

BUILDING YOUR STRATEGY, STEP BY STEP

Strategy Summary Poster 1

Instructions

Step 1:
Define Priority Locations: In the first box, write the priority locations the strategy will focus on. We understand limiting to a maximum of three locations might be hard, but this will help ensure you have enough time to focus and create meaningful, tailored solutions for each geographic area.

Step 2:
Define Priority Communities: In the Priority Communities/Target Groups box, list the top three to five underimmunized groups in these locations. These are the people who need your strategy the most—so focusing on a maximum of five communities ensures they’re at the center of your efforts!

Step 3:
Write the Immunization Programme Objective that the strategy will aim to solve.

Step 4:
Add the overall time period that the strategy is intended to cover and by when you hope to achieve your objective. E.g., by the end of 2026

Priority Locations (Ideally 3 to ensure a focused strategy)	Priority Communities/Target Groups (3 recommended, maximum of 5)	Immunization Programme Objective	Strategy Time Period