**Campaign Brief - *Vaccination Saves lives***- UNICEF **Jordan**

**Overview:**

* The COVID-19 pandemic and its secondary effects are taking an unprecedented toll on the health and well-being of children around the world, threatening to roll back years of progress in reducing child poverty, leaving children deprived of essential services and families struggling financially.
* UNICEF is playing a critical role in the global efforts to ensure a fair, affordable and equitable access to COVID-19 vaccines to the poorest countries in the world, to the most marginalized communities and vulnerable populations
* Jordan started vaccinating healthcare workers and frontline workers in January and has established a web portal for the population to register for COVID-19 vaccines. The country has been widely praised for including refugees
* UNICEF supports the Prime Ministry and the Ministry of Health’s *Elak o Feed* campaign – including the official website for COVID-19: <https://corona.moh.gov.jo/ar> with dedicated section["مطعوم كوفيد-19"](https://corona.moh.gov.jo/ar/Coronavirus-Vaccine) has been created on the national vaccine campaign. It is complemented by a mass media campaign and youth volunteerism
* UNICEF is working closely with MOH and partners including WHO to support the delivery of equitable COVID-19 vaccines to Jordan through the COVAX Facility – leveraging our global expertise on logistics and procurement of vaccines and assisting with country preparedness
* UNICEF is also supporting MOH with the critical supplies necessary to roll out the vaccine to the population including millions of syringes, safety boxes and disposable gloves.

**Key Goal**

Building public confidence in vaccines against COVID-19

Perceived as trusted source of info when it comes to COVID vaccine

**Communication Objectives:**

* **Strengthen UNICEF’s position** as a relevant, and sought-after source of information on COVID-19 and the vaccine roll-out and influence, inspire and educate people on the lasting impact of UNICEF’s work on children’s lives
* Use compelling content, relevant and available data, insights and expertise to bring engaging creative assets to key audiences at the right place and at the right time, **to maximize engagement, build trust and drive action** for global health
* **Increase vaccine confidence** and positions UNICEF as a leaderin bringing vaccines to the world, and providing every child with the opportunity to flourish beyond the pandemic
* **To build trust** in vaccines, **to dispel** misinformation and rumors to reassure and **position UNICEF as a trusted source** of information, engage and position healthcare workers, youth volunteers and community mobilizers **as role models**, advocate for prioritizing groups including teachers, and **increase vaccine confidence** by putting people at the heart of our communication to drive demand.

**Target Audience & Insights:**

General Public - Adults living in Jordan (above 18 years)

Segmentation:

1. Youth (18-24)
2. Parents (25-50)
3. Teachers and the academic community

Psychographics

* They lack trust in the vaccine, and they haven’t registered yet to get it
* Even those registering on the COVID-19 vaccination platform can be vaccine hesitant; some even skipped their appointments
* They are bombarded with rumors and fake news on the vaccine, sometimes they spread these rumors themselves
* They listen and trust people they know, or people who have the same mentality and lifestyle
* They don’t have good knowledge on vaccination history
* They are afraid from the side effects of the vaccine
* There is a preference for specific vaccines

**\*Further audience, insights and sentiments market studies needed, to be provided by the LTA submitters**

**Key messages:**

*“Protect yourself and your loved ones”* for the general public

*“for better future, get vaccinated”* for youth

*“vaccinate yourself so your child can o back to school”* for parents

*“for a safe back to school, get vaccinated”* for teachers

**Language:** English and Arabic

**Brand Guidelines:** Attached

**Campaign overall Budget:** 250,000 JOD

**Campaign Requirements:**

* Market study/ Insights and sentiments gathered from different digital platforms
* 3 creative concepts; including design and multimedia content
* Tactics to reach the largest number of people falling under the target segments
* Tactics to engage the audiences and community influencers (online and offline)
* Media strategy to reach and inspire the audiences (online and offline)
* Campaign financial proposal (distributing the campaign budget on the campaign requirements)

**Mandatory:**

* Abide by UNICEF guidelines
* Abide by UNICEF tone of voice
* Present concepts in both Languages (2 in Arabic and 1 in English)
* Include UNICEF website in the plan and use it as Landing page

[www.unicef.org/jordan](http://www.unicef.org/jordan)

***Contact person:***

***Rana Shammout, Communication Officer***

*Mobile 0797170826*

*Email:* [*rshammout@unicef.org*](mailto:rshammout@unicef.org)