**IFPMA #VaccinesForLife Campaign - Hero & Hub Films  
Social post copy - English**

***April 2022***

***These lines of copy have been crafted as part of our overall campaign strategy***

***to provide short, simple informational messages.***

***All postcopy has been reviewed by IFPMA legal compliance.***

***Please always use both hashtags #TeamVaccines and #VaccinesForLife to help us track performance, except when using Melissa or Tintswalos’ films.***

***We have provided links to a specific page on the campaign website for you to use in your social posts. Please note you need to use the full URL string; the social platforms will remove the*** [***https://***](https://www) ***when you post.   
The #TeamVaccines website should auto-translate based on your country location.***

***The film assets will be available both on the*** [***teamvaccines.ifpma.org/social-media-hub***](https://teamvaccines.ifpma.org/social-media-hub) ***and the IFPMA Trello board.***

***Translated versions of the film assets will also be available on the website and Trello board in French, Spanish, Portuguese, Japanese and Hindi.***

**Generic social post copy**

We’ve seen that vaccines can do amazing things, but even more incredible is what we’ll never have to see. Vaccines protect us, allowing people of all ages around the world to live full and healthy lives. #VaccinesForLife #TeamVaccines <https://teamvaccines.ifpma.org/vaccines-for-life>

**Additional organic post copy options**

**Achievements-focused post copy**

We’ve seen that vaccines can do amazing things, but even more incredible is what we’ll never have to see. Thanks to vaccines, there are now over 30 diseases worldwide that people no longer have to fear #polio and #measles #VaccinesForLife #TeamVaccines <https://teamvaccines.ifpma.org/what-vaccines-have-achieved>

**Future potential-focused post copy**

We’ve seen that vaccines can do amazing things, but even more incredible is what we’ll never have to see. Vaccine innovations offer hope for the future by giving us new ways to tackle global health challenges. #VaccinesForLife #TeamVaccines <https://teamvaccines.ifpma.org/future-potential-of-vaccines>

**Life course immunisation post copy**

Vaccines are not just for children. They are for life. Immunization beyond childhood can improve our health at every age and stage of life, avoid preventable hospital stays and lessen the burden on our healthcare systems. #VaccinesForLife #TeamVaccines <https://teamvaccines.ifpma.org/vaccines-for-life>

**MELISSA - EBOLA**

#Ebola is a potentially fatal disease, where an outbreak could lead to a pandemic-level threat. Thankfully, vaccines can help protect against this deadly disease and help us prepare for future outbreaks. [https://](https://teamvaccines.ifpma.org/covid-19-solutions)teamvaccines.ifpma.org/what-vaccines-have-achieved #TeamVaccines

**ANISH - AMR**

In 2019, resistance to antibiotics, #AMR, caused more than 1.2 million deaths and this number is on the rise. Vaccines can help by preventing infections, reducing the need for antibiotics and slowing the spread of ‘superbugs’. [https://](https://teamvaccines.ifpma.org/covid-19-solutions)teamvaccines.ifpma.org/anish-story #VaccinesForLife #TeamVaccines

**JAMILA - HIV**

In 2020, 680,000 people died from AIDS-related illness.Vaccines are the next stage in our journey - and every day, science helps us better understand the #HIV virus and get one step closer to preventing it. [https://](https://teamvaccines.ifpma.org/covid-19-solutions)teamvaccines.ifpma.org/jamila-story #VaccinesForLife #TeamVaccines

**TINTSWALO - HPV**

Every 2 minutes, a woman dies of #cervicalcancer somewhere in the world. Over 95% of cervical cancer cases are caused by the virus #HPV, even though there are vaccines available to help protect against it. [https://](https://teamvaccines.ifpma.org/covid-19-solutions)teamvaccines.ifpma.org/what-vaccines-have-achieved #TeamVaccines

**DENNIS - MALARIA**

In 2020, nearly 600,000 people in Africa died from #malaria - 80% were children under 5. Last year, the world’s first malaria vaccine was recommended by the WHO.A new hope after 35 years of collaboration and innovation. [https://](https://teamvaccines.ifpma.org/covid-19-solutions)teamvaccines.ifpma.org/dennis-story #VaccinesForLife #TeamVaccines

**JULIETTE - RSV**

Every year, more than 3 million children are hospitalised with the respiratory virus #RSV.

New innovations like vaccines and monoclonal antibodies could help prevent RSV and protect our little ones. [https://](https://teamvaccines.ifpma.org/covid-19-solutions)teamvaccines.ifpma.org/juliette-story #VaccinesForLife #TeamVaccines