



Developing a Country-Observatory for Sharing Best Practices for Vaccination Promotion

WP6: Translate research evidence to policy recommendations

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Brussels, March 2026



Working
Group A

Working
Group B

Working
Group C

Working Group A: EU Level Interventions



- Cross-border coordination mechanisms for vaccine promotion
- EU-wide communication campaigns and messaging frameworks
- Harmonized HCP training standards and resources
- Funding instruments for Member State implementation

Working Group B: National Level Interventions



- National policy frameworks integrating vaccine promotion
- HCP licensing and CPD requirements for vaccine literacy
- National surveillance and social media monitoring systems
- Tailored communication strategies for specific populations

Working Group C: Regional Level Interventions



- Local community engagement and grassroots partnerships
- Region-specific messaging addressing cultural contexts
- Accessible vaccination services in underserved areas
- Local trust-building through primary care networks

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Co-Operator Project



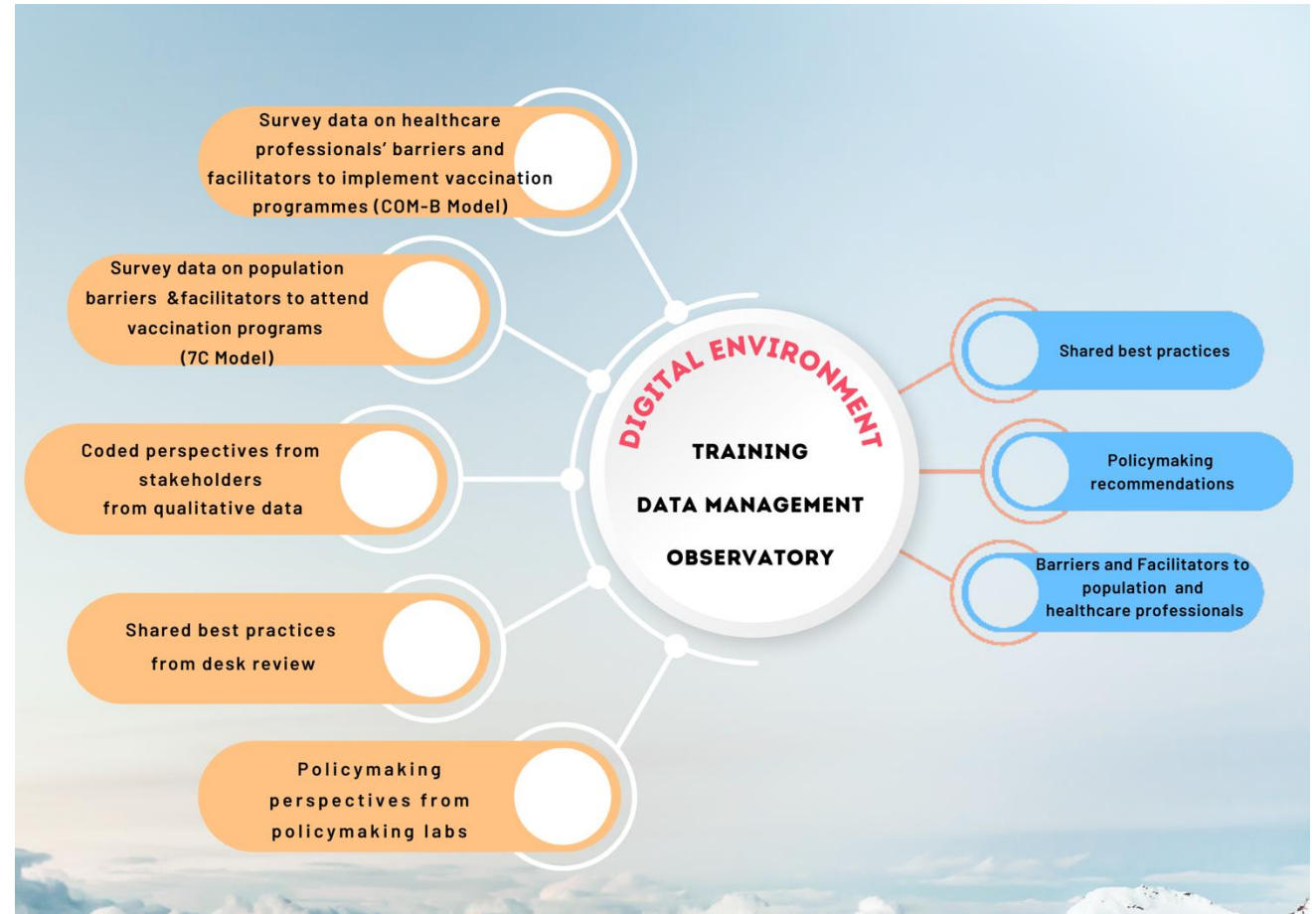
The co-OPERATOR will develop an **innovative** and **citizen-centered** digital solution with an evidence-based **virtual observatory** to increase vaccine uptake and vaccine literacy among participating countries and will support decision-makers, experts, and EU citizens to understand the determinants of vaccine uptake and healthcare professionals' barriers and facilitators of promoting vaccine information.

Funded by EU4Health

Three-year project: **2023-2026**

Budget: **2,173,341 euros**

Coordinator: **Cyprus University of Technology,
Department of Nursing**



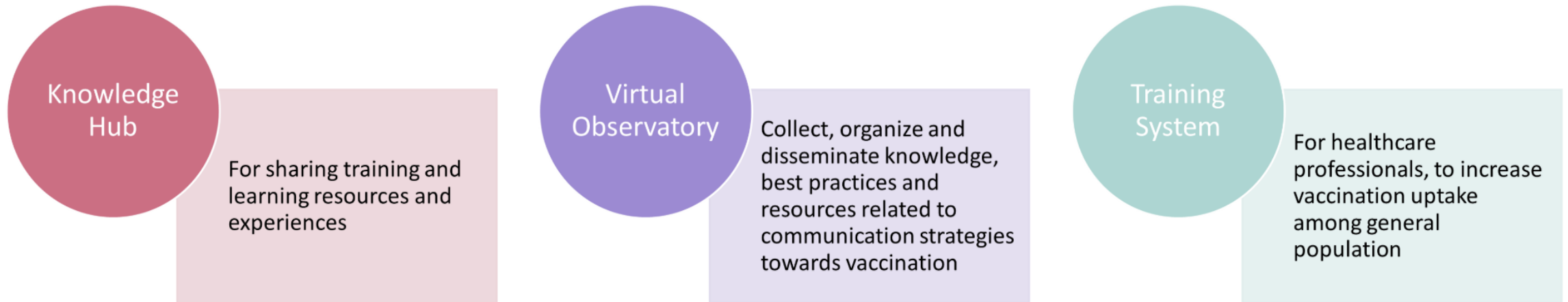
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Co-Operator Platform



The coOPERATOR project seeks to capitalize on research findings by developing and piloting



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Background

- **Vaccine hesitancy:** one in five people were likely to be hesitant towards COVID-19 vaccines
- **Cross-country efforts** are crucial as vaccine hesitancy is complex and can be potentially influenced by various factors (e.g. geography, religion, sociocultural contexts, education and literacy)
- **Vaccine uptake influenced** by accessibility, trust in healthcare professionals, and policymakers
- **Increased acceptability** by targeting population with tailored, clear communication strategies

Today's Objectives



- Co-design evidence-based recommendations for vaccination coverage
- Translate research findings into actionable policy interventions
- Bridge the gap between research, policy, and practice
- Develop tools for EU, national, and regional governance levels

Policy Lab Flow



- Review Policy Lab 1 and Reviews outcomes and research evidence
- Co-identify solutions through stakeholder feedback loops
- Test strategies and tools in working groups
- Prioritize interventions across governance levels

Step 1

Review Evidence Base

Research findings from WP4/WP6

WP: 4 Understanding and Preparing

D4.1 Reviews on COVID-19 and influenza vaccination readiness in EU/EEA: determinants, training of professionals and mapping of practices



We conducted 3 different reviews on vaccination readiness to inform the next steps of the coOPERATOR project

You can read the full deliverable on the project website:



<https://cooperatorvax.eu/wp4-deliverable-1/>

Main research questions

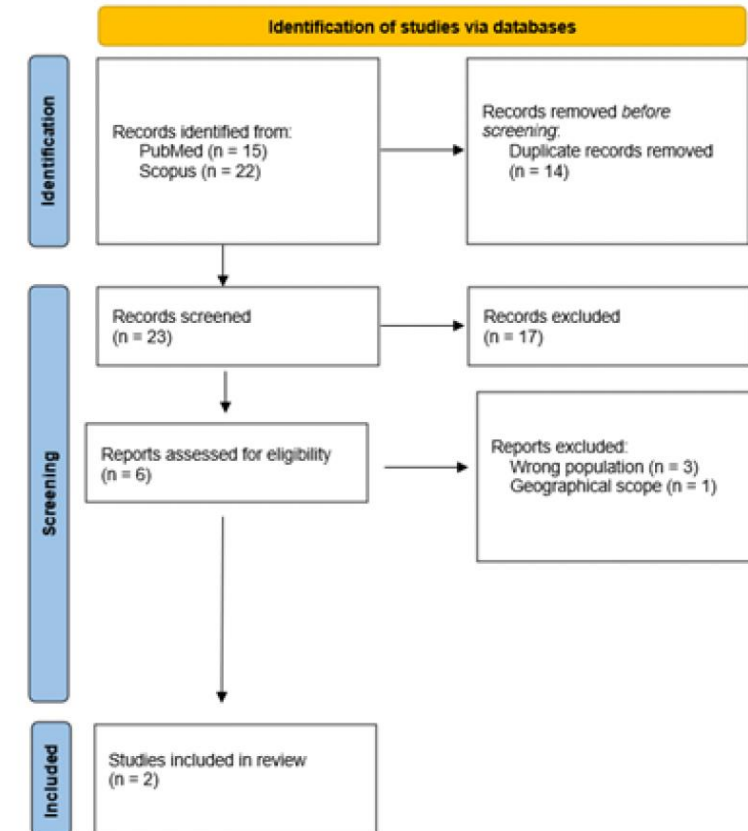
Q1: What are the identified determinants of acceptance for COVID-19 and/or influenza vaccinations in the general population within the EU/EEA countries?

Q2: What educational tools can Healthcare Professionals use to improve their ability to address COVID-19 and/or Influenza vaccine hesitancy in the EU/EEA?

Q3: What practices were implemented by EU/EEA countries to enhance vaccination coverage and confidence for COVID-19 and influenza vaccines?

Q1: What are the identified determinants of acceptance for COVID-19 and/or influenza vaccinations in the general population within the EU/EEA countries?

P opulation	General population in Europe (EU/EEA)
I nterventions	Review of literature focusing on determinants of COVID-19 and/or influenza vaccine hesitancy, intentionality, uptake, or willingness
C omparator	Not applicable
O utcomes	Identification of determinants influencing COVID-19 and/or influenza vaccine hesitancy, intentionality, uptake, or willingness
S tudy Design	Umbrella reviews, overview of systematic reviews, review of reviews
T iming	studies published after January 2019



Contextual factors		Individual and group factors	
Contextual factors	Demographic	<ul style="list-style-type: none"> Age (younger) Sex (women) Being an immigrant (not native-born) Ethnicity (non-white) Having health insurance 	<ul style="list-style-type: none"> Belief that the authorities are motivated by financial gain Confidence in vaccine developers Inconsistent message from public health organizations Lack of advocacy for vaccination by physicians Negative experiences of vaccines among family members/friends Previous negative experiences with healthcare providers Relying on CDC website for COVID-19 updates Trust in government Trust in healthcare system Trust in public health authorities Trust in reputable information sources Unreliable message on the approaches used for COVID-19 testing or testing delays Previously received an influenza vaccine Receiving any vaccine in the past 5 years Anti-vaccine movement[having a general anti-vaccine stance] Belief in conspiracy theories Belief that exposure to infections gives the safest protection Belief that only people who are at risk of serious illness should be vaccinated Belief that vaccination relieves worry about COVID-19
	Social inequalities	<ul style="list-style-type: none"> Larger household size Living in a rural area Living with others Lower educational level Lower income Marital status (married) Occupation (working in the healthcare field/being healthcare workers) Presence of a child/children Working in the private sector 	
Vaccine-specific factors	Pregnancy	<ul style="list-style-type: none"> Pregnant woman Breastfeeding woman 	<ul style="list-style-type: none"> Believing rumors of infertility Implacency Compliance with community mitigation strategies Not believing COVID-19 virus was not developed in a laboratory Trust in natural remedies Trust in own immune system Perception that disease can be prevented by vaccine/belief that COVID-19 vaccines don't protect family Individual or member of their household belonging to a vulnerable group Self-efficacy Viewing COVID-19 vaccination as social/collective responsibility Willingness to protect others by getting oneself vaccinated Presence of chronic disease/self-reported health outcomes Psychological distress symptoms (stress, depression, anxiety)
	Policies/politics	<ul style="list-style-type: none"> Believing in mandatory COVID-19 vaccination Certain political preferences/identities (political leanings (liberals)) Religious conviction 	
Disease-specific factors	COVID-19 vaccine safety and effectiveness	<ul style="list-style-type: none"> Concerns about COVID-19 vaccine necessity Concerns about rapid development of vaccine and/or its mechanisms of action/gaps in knowledge about COVID-19 vaccines Development of vaccine in non-first world country Having COVID-19 vaccine safety concern Longer duration of immunity Number of injection/doses (more doses) Perceived efficacy or effectiveness of COVID-19 vaccine Perceived potential vaccine harms 	<ul style="list-style-type: none"> Belief that COVID-19 is highly contagious and lethal Perception that COVID-19 will persist/ belief that next COVID-19 waves are coming Belief that lockdown periods decrease the number of cases Encounters with suspected or confirmed COVID-19 patients Fear about being infected with COVID-19 and its impact Member(s) of family/close social network infected with COVID-19 Perceived risk of COVID-19 Perceived severity of COVID-19 Prior COVID-19 infection/being tested positive for COVID-19 in the past
	Knowledge about COVID-19 vaccine	<ul style="list-style-type: none"> Better informed about COVID-19 vaccines 	
	COVID-19 Vaccine beliefs and attitudes	<ul style="list-style-type: none"> Belief that vaccines can stop the pandemic Positive attitudes/perceived benefit of vaccine Access issues in terms of convenience, time and cost Perceived vaccine barriers Vaccine recommendation from CDC, FDA, WHO, or healthcare professionals 	<ul style="list-style-type: none"> Social concern regarding COVID-19 vaccination and stigma Use of social media for COVID-19 vaccine-related information
	Perceived barriers to COVID-19 vaccination		
	Knowledge about COVID-19 vaccine	<ul style="list-style-type: none"> Knowledge about COVID-19 	
	Perceptions about COVID-19		
	Perceived risk and severity of COVID-19		

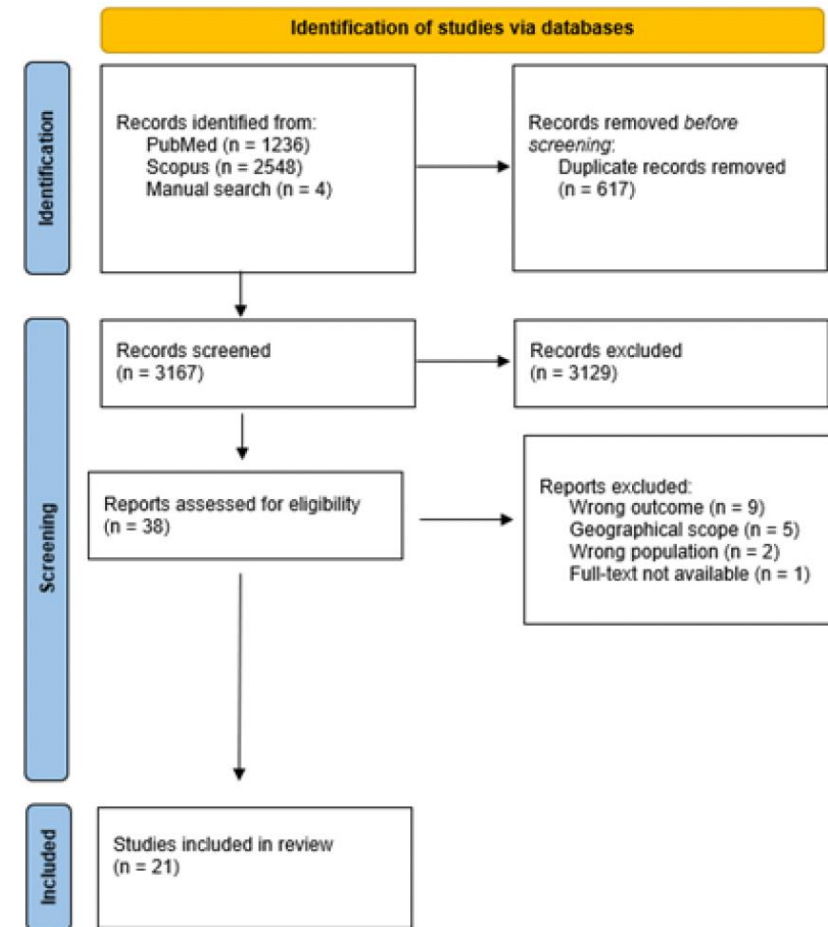
Determinants of COVID-19 vaccine hesitancy in EU/EEA

- Determinant of vaccine hesitancy
- Unclear effect
- Determinant of vaccine acceptance

Contextual factors		DETERMINANT	
Contextual factors	Demographic	<ul style="list-style-type: none"> Age (younger) Sex (women) 	<ul style="list-style-type: none"> Being an immigrant (not native-born) Ethnicity (non-white) Having health insurance Larger household size Living in a rural area Living with others Lower educational level Lower income Marital status (married) Occupation (working in the healthcare field/being healthcare workers) Presence of a child/children Working in the private sector
	Social inequalities		

Q2: What educational tools can Healthcare Professionals use to improve their ability to address COVID-19 and/or Influenza vaccine hesitancy in the EU/EEA?

Population	Healthcare professionals
Interventions	Educational tools for improving the ability to overcome COVID-19 / Influenza VH
Comparator	Not applicable
Outcomes	Qualitative (primary): description of tools
Study type	Reviews; Prospective, retrospective observational studies; Clinical studies including RCTs; NCCTs, Meta-Analysis
Setting	EU/EEA



Q2: What educational tools can Healthcare Professionals use to improve their ability to address COVID-19 and/or Influenza vaccine hesitancy in the EU/EEA?



Results from included surveys



Surveys to identify HCP's tools to become vaccination champions

n°	Subjects	Years
9	5575	2016-2022



9 of the included studies were surveys.

The total sample of the surveys comprised 5,575 healthcare professionals (HCPs), including 3,361 physicians (60.3%), 499 nurses (9%), 1,109 midwives (19.9%), 105 dentists (1.9%), 404 pharmacists (7.2%), and 97 other HCPs (1.7%).

Results from included reviews



Vaccine Literacy Enhancement	6/6
Enhancing Patient Communication and Relationship Skills	6/6
Applied training	3/6
Socio-Cultural Insight	1/6

Out of the 6 reviews identified, 3 were narrative reviews, 2 were systematic reviews, and 1 was a scoping review.

Literature Reviews to identify HCP's tools to become vaccination champions

n°	Studies	Years
6	70+	2007-2022

Results from included interventional studies

- 6/6 Vaccine Literacy Enhancement
- 5/6 Enhancing Patient Communication and Relationship Skills
- 3/6 Applied training
- 2/6 Dissemination
- 2/6 Socio-Cultural Insight



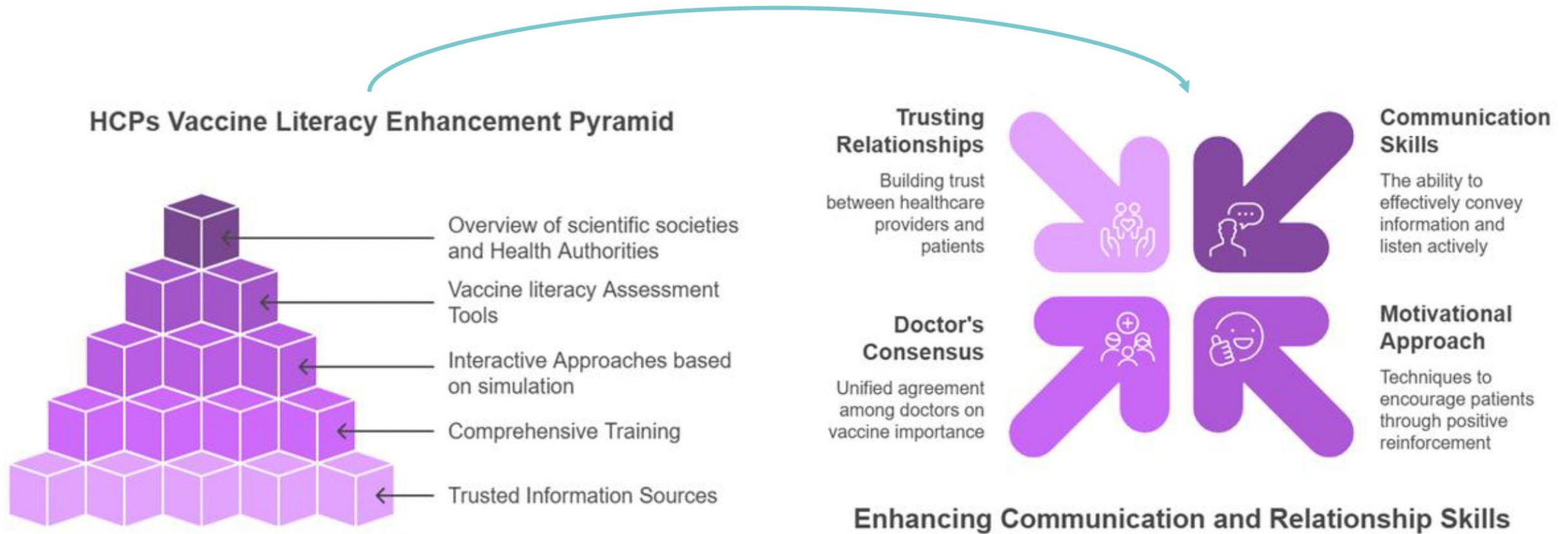
Interventions to train HCP's as vaccination champions

n°	Subjects	Years
6	10.356	2018-2022

Of the 6 interventions identified in the literature, 4 were non-randomized controlled trials (NCCTs), 1 was a randomised controlled trial (RCT), and 1 was a prospective study.

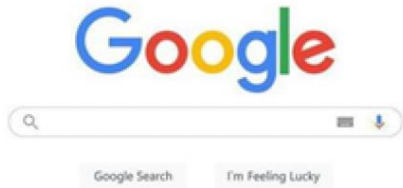
The most common setting was the community (3 studies), followed by the university setting (2 studies).

2nd take away moment



Priorities to train Healthcare Professionals (HCPs) as vaccination champions

Q3: What practices were implemented by EU/EEA countries to enhance vaccination coverage and confidence for COVID-19 and influenza vaccines?



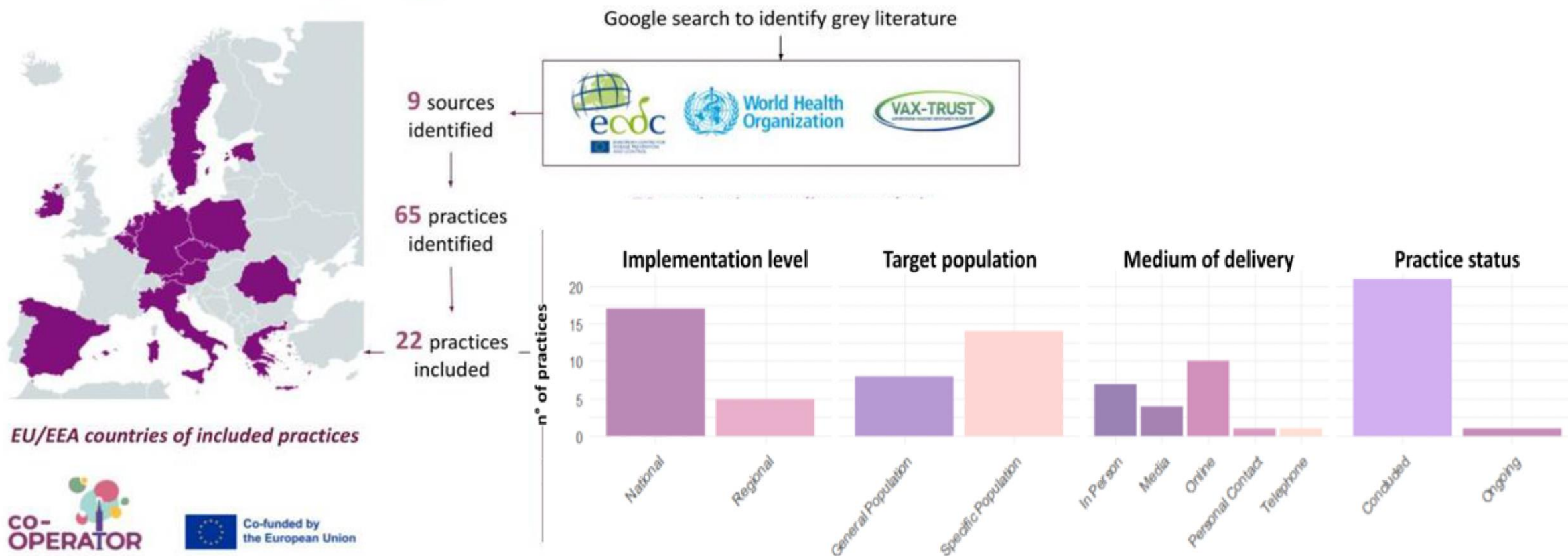
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9 source documents identified

Institution	Type	Name
ECDC	Technical Report	Overview of the implementation of COVID-19 vaccination strategies and deployment plans in the EU/EEA
ECDC	Technical Report	"Lessons from the COVID-19 pandemic"
ECDC	Technical Report	"Facilitating COVID-19 vaccination acceptance and uptake in the EU/EEA"
ECDC	Technical Report	"Countering online vaccine misinformation in the EU/EEA"
WHO	Publication	"The COVID-19 Vaccination Response: Country experiences, best practices, and lessons"
WHO	Publication	"Evaluation report for the training module "Communicating with patients about COVID-19 vaccination": Greece"
WHO	News	repository filtered by keyword "COVID-19 vaccines" OR "influenza"
WHO	Document	"Strengthening COVID-19 vaccine demand and uptake in refugees and migrants"
EU-funded project VAX TRUST	Deliverable	"D5.3 Country Reports on the Intervention Developed and Implemented in Target Regions "

Search query on Google	Results (n°)
"vaccine hesitancy strategy"	114,000
"vaccine hesitancy intervention"	67,100
"vaccine hesitancy strategy WHO"	158,000
"vaccine hesitancy intervention WHO"	158,000
"vaccine hesitancy strategy ECDC"	4,830
"vaccine hesitancy intervention ECDC"	4,230
"vaccine acceptance intervention"	27,200,000
"vaccine acceptance strategy"	214,000,000

Mapping EU countries' practices to enhance vaccination coverage and confidence regarding COVID-19 and Influenza vaccines



Take home messages

Need for Evaluation: Good practices exist but lack evaluation.

Reintegration of Influenza Vaccination: Post-pandemic, there should be a renewed focus on promoting seasonal vaccinations, such as influenza, within public health policies.

Vaccine hesitancy determinants are uniform across Europe

HCPs must be empowered as vaccination champions

By strengthening literacy, empowering healthcare professionals, and evaluating what works, we can rebuild trust and ensure resilient vaccination programmes.

Policy Lab 1 Key Findings

Healthcare Professionals

21 participants across 6 countries identified HCP training and communication as critical priorities

General Population

10 participants emphasized community engagement and tailored communication strategies

Barriers Identified (Healthcare Workers)

- Insufficient HCP understanding of mRNA vaccines
- Lack of risk communication skills and motivational interviewing
- Limited continuous professional development integration
- Professional hesitancy beliefs undermining vaccine advice

Barriers Identified (System Level)

- Limited understanding of cultural and behavioral aspects
- Insufficient funding for vaccination services and communication
- Inadequate social media monitoring by public health institutions
- Protracted evidence generation for vaccine promotion

Recommendations from Policy Lab 1

- Establish non-financial incentives linking CPD to license renewal
- Strengthen role of family doctors for trust-building
- Increase funding for targeted communication strategies
- Use combined seasonal vaccines (pneumococcus, flu, COVID-19)

CFIR Framework for Today

Assessing Context

Identify barriers and facilitators across governance levels

Tailoring Strategies

Choose interventions that fit context and address barriers

Step 1: Setting the challenge

Are the identified challenges also applicable to/recognizable in
your country?

Are there other challenges that we should consider during
the Policy Lab?

Step 2

Assessing Context

CFIR-guided barrier and facilitator analysis

Working
Group A

Working
Group B

Working
Group C

Working Group A: Policy Landscape Assessment



Consider these dimensions in your governance context:

- What policies or regulations currently govern vaccination promotion?
- What funding mechanisms exist for vaccine communication?
- Which authorities have mandates for vaccine promotion?

Working Group B: Implementation Barriers



What challenges exist in transferring best practices?

- Legal or regulatory barriers in your jurisdiction?
- Resource constraints (funding, workforce, infrastructure)?
- Compatibility with existing healthcare systems?

Working Group C: Facilitating Factors



What opportunities can enable implementation?

- Existing stakeholder networks or partnerships?
- Political will or policy windows for vaccination initiatives?
- Available resources or funding streams?

Group Discussion and Panel Briefing

Step 3

Co-Designing Solutions

Stakeholder working groups

Working Group A: EU Level Interventions



- Cross-border coordination mechanisms for vaccine promotion
- EU-wide communication campaigns and messaging frameworks
- Harmonized HCP training standards and resources
- Funding instruments for Member State implementation

Working Group B: National Level Interventions



- National policy frameworks integrating vaccine promotion
- HCP licensing and CPD requirements for vaccine literacy
- National surveillance and social media monitoring systems
- Tailored communication strategies for specific populations

Working Group C: Regional Level Interventions



- Local community engagement and grassroots partnerships
- Region-specific messaging addressing cultural contexts
- Accessible vaccination services in underserved areas
- Local trust-building through primary care networks

Solution Design

For your governance level, design interventions that:

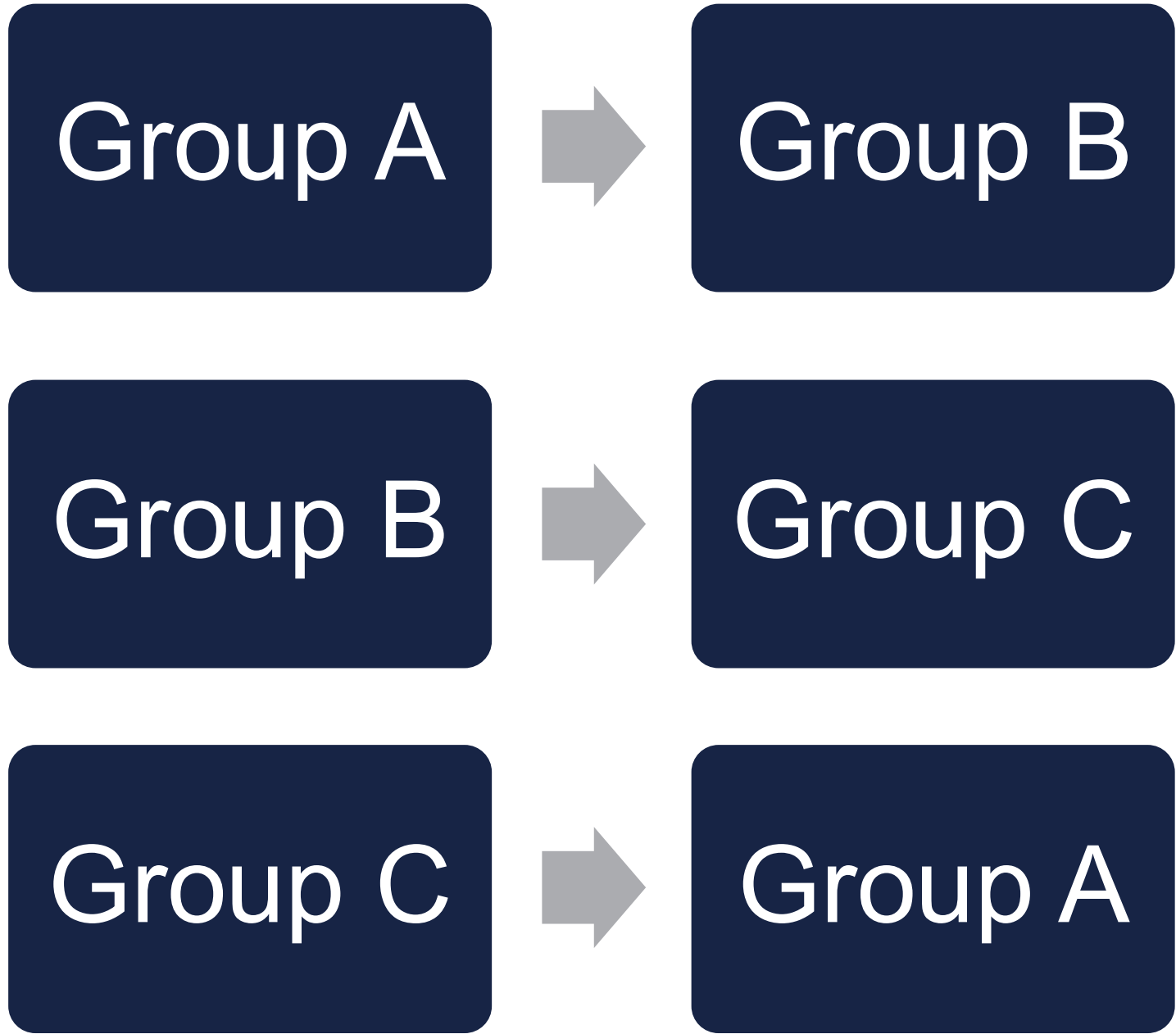
- Address identified barriers using available facilitators
- Are feasible within existing mandates and resources
- Can be implemented within the next 12-24 months

Group Discussion and Panel Briefing

Step 4

Testing & Refinement

Feedback loops and validation



Feasibility Assessment

Test your proposed solutions against these criteria:

- Does this align with policy mandates and priorities?
- Are necessary stakeholders engaged and committed?
- How will implementation be monitored and evaluated?

Impact Projection

Estimate expected outcomes for your intervention:

- What populations will be reached?
- What measurable changes in vaccination coverage?
- How will lessons transfer beyond COVID-19/influenza to other routine programs?

Group Discussion and Panel Briefing

Step 5

Intervention Tool Set

Deliverable D6.1

Tool Set Components

- Most promising interventions by governance level
- Expected impacts and success indicators
- Implementation guidance for adoption and scale-up
- Monitoring and evaluation frameworks

Rank your group's recommendations by:

- Evidence strength supporting the intervention
- Implementation feasibility in current context
- Potential population-level impact
- Transferability to routine vaccination programs

Group Discussion and Panel Briefing

4. Next Steps

**How would this lead to concrete initiatives in overcoming challenges/
using opportunities in your country?**

Time context Within the next year



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