

Tackling the Leading Infectious Disease Threats to Child Survival



ABOUT THE FORUM

Despite incredible progress that has halved deaths among children under five since 2000, almost five million children still die each year from preventable causes, with 58% of these deaths occurring in Sub-Saharan Africa.

Ending preventable child deaths and achieving the Sustainable Development Goals (SDGs) demands collective action.

From 22–24 July 2025, global health leaders, policymakers, philanthropists, researchers, and advocates will gather in Maputo, Mozambique, for the Innovation and Action for Immunization and Child Survival Forum 2025. Hosted by the Governments of Mozambique and Sierra Leone, and in partnership with the Government of Spain, “la Caixa” Foundation, the Gates Foundation and UNICEF, the Forum comes just five years to the 2030 SDGs deadline. Discussions will advance impactful partnerships, strengthen political will and mobilize stakeholders to put in place measures to protect children everywhere against the leading threats to their survival.

This social media toolkit has been developed as a useful resource to amplify dialogue around immunization and child survival, highlight impact of successful child survival interventions and spotlight key messages to drive awareness and action on this important health issue.

HOW TO USE THIS TOOLKIT

Use this social media toolkit to voice your support for action to end preventable child deaths. To make your posts more engaging, remember to:

- **Include visuals** such as graphics, pictures and short videos to strengthen your message
- **Tag co-hosts and partners** on X, LinkedIn and Facebook
- **Engage with forum content** by liking, commenting and sharing posts
- **Tag colleagues and partners** to give credit & boost engagement
- **Add a simple ask** to retweet, comment, learn more or take action where possible
- **Link back** to the official event website: <https://www.childhealthforum2025.com/>

HASHTAGS AND HANDLES

- **Primary hashtag:** #ICSF2025
- **Secondary hashtags:** #Immunization #ChildSurvivalForum
- **Host and partner handles*:**
 - **Twitter (X):** @GatesAfrica; @UNICEF; @instituto_ins; @mohs_sl; @AECID_es; @FundlaCaixa;
 - **LinkedIn:** Gates Foundation; UNICEF; Instituto Nacional de Saúde – INS; Ministry of Health & Sanitation – SL; Agencia Española De Cooperación Internacional Para El Desarrollo – AECID; Fundación "la Caixa"
 - **Facebook:** Gates Foundation; UNICEF; Ministério da Saúde – MISAU; Instituto Nacional de Saúde – Moçambique; @AECID; Fundación "la Caixa"
 - **Instagram:** @gatesfoundation; @unicef; @aecid_es; @fundlacaixa @hubsocial_fundlacaixa

*Remember to use "@" before each handle to ensure that hosts and partners can see and share your posts.

CAPTIONS AND GRAPHICS

Click to download and share graphics and accompanying captions to your social media accounts for easy posting. Remember to make your posts more engaging by accompanying each caption with a graphic or your own pictures and videos—and feel free to customize captions to include your unique point of view!



Click on the graphic to download

➤ **Tweet:** A child's survival shouldn't depend on geography or budget lines. We must scale up cost-effective strategies and solutions to deliver essential care to all children, everywhere, leaving no-one behind. #ICSF2025 #ChildSurvivalForum #Immunization

➤ **Facebook/LinkedIn:** Almost 5 million children under the age of 5 die each year, nearly all of them from preventable causes. A child's survival shouldn't depend on geography or budget lines. Scaling what works, like community health delivery, skilled birth attendance, nutrition supplementation and targeted #immunization can save lives and reduce system-wide costs.

#ICSF2025 #ChildSurvivalForum

CAPTIONS AND GRAPHICS

➤ **Tweet:** Since 2015, the global pace of reducing child deaths has slowed dramatically, reducing by 50% precisely when we need to accelerate. Now is the time to ramp up our response to reach our goals by 2030.

#ICSF2025 #ChildSurvivalForum
#Immunization

➤ **Facebook/LinkedIn:** Since 2015, the global pace of reducing child deaths has slowed dramatically, reducing by 50% precisely when we need to accelerate.

Each year, 5 million children under the age of 5 lose their lives to preventable diseases. Yet proven interventions exist. Every \$1 spent on #immunization yields \$54 in return, making it one of the most high-impact, cost effective interventions in the fight to end preventable child deaths.

Prioritizing immunization secures children's lives today and strengthens economies for years to come. Now is the time to ramp up our response to reach our goals by 2030.

#ICSF2025 #ChildSurvivalForum



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➤ **Tweet:** Child health interventions are among the best investments we can make. Integrating service delivery platforms to deliver essential child health services doesn't just increase children's chances of survival; it is smart economic policy. #ICSF2025 #ChildSurvivalForum

➤ **Facebook/LinkedIn:** Child health interventions are among the best investments we can make.

Integrating service delivery platforms such as maternal and child health, nutrition and #immunization to deliver essential services doesn't just increase children's chances of survival, it is smart economic policy.

Fund what delivers, for healthy economies and people.

#ICSF2025 #ChildSurvivalForum

CAPTIONS AND GRAPHICS

➤ **Tweet:** Across Africa, children living in marginalized communities, remote regions and fragile states are missing out on essential health services, including vaccines, and face the highest risk of death. Reaching them is critical to achieve global child survival targets. #ICSF2025

➤ **Facebook/LinkedIn:** Across the world, children in marginalized communities, remote regions and fragile states are missing out on essential health services, including vaccines, and face the highest risk of death. In Africa, 1.6 million children aged 1–59 months die each year, many from vaccine-preventable diseases. Most never received a single shot.

Improving service delivery to reach all children, regardless of where they live, is critical to achieve global child survival targets.

#ICSF2025 #ChildSurvivalForum
#Immunization



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➤ **Tweet:** Measles, polio & cholera are among 10 preventable diseases that account for the majority of child deaths among children aged 1–59 months in Africa. With investment in smart surveillance systems, countries can quickly stop the spread and save lives. #ICSF2025 #ChildSurvivalForum

➤ **Facebook/LinkedIn:** Measles, polio and cholera are among the 10 preventable diseases that account for the majority of child deaths among children aged 1–59 months in Africa.

With investment in smart surveillance systems to identify outbreaks early and target responses precisely, countries can stop disease outbreaks before they start and save millions of lives each year.

#ICSF2025 #ChildSurvivalForum
#Immunization



Gates Foundation

CAPTIONS AND GRAPHICS

➤ **Tweet:** Every child has the right to reach their 5th birthday and thrive into adulthood. Addressing the financial barriers that prevent children from receiving health services when and where they need them is key to enhance child survival.
#ICSF2025 #ChildSurvivalForum
#Immunization

➤ **Facebook/LinkedIn:** Every child has the right to reach their 5th birthday and thrive into adulthood. However, for many families, financial barriers block access to life-saving care, infringing on children's right to health.

Implementing policies that make care accessible can help ensure that all children, everywhere, receive health services when and where they need them - and enhance child survival.

#ICSF2025 #ChildSurvivalForum
#Immunization



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➤ **Tweet:** Prolonged conflict, climate change impacts and defunding of global health are some of the barriers to #immunization that pose serious risk to child survival. Addressing these challenges can help protect every child's right to reach age 5.
#ICSF2025 #ChildSurvivalForum

➤ **Facebook/LinkedIn:** Prolonged conflict, climate change impacts and defunding of global health are some of the barriers to #immunization that pose serious risk to child survival. Addressing these challenges can help protect every child's right to reach age 5.

With the clock ticking on the 2030 #SDGs targets, the next five years will define what we stand for. We have the power to act, and we must do so now.

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Gates Foundation

CAPTIONS AND GRAPHICS

- **Tweet:** The tools to end preventable child deaths already exist. What we need now is the political will to scale them. With commitment, we can still meet the 2030 child survival targets.
#ICSF2025 #ChildSurvivalForum #Immunization
- **Facebook/LinkedIn:** Too many children are left behind by systems that repeatedly fall short of their mandate to ensure that all children, everywhere, have access to quality primary health care, including essential health, nutrition and immunization services and life-saving interventions.

To end preventable deaths among children under five, we must prioritize access for the most vulnerable, from zero-dose children to those living in remote communities.

#ICSF2025 #ChildSurvivalForum
#Immunization



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