

## GLOBAL VACCINE TRUST LEADERSHIP FORUM

International Pediatric Association created Global Vaccine Trust Leadership, which will be a key pillar of the IPA Vaccine Trust Project. The vaccine champions trained on Vaccine Trust Course Level 1 (English) will join Global Vaccine Trust Leadership Forum to identify strategies to address vaccine hesitancy, strengthening trust in immunization systems, and ensuring services are appropriate, understood, and accepted by communities making them more likely to be used sustainably.

- Members of the Leadership Forum would be involved in the following key activities:
  - Serve as public-facing champions by engaging with local stakeholders – including media, schools, religious groups, and parent associations
  - Share knowledge and resources with other local and global groups working on vaccine acceptance and Infodemic
  - Serve as influencers in social media network to build trust in vaccines
  - Will support a coordinated response in case of any vaccine-related misinformation