



28 April 2026
EMA/60245/2026
Stakeholders and Communication Division

Vaccine Confidence Advisory Group

Terms of reference

1. Background

Vaccine hesitancy remains a significant threat to global health, and the vaccine confidence situation remains fragile, in particular due to several factors, such as the aftermath of the COVID-19 pandemic and recent developments geopolitically.

The European Medicines Agency (EMA) is responsible for authorisation and pharmacovigilance/risk minimisation of all vaccines in the EU. This includes communicating with citizens, other stakeholders, and health authorities in EU Member States on the benefits and risks of vaccines. EMA continues to identify and face a large amount of concern from the public, as well as misinformation on vaccines spread mainly through social media. EMA has developed a 'Vaccine Outreach Strategy', a wider approach to increase knowledge and trust in the quality, safety and effectiveness of vaccines, and empower the EU public and healthcare professionals to take well-informed vaccination decisions. As part of this work, EMA's internal Vaccine Outreach Group (VOG) meets monthly to monitor the situation, discuss ongoing concerns and recommended remedial actions. Since this is a global issue, a Vaccine Confidence Advisory Group is being established to enrich the internal discussion with views from external experts.

2. Mission

The mission of the Vaccine Confidence Advisory Group is to gather insights from an external group of experts, including academics, representatives of healthcare professionals, medical societies and patient organisations, as well as public health bodies, to advise EMA on the impact of vaccine hesitancy and on activities to strengthen vaccine confidence and science outreach.

3. Scope

The scope of the Advisory Group includes human vaccines for the prevention of infectious diseases.



4. Objectives

The main objectives of the Vaccine Confidence Advisory Group are to:

- advise/contribute to environmental analysis of vaccine hesitancy and stakeholder listening on vaccine related topics, including mis-disinformation;
- advise on EMA's ongoing initiatives to increase vaccine confidence and on specific emerging issues;
- contribute to improve EMA's benefit-risk communication to the public (including quantitative evidence and data visualisation, e.g. Vaxzevria's Art 5.3 where external experts were involved in the development of [visual risk contextualisations](#));
- help amplify the Agency's science outreach and public health messages.

5. Membership

Members of the Advisory Group on Vaccine Confidence will include academics, representatives of healthcare professionals, medical societies and patient organisations, as well as public health bodies.

The Advisory Group will be co-chaired by the Head of the Stakeholders and Communication Division and the Head of Public Health Threats.

All discussions within the Advisory Group are of a non-confidential nature and do not refer to any ongoing medicine-specific evaluations. However, each member shall complete a public declaration of interests and confidentiality undertaking and be included in the Agency's Experts Management Tool for transparency purposes. A member cannot have financial interests in or be employed by a pharmaceutical or medical device company, as this is not compatible with the activities of the Advisory Group.

If an Advisory Group member is involved as an expert (i.e. own individual capacity) in another EMA activity, a separate assessment of competing interests will be made for each activity, as per [EMA's policy](#) on the handling of competing interests.

6. Organisation

The secretariat of the Advisory Group will be provided by the Public and Stakeholder Engagement Department, who will be responsible for coordinating agendas, minutes and follow-up actions.

6.1 Meetings

Meetings will be held online once per quarter. Meeting agendas/list of actions and other relevant documents will be provided by email.

6.2 Transparency

EMA will communicate on the group composition and mandate. In addition, a summary of the meetings will be published every quarter in a dedicated section of EMA's website.