



A Statement of Purposes

In the aftermath of a pandemic, community concerns about vaccines are often heightened due to uncertainty and fear. It is therefore crucial that the IC plays a pivotal role in promoting immunisation and building trust in vaccination in programs, thereby making a significant impact on public health and safety.

10 key points for promoting immunisation in the post pandemic era:

1. **Education and Awareness:** Develop comprehensive educational campaigns to inform the public about the importance of vaccination, debunk myths, and provide accurate information about vaccine safety and efficacy.
2. **Tailored Messaging:** Tailor communication strategies to address diverse communities' specific concerns, ensuring culturally sensitive and linguistically appropriate outreach.
3. **Collaboration with Healthcare Providers:** Forge strong partnerships with healthcare professionals to disseminate accurate information, strengthen public confidence, and facilitate easy access to vaccination services.
4. **Addressing Vaccine Hesitancy:** Conduct research to identify reasons for vaccine hesitancy and develop targeted interventions to address these concerns sensitively and effectively.
5. **Vaccine Equity:** Advocate for equitable distribution of vaccines, ensuring accessibility and affordability for vulnerable and underserved populations (particularly for NIP listed vaccines).
6. **Building Trust:** Establish transparency and accountability in vaccine programs, collaborating with authorities to foster public trust and confidence in immunisation initiatives.
7. **Public Engagement:** Organise community forums to provide a platform for open discussions, answering questions, and clarifying misconceptions about vaccines.
8. **Monitoring and Evaluation:** Implement robust monitoring and evaluation mechanisms to assess the impact of vaccination campaigns and identify areas for improvement.
9. **Partnership with Media:** Collaborate with media outlets to disseminate accurate and evidence-based information, counter misinformation, and increase public awareness.
10. **Long-Term Planning:** Develop sustainable, long-term vaccination strategies to address future health crises effectively and ensure ongoing protection for the community.