



ELEVATOR SPEECH AND TALKING POINTS

Please note: the elevator speech and talking points are intended for an audience who might not be familiar with our issue; tailored versions will be created for regional/country-specific advocacy activities and policymaker communications

Elevator Speech

Provides the most salient reasons someone should care about this issue, assuming you have no longer than an elevator ride to convince them. This can guide initial conversations with those whose support you are working to achieve.

Diarrhea sickens and kills more children than virtually any other illness – and rotavirus is the primary cause of these infections and deaths. Every child is vulnerable, regardless of where they live, and for those in places without medical care it can be a death sentence. We can change this. Rotavirus can be prevented with vaccines available today. They are important because improvements in water, sanitation and hygiene alone cannot stop rotavirus. The ROTA Council is working to get rotavirus vaccines to the kids who need them most, in regions/countries like yours.

Talking Points

Messages which can be used to frame more detailed conversations

Every child is vulnerable

- Diarrhea is one of the world's leading killers of children, and rotavirus is the most common form of severe, deadly diarrhea.
- Without access to treatment for the severe dehydration rotavirus can cause, it can be a death sentence. In fact, dehydration caused by rotavirus can kill young babies who do not receive treatment within just a few hours.
- Every child is vulnerable. Rotavirus is a problem everywhere, causing untold illnesses, hundreds of thousands of hospitalizations and clinic visits and about 200,000 deaths each year.^{1, 2}

Vaccines will save lives and improve health

- Rotavirus is extremely contagious. Improvements in hygiene, sanitation and drinking water—which prevent other forms of diarrhea—cannot prevent rotavirus, and drugs cannot cure it.

- Vaccination offers the best protection, and rotavirus vaccines are saving lives and improving child health in the countries where they are in use.
- Rotavirus vaccines are a safe, cost-effective intervention for developing countries to prioritize now.
- The World Health Organization recommends that rotavirus vaccines be introduced by every country – and recent studies have consistently demonstrated the swift and significant impact of these vaccines.³
- Millions of unnecessary illnesses and deaths can be prevented by accelerating access to rotavirus vaccines.
- A comprehensive approach that combines rotavirus vaccines with other diarrhea prevention and treatment methods can significantly reduce child illnesses and deaths in places where diarrhea is a critical health issue.

Currently available and in-development rotavirus vaccines

- There are currently two licensed, WHO-prequalified rotavirus vaccine products available—Rotarix, a monovalent vaccine manufactured by GSK, and RotaTeq, a pentavalent vaccine manufactured by Merck.
- Three other products have been licensed nationally: ROTAVAC, manufactured by Bharat Biotech in India; Rotavin, manufactured by POLYVAC in Vietnam; and Lanzhou lamb rotavirus vaccine, manufactured by Lanzhou Institute Biological Products and CNBG in China.
- There is a rapidly expanding pipeline of new rotavirus vaccines in development and, with new product licensures expected in the next one to two years, the product landscape could be quite different very soon.

Our role

- The ROTA Council is a dedicated team of technical experts working to save children’s lives by accelerating the introduction of rotavirus vaccines.

¹ Tate JE, Burton AH, Boschi-Pinto C, Steele D, et al. 2008 estimate of worldwide rotavirus-associated mortality in children younger than 5 years before the introduction of universal rotavirus vaccination programmes: a systematic review and meta-analysis. *The Lancet*. Published online October 25, 2011.

² Parashar U, Hummelman E, Bresee J, et al. Global illness and deaths caused by rotavirus disease in children. *Emerging Infectious Diseases*. 2003 May; 9(5):565–572.

³ Patel MM, Steele D, Gentsch JR, et al. Real-world impact of rotavirus vaccination. *Pediatric Infectious Disease Journal*. 2011;30 (Supplement 1):S1–S5.