



Dates and Location

The meeting takes place in Tbilisi, Georgia at the Marriott Tbilisi, 12 - 14 March, 2020.

Overview

Immunization saves up to 3 million lives annually, yet vaccination rates are declining, with misinformation and disinformation on the rise. Accurate health reporting is needed now, more than ever. Journalists can counter these trends with accurate reporting on disease outbreaks and immunization. Reporting on Immunization supports journalists in these efforts by providing training, educational resources and direct access to expert sources to ensure factual and clear reporting.

Sabin Vaccine Institute, in partnership with Thomson Reuters Foundation (TRF) –the international development arm of Thomson Reuters – is conducting a Reporting on Immunization meeting in Tbilisi, Georgia, January 2020. The meeting is designed to generate more effective, accurate and timely coverage of immunization issues in mainstream and social media. The meeting will bring journalists together to engage directly with vaccine scientists, health professionals and policymakers so they are better prepared to accurately report on vaccine and immunization issues in their region. Additionally, TRF educators who specialize in health reporting will provide training on key journalism skills.

After the meeting, the journalists will be provided educational resources, mentoring and direct access to health professionals who are available to serve as expert sources for reporting.

Attendees and Registration Process

TRF will recruit 30 journalists with equal representation from Georgia, Moldova, Armenia, and Azerbaijan (6-7 journalist per country). The application/registration process takes place in two phases.

- (1) First, journalists apply to participate on Thomson Reuters Foundation's (TRF) web site. Not everyone who applies is accepted to participate in the program. TRF will review all applications and then will select 30 qualified applications.
- (2) Second, only after TRF accepts a journalist into the program will they be asked to register on the Sabin's event web site.

Applications

Thomson Reuters Foundation has begun recruiting journalists. Application forms can be accessed at the links below:

English application: <http://www.trust.org/media-development/opportunities/?sfid=a053z00000qBmusAAC&sfProgId=a153z00001E8zIxAAJ&areaOfFocus=Climate%20Change,%20Environment%20&%20Resilience>

Russian application: <https://www.trust.org/media-development/opportunities/?sfid=a053z00000qC0uMAAS&sfProgId=a153z00001E8zIxAAJ&areaOfFocus=Climate%20Change,%20Environment%20&%20Resilience>

Once attendees are confirmed, TRF will work with each media outlet to acquire commitment and senior management buy-in to secure participating journalists' time and commitment to the programme. Efforts

will be made to ensure a diversity of regional representation, age and major wire services/local news outlets.

Prior to the meeting, attendees will complete a pre-course questionnaire to capture expectations, challenges, baseline knowledge, and issues they would like addressed during training. A post-course questionnaire will be administered to assess lessons learned and determine whether expectations were met.

Preliminary Agenda and Topics

Reporting on Immunization is a 3-day course and includes lectures, breakout groups and case study presentations. The program will begin with education regarding immunization, vaccine efficacy and safety, and regional challenges. The remaining agenda will focus on TRF's journalism curriculum and will include breakout sessions with hands-on skills building exercises.

The preliminary program agenda and topics are as follows:

THURSDAY (9:00 – 17:00) Immunization and Vaccines	
Session	Key Points
Introduction	<ul style="list-style-type: none"> • Introduce Sabin Vaccine Institute (Amy Finan, CEO), Thomson Reuters Foundation and the Immunization Advocates program. • Set expectations for participation and post-meeting reporting • Welcome from Georgian official
Vaccination Basics	<ul style="list-style-type: none"> • Historical success of vaccines as illustrated by control of vaccine preventable diseases • Basic explanation of how vaccines work, immunity, and community immunity • Types of vaccines (eg. attenuated, inactivated) and various dosing schedules • Role of vaccines in the prevention of antibiotic resistant infections
Vaccines: Discovery, Safety & Manufacturing	<ul style="list-style-type: none"> • Scientific, clinical and regulatory processes to develop vaccines • Manufacturing and vaccine components – focus on safety • Vaccine quality assured throughout the supply chain • Contraindications and precautions • Pharmacovigilance and safety monitoring
Key Immunization Stakeholders: Roles and Resources	Provide attendees with information on key players and available resources in order to assist them in their reporting, UNICEF, Gavi, MoH, WHO, etc.
Vaccine Hesitancy & Regional Challenges	Panel Discussion (moderated) <ul style="list-style-type: none"> • Regional trends <ul style="list-style-type: none"> ○ Immunization coverage rates over time, and current trends ○ Factors influencing trends related to health systems, health professionals, population, media • Regional and global factors influencing vaccine hesitancy/refusal <ul style="list-style-type: none"> ○ Common myths • Importance of vaccine advocacy, education, communications
Journalism Curriculum (TRF)	Introduce the format and goals for training curriculum to follow on Days 2-3.
Welcome Reception	Meeting attendees and guests (editors, local partners, government officials)

FRIDAY (9:00 – 17:00) Thomson Reuters Foundation Sessions (breakout groups)	
SATURDAY (9:00 – 17:00) Thomson Reuters Foundation Sessions (breakout groups)	

Ongoing Activities

After the Reporting on Immunization meeting, participants will be provided with educational resources and access to health professionals who have agreed to serve as expert sources to help them shape accurate media coverage. Expert sources include health and immunization professionals from the participating countries (Georgia, Moldova, Armenia, and Azerbaijan) and global experts. All resources and access to experts will be available on the program web site

<https://www.immunizationadvocates.org/>

TRF will facilitate post-workshop mentoring for selected participants, including a \$300 honorarium for those selected in support of their continued work on their topic. TRF trainers will select participants for mentoring based on their ability and engagement during the Reporting on Immunization meeting. Mentoring involves one-on-one guidance for journalists and is provided remotely. The aim of the mentoring is to help the participating journalists produce multiple stories on topics related to immunization.

Thomson Reuters Foundation

[Thomson Reuters Foundation](#) (TRF) is the international development arm of one of the world's most trusted global news providers, Thomson Reuters. TRF has been at the forefront of work to improve journalism standards since 1982. It builds on the strengths of Thomson Reuters, the world's largest provider of independent news and information boasting a large global footprint of news bureaus, offices and correspondents worldwide. It draws on the expertise of over 150 journalism experts – mostly, though not exclusively, former Reuters journalists – to design and run its programmes. Moreover, it draws upon the expertise of more than 30 years' experience implementing media development programmes covering more than 150 countries and reaching 16,000 journalists.

Thomson Reuters Foundation is a registered charity in Britain and the United States and has international media training experience with clients including the World Health Organization, UNICEF and United Nations agencies.

Sabin Vaccine Institute

The [Sabin Vaccine Institute](#) is a leading advocate for expanding vaccine access and uptake globally, advancing vaccine research and development, and amplifying vaccine knowledge and innovation. Unlocking the potential of vaccines through partnership, Sabin has built a robust ecosystem of funders, innovators, implementers, practitioners, policy makers and public stakeholders to advance its vision of a future free from preventable diseases. As a non-profit with more than two decades of experience, Sabin is committed to finding solutions that last and extending the full benefits of vaccines to all people, regardless of who they are or where they live. At Sabin, we believe in the power of vaccines to change the world.

Sabin has a track record in leading journalism workshops, including workshops that have been held in Argentina, Brazil, Chile, Peru and Moldova. Combined, Sabin has trained more than 130 journalists from 20 countries to generate accurate, timely media coverage on immunization.

Established as a 501(c)(3) nonprofit in 1993, Sabin is supported through individual donors,

corporations, foundations and government funding. Sabin is a registered non-State actor in official relations with both the World Health Organization and the Pan American Health Organization.