



American Model United Nations
World Health Organization Executive Board

WHO/II/1

SUBJECT OF RESOLUTION: Global vaccine action plan

SUBMITTED TO: The World Health Organization Executive Board

The World Health Organization Executive Board,

1 *Expressing concern* regarding the recent resurgence of preventable diseases caused by falling trust in vaccines,

2 *Recognizing the* lack of credible awareness as a primary contributor to falling trust in vaccines,

3 *Noting* that misinformation has led to decreased vaccination rates,

4 *Mindful* that misinformation and trust vary by region,

5 *Expressing concern* for the lack of information regarding vaccines for least developed countries,

6 *Reaffirming* the power of each Member State to determine its own best practices regarding whether (or not)
7 to enforce vaccination,

8 *Emphasizing* the fact that, through the use of mass immunization, diseases can be prevented and even
9 eradicated, preventing millions of deaths each year,

10 1. *Acknowledges* that informing the targeted population on the goals and outcomes of the vaccine action
11 plan is the key element of the campaign;

12 2. *Calls for* the creation of a multilingual marketing toolkit, including (but not limited to):

13 (a) Television advertising;

14 (b) Social media/web advertising;

15 (c) Physical pamphlets and fliers;

16 3. *Recommends* that the toolkit help spread awareness regarding:

17 (a) Why vaccines needed and how to access them;

18 (b) Answers and assurance to any concerns about the effects of the vaccines;

19 (c) The quality and effectiveness of vaccines;

20 (d) Myths or misinformation;

21 (e) The World Health Organization (WHO) and its goals;

22 4. *Further recommends* that toolkits be adaptable for region information and language;

23 5. *Suggests* that said toolkit be marked with United Nations and WHO insignia to promote credibility;

24 6. *Calls for* the collaboration with Member States in order to provide them with the vaccines and information
25 that will best meet their needs.

Passed, Yes: 11 / No: 0 / Abstain: 2