by young people.

- The Minister of Health gave a speech that was broadcast by local media.
As part of VWA, the Polio, Measles, and Rubella 2023 Follow-up Vaccination Campaign was launched. It targeted children aged 1 to 12 years old in two phases, the first of which included holding vaccination activities in the population at schools and child development centers, based on the country strategy “Growing with our children.” The second phase was based on micro-concentration in strategic sites and house-to-house visits. This campaign included indigenous and Afro-descendant peoples, as well as people in mobility situations. As part of this initiative, rapid vaccination monitoring was carried out to validate coverage.

**Activities and events**

- On 22 April, a binational campaign was launched in Puerto Asís, on the border with Colombia. The PAHO Representative in Ecuador, the Vice Minister of Health, the Director of the National Directorate of Immunizations (Dirección Nacional de Inmunizaciones, DNI) and Colombian government authorities participated in this event.

- On 2 May, the national campaign was launched, along with nine regional campaigns. The national launch event was attended by the country’s President and Vice President, the Minister of Health, the Minister of Education, and representatives from PAHO, UNICEF, IOM, and provincial and cantonal governments, among other authorities.

**Media campaign**

- At each national campaign launch event, there was a stand and activities to promote health, nutrition, and healthy living, as well as vaccination sites.

- VWA was linked to the national campaign “For an Ecuador free of polio, measles and rubella,” which included messages from Máximo, an iconic character for childhood vaccines. In addition to the hashtags associated with VWA 2023, #Vaccination2023 (#Vacunación2023) was also used.

- A national communication strategy was designed with several items, including signs, posters, booklets for teachers and parents, t-shirts, caps, thermoses, pins, and stickers.

- The communication strategy included activities such as a national video broadcast in the Ecuadorian media, an event to present the vaccination brigades, a national and regional launch event, a media agenda, a battery of messages on social media, a booklet for parents and teachers, and a video on vaccination and VWA, in addition to advertisements, various videos for social media, infochannels in health centers, press releases, etc.

- Press releases were prepared and disseminated by journalists from national and local media, and a meeting was held with journalists from national media. Also, PAHO issued a press release and made an additional video about this campaign.
Vaccination activities within the framework of VWA are currently underway. To commemorate the date, the country held the photo exhibition “Vaccination Stories” (“Historias de Vacunación”), which aimed to demonstrate how vaccines are safe and high-quality.

Additionally, as part of VWA, the country launched the Expanded Immunization Schedule, with the participation of PAHO and UNICEF, inviting parents and caregivers to get children the appropriate vaccines to protect them from diseases.
VWA is part of the health initiatives scheduled by Grenada to promote awareness about vaccination.

**Activities and events**

- On 29 April, a national event and vaccination walk were held with the participation of government authorities and representatives of non-governmental organizations and civil society, as well as influencers.

- On 22 April, the Minister of Health inaugurated VWA with an event that was broadcast on public information services.

- On 26 May, a panel discussion on the impact of immunization on public health was held, with the participation of members of the Saint George community. This event was broadcast virtually for the general public.

- On 25 and 27 April, a health fair for children and adolescents up to 18 years of age was held with the participation of community members from the Saint Andrew and Saint Patrick health districts, influencers, and representatives from civil society.

**Media campaign**

- Grenada used the PAHO slogan and printed promotional items such as t-shirts, bags, pens, pencils, water bottles, banners, and brochures.

- Public awareness during VWA included promotional campaigns involving influential people such as musicians and government ministers. There were several sessions with parent associations, health workers, and other community members, such as fishermen, police officers, and construction workers.
GUATEMALA

INDIVIDUALS VACCINATED: 424 060

VWA was held in the country as a festival aiming to get back on track with vaccination coverage, with support from local and international social groups and organizations. Local vaccination strategies were aimed at all population groups and were coordinated with bordering countries to implement joint vaccination efforts. Family unity was also promoted with the slogan “The Family Festival” in addition to the VWA slogan “Get up-to-date. #EachVaccineCounts” which encouraged parents to bring their children for vaccination, and to stay and play with them.

Activities and events

- On 2 May, a national event was held with the government, international organizations, civil society, and the general population.

- On 21 April, a cross-border event was held in Izabal, on the Guatemala-Honduras border. It included the mayor of Puerto Barrios and Omoa (Honduras), a representative of the Departmental Government of Izabal, authorities from the Departmental Directorate of Integrated Health Services Networks (Dirección Departamental de Redes Integradas de Servicios de Salud, DDRISS) of Izabal (technical team), coordinators and nursing professionals from the eight municipal health districts of Izabal, the Health Commission of the Health Secretariat of Puerto Cortés (Honduras), and the Health Commission of the Municipal Health District of Omoa-Cortes (Honduras).

- Additionally, on 2 May, an activity was carried out in the border cities of Chiquimula (Honduras), Nentón (Guatemala), Huehuetenango (Mexico), Jutiapa (border with El Salvador), Ixcán (border with Mexico), Petén Norte, and Laguna del Tigre (border with Mexico), with the participation of health services users, health personnel, media, community leaders, and local health representatives from each of the bordering countries.

- That same day, 28 local inaugurations were held in each main DDRISS with community leaders, local institutions, journalists, community members, midwives, health personnel, leaders of Parents’ organizations, the National Police, and the Municipal Traffic Police.

Media campaign

- The country developed its own messages and they were translated locally into all the languages used in the territory.

- Campaign t-shirts and hats were designed.

- Interviews were conducted in mass and local media. Local health personnel gave talks to the communities.

- The country prepared its own press releases for interviews, made TikTok videos, uploaded recordings to Facebook, and sent press releases to local newspapers.

- To spread awareness of the activities, the social networks of the Ministry of Public Health and Social Assistance were used, including Facebook and Twitter, and TikTok videos were also recorded.
HAITI
ANTIGENS ADMINISTERED: 48 181

Activities and events

- In Haiti, VWA was officially inaugurated on Sunday 23 April in the city of Les Cayes, capital of Sud Department. The day began with a parade through the streets of the city. It included a band, around 50 motorcycle taxis, nursing personnel working in vaccination services, authorities from the Ministry of Public Health and Population, members and executives of associated organizations, and the general public.

- The official VWA launch ceremony took place in an artistically decorated room in the National School of Nursing. It began with attendees singing La Dessalinienne, and continued with speeches from the director of the Department of Health, the mayor of the city, and the national director of the EPI. Personnel from UNICEF, the head of the Health and Nutrition Unit of the United States Agency for International Development (USAID), the PAHO representative in the country, and the Minister of Public Health also joined the conversation.

Media campaign

- The country used the campaign slogan and also developed its own slogan and messages. The slogan “Get up-to-date. #EachVaccineCounts” was translated into Creole as “Mete w a jou, chak vaksen konte” as the main message, and was printed on t-shirts, banners, posters, and brochures.

- Specialists hosted interactive programs and educational talks based on the slogan “Mete w a jou, chak vaksen konte” on the radio and at vaccination centers to raise awareness among parents about following the vaccination schedule for children.

- PAHO supported the Ministry of Health in the design, pre-testing, and printing of 2 000 t-shirts, 200 banners, 1 000 posters, and 5 000 brochures in support of outreach activities in the Sud Department.

- PAHO also supported the Ministry of Health in developing the national communication strategy to organize VWA. The national communication strategy was translated into a budgeted operational communications plan, which was fully funded by PAHO.

- A regional press conference was held on EPI performance data for 2022, future challenges, and the objectives of VWA.

Additional activities

- Promotional meetings were held, bringing together 75 political authorities, opinion leaders, representatives of different faiths, and local authorities.

- Social mobilization meetings were held in 68 health institutions with 1 699 community leaders to obtain their support for activities to raise awareness in their networks.

- Mass awareness-raising activities were organized using the radio, vehicles with loudspeaker announcements, megaphones, and boomboxes, as well as word of mouth. Multipurpose community health workers also actively sought out children and pregnant women through door-to-door visits from certain health centers.
HONDURAS
INDIVIDUALS VACCINATED: 405 151

Honduras joined the celebration of VWA with promotional and communication activities on vaccination at the national level, and in the country’s 20 health regions. Between 8 and 19 May, Honduras held National Vaccination Day (NVD), which was extended until 31 May in the health regions of Cortés, Distrito Central Metropolitan Area and San Pedro Sula Metropolitan Area.

Events and activities

• On 8 May, a national event was held with the participation of central government authorities, authorities from the Ministry of Health and the EPI, the President of the National Advisory Council on Immunizations (CCNI), collaborators, representatives of civil society, VWA technical units from the Ministry of Health, and the media.

• An event was also held at the regional headquarters, with the participation of authorities from the municipal government and the health region, non-governmental organizations that work at the municipal seat, special guests, and journalists.

• Within the framework of VWA and NVD, the following activities were carried out in health facilities, at community health posts, and through house-to-house vaccination: initiation of vaccination against seasonal influenza for risk groups (pregnant women, adults aged 60 years and older, children aged 6 to 23 months, chronically ill people aged 2 to 59 years, poultry farm workers and health workers); increased COVID-19 vaccination in the population aged 6 months to 4 years, aged 5 to 11 years and aged 12 years and older, in order to start and/or complete the vaccination schedule with first/second doses and/or booster doses, depending on vaccination history.

Media campaign

• Public announcements were made in the municipalities of Roatán (English), Atlántida and Colón (Garífuna), and Gracias a Dios (Miskito).

• During NVD, the country used the slogan “For our families, let’s get vaccinated today and the slogan “Get up-to-date. #EachVaccineCounts” was adapted to “Póngase al día. #CadaVacunaCuenta.”

• The Institutional Communication Unit (UCI) of the Ministry of Health prepared a press release.

• The Facebook and Twitter accounts and official websites of the Ministry of Health, Social Security, PAHO/WHO, UNICEF, and the Medical Board, among others, were used to promote National Vaccination Day, publishing a poster, television spot, and social media posts.

• Appearances were made in the media and press releases were prepared to be given to journalists who cover health news in order to answer frequently asked questions.

• Health-related press releases were prepared to address topics related to the population’s concerns.
BRITISH VIRGIN ISLANDS
INDIVIDUALS VACCINATED: 212

Events and activities

- On 23 April, a multidisciplinary group of health professionals attended St. Williams Catholic Church to celebrate the start of VWA.

- Educational sessions and walk-in activities were held; prizes were awarded for exclusive breastfeeding and clinic attendance, and a school poster contest and vaccination outreach activities were held.

- There was a parade involving schools and health personnel, as well as a health fair, which was made up of non-governmental organizations such as the Diabetes Association and the Cancer Society.

- A recognition award was given to mothers who follow the vaccination schedule, ensuring that their children receive all vaccines, and to mothers who exclusively breastfeed their children for six months.

Media campaign

- Posters were produced to promote the events and announcements were made at religious services.
JAMAICA
INDIVIDUALS VACCINATED: 7 205

Jamaica celebrated VWA with sessions aimed at reducing immunization gaps. There were a total of 199 vaccination sessions aimed at older adults and other vulnerable populations. Religious services, public exhibitions, and community awareness sessions were held. Jamaica also collaborated with the National Council for Senior Citizens, the Early Childhood Commission, the Social Development Commission, and local community influencers to promote vaccination and increase support for the immunization program. Additionally, several promotional items were distributed to all parishes for personnel and parishioners.

The vaccination campaign offered HPV vaccination to females aged 11 to 26, and the COVID-19 vaccine to older adults, health workers, and frontline workers not in the health field. Local vaccination sessions were offered, targeting people with sickle cell anemia for the pneumococcal vaccine, and older adults and pregnant women for the influenza vaccine.

Activities and events

- On 23 April, the launch was held at the national and local level with officials from the Ministry of Health and Welfare, professional associations, and community groups.

Media campaign

- The VWA slogan was used in messages at launches, church services, and other promotional events, as well as on promotional materials (water bottles, thermoses, bags, pens, key chains, and pencils).
- Community webinar sessions were held in parishes to raise awareness.
- Press releases and radio interviews were carried out. PAHO social media cards and other electronic materials were shared widely with team members in all parishes.
Between 11 and 30 April, Nicaragua held its annual National Vaccination Campaign as part of VWA activities. The country applied a total of 2,101,882 vaccine doses, protecting children under 9 years of age, adolescents, pregnant women, adults, and older people with chronic diseases, as well as health workers. In total, 721,131 doses of vitamin A and 1,340,556 doses of dewormer were also administered. This campaign also included comprehensive preventative activities for vaccine-preventable diseases, including COVID-19.

**Activities and events**

- On 11 April, the national launch of VWA was held in the municipality of Masaya, at the headquarters of the Local Comprehensive Health Care System (Sistema Local de Atención Integral a la Salud, SILAIS). Events included a parade, floats, children in costumes, dances, and a walk from Monimbó to the central park. This activity included 750 people and authorities such as the Minister of Health and delegates from the Ministry of Health and Welfare, and representatives of PAHO, local government, and civil society.

- A local walk and a launch event were also held in the municipality of Chinandega. At the same time, 18 SILAIS implemented activities in their municipalities, including walks, cultural events, piñatas, health fairs with mobile units, surprise gifts, and contests in health facilities, schools, municipal fields, central parks, and sports centers, with the participation of members of the community, civil society, and government institutions. More than 11,500 people participated in these activities.

**Media campaign**

- The campaign used the regional slogan as well as the slogan “Let’s protect our families and our community: Let’s get vaccinated.”

- Posters and banners were made, and a media plan was implemented with television and radio visits by various officials.
PANAMA
INDIVIDUALS VACCINATED: 230 043

VWA began with a launch event chaired by the First Lady, which included the participation of state and private sector authorities, the PAHO/WHO Representative, the representative of the Social Security Fund (Caja del Seguro Social, CSS), the Vice Minister of Health, groups of older adults, Comprehensive Early Childhood Care Centers (Centros de Atención Integral a la Primera Infancia, CAIPI), patients from the pediatric obesity program, and patients with chronic diseases, among others. At the same time as the formal ceremony, stations were set up for blood glucose monitoring, blood pressure checks, Pap smears, breast exams, and vaccination.

Events and activities

- Two bilateral launches were carried out with Costa Rica and Colombia.
- The event managed to cover 98% of the diseases included in the vaccination schedule.
- Sixteen training sessions were held prior to the event, one at the national level and 15 at the regional level.

Media campaign

- Press releases were prepared with the EPI and the Directorate of Social Communication.
- VWA was promoted through the social media of the Directorate of Social Communication and private companies.
- Seminars were held for health officials and journalists.
As in previous years, vaccination was promoted in Paraguay through activities in all the country’s health services and by offering the population all the vaccines available in the vaccination schedule.

In addition, the Winter 2023 Vaccination Campaign was launched, with the aim of minimizing the impact of typical seasonal respiratory viruses. The campaign included the administration of biological medications for influenza, COVID-19, and pneumococcus.

Efforts were made to encourage people to get up-to-date on the regular vaccination schedule for measles, mumps, and rubella, and in addition to the vaccination activities, an active search was carried out in the community and institutions.

**Events and activities**

- The event for the winter campaign was held at the Santo Domingo Complex for Older Adults in Asunción, with the participation of the Vice Minister of Rectory and Health Surveillance, Lida Sosa Argüello; the Vice Minister of Comprehensive Health Care and Social Welfare, Hernán Martínez; the Director of the General Directorate of Development of Health Services and Networks, Leticia Pintos; the Director of the EPI, Héctor Castro; the PAHO Representative in the country, Marcelo Korc; and the Director of the Santo Domingo Complex, Patricia Sobarzo.

- On 24 April, the VWA event was held at the facilities of the National Sports Secretariat of Asunción. This event included the Vice Minister of the Vice Ministry of Health Governance and Surveillance, Lida Sosa Argüello; the Director of the EPI, Héctor Castro; the General Director of the Cabinet, Amílcar Guillén; and Fabiana Michel as PAHO Representative.

**Media campaign**

- As part of VWA, brochures, posters, and t-shirts were designed.

- Videos were also produced for social media and a statement was issued from the Ministry of Public Health and Social Welfare.
Ministerial Resolution No. 390-2023 approved the technical document “Immunization Implementation Plan for Vaccination Week in the Americas”, with the slogan “Get up-to-date. #Each vaccine counts.” Within this framework, from 22 to 29 April, the Ministry of Health celebrated VWA, with various activities in the Lima and Callao Metropolitan Area, as well as in the country’s different regions.

During VWA, pending vaccinations were carried out in accordance with the national vaccination schedule, closing gaps that had accumulated in recent years, particularly 2020 and 2021, two years in which the health sector was affected by the closure of facilities due to COVID-19.

During this initiative, vaccinations were given for diphtheria, whooping cough, tetanus, hepatitis B, influenza, poliomyelitis, measles, rubella, mumps, chickenpox, tuberculosis, meningitis, yellow fever, pneumonia, rotavirus diarrhea, etc., prioritizing vaccinations in areas that are difficult to access, indigenous and dispersed communities in the country’s mountains and jungles, and districts with low coverage where vulnerable populations live. This included 330 160 children, as well as people of different ages. Vaccination was also carried out in indigenous communities in the eastern regions and dispersed populations in mountainous areas that are hard to reach. Vaccination brigades moved through waterways to prioritize vaccinations per the regular schedule, as well as for COVID-19. House-to-house vaccination was also offered through home visits, at strategic points, and through campaigns at educational institutions or nurseries, preschools, and daycare centers, where part of this target population is concentrated.

**Activities and events**

- On 22 April, a national launch event was held with the participation of the regional government of Loreto, the Dean of the Peruvian Nursing Board and the Minister of Health.
- Local launch events were also held with the participation of health authorities. These took place in Lima, Tumbes, Moquegua, and Ica.
- The national VWA closing ceremony was held in Ucayali.

**Media campaign**

- Materials such as banners, streamers, posters, flyers, hats, polo shirts, bags, booklets, “Vacunín” (vaccine mascot) stuffed animals, and backpacks were produced.
- Seminars were held via Zoom with nursing personnel and communicators from the different regions to invite them to use the material and to share the best ways to spread the message, since all the material was published by the Ministry of Health.
- The launch was carried out in a decentralized manner in the Loreto region and the closing ceremony was held in the Ucayali region, with a focus on the Eastern Macro Region due to low coverage.
- Personnel were strategically deployed to spread the message in the most remote communities: San Martín, Amazonas, Ucayali, and Loreto.
- A press release was prepared with the
headline “Perú Celebrates Vaccination Week in the Americas from 22 to 29 April”. The activities were shared on the social media platforms Facebook, Instagram, Twitter, and TikTok, and on the Ministry of Health website.

Other events

A virtual training was held to disseminate the National Plan for Vaccination Week in the Americas:

- 14 April 2023: trainings with regional coordinators at the national level, as well as the various facilities at the national level.

- 19 April 2023: training via Zoom with those responsible for Peruvian Ministries and Professional Boards, immunization coordinators from EsSalud, and the Armed Forces.
¡Las vacunas son seguras y salvan vidas!

PONTE AL DÍA.
#CADAVACUCUENTAS

MINSA
DIRIS LIMA CENTRO
The Dominican Republic increased regularly scheduled vaccinations in the population aged 0 to 6 years, with emphasis on the country’s border region and tourist areas. Additionally, it prioritized diphtheria and tetanus vaccination with non-discriminatory doses for children aged 7 to 15 years, and agricultural and construction workers.

Activities and events

- Activities were carried out at the national and local level with the participation of state institutions, representatives of the United States Embassy, UNICEF, the Armed Forces, PAHO, and USAID.

Media campaign

- A promotion and awareness campaign was carried out on the importance and need for vaccines throughout the entire life course, referencing the VWA slogan.
- Manuals, banners, and t-shirts were produced with the campaign image.
- Training and press conferences were held on the importance of immunization and vaccines.
SAINT KITTS AND NEVIS
INDIVIDUALS VACCINATED: 95

Saint Kitts and Nevis celebrated VWA as a health education activity to promote awareness about vaccines and their benefits for good health through social media, a talk show, health centers, and public events. The country continued to carry out promotion and education with an emphasis on the HPV vaccine and other antigens.

Activities and events

• Educational sessions were developed for at-risk groups, such as farmers, solid waste management workers, and 6th-grade children.

• Training activities were carried out during the week. The government organized an effective communication workshop on vaccines for health personnel.

• During the course of VWA, the migrant population and Spanish-speaking communities were visited and encouraged to catch up on their vaccinations.

Media campaign

• The government produced brochures for farmers that emphasized the importance of tetanus vaccination.

• Public health awareness was carried out through videos, radio and television talk shows, and forums.

• An effective communication workshop on vaccines was organized.
INDIVIDUALS VACCINATED: 53

To commemorate VWA, a launch ceremony was held on 24 April 2023 at the Bel Jou hotel. During the event, the importance of vaccination in protecting the nation from disease was emphasized, with a call to action to ensure everyone is protected. The importance of vaccination to strengthen the health system was also highlighted.

VWA activities continued throughout the week and continued into May, with a series of outreach events in the different health regions. This included visits to schools to check the students’ health cards and verify their vaccination status, dissemination of information, and follow-up on people who were not up-to-date on their vaccination schedule in the different communities and catchment populations.

Activities and events

- On 24 April, an event was held with authorities from the Ministry of Health, PAHO, nursing professionals, and community members.

Media campaign

- T-shirts, tote bags, brochures, posters, flyers, banners, pens, and pencils were distributed to primary care personnel in charge of immunizations.
In Saint Vincent and the Grenadines, VWA was commemorated from 22 to 29 April with a series of activities throughout the main island. The theme of the week was “Get up-to-date. #EachVaccineCounts.”

**Activities and events**

- **On 28 April**, a concert, march, and rally were held in Kingstown, the nation’s capital.

- **On 29 April**, a health fair was held. This fair and related events provided the opportunity to offer and administer both routine vaccines and COVID-19 vaccines. Some of the services offered during this activity were diabetes and hypertension screening, foot care, nutritional counseling, health promotion, public health awareness, and family planning.

- The districts also organized their own health fairs, as well as vaccination walks and caravans.

- The Chief Medical Officer and Chief Medical Officer of Health supported the efforts of the Community Nursing Service in these national vaccination events.

- District health workers attended religious services held throughout the week, recognizing the need for spiritual strength and blessings for maximum effectiveness in the workplace.

**Media campaign**

- Various platforms were used to promote the week of activities. The Health Promotion Unit of the Ministry of Health, Welfare and Environment, in collaboration with NBC Radio, played a decisive role, and several radio programs highlighted the activities, including Word of Health, Microscope of Health, and Face to Face. Other promotional tools were printed brochures and social media, such as the Ministry of Health’s Facebook page and the Public Information Agency’s platforms.
The VWA vaccination campaign focused on the MMR and polio vaccines, and on vaccination in general, in accordance with the national immunization protocol. Booster shots were also given to the eligible population for tetanus, diphtheria, and pertussis/hepatitis B/Haemophilus influenzae type b (TDap/HepB/Hib), measles, mumps, and rubella (1st dose [MMR1] and 2nd dose [MMR2]), tetanus and diphtheria (Td), influenza, and COVID-19. Catch-up vaccination activities were implemented in indigenous and tribal communities: Pelele Tepu, Palumeu, Puleowime, and Brokopondo. Additionally, catch-up polio vaccination was offered for children who were behind on the vaccination schedule.

**Activities and events**

- On 25 April, a nationwide launch event was held with officials from the Ministry of Health, PAHO, UNICEF, and other partners of the immunization program: Medical Mission, Regional Health Services, and private doctors.
- On the same date, VWA 2023 was launched jointly by the Ministry of Health, Medical Mission, and regional health services at the Koewarasan Health Center (Wanica).
- Catch-up vaccination was given to eligible children for TDap/HepB/Hib, MMR1, MMR2, Td, HPV, and COVID-19 vaccines. Booster vaccines were given in indigenous and tribal communities: Pelele Tepu, Palumeu, Puleowime, and Brokopondo, with special attention to children and adults.
- Promotional material was developed to raise awareness for childhood vaccination.
- As part of VWA activities, a mini fair and children’s activities were also organized.

**Media campaign**

- The regional slogan was adapted to local languages.
- Posters, t-shirts, and brochures were made.
- Educational and community engagement sessions and sessions with health personnel were held.
- The Facebook pages of the Ministry of Health, UNICEF, North Western District Police Station, Public Health Office, and Regional Health Services were used.
TRINIDAD AND TOBAGO
INDIVIDUALS VACCINATED: 3,210

This year Trinidad and Tobago commemorated VWA with a launch and two vaccination campaigns. Health centers across the country also continued to administer vaccines according to their schedules.

Activities and events

- A COVID-19 mop-up vaccination campaign was carried out, which continued at all health centers.
- All health centers were open on certain days to provide access to services for migrants and people not up-to-date on vaccines.
- Media campaign
- Radio and television interviews were conducted with the Minister of Health, Dr. Wheeler, Nurse Sookchand, and other representatives of the Ministry of Health.
- Following the launch of VWA, the Ministry of Health put out a press release.
- The Facebook, Instagram, and Twitter accounts of the Ministry of Health were used to share content about VWA.
- Umbrellas and notebooks/journals were printed with the VWA logo and slogan and distributed at the vaccination awareness activity.
During VWA, Uruguay promoted the national vaccination plan for children, adolescents, and adults. Special emphasis was placed on the trivalent measles, mumps, and rubella (MMR) vaccine and the polio vaccine due to the decrease in vaccination coverage in the world, with the consequent risk of reintroduction of vaccine-preventable diseases in the country. Additionally, the country promoted HPV vaccination in women and men aged 11 to 26 years, influenza vaccination in the target population, and COVID-19 (SARS-CoV-2) booster doses in specific populations.

Activities and events

- On 24 April, at Ministry of Public Health facilities, a launch event was held with the participation of authorities, representatives of PAHO, scientific societies, Universidad de la República, the Honorary Commission for the Fight against Tuberculosis and Prevalent Diseases, and the media, as well as departmental health directors. This event was broadcast online.
- Media campaign
- The message “#GetYourVaccines” (“#DateLasVacunas”) was developed and a press release was published.
- The social media accounts of the Ministry of Public Health were used to promote VWA messages.
- Videos of the campaign launch were made.