Vaccines4Life Summit

Sponsorship Prospectus

2 March 2021
As a critically important voice in the international dialogue on vaccination and trusted partner of the International Federation on Ageing (IFA), please consider this package your Save the Date and invitation to participate in the Vaccines4Life Summit on 2 March 2021, a pre-conference event at the IFA 15th Global Conference on Ageing.

Throughout these pages, there are exclusive opportunities for branding, sponsorship, and engagement to a targeted group of delegates interested in discussing adult vaccination in the context of healthy ageing. Please reach out to the team to discuss any of the outlined packages or alternate opportunities.
Background

Virtually every country across the world is seeing an increase in the proportion of older adults within their populations. By 2050, the world’s population aged 60 years and older is anticipated to reach 2 billion, from 900 million in 2015.[1]

Paralleling this unprecedented shift in demographics is the increased prevalence of non-communicable diseases (NCDs) globally. 71% of global deaths in 2016 were due to NCDs such as cardiovascular disease, diabetes and chronic lung disease,[2] and in 2017, these chronic conditions were the cause of 80% of the global disability.[3]

Older people and people with NCDs are more vulnerable to infectious diseases such as influenza, pneumonia and herpes zoster (shingles), and require public health strategies that reduce the burden of disease and mediate the potentially devastating impacts on their quality of life.[4]

Despite the evidence supporting the social and economic benefits of adult immunization,[5] vaccination access, availability and uptake rates are suboptimal in the older adult populations, particularly in at-risk populations with a heavy burden of preventable disease.

Furthermore, only a fraction of health spending is allocated to prevention activities and even less so on vaccines. Most OECD countries fall within a band of spending only 2 to 4% on prevention strategies, which has remained fairly stable over the long-term. When investment in the most successful, cost-effective public health intervention remains constant or decreases, we must ask why!

The concept of a “life course approach to vaccination” is a relatively new term in the field of geriatric literature as it relates to a comprehensive public health strategy. Yet, the phrase has taken on a newfound interest not only by academics but also policymakers, civil society and industry as a way to build a case for investment across generations (rather than rival cohorts) ranging from children, to adolescents and women in the reproductive years to older adults and the “oldest old”.

Fortunately, the narrative has now begun to change, and is embodied within the vision of the WHO Immunization Agenda 2030: “a world where everyone, everywhere, at every age, fully benefits from vaccines for good health and wellbeing”. Collaboration across unlike groups is essential to continue to move in this positive direction, while at the same time acknowledging the differences and similarities of where stakeholders currently are in their thinking and acting with regards to vaccination.
Vaccines4Life Program

Aligned with the WHO Decade of Healthy Ageing (2020-2030), the IFA Vaccines4Life (V4L) Program envisions a world in which healthy ageing and functional ability of older adults are maintained and ill health is prevented through widespread adult vaccination uptake.

V4L aims to be a reliable and valuable point of connection and resource for global stakeholders working to influence adult vaccination policy and improve adult vaccination uptake rates globally, with special attention to those most at-risk.

V4L was created in response to the urgent need to write the new narrative around adult vaccination and healthy ageing, for more comprehensive adult vaccination schedules; a cross-disciplinary, cross-sectoral approach to vaccination; and improved awareness that translates to changed behavior against the life-threatening consequences of vaccine preventable diseases. For these reasons, V4L continuously strives towards the following objectives:

- **Build and gather evidence on vaccination, ageing and at-risk groups to become a leading source of information across sectors and disciplines on the link between adult vaccination and healthy ageing.**
- **Mobilize knowledge, experts and expertise through the creation and use of innovative platforms.**
- **Influence and shape policy related to adult vaccination and at-risk groups through capacity building at the national and international level.**

Working at global, national and regional levels, the IFA V4L program aims to unify messages and collective actions across to stakeholders to drive policy and practice change. Inherent to this focus is improving the uptake rates of adult vaccination by understanding local barriers and helping to build the capacity of in-country collaborators to influence policy.
Throughout the years, V4L has undertaken impactful efforts to improve adult vaccination, including but not limited to:

- The establishment of the World Coalition on Adult Vaccination which serves as a global knowledge exchange and dissemination outreach platform to help influence and shape policies to improve the uptake rate of adult vaccinations. The Coalition has grown each year and is comprised of NGOs and academia, clinicians, public health and scientific experts and associations, collaborating on a common agenda around a life course approach to vaccination.

- The IFA Expert Centre features some of the world’s top thought leaders on adult vaccines, at-risk groups, and patient engagement. The Expert Centre allows visitors to view the experts’ work and contact experts directly, who are highlighted and linked to recent media articles through Expert Spotlights.

- V4L Expert Meetings on adult vaccination have been convened in countries around the world, acting as platforms to build a sustainable advocacy network and strategy that focuses on addressing specific barriers preventing a more comprehensive approach to changing policy. Outcomes of expert meetings have included consensus statements, published articles, policy-related meetings with decision-makers, awareness-raising activities, and changes to policy.

- IFA has contributed to and influenced various WHO strategies and efforts, including “Immunization Agenda 2030: A Global Strategy to Leave No One Behind” where IFA advocated for increased focus on older people; the “WHO Meeting on Immunization in Older Adults” where IFA informed and presented, resulting in an article published in Vaccine; and the WHO Report on Ageing and Health, where IFA advocated for inclusion of vaccination which was consolidated and led to the Global Strategy and Action Plan on Ageing, endorsed by 194 member states.

- IFA has convened side events at the United Nations dedicated to the topic of adult vaccination, such as the UN International Day of Older Persons Side Event “End Immunisation Inequity toward Healthy Ageing”

- Independent submissions (e.g. IFA PIP Statement to JCVI and IFA EU Submission) and support for other like-minded organizations in their endeavors including Vaccines Today, Generations United, CoMO by profiling their initiatives and policy papers in quarterly newsletters and through social media.
• Participation in multidisciplinary side events such as the International Federation of Pharmaceutical Manufacturers and Associations (FIP) and the International Council of Nurses (ICN) at the 69th Session of the World Health Assembly.

• In 2020, V4L will work in collaboration with the world’s leading patient organizations to create an advocacy toolkit to help patient and health advocacy organizations promote vaccination to their members.

• In 2020, IFA will establish Vaccines4Life – a virtual knowledge mobilization platform that serves as a point of connection for individuals and agencies to debate, create collaborations, and partnerships on the most urgent matters related to adult vaccination, while providing essential advocacy tools and information for the local to national levels of activity.
Vaccines4Life Summit 2021
2 March 2021, 8:00am – 5:00pm

For the first time ever, IFA, together with international partners, is hosting the Vaccines4Life Summit, a full day program that aims to inform the global agenda for a life course approach to vaccination, one day prior to its 15th Global Conference on Ageing.

The intellectual rigor, authenticity and inspiration of some of the best global leaders working to improve adult vaccination will draw delegates from around the world to this multi-disciplinary Summit. Now, more than ever, is it important that these leaders come together to inspire and inform civil society.

The Summit will serve as an opportunity to network with professionals from various fields, understand the burden of vaccine preventable diseases, and share proven best practices and resources to catalyze action. Knowledge, practices and experiences at a local level will serve as evidence to influence policies and strategies on a regional and global scale.

Partnerships across unlike groups are powerful and key to translating evidence into action. IFA is honoured to collaborate with the following international network of partners at the V4L Summit:
Summit Demographics

The Summit will attract a wide variety of delegates and challenge them to look across sectors and disciplines to learn from one another to answer the “tough questions” that need to be addressed to improve adult vaccination uptake rates. Working in silos is not the answer, which is why IFA will gather experts in digital media, immunization, ageing and NCDs, as well as physicians, pharmacists, policymakers and nurses.

Summit Objectives

- Share knowledge from leading global experts on the importance of prioritizing prevention, ensuring access for all, and reducing inequity in the context of adult vaccination

- Enable delegates from across sectors and disciplines to network and exchange information on the best ways forward to improve vaccination uptake rates across the life course

- Inspire delegates to take action on adult vaccination, through strategic communications, building the business case, and promoting the important role of pharmacists, patient advocacy groups and health care professionals in ensuring access to vaccination.
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>07:30–09:00</td>
<td>Networking Breakfast</td>
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<tr>
<td>09:00–09:30</td>
<td>Keynote Address</td>
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<td></td>
<td>Prof Kate O’Brien, Director, Department of Immunization, Vaccines and Biologicals, World Health Organization</td>
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<tr>
<td>09:30–11:00</td>
<td>PART I: PRIORITIZING PREVENTION</td>
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<td>Prioritize immunization through life as a key pillar of expanded prevention strategies.</td>
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<td>Promoting Vaccination through Strategic Communications</td>
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<td>Mr Gary Finnegan, Editor, Vaccines Today</td>
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<td>Mr Philip Weiss, Founder, ZN Consulting</td>
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<td></td>
<td>Prof Cornelia Betsch, Professor of Health Communication, University of Erfurt</td>
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<tr>
<td>11:00–11:30</td>
<td>Break</td>
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<td>11:30–12:30</td>
<td>PART II: ENSURING ACCESS FOR ALL</td>
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<td>Address barriers to immunization access for appropriate populations to ensure all people are protected and no one is left unprotected.</td>
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<td>12:30–13:30</td>
<td>Networking Lunch</td>
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<td>13:30–15:00</td>
<td>PART III: REDUCING INEQUITY</td>
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<td>Reduce inequities and maximize health through affordable and appropriate life immunization strategies.</td>
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<td>15:00–16:45</td>
<td>Vaccinating Hard to Reach Groups – Examples of Good Practice from around the Globe</td>
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<td>Dr Mine Durusu-Tanriover, Professor of Internal Medicine at Hacettepe University School of Medicine, Turkey</td>
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<td>Prof Walter Ricciardi, Professor of Hygiene and Public Health, Catholic University of the Sacred Heart, Rome</td>
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<td>16:45–17:00</td>
<td>Closing Remarks</td>
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<td>Dr Jane Barratt, International Federation on Ageing</td>
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Location and Venue

As the host venues, Hilton Niagara Falls/Fallsview Hotel & Suites, as well as Canada’s largest casino resort facility, Fallsview Casino Resort, make for an ideal combination to meet during the day and unwind at night.

Located in the heart of the Entertainment District, and connected by a glass-enclosed walkway, this location is sure to excite your mind, delight your eyes, and satisfy your taste for elegance.

Niagara Falls did not become the country’s top leisure destination without offering attractions and activities fit for every personality. To make the most of your time here, enjoy a must-do classic, Hornblower Niagara Cruises, and sail into the mist of the iconic waterfall, getting as close to it as you possibly can.

Visitors can also relish a different vantage point by venturing behind its thundering waters at Journey Behind the Falls or see everything from 457 meters above with Niagara Helicopters.
Sponsorship Packages

The IFA is pleased to offer three sponsorship packages that provide considerable exposure and engagement opportunities at the Vaccines4Life Summit.
V4L Primary Sponsorship

$35,000 USD

The Primary Package Includes:

Discussion Moderators and Sharing of Materials

The program includes a full day Summit on 2 March 2021. Primary sponsors will have the opportunity to suggest a moderator for the program and provide materials on the tables for sharing with delegates.

Delegate Access

This package includes two (2) V4L Summit registration passes that can be assigned to any delegate of the sponsor's choosing.

Promotion

- Feature a full-page advertisement in the V4L Summit program book
- Display a branded display/signage in the entrance to the Summit
- Provide two (2) promotional inserts or materials for V4L Summit bags
- Receive mention in opening remarks of the V4L Summit
- Have logo included on:
  - Conference website, IFA2021.ngo
  - Printed V4L Summit program book
  - All directional and session signage
  - IFA social media
  - At least one (1) VoltAGE newsletter (~20,000 recipients)
# V4L Secondary Sponsorship (I or II)

**$10,000 USD**

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<th>The Secondary Package (I) includes:</th>
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<tr>
<td><strong>Networking Breakfast Sponsor</strong></td>
<td><strong>Networking Lunch Sponsor</strong></td>
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<td>Sponsor the Networking Breakfast at the V4L Summit. This is a unique opportunity to network with colleagues from across disciplines dedicated to promoting a life course approach to vaccination.</td>
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<td><strong>Health Break Sponsor</strong></td>
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<td>Sponsor one (1) health break at the V4L Summit which provides refreshments and an opportunity for delegates to network between sessions. The sponsor’s logo will be featured on health break signage and throughout the refreshments area.</td>
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<td><strong>Promotion</strong></td>
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<td>Two (2) inserts for the V4L Summit bag and logo featured on signage at the networking lunch.</td>
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Rights Matter.

References


15th Global Conference on Ageing
Rights Matter
Niagara Falls, Canada | 3-5 March 2021

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