

European Vaccination Information Portal - Briefing on development and next steps

John Kinsman – Expert, Social and Behavioural Change (with Andrea Würz & Marybelle Stryk)

MEPs Interest Group, "*European Patients' Rights and Cross-border Healthcare*", Official launch 2019-2024 term European Parliament, January 28 2020

Origins and aim



- Council Recommendation on strengthened cooperation against vaccine-preventable diseases (adopted Dec. 2018)
 - ECDC tasked to establish the portal with EMA support
 - Defines key objectives: "Provide objective, transparent and updated evidence online on vaccination and vaccines, their benefits and safety, and the pharmacovigilance process"
 - Also calls on ECDC to work on countering online vaccine misinformation & developing tools and guidance to support countries in responding to vaccine hesitancy.

RECOMMENDATIONS

COUNCIL

COUNCIL RECOMMENDATION

of 7 December

on strengthened cooperation against vaccine-preventable diseases (2018/C 466/01)

THE COUNCIL OF THE EUROPEAN UNION.

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 168(6) thereof

Having regard to the proposal from the European Commissio

Whereas:

- (1) Pursuant to Article 168 of the Treaty of Functioning of the European Union (TFEU), a high level of human health protection is to be ensured in the definition and implementation of all Union policies and activities. Union action, which is to complement national policies, is to be directed bowards improving public health, preventing physical and mental illness and disease, and obviating sources of danger to physical and mental health.
- (2) In accordance with Article 168(6) FEU, the Council, on a proposal from the Commission may adopt recommendations for the purposes set out in that Article to improve public health, in particular in relation to combating major health scourges, and monitoring, early warning of and combating serious cross-border threats to health. Vaccine-pevernable diseases are considered major health scourges.
- (3) Vaccination is one of the most powerful and cost-effective public health measures developed in the 20th century and remains the main tool for primary prevention of communicable diseases.
- (4) While vaccination programmes are the responsibility of the Member States, the cross-border nature of vaccinsperentable diseases and the common challenges faced by national immunisation programmes would benefit from more coordinated EU action and approaches to preventing or limiting the spread of epidemics and diseases with a cross-border dimension.
- (5) The rapid spread of misinformation through social media and by vocal anti-racination activists has fulled misconceptions that are shifting the public focus away from the individual and collective benefits of vaccination and the risks posed by communicable diseases and towards increased distruct and fears of unproven adverse events. Action is needed to strengthen dialogue with citizens, to understand their genuine concerns and doubts about vaccination and to adequately address there issues, on the basis of individual needs.

Key characteristics of the portal



- a) A medium-sized website (about 50 web pages)
- b) Easy to navigate, maximum 2-3 levels
- c) Content more visual, multimedia (animations, infographics), non-"corporate", social media friendly (provide shareable materials)
- d) Public-facing website accessible to anyone with an interest in vaccination
- e) Language **easy to understand for non-technical audiences** (pilot version available in English then multilingual, translated versions to be sent to MS for language check)
- f) Identifiable as **cross-agency/EU project** (EC, ECDC, EMA) = "An initiative of the EU"

Development of the new website



From mandate to reality:

Project plan (2018)*

Costs, resources needed, implementation steps (several ECDC teams involved)

Finding our "niche" (2019)

Consultations & study:
Assess focus, content areas,
stakeholder expectations,
information needs

Build (2019-2020)

Technical platform, structure of the portal, design, content (texts and audiovisual materials)

Launch

"Soft launch" **Dec. 2019** – for testing and consultation purposes / Launch **EIW 2020 (April)**

^{*} Planning started already in 2018, based on the proposal document for a Council Recommendation.

Finding our "niche" (what information should EVIP provide?) - Scoping and consultations done in 2019/2020



- Scoping study External consultants
 - Stakeholder interviews: EC, EMA, associations (drs, nurses, public health), academia, and 5 countries (their strategies – FR, DE, IT, NL, RO)
 - Review of national and international websites (including vaccine sceptical information sites)
 - **Literature review** effective online vaccination communication
 - **Social media analysis** monitor conversation and elicit information needs
- Consultations done with stakeholders and in ECDC
 - ECDC's NFPs for Communication Meeting in June 2019
 - Joint consultation ECDC's COM & VPD-DP teams August 2019
 - Consultation with network of stakeholders of EMA* September 2019
 - Consultation with MS on a draft version of the portal January 2020

Synthesis of findings from scoping and consultations



Multilingual content and **clear structure** for navigation

Balanced information on **benefits and** risks

Address legitimate concern and questions

Convey **scientific consensus** / expert
medical opinion

Text + visuals (videos, animations, infographics)

Not "gimmicky" or "light" – Be factbased, neutral, serious tone Not duplicate – Focus on **EU perspective**, be a **hub**: EU's role, explain national differences

Provide links to authoritative sources in MS and organisations

Positive tone –
Emphasize
individual
protection gained
by vaccination

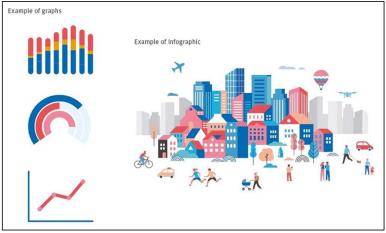
Comply with **EU Web**Accessibility
Directive

Design guidelines



Key features: Colour scheme / photos focused on the concept of protection











Overview of portal content areas — Priority sections and others to be developed later



Vaccines (safety, quality and standards)*

Vaccination (why & when vaccinate)*

Travelling in the EU

 Requirements for travellers / people who move in the EU (vaccine schedules)

Disease factsheets**

 In lay language – VPDs (5 diseases first)

Situation in the EU*

For healthcare professionals

 Tools for conversations with patients (e.g. "Let's talk about protection")

Help in the info jungle**

 Tools for media literacy / trusted sources / sharing information

About us*

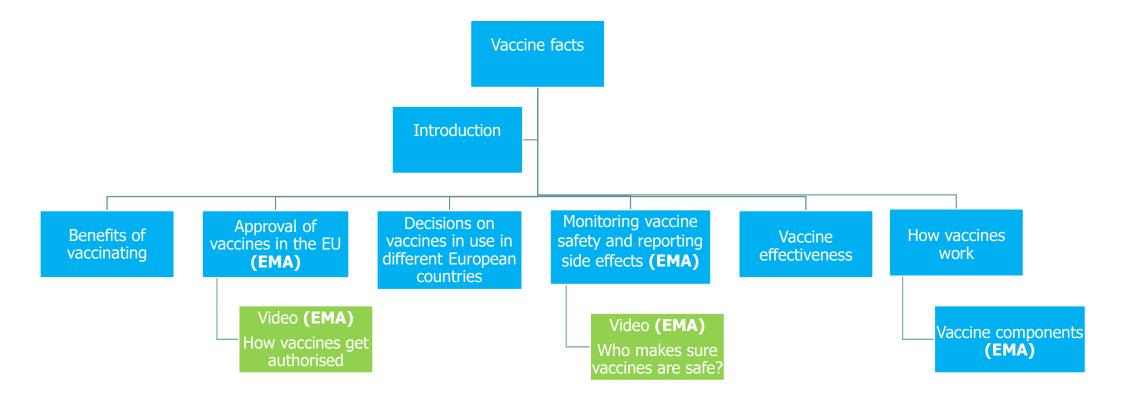
^{*} Priority sections

^{**} Some content for these section will be available (factsheets of 5 diseases –measles, rubella, pertussis, HPV, flu– & links to websites of the Member States / trusted sources)

Section structure – Vaccine facts

(Note: Provisional, subject to change)





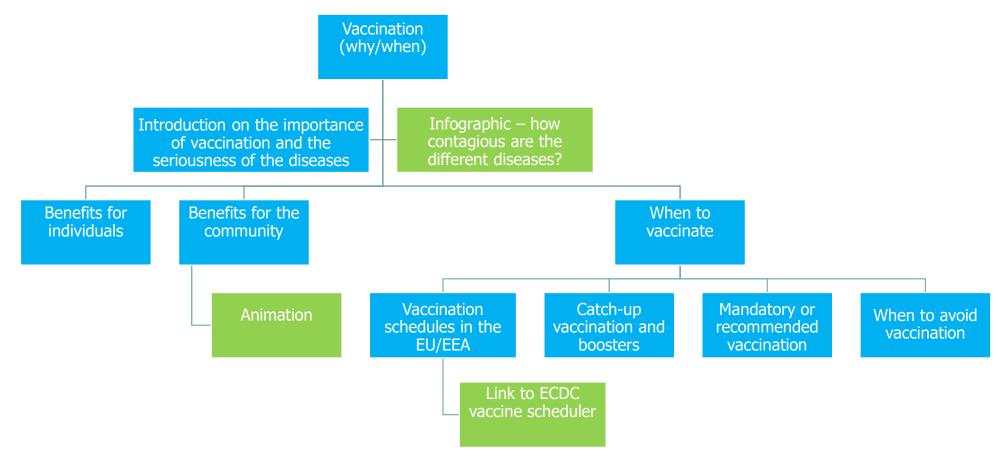
Colour coding:

- Blue Sections with text
- Green Materials to complement the information (e.g. video, infographic, tables)

Section structure – Vaccination

(Note: Provisional, subject to change)





Colour coding:

- Blue Sections with text
- Green Materials to complement the information (e.g. video, infographic, tables)





- ECDC will have staff devoted to maintaining and updating the portal
- A governance structure for the portal is being established with the European Commission and with the European Medicines Agency



Thank you for your attention! Questions?