



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

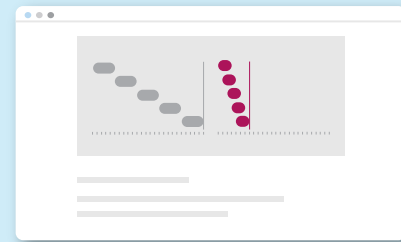
COVID-19 Update Vaccines Outreach Strategy

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An agency of the European Union



Vaccine hesitancy: an ongoing challenge in times of COVID-19



- **Variable levels of scepticism on vaccines and safety** – measles outbreaks
- **Global public health threat:** bad science – rumour 'spreaders' - general misinformation

COVID-19 pandemic – additional complexity

- New types of vaccines
- Fast track development and approval
- COVID-19 denialism

EMA's vaccine outreach strategy

Goal

Increase **knowledge of and trust in the quality, safety and effectiveness of vaccines**, and empower the EU public and healthcare professionals to take well-informed vaccination decisions

In this context it is imperative:

- **to listen and understand** public concerns on vaccines and vaccination
- that **information from reliable sources** addresses the need and concerns and supports informed decisions on vaccination



The importance of transparency, good communication and engagement

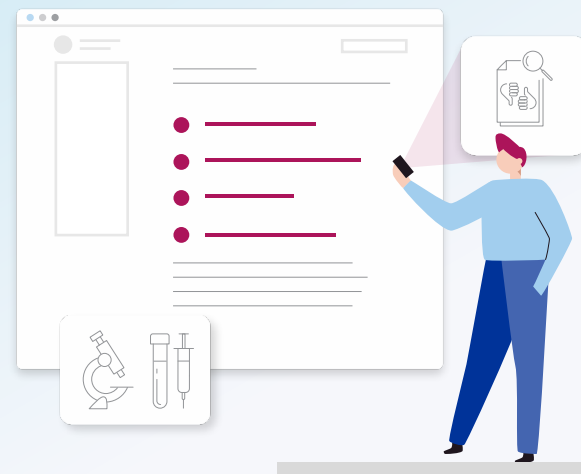
- More than ever, these remain priorities during a crisis
- The public needs to be able to **access data** and understand the rationale behind important decisions on vaccines
- **Extraordinary measures** have been put in place to enhance the level of transparency for COVID-19 medicines
- **Transparency** requires extra effort to communicate better, put the data into context and explain the science in plain language
- **Engagement** remains crucial:
 - actively listening to the public and our stakeholders
 - involving them in our activities



Provision of information on COVID-19 vaccines

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**



Enhanced transparency for COVID-19 vaccines

What information is being published ?

- Medicines that have received **EMA advice** during their development
- Committee **meetings highlights**, minutes and agendas
- Start of rolling review and applications for marketing authorisation
- **Product information** (all EU languages)
- An overview of the vaccine and why it is approved - in plain language (all EU languages)
- European Public **Assessment Report**
- Full **Risk Management Plan**
- **Clinical data** supporting marketing authorisation
- Changes post-authorisation and regular **safety updates**



Engagement and collaboration

Who are we working together with?

- Talking to **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 understand what people want/need to know and try to explain the science

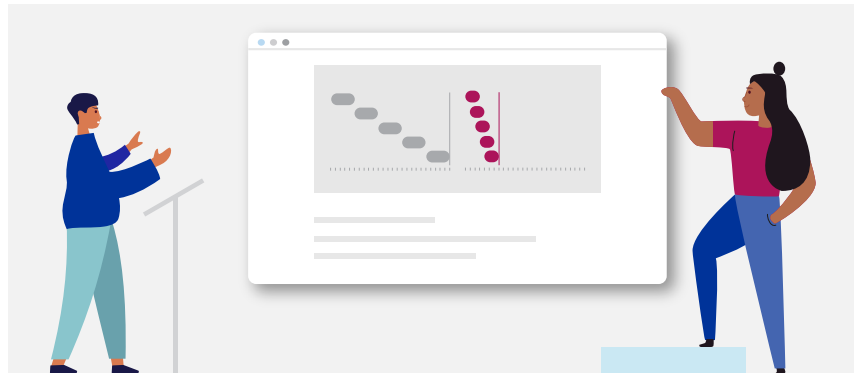


ENGAGING THE PUBLIC

EMA Public stakeholder meetings

11 December 2020

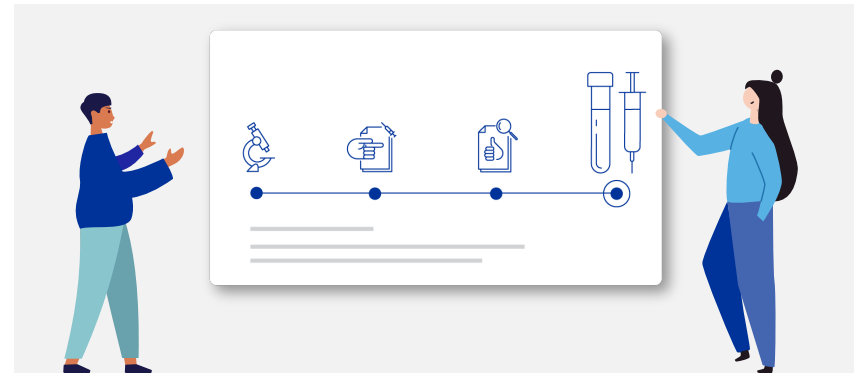
BROADCAST LIVE



Inform the public and stakeholders about EU regulatory process for approval of COVID-19 vaccines and EMA's role in their development, evaluation and approval

8 January 2021

BROADCAST LIVE



Explain the basis for the approval and use of new vaccines, how their safety will be monitored and their roll-out at national level

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

Latest updates on EMA's corporate website: [COVID-19 pandemic](#)



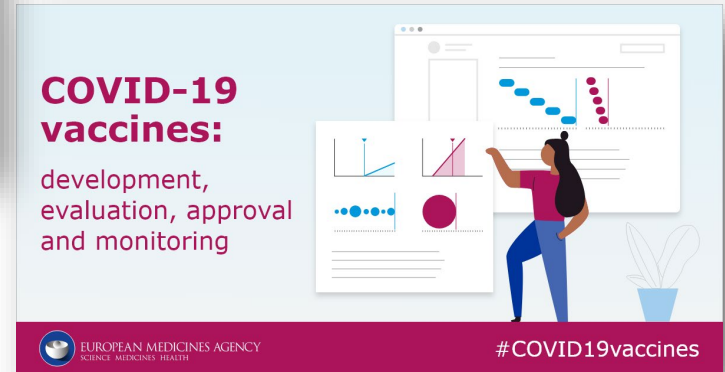
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