

# A Report on the FIP YPG Campaign for World Immunization Week 2020



The graphic features a central white circle with the text "JOIN US ON TWITTER!" in blue. The background is a dark blue gradient with a cluster of colorful, 3D-style geometric shapes in shades of blue, purple, orange, and pink. In the top left corner is the FIP logo (International Pharmaceutical Federation Young Pharmacists Group). In the top right corner, it says "World Immunization Week 24th - 30th April 2020". At the bottom, it lists the dates and times for a Twitter Quiz and a Twitter Chat, along with social media icons for Facebook, Instagram, Twitter, LinkedIn, and YouTube, followed by the handle @FIPYPG.

**fip** International Pharmaceutical Federation  
Young Pharmacists Group

**World Immunization Week**  
24<sup>th</sup> – 30<sup>th</sup> April 2020

**JOIN US  
ON  
TWITTER!**

**25<sup>th</sup> April – 8AM GMT**  
**Twitter Quiz – Test Your Knowledge On Immunization!**

**26<sup>th</sup> April – 7PM GMT**  
**Twitter Chat – Join The Discussion! #FIPYPGVaccinesChat**

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**Date:** 24th - 30th April 2020  
**Theme:** Vaccines work for all

# 1. Introduction

The World Health Organization (WHO) states that immunization is one of the greatest success stories in global health and is estimated to avert between 2 and 3 million deaths each year. For over a decade, more than 86% of all infants born have been vaccinated yearly. Today, more than 20 life-threatening diseases can be prevented by immunization, and new vaccines for vaccine-preventable diseases are quickly being introduced in countries worldwide<sup>1</sup>.

During the World Immunization Week 2020, the Young Pharmacists Group of the International Pharmaceutical Federation (FIP YPG) held a public health campaign focused on advocacy and public health education, emphasizing the key roles of pharmacists and pharmaceutical scientists in vaccination and the importance of vaccination among the general public. The campaign comprised of a promotional video, twitter chat, twitter quiz and Twibbon campaign with the hashtags **#FIPYPGVaccineschat** and **#VaccinesWorkForAll**.

## FIP YPG's goals for the campaign

1. To promote the use of vaccines to protect people of all ages from diseases.
2. To increase pharmacists and pharmaceutical scientists' involvement in immunization to increase vaccination coverage.

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<sup>1</sup> World Health Organisation. Immunization, Vaccines and Biologicals, 2020. Available at: <https://www.who.int/immunization/en/>. Accessed date: 4th June, 2020.

## 2. Campaign activities

### 2.1. Promotional video – 24<sup>th</sup> April

A video was sent out to promote the article in our newsletter for the month of May which focused on emphasizing pharmacists' pivotal role in vaccination. The video was sent out with a caption providing the link to this article.

Find the link to the video [here](#)



### 2.2. Twibbon Campaign – 24<sup>th</sup> April

The campaign was launched with a customized badge from FIP YPG to promote pharmacists' role in immunization with the information:

**World Immunization Week**  
**24 - 30th April 2020**  
**#Vaccinesworkforall**  
**#FIPYPGVaccinesChat**

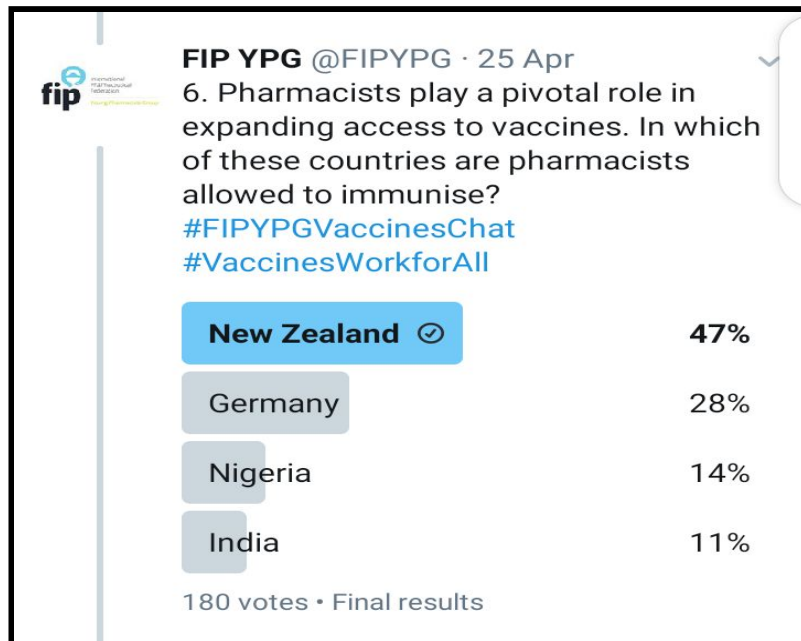


Collection of Twibbons from FIP YPG Subcommittee members who participated in the campaign

### 2.3. Twitter Quiz – 25<sup>th</sup> April

17 questions were posted as Twitter polls to test people’s knowledge on immunization over a period of 24 hours. Questions focused on general knowledge of immunization and advocacy for the role of pharmacists in immunization globally.

Find the link to the quiz [here](#)



One of the Twitter Polls

#### 2.4. Twitter Chat – 26<sup>th</sup> April

Answers were provided to 17 questions from the polls with additional notes and links on immunization provided.


Find the link to the chat [here](#)



FIP YPG

@FIPYPG

Read this FIP global report to learn more about pharmacy-based vaccination in various countries and its current impact on immunisation coverage. [fip.org/files/fip/publ...](https://fip.org/files/fip/publ...) #FIPYPGVaccinesChat



**World Immunization Week**  
24<sup>th</sup> - 30<sup>th</sup> April 2020

**Q :** Since the beginning of the 21st century, pharmacy-based vaccination services have developed at a rapid pace in the USA (1994-2009), Portugal (2007) and Australia (2014-2016) and are now well established.

**A : True**

#FIPYPGVaccinesChat #VaccinesWorkforAll

Answers to the questions from the polls were given, with brief additional descriptions

## 3. Engagement

### 3.1. Projected Engagement

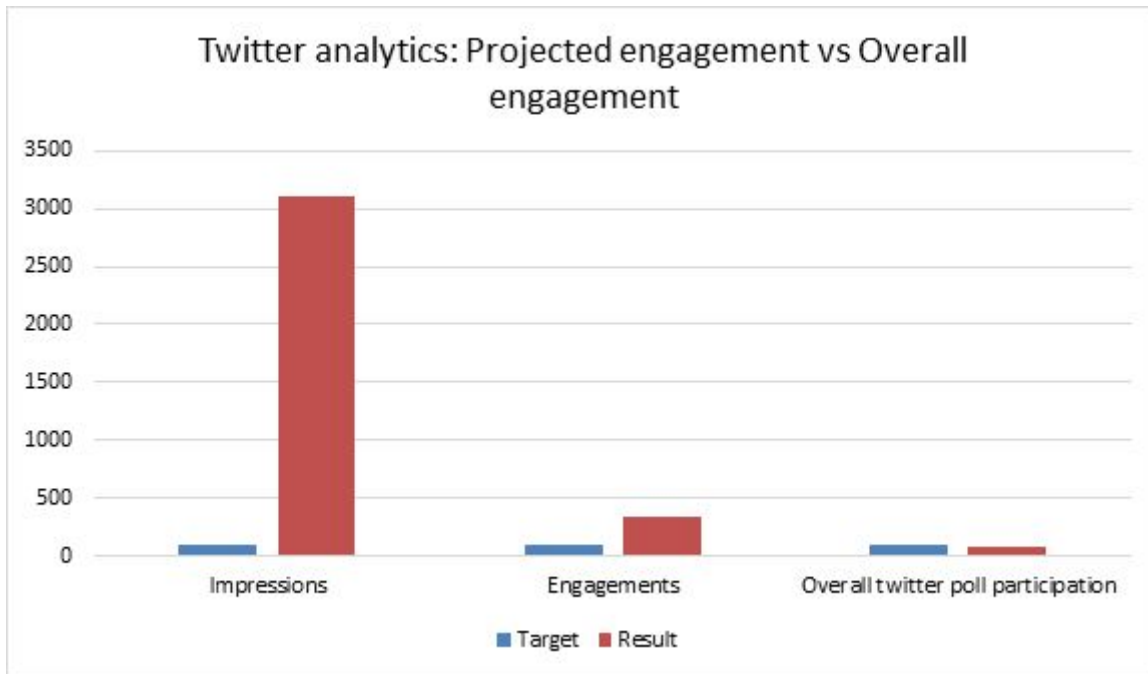
Since this is the first time FIP YPG conducted this twitter chat our expectations from our engagement were: 5000 Impressions, 500 engagements with posts and 200 participants in the polls (pharmacists, pharmaceutical scientists and public engagement). Some social media metrics were used to assess our engagement, which are defined in the table below:

**Table 1. Metrics used to assess engagement**

| No | Metric                  | Description  |
|----|-------------------------|--|
| 1  | Total Engagement        | The total number of times a tweet is interacted with. Interactions include retweets, replies, follows, likes and clicks on links, cards, hashtags, embedded media, username, profile photo or tweet expansion. |
| 2  | Impressions             | The number of times a tweet or hashtag appears to users on either people's timeline or search results.   |
| 3  | Conversion rate         | Percentage of actual twibbon posts compared to the total number of clicks on the link to the twibbon campaign.   |
| 4  | Votes                   | The number of attempts to question in the twitter poll.  |
| 5  | Highest number of votes | The number of votes for the most answered question in the twitter poll.  |
| 6  | Lowest number of votes  | The number of votes for the least answered question in the twitter poll.   |
| 7  | Average number of votes | The sum of the votes for all questions in the poll divided by the total number of questions in the poll.   |
| 8  | Reach Engagement rate   | A comparison of the number of engagements to the reach or impression as a percentage.  |

### 3.2. Overall Engagement

- 154,959 impressions = **3100%** of the target achieved.
- 1699 engagements = **340%** of the target achieved.
- 166 average poll participation = **83%** of the target achieved.



### 3.3. A breakdown of campaign metrics for each activity.

Below is a breakdown of the social media engagement for the four campaign activities.

#### 3.3.1. Promotional video

- 4186 impressions
- 667 media views
- 401 total engagements.

#### 3.3.2. Twibbon Campaign

- 166 participants
- 53.1% conversion rate

#### 3.3.3. Twitter Quiz

- The highest number of votes: 263
- The least number of votes: 136
- The average number of votes: 166
- Target: 200
- Target achieved: 83%

#### 3.3.4. Twitter Chat

- The twitter chat reached a total of 63,220 with each person viewing tweets 10 times on the average.
- Reach engagement rate=1.33%.
- 53 people used the hashtag.



## 4. Reflections and recommendations

### 4.1. Steering committee and Planning team

- More collaborations should be explored with other Young Pharmacy Groups and youth-oriented health care organisations.
- The timing of the campaign, on average, should be convenient for most YPG members and collaborating associations/groups to increase participation.
- The key message in the video should be delivered in the first 0-6 seconds to increase and retain engagement. In addition, the quality of the video can be improved.
- The duration of the quiz could be a little above 24 hours to increase participation. In addition, the engagement obtained from participants outside the steering committee and subcommittee members during the twitter chat was low. Increased collaboration with national and regional pharmacy organisations will improve participation in subsequent campaigns.

### 4.2. Participants

The image shows a screenshot of a Twitter chat conversation. It features six tweets from various participants, including Sherly Meilanti, Chima Amadi, Ayodeji Matuluko, You Zhuan, ntani suh, and C.K Obeng. The tweets discuss the role of pharmacists in vaccination, the importance of immunization, and the beginning of World Immunisation Week 2020. The chat includes hashtags like #vaccinesworkforall, #FIPYPGVaccinesChat, and #WorldImmunisationWeek 2020. There are also replies from FIP YPG.

**Sherly Meilanti** @SherlyM... · 26 Apr  
Thank you @FIPYPG for insightful conversation! Now I know more about vaccines! Pharmacists have a diverse and important role in vaccination! Pharmacists can help in achieving #vaccinesworkforall! Let's unite and stronger together! 🤝🤝🤝🤝🤝  
#FIPYPGVaccinesChat

**Chima Amadi** @iamChima... · 25 Apr  
UHC cannot be achieved without routine immunization. Health workers including Pharmacists, play a major role to enhance global routine immunization for health promotion and disease prevention  
#VaccinesWorkForAll  
#FIPYPGVaccinesChat @FIPYPG  
@psnypgabuja @WHOAFRO  
@PSNsecretariat

**Ayodeji Matuluko** @Ayodeji... · 26 Apr  
Thank you @FIPYPG for such an insightful session, advocating for the roles of Pharmacists in immunisation and educating everyone 🙌  
#VaccinesWorkforAll  
#FIPYPGVaccinesChat

**You Zhuan** @Youzhuan\_Lee · 25 Apr  
Pharmacists can play numerous roles in immunization as vaccine distributors, educators, facilitators and immunizers.  
#vaccinesworkforall  
#FIPYPGVaccinesChat

**ntani suh** @ntani\_30312 · 26 Apr  
#FIPYPGVaccinesChat pharmacists are the first point of contact to the public. Pharmacists are very much accessible and their involvement in vaccination programmes could increase vaccination rates even more so in low-middle income countries

**C.K Obeng** @CKObeng1 · 26 Apr  
The regulatory bodies for Pharmacist in each country ought to push this agenda of Pharmacist getting involved in Immunization programs. We really appreciate New Zealand and other countries for the efforts made to get their Pharmacist on board.  
#FIPYPGVACCINESCHAT

## 5. Conclusion

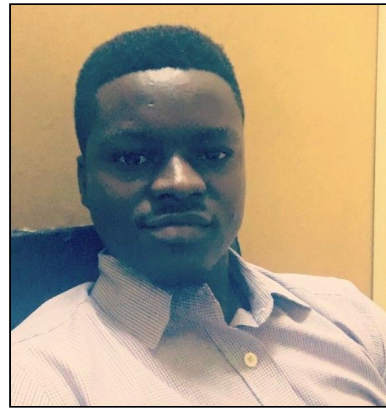
Vaccines save lives and pharmacists play a vital role in the development and utilization of vaccines, as well as the expansion of vaccination coverage. With this as a focus, the campaign goals were achieved with most targets exceeded, and recommendations documented for subsequent campaigns.

Join us in our subsequent campaigns as we enlighten the general public and promote pharmacists roles in public health!

## Meet the team



**Omotayo Olaoye**  
Professional Development Team  
(Public Health Campaigns)



**Emmanuel Oluwagbade**  
Professional Development Team  
(Career Development Toolkit)



**Joel Kojo Abaka Anaman**  
Media Coordinator



**Ayodeji Matuluko**  
Chairperson of Projects



**Funmbi Okoya**  
Chairperson of Public Relations



**Sherly Meilianti**  
President