EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Addressing misinformation on COVID-19 vaccines

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An agency of the European Union

Outline

1. Misinformation during the COVID-19 pandemic
2. How EMA tackles misinformation
3. What are we communicating?
4. Transparency
5. Social media regular updates
6. Engagement and collaboration

Misinformation during the COVID-19 pandemic

- Spreading of misinformation during the COVID-19 pandemic has **a large public health impact**
- It undermines trust in medicines – e.g. **limits uptake of life saving vaccines**
- **Social media** used to amplify an "infodemic" where massive amounts of information are shared and **disinformation and misinformation can easily spread**
- The spreading of false messages is also supporting the **polarisation of the public debate on topics related to COVID-19**
- It is critical to **address confusion or misleading information**

How EMA tackles misinformation

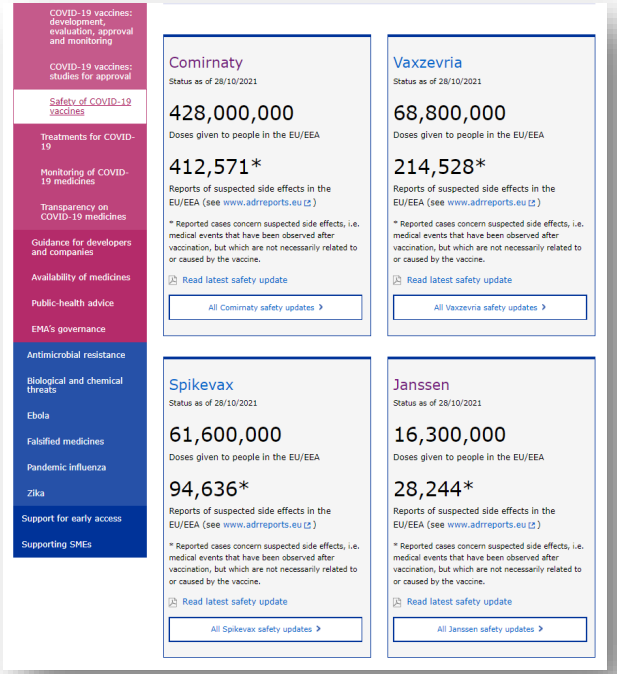
- **Identification**
  - (Social) Media monitoring
  - Queries from members of the public
  - Collaboration with EU & international public health bodies
- **Two-way dialogue** to listen to the public's concerns & engagement
- **Address concerns proactively** - 'pre-bunking' or trying to address concerns before these can take hold and proliferate
- Make EMA's voice **heard** – **e.g. social media**
- **Communicate the fact-based science** supporting EMA regulatory decisions
- **Ensure full transparency** on EMA actions and decisions, and on data supporting such regulatory outcomes

Addressing misinformation on vaccine safety

False reports relating to the number of side effects in Eudravigilance with COVID-19 vaccines

FALSE

- EMA is now producing an **overview of safety updates with statistics on reported side effects**:
  - contextualising number of suspected side effects with **doses given in the EU/EEA**
  - **response to stakeholders'** request for further transparency and enhancing visibility of safety updates, EMA

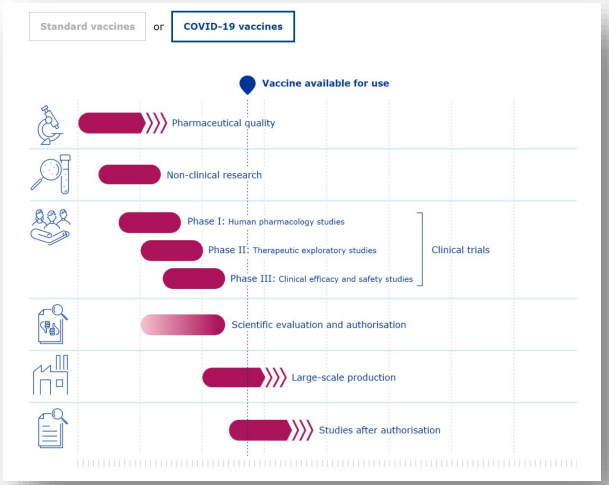


Addressing misconceptions about the pace of vaccine development and authorisation

INCORRECT

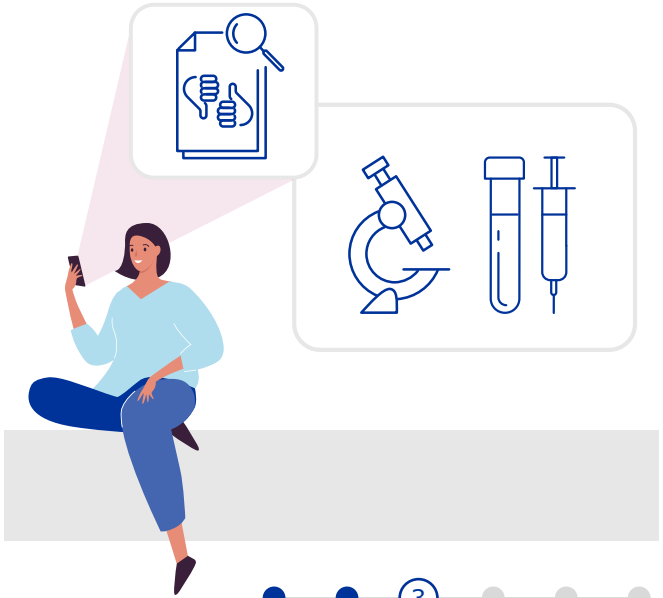
Misinformation circulating that there is insufficient data on the quality, safety and effectiveness on COVID-19 vaccines due to their rapid development and authorisation

- EMA has published information explaining how **development and authorisation can be condensed without compromising standards**
- There are **extensive study results** underpinning the authorisation of vaccines
- **Full transparency** on basis for authorisation (European Public Assessment Report & publication of clinical data)

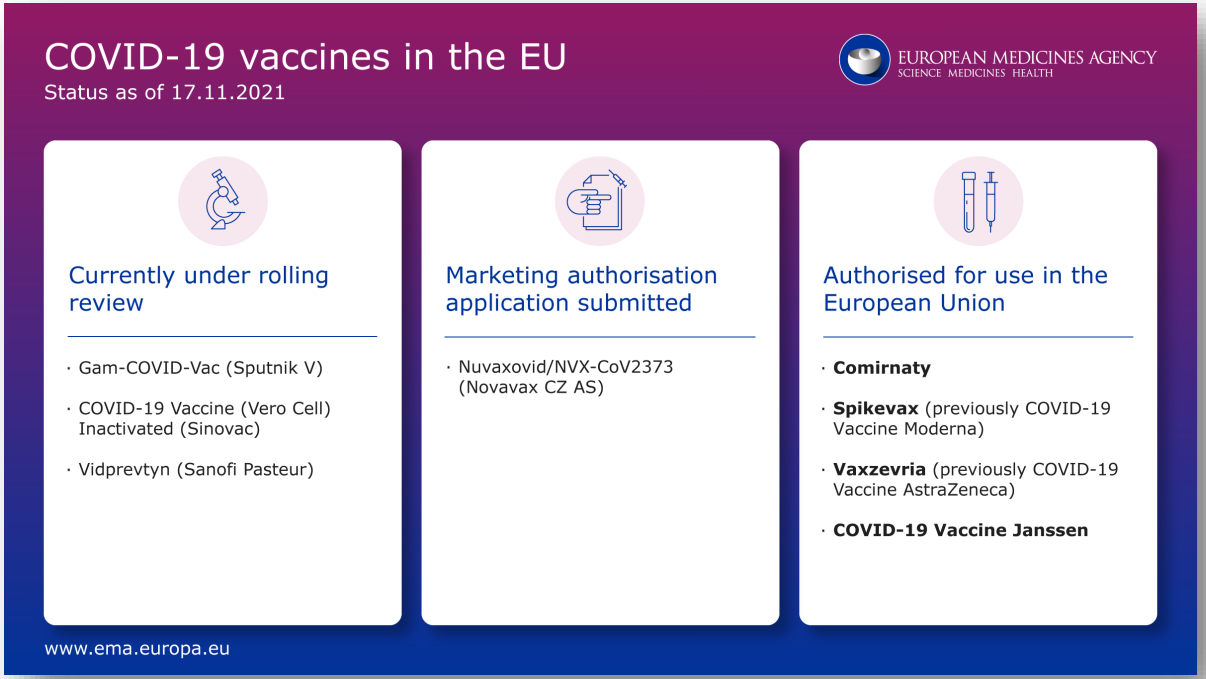


How are we communicating?

- **New information** on development & approval of COVID-19 vaccines – specifically targeting the general public
- **Responding to queries** from members of the public and media
- **Press, public meetings & social media** on key developments
- **Media interviews** with experts
- Providing content for **European Vaccination Information Portal** and supporting the European Commission
- EMA/Member States' **safety communications**



Status of COVID-19 medicines



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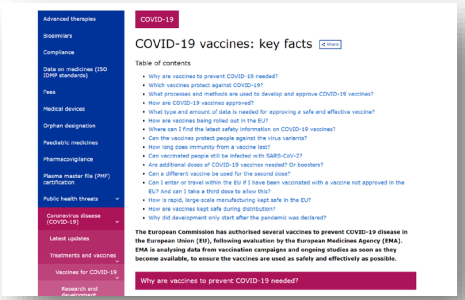
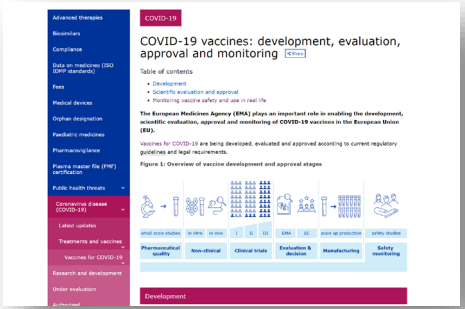
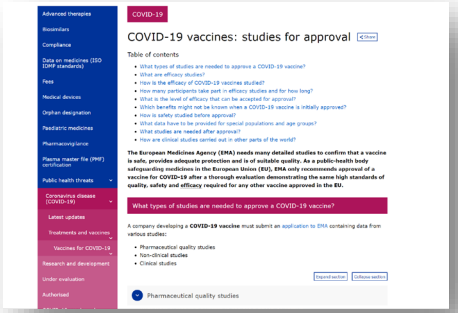
Proactive materials on COVID-19 vaccines



- Key facts
- For general public
- Addresses commonly received questions



- Detailed information on how COVID-19 vaccines are developed, evaluated, approved and monitored post-marketing
- Professional audiences and general public
- Graphics to illustrate concepts

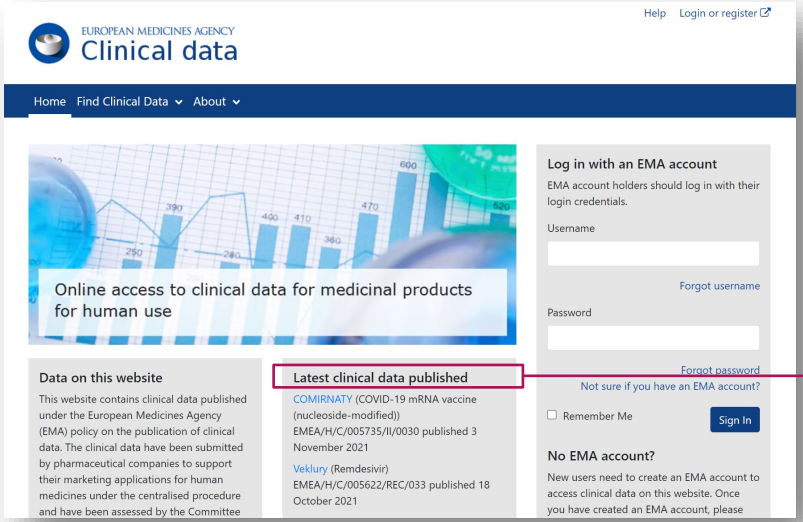


- Information on studies needed to approve a COVID-19 vaccine
  - Quality, Safety & Efficacy
- Professional audiences and general public

TRANSPARENCY

Publication of clinical data for all COVID-19 medicines

https://clinicaldata.ema.europa.eu/web/cdp/home



Latest clinical data published

COMIRNATY (COVID-19 mRNA vaccine (nucleoside-modified)) EMEA/H/C/005735/II/0030 published 3 November 2021

Veklury (Remdesivir) EMEA/H/C/005622/REC/033 published 18 October 2021

COMIRNATY (COVID-19 mRNA vaccine (nucleoside-modified)) EMEA/H/C/005735/0000 published 10 September 2021

Veklury (Remdesivir) EMEA/H/C/005622/R/0015 published 18 August 2021

Vaxzevria (COVID 19 Vaccine (ChAdOx1 S [recombinant])) EMEA/H/C/005675/0000 published 30 July 2021

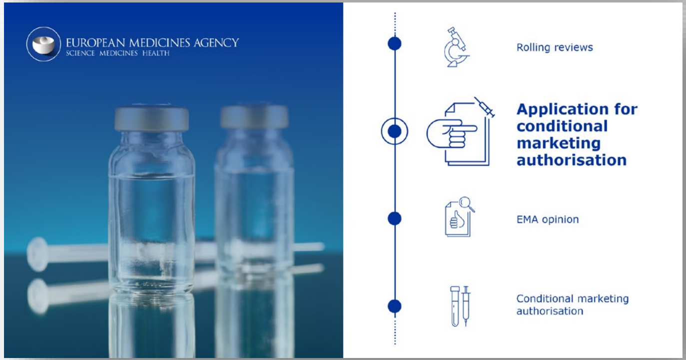
COVID-19 Vaccine Janssen (Adenovirus type 26 encoding the SARS-CoV-2 spike glycoprotein) EMEA/H/C/005737/0000 published 26 July 2021

In progress √

- Booster and extra doses
- Vaccines for younger children

SOCIAL MEDIA REGULAR UPDATES

EMA social media channels:



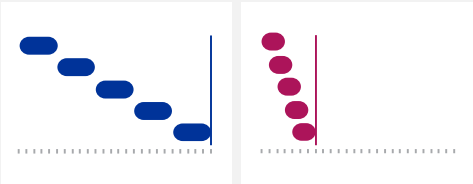
Engagement and collaboration

Who are we working with?

- Engaging with **patients and healthcare professionals** in EMA's pandemic task force, regular meetings, user testing information materials
- **Working together** with European Commission, ECDC, national medicines regulators
- Listening to **public concerns** on vaccines, to explain the science

EMA public meetings

Listen to the public and stakeholder groups on their needs, questions and any concerns, so that these can be considered in the relevant regulatory processes.



#EMAPublicMeeting1

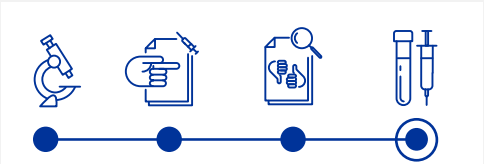
11 December 2020

EU regulatory process for approval of COVID-19 vaccines and EMA's role

#EMAPublicMeeting2

8 January 2021

Basis for the approval and use of first COVID-19 vaccines & safety monitoring



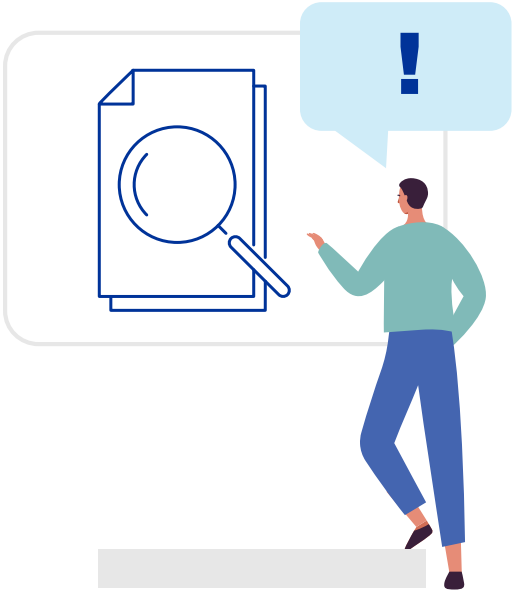
#EMAPublicMeeting3

26 March 2021

Update on COVID-19 vaccines, and their expected impact at community level.

Conclusions

- **Misinformation has serious consequences** which we all need to combat
  - get the facts from public health authorities
- **Reliable information, good** and **timely communication** and **transparency** are key
- **EMA provides transparency & access to clinical data** to understand the rationale behind important decisions
- **Engagement** is crucial:
  - actively listening to the public and our stakeholders
  - involving them in our activities



Latest updates on EMA's corporate website:

COVID-19 pandemic

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