

Advocacy evening on vaccinations for all

Running an advocacy meeting to help people learn and take action.

Here is a plan and sample script that you can use to run a meeting to get more people in your community aware of the importance of vaccinations. We know that when people take action they get inspired! The agenda below would require a meeting of roughly 60 minutes. You can adapt the elements to fit your style and the time you have available.

Preparation in advance

- If you can, bring together a small organising team: it's easier when several people share the load.
- Promote your event to as wide a range of people as possible, focusing on people who are more likely to be interested in global vaccinations.
- Make sure that your advertising says clearly what to expect, keeping it short and snappy.
- If you are using an Eventbrite or social media page to promote your event, please send us a link or tag RESULTS in your posts so we can help you spread the word.
- Get in touch if you think you might need funds to run your event, e.g. for room hire – we may be able to help.
- One of your group should act as the host or chair. You can use the script below or write your own.
- Remember: Making your meeting fun and welcoming is the most important thing!

I. Setting the Stage – 15 minutes

5 minutes: Welcome.

“Thanks to all of you for coming. There are a lot of ways you could be spending the day, and I want to thank all of you for coming out and learning more about how you can play a role in supporting the global effort to achieve vaccinations for all.”

State the purpose of the meeting: “Our aim today is to be inspired about the difference you can make, working with others, to create the political will to end poverty. The particular issue we will be discussing tonight is access to vaccines, which is one of the most cost-effective ways to prevent childhood illnesses and can save literally millions of lives around the world. In the next few minutes, we will:

- Explain a bit about RESULTS, the group organizing this meeting.
- We will learn why this year is a particularly important time for taking action on vaccinations.
- We will take an action together that will make a difference. We'll write a letter to a Government Minister who has the power to commit financial resources to support global vaccination efforts.
- Finally, we'll see if anyone is interested in continuing to make a difference with RESULTS.”

10 minutes: Introductions.

“I'd like to ask everyone to introduce themselves and say why you have come here today. Please give us your name and tell us briefly why you are interested in coming here today to hear about global health and vaccinations.” Don't forget about yourself – people will be interested to know your motivations for campaigning and if you share they will feel more inclined to.

Don't rush this bit! It's important that people feel they are in a welcoming group of like-minded people. After everyone has spoken, thank them for sharing their feelings, and point out what they have in common.

II. The Basics of RESULTS – 5 minutes

RESULTS is...

“So, what is RESULTS? RESULTS is a movement of passionate, committed, everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. As volunteers, we receive training, support, and inspiration to become skilled advocates. In time, we learn to effectively advise policy makers, guiding them toward decisions that will improve access to health, education, and economic opportunity. Together we realize the incredible power we possess to use our voices to change the world.”

Give some examples of successes you have been part of, and share some of the activities you have done.

- RESULTS groups meet monthly to plan and take actions, such as...
- We connect to a national monthly conference call to learn about global issues. These are run by RESULTS staff who explain why what we are being asked to do will make a difference, and why now.

III. The issue – 15 minutes

- Introduce the issue of the importance of vaccination.
- Explain the issue, using the [November Action Sheet](#) as a guide. Make sure you show the human impact of immunization – you can find some resources and case studies in [Background Sheet 2](#). You could print copies out for people to read and take away.

IV. Taking action – 20 minutes

- Using the model letter in [Background Sheet 1](#) as inspiration, explain why you will be writing to DFID Permanent Secretary Matthew Rycroft (the Department’s top civil servant), and what action we want him to take.
- Everyone writes their letters (supply paper, pens, envelopes, stamps, and you can even offer to post them, to guarantee they will get sent!). Encourage people to write as much of the letter as possible in their own words, and include their own personal reasons for campaigning on the issue. They should include their name, address and email address, so they can get a reply from the Department.
- Have available printed copies of the model letter (Background Sheet 1).
- Ask one or two people to volunteer to read their letter out aloud for feedback and encouragement.
- Let people know how/when you’ll deliver their letters, and that you’d like them to report back if they get a reply.
- Debrief on the action they have just taken. Ask them, how did it feel? What do they hope will happen next? *For some people, this will be the first time they have ever written to a senior politician! Reassure them of RESULTS’ belief that these letters get noticed and can and do make a difference.*

V. Invitation to the next meeting and close – 5 minutes

“Lastly, we are planning to have future meetings like this one to take action on global poverty with RESULTS. Who is up for doing this again? Who knows other people or groups who might be interested?”

Finally, thank people for coming, and make sure to take their contact details and that you have their permission to contact them again. Please ensure people are asked if they would like to receive campaign materials from RESULTS – it is easiest to get them to subscribe directly to our mailing list at <https://www.results.org.uk/subscribe>

Please let us know how many letters were written and by whom; who their MPs are, and ensure they know who to send any replies to that they receive. Please send this information to Dela Anderson, delanderson@results.org.uk or write to us at RESULTS UK, 31-33 Bondway, London SW8 1SJ.