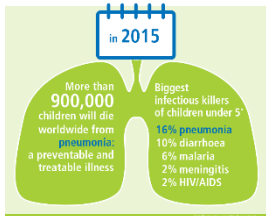


# World Pneumonia Day 2015 – Gavi social media pack

- Please remember to include photo credits on Facebook and Instagram
- Questions about this social media package? Email us at [socialmedia@gavi.org](mailto:socialmedia@gavi.org)
- Do you have content that we could share on Gavi's social channels? Let us know!

## Infographics ► Twitter & Facebook



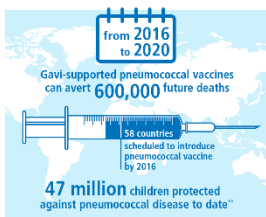
EVERY BREATH COUNTS  
STOP PNEUMONIA NOW



#DYK? #Pneumonia is the #1 infectious killer of children under age 5 globally, causing 16% of child deaths



<https://db.tt/oggMN0h7>



EVERY BREATH COUNTS  
STOP PNEUMONIA NOW



The rollout of pneumococcal vaccines is underway & could avert +600,000 deaths 2016-2020 #vaccineswork



<https://db.tt/5miEjsek>



We can #fightpneumonia in many ways. Here are some great interventions that save kids' lives #vaccineswork



<https://db.tt/bP8TL5U4>

## Images ► Instagram & Facebook

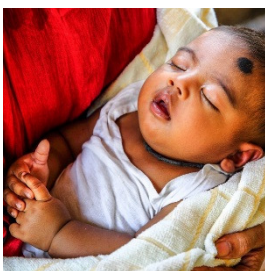


Health-care workers are not only life savers, they are also teachers. Here, a nurse in #SierraLeone explains to mothers how #vaccines protect our children against diseases like #pneumonia.

Credit: Gavi / Doune Porter



<https://db.tt/8kUgEHRv>



#Bangladesh has a good track record in protecting kids like three-month-old Saif from preventable diseases like #pneumonia, but they won't rest until all children are fully immunised!

Credit: Gavi / GMB Akash



<https://db.tt/uomdXPek>

## Blogs ► Twitter & Facebook



What does it take to make #pneumonia #vaccineswork? #Data & fridges help in #Kenya:

<http://ow.ly/UeBcj>



2014 was a successful year in fighting #pneumonia globally. Let's keep up the progress:

<http://ow.ly/UeBD9>



#Pneumonia vaccines help prevent disease, but they can do a lot more besides:

<http://ow.ly/UeBVo>

## Suggested tweets

When we #fightpneumonia, prevention is better than cure – #vaccines can help children avoid illness #vaccineswork

It's that simple: #vaccineswork and can protect all kids from diseases like #pneumonia & diarrhoea

Wow! #Vaccineswork to prevent pneumococcus, Hib, pertussis & #measles, which can all lead to #pneumonia

Controlling #pneumonia requires an integrated package of interventions – we must #protect, #prevent & #treat. #vaccineswork

Partnership has been key to fighting #pneumonia in #Bangladesh. @SCinBD explain why: <https://youtu.be/xQ-24Div9CU> #vaccineswork

## Don't forget to connect with Gavi on:

 [facebook.com/gavi](https://facebook.com/gavi)

 [twitter.com/gavi](https://twitter.com/gavi)

 [linkedin.com/company/gavi](https://linkedin.com/company/gavi)

 [instagram.com/gavialliance](https://instagram.com/gavialliance)