



EU and Vaccination

EMA Sept 2019

ISABEL DE LA MATA

Principal Advisor for Health and Crisis Management

Directorate-General for Health and Food Safety - DG SANTE -

European Commission



Objectives

- *Help tackle vaccine hesitancy*
- *Promote sustainable vaccination policies*
- *Strengthen EU leadership in global action*

Commission
Communication

Council
Recommendation

Implementation
road map

State of Play

- *Global Vaccination Summit* ✓
- *Coalition for Vaccination* ✓
- *Joint Action on Vaccination* ✓



European
Commission

Action at EU level

April 2018
Commission
Communication



December 2018
The Council
Recommendation

EU ACTION

-  Ensure **ACCESS** to vaccines for all
-  Control all vaccines to ensure **HIGHEST SAFETY STANDARDS**
-  Share **CLEAR, INDEPENDENT** and **TRANSPARENT** information
-  More **RESEARCH** to develop new vaccines

- EU coordination and contribution to global health
- To strengthen the EU cooperation against vaccine-preventable diseases
- To tackle vaccine hesitancy & improving vaccination coverage
- To create sustainable vaccination policies in the EU
- Support to MS to coordinate vaccination schedules



European
Commission

Three main pillars of the Council Recommendation

1. Tackling vaccine hesitancy and improving vaccination coverage
2. Sustainable vaccination policies in the EU
3. EU coordination and contribution to global health



Health and
Food Safety



European
Commission

The 2019 Eurobarometer results on vaccine confidence, key findings



45%
HAD A
VACCINATION
IN THE **LAST**
FIVE YEARS



47%
HAVE A
VACCINATION
CARD



Almost **half**
think that
vaccines can often
produce serious
side effects
(**48%**)

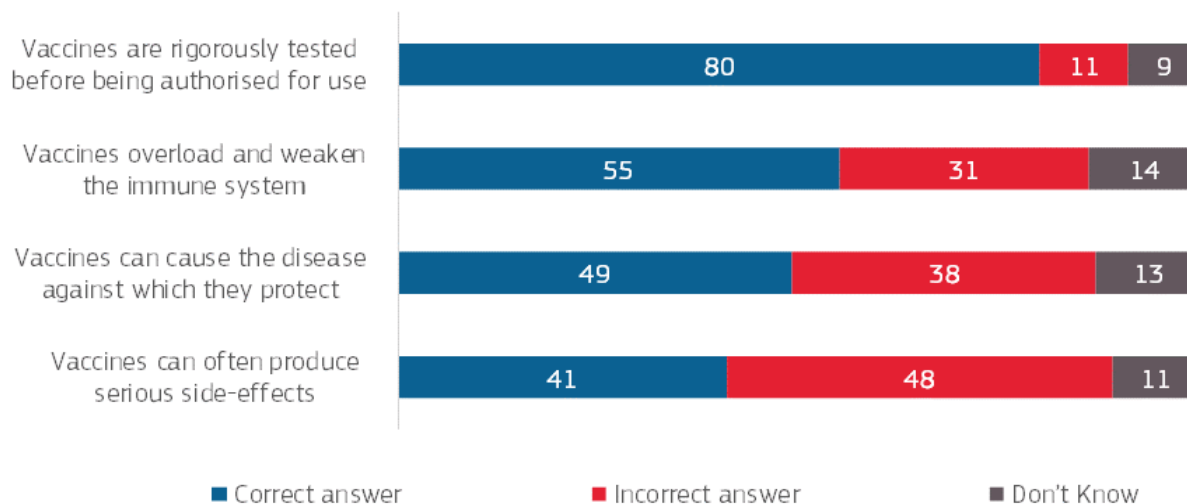


And **38%**
think that they
can cause the
disease against
which they protect

The 2019 Eurobarometer results on vaccine confidence

The Eurobarometer compares knowledge, beliefs and behaviours regarding vaccination exploring the best ways for authorities to address these concerns

QC7 For each of the following statements, could you please tell me whether you think it is true or false.
(% - EU)



Actions by Member States

- Develop and implement **national and regional plans**
- Introduce **routine checks**
- **Facilitate access** to national and regional vaccination services
- **Encourage and co-operate** with higher education institutions and relevant stakeholders
- **Increase communication activities**
- **Engage with offering trainings**
- **Digitalize** information on the vaccination status
- **Increase support** for vaccine **research and innovation**

Actions by Commission, in cooperation with MS



Aim to establish a *European Vaccination Information Sharing (EVIS)* system, coordinated by the ECDC



Work towards strengthening vaccine supply and mitigating risks of shortages



Increase the effectiveness and efficiency of EU and national vaccine research and development funding



European
Commission

Actions by the Commission

- Examine issues of insufficient vaccine coverage → **common vaccination card**
- Produce a regular report → Present **guidance for countering vaccine hesitancy**
- Convene a **Coalition** for Vaccination
- Strengthen impact of the annual **European Immunisation Week**
- Identify **barriers** to access, and support interventions to increase access
- Develop **guidance** to overcome legal & technical barriers
- Continue to support **research & innovation** through the EU framework programmes
- Strengthen existing partnerships and collaboration
- **Report**, on a regular basis, on progress

The special case of healthcare workers

- Hospital staff and health care workers: increasingly seen among measles cases
- European Union/European Economic Area: several measles outbreaks reported in 2017 and 2018
- Transmission in healthcare environments also seen in countries with high vaccination coverage

New Coalition of Healthcare Workers for Vaccination kicked-off on the 5th of March in Brussels.



European
Commission

Roadmap

ACTIONS

TIMELINES AND DELIVERABLES

	2018	2019	2020	2021	2022
<p>Examine the feasibility of developing a common vaccination card/passport for EU citizens (that takes into account potentially different national vaccination schedules and), that is compatible with electronic immunisation information systems and recognised for use across borders, without duplicating work at national level.</p> <p>CR 16 and CC*</p>		<p>Feasibility study for the development of a common EU vaccination card</p>			<p>Commission proposal for a common vaccination card/passport for EU citizens</p>
<p>Produce on a regular basis a Report on the State of Vaccine Confidence in the EU, to monitor attitudes to vaccination. Based on that report and taking into account related work by WHO, present guidance that can support Member States in countering vaccine hesitancy.</p>		<p>State of Vaccine Confidence in the EU 2020 Follow up of the study published in October 2018 https://ec.europa.eu/health/sites/health/files/vaccination/docs/2018_vaccine_confidence_en.pdf</p> <p>Guidance on countering vaccine hesitancy tailored to specific needs identified by the Member States and/or vaccine specific issues</p>			
		<p>Special Eurobarometer - Europeans' attitudes towards vaccination https://ec.europa.eu/commfrontoffice/</p>			

Combatting vaccine hesitancy remains a priority

“I want you to prioritise communication on vaccination, explaining the benefits and combating the myths, misconceptions and scepticism that surround the issue.”

Ursula von der Leyen

President-elect of the European Commission
in her mission letter to Stella Kyriakides,
European Commissioner-Designate for Health





European
Commission

Myths around vaccination



Disinformation – EU action

- 1. Communication on tackling online disinformation: a European approach** adopted in April 2018
- 2. EU wide code of practice on online disinformation** signed in October 2018 by Facebook, Google, Twitter and Mozilla + other online platforms & advertising industry
- 3. EU Action Plan Against Disinformation** adopted in December 2018, including support for an independent **EU network of fact-checkers** and **Rapid Alert System for Member States** to be launched in spring 2019
- 4. Inter-institutional network against disinformation** sharing best practices and working together to dispel myths and fake news



European
Commission

SANTE @ social media





European
Commission

A toolkit for health professionals

Social Media Toolkit



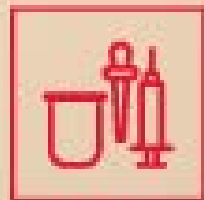
#VaccinesWork

TABLE OF CONTENTS

- 1** Why communicate on healthcare & vaccines on social media?
- 2** What is disinformation and how can you spot it?
- 3** Dealing with anti-vaxxer voices on social media
- 4** Social media channels (and how to choose yours)
- 5** To inspire you to start
- 6** Must haves for an engaging post
- 7** Moving forward and shaping the conversation
- 8** 6 steps to get started



European
Commission



**Check your
vaccination status**

“Whatever your age or wherever you travel, vaccination protects both you and those who are too young to be vaccinated. “

Source: ECDC, measles infographic April 2019



European

#DontHesitate

VACCINATE!



European
Commission

https://ec.europa.eu/health/vaccination/overview_en