

UNICEF SUPPORT TO THE COVID-19 VACCINATION PROCESS IN SERBIA

Period: January – June 2021

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for every child

VACCINES: Procurement, Transport, Delivery

- UNICEF, as a procurement agent in the COVAX Facility, is on a historic mission to distribute COVID-19 vaccines around the world.
- Serbia has received two deliveries of the COVID-19 vaccine through the COVAX mechanism, with UNICEF playing a key role in the procurement, transport, and delivery.
- So far, 177,660 vaccine doses have been delivered to Serbia through COVAX. New deliveries will follow.



COMMUNICATION: Vaccines Save Lives

- We support the National COVID-19 vaccination campaign *Bring Back the Hug*, as well as its comprehensive communication process.
- Together with WHO and UNDP, UNICEF created a *National Vaccination Strategic Communication and Community Engagement Plan* and supported the Government of the Republic of Serbia and the Institute of Public Health of Serbia “Dr Milan Jovanovic Batut” to launch a campaign and website, to create brochures, posters, billboards, and other communication materials.
- We share our knowledge, experience, and expertise in communicating the importance of vaccination through media, social media, and various online platforms for professional communities.
- UNICEF focuses on priority groups, monitors public opinion polls, and implements social media listening.

VULNERABLE GROUPS: No One Left Behind

- We have produced and made readily available accurate information on COVID-19 vaccination for:
 - Roma
 - Persons with disabilities
 - Refugees, migrants, and asylum seekers.

YOUTH: Let's Chat

- UNICEF listens to adolescents and young people. That's why we launched a youth-friendly Viber chat to provide information about:
 - COVID-19 vaccination, any potential questions and fake news.

EDUCATION: Fighting COVID-19 With Knowledge

- We are sharing knowledge, information, and experience which are important for COVID-19 vaccination when working with:
 - Doctors and other health workers
 - Teachers and everyone who works in education
 - Employees in social welfare institutions.

PUBLIC AWARENESS: Together for COVID-19 Vaccination

- UNICEF uses every opportunity, including numerous public and media appearances, debates, panels, and roundtables to highlight the historical importance of vaccination in overcoming diseases.
- Vaccination is the only way to achieve collective immunity, end the pandemic, and return to normal.

In partnership with:

