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Community Guide

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The United Nations Foundation - About Us

In our interconnected world, our shared future rests upon our ability to act together with common purpose. The United Nations was created to strengthen the bonds of international cooperation around shared interests and values. It is the one place where all countries and citizens can unite behind collective action to address our greatest challenges and deliver a better world for all. The UN Foundation supports the UN's ability to tackle these challenges and harness opportunities for the benefit of all humanity. As we head deeper into the 21st century, this task is more urgent than ever. **We work by building communities and incubating initiatives to support the UN and its priority issues, including achieving the Sustainable Development Goals (SDGs).**



SDG 3

Ensure healthy lives and promote well-being for all, at all ages



By 2030, end preventable deaths of newborns and children under five years of age, with all countries aiming to **reduce neonatal mortality to at least as low as 12 per 1,000 live births** and **under-5 mortality to at least as low as 25 per 1,000 live births**

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Our Story: Becoming a Campaign

Every 20 seconds, a child dies from a vaccine-preventable disease, resulting in 1.5 million deaths every year and accounting for nearly a third of all childhood deaths. Shot@Life is a grassroots advocacy campaign of the United Nations Foundation that champions global childhood immunization. We rally members of the public, members of Congress, businesses, and civil society partners – through public education, grassroots advocacy, and fundraising – to support and invest in the global childhood immunization programs of UNICEF, the World Health Organization, and Gavi, the Vaccine Alliance. Shot@Life's over 350,000 supporters and 2,000 core grassroots advocates in all 50 states strive to decrease vaccine-preventable childhood deaths and give every child a shot at life no matter where they live. Together – with help from students, healthcare providers, and engaged citizens like YOU – let's give every child a shot at life!

Meet the Team



Rebecca and Ali are Shot@Life's grassroots contacts. If you need training, tools, or just want to brainstorm ways you can get involved, reach out to the grassroots team at champions@shotatlife.org.

Nondiscrimination policy

Shot@Life does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members.

The Perks of Becoming an Advocate with Shot@Life

1. Become a Shot@Life champion. A Shot@Life champion is trained to confidently advocate for global vaccines as one of the most effective ways to save the lives of children in developing countries. Being part of the champion community also means you get to network with other committed professionals!
2. Leadership, Service, Growth. Develop advocacy, public speaking, and leadership skills as an emerging leader in global health. From meeting with your members of Congress, to authoring an article in your local or campus newspaper, you'll gain all the experience you need to build your leadership portfolio.
3. Be supported. Our team will be here to support you every step of the way! Email us anytime at champions@shotatlife.org, and we will work to help you. We are also happy to connect you with other members of the Shot@Life team—from communications to partnerships to directors.
4. Get the inside scoop. Receive access to special events, trainings, and opportunities with Shot@Life, such as webinars, meeting preparation, and one-on-one calls with Shot@Life staff.
5. SWAG. We will get you started with all the materials you need! Not to mention, Shot@Life merch – from t-shirts to PopSockets to sweatshirts – is available for purchase at our Amazon Store: <https://www.amazon.com/shop/shotatlife>

Advocating for Shot@Life

Being an advocate for Shot@Life—and helping other people do the same—does not have to be a large time commitment. The majority of Shot@Life advocacy actions occur during ten weeks of the year when your advocacy is most effective. All you need is a group of friends and a commitment to ensuring all children around the world have access to vaccinations. You do not need a large group to make an impact; a few passionate and vocal advocates can make a huge difference.

How to Get Started

- ☐ Do you have a group of friends or co-workers who are interested in becoming involved in advocacy?
- ☐ Are you a member of a community organization that is looking to get involved with a new cause?
- ☐ Are you looking for a low-time commitment way to advocate for an important issue?

Make a Plan

- ☐ Who else is interested in vaccine advocacy?
 - ✓ Think of friends and co-workers who may have an interest in global health or advocacy
- ☐ How will you reach out to people?
 - ✓ What group chats can you text?
 - ✓ Can you bring up Shot@Life during a meeting of a community or religious organization that you are a part of?
- ☐ How often will you meet?
 - ✓ For less of a time commitment, you could focus your meetings during Shot@Life's advocacy periods of April and October.
 - ✓ If you would like to stay involved throughout the year, you could meet more often to discuss a specific topic related to vaccines or advocacy (suggestions for vaccine-related books, movies, and podcasts are on page 8).
- ☐ Where will you meet? *
 - ✓ At someone's house or apartment?
 - ✓ In a coffee shop?

Reach out to champions@shotatlife.org for more ideas and tips on how to get started.

Continue reading for ideas on what type of activities your group can do.

*We recognize that the ongoing COVID-19 pandemic has upended life around the world, and we believe firmly in the importance of social distancing. For this reason, we strongly recommend that all events and meetings be held virtually throughout Race to Erase this fall. Your group can choose events from the list below that are easiest to hold online, such as a phone bank or letter to the editor writing party, and the Shot@Life team is available to talk through how to hold virtual events.

Activities throughout the Year

TRAINING

For you and your group to become more familiar with Shot@Life and advocacy, join a webinar to become a trained champion. Go to shotatlife.org/training to sign up for one of our monthly webinars. There are also occasional webinars for trained champions to learn more about advocacy that can also be found on shotatlife.org/training.

ADVOCACY

Shot@Life focuses its advocacy during two activations – Advocate2Vaccinate during April and Race to Erase during October and early November. This is when we recommend you do most of your advocacy activities as champions to generate the most impact. Once you become a trained Shot@Life champion, you will receive emails about these activations and get connected with the Shot@Life team and other champions in your area.

Congressional meetings: An in-district meeting gives your club, your members of Congress and their staff the opportunity to have a meaningful conversation about the issues most important to you. Prepare for a meeting and tell Congress why #VaccinesWork using our checklist below.

- ☐ Decide which congressional offices you want to meet with. To find out who your Senators and Representative are, visit www.senate.gov or www.house.gov.
- ☐ Schedule your meeting.
 - ✓ Submit an online form. Be sure to follow all instructions when submitting.
 - ✓ Call the office. If there's no form, find your office's phone number and schedule the meeting. Provide your full name, indicate that you live in the district, and give a brief description of the issue that you wish to discuss.
 - ✓ Send an email request. You can use the meeting request template in the toolkit for the most recent activation and be sure to include your purpose of visit, who you are representing, your connection to the district, and your availability for the meeting.
 - ✓ Follow Up. If you haven't received a response after a week, follow up with a call or email to check the status of your request. Be politely persistent!
- ☐ Confirm the meeting. A week before your scheduled meeting, send a confirmation email and include a finalized list of attendees.
- ☐ Prepare! Brush up on Shot@Life's talking points.
- ☐ Conduct some research on your member of Congress -- visit their congressional websites, read their biography, check the archives of your local newspaper to find out some of the issues that they have been active on. This will help you make a personal connection with your member and allow you to link your concerns to issues your legislators are passionate about.
- ☐ What to bring to your meeting:
 - ✓ Talking points sheet
 - ✓ Leave behind materials
- ☐ Follow up. Send a thank you email to the staff contact person within a few days of the meeting.

Letter to the editor writing party: Gather friends together to write letters to the editors of their local newspapers. Order snacks and work together to personalize the letters. Help each other by editing the letters during the meeting and then submit to your papers. Check out the Shot@Life toolkit for more information on how to write a publishable letter to the editor.

Phone bank: Plan an event for National Call-in Day. Reserve a space, like a local restaurant, where community members can come and call their members of Congress. Print off phone call scripts and help those new to advocacy on their calls. Bring snacks as an incentive for those who call their congressional offices.

EDUCATION

Host a film screening: You could get a few friends together and watch at someone's house.

Here are some suggested videos to get you started:

- ☐ Bending the Arc (documentary) (2017) - <http://bendingthearcfilm.com/screenings/>
- ☐ Every Last Child (documentary) (2014) - <http://everylastchildfilm.com/>
- ☐ The Final Inch (documentary) (2009) - <http://www.thefinalinch.org/>
- ☐ Breathe (biopic film) (2017) - <https://www.youtube.com/watch?v=JycCFypvgml>
- ☐ Seth Berkley: HIV and Flu -- The Vaccine Strategy
https://www.ted.com/talks/seth_berkley_hiv_and_flu_the_vaccine_strategy

Start a book club: Decide on a theme such as vaccine access, global health equity, or U.S. healthcare policy. Do you want to meet on campus, in someone's home, via an online forum, etc.? How often do you want to meet?

Books we recommend:

- ☐ *Polio: An American Story* by David M. Oshinsky
- ☐ *The Panic Virus: A True Story of Medicine, Science, and Fear* by Seth Mnookin
- ☐ *The Great Influenza: The Story of the Deadliest Pandemic in History* by John Barry
- ☐ *To Repair the World: Paul Farmer Speaks to the Next Generation* by Paul Farmer
- ☐ *House on Fire: The Fight to Eradicate Smallpox* by William Foege

FUNDRAISING

While Shot@Life focuses more on congressional advocacy because our legislators have the ability to appropriate billions of dollars towards global vaccination programs, you can also fundraise for Shot@Life if your group is interested in doing so.

Restaurant fundraiser: Contact a local restaurant to see if they do community days where they will donate a portion of their profits from the day to Shot@Life. You will likely need Shot@Life's charitable organization number—reach out to champions@shotatlife.org if you need this. Promote the event and encourage everyone to bring friends.

50/50 raffle: A 50/50 raffle is a great fundraising activity to add to another event. 50% of the money raised goes towards an organization and 50% goes towards a winning individual. You can offer 1 ticket for \$1 or 6 tickets for \$5.

CHAMPION SUMMIT

Each winter, Shot@Life brings over 100 champions to Washington, D.C. to learn more about childhood immunization issues, sharpen their advocacy skills, and lobby their members of Congress on Capitol Hill.

This offers the opportunity for committed advocates to learn more about issues they care about and to connect with other champions from across the country.

Applications for the Summit open in November. The application and more information about the Summit can be found at shotatlife.org/championsummit.

