



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Supporting the European Immunization Week

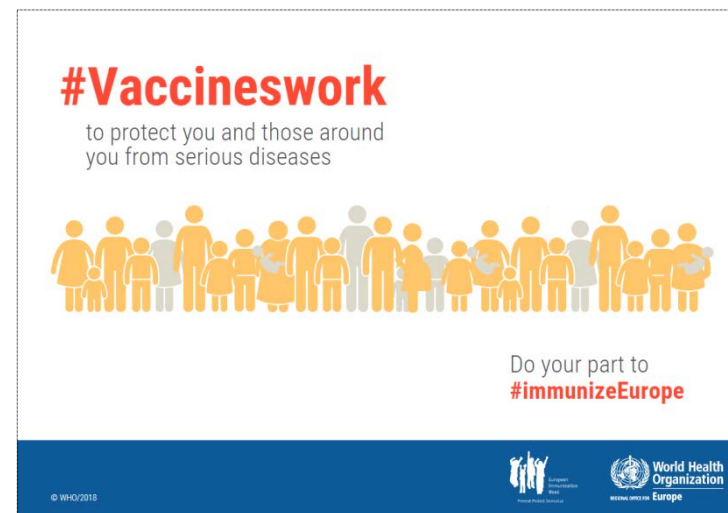
Camelia Enachioiu – Press Officer





What is the European Immunisation Week (EIW)?

- A campaign to raise awareness and increase rates of immunisation against vaccine-preventable diseases in Europe
- Part of WHO's global World Immunization Week
- Lead and coordinated by WHO/Europe and supported by UNICEF, ECDC and others
- EIW takes place on 23–29 April 2018



WHO key messages 2018



- Vaccines work to protect people of all ages from potentially dangerous diseases.
- Every person deserves to be protected from vaccine-preventable diseases and plays a vital role in protecting others by choosing to vaccinate.
- When all eligible individuals are fully vaccinated those who cannot be vaccinated are also protected through herd immunity.
- Consult with your doctor and check your family's immunization records to make sure that you are all fully protected.
- False information can influence choices and endanger lives. Get the facts and share only evidence-based information about vaccines.
- Health professionals are the most trusted source of information about vaccines for their patients. Raising awareness about vaccines saves lives.
- Equitable access to immunization is the right of every individual and community.
- By protecting health, immunization helps us to achieve the Sustainable Development Goals.

- Statement of EMA's Executive Director, Guido Rasi, published on website and social media
- Joint interview of a doctor, a researcher and an EMA staff on vaccine hesitancy (published in EMA's Annual report and on WHO's [Europe Immunize Forum](#))
- 7 Twitter visuals with embedded key messages
- Re-tweets of ECDC and WHO/Europe messages

News

European Immunisation Week: Statement of Guido Rasi, the Executive Director of the European Medicines Agency (EMA)



#Immu

and Development Support, 2004.

what are the specific challenges when it comes to restoring confidence in vaccines?

Expertise: Albert: Communication is crucial but can be challenging.

2015, 1996 carried out a review of the evidence surrounding the use of two rare syndromes in young women given HPV vaccines. The

clear conclusion was that no causal link between the vaccines and development of these syndromes could be identified. While no

objective was to give a strong and reassuring message, follow through scientific review, some considered this as a disservice

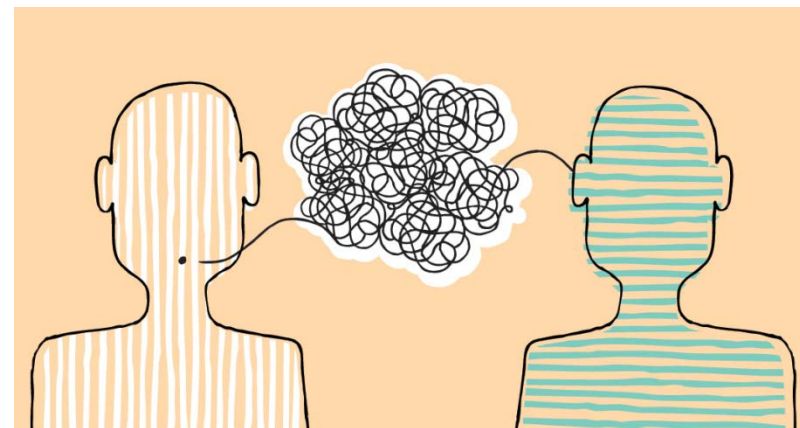
concerns that were raised. Although for vaccine safety the size is very clear, individuals will focus on specific cases, therefore

benefits of immunisation overall.

EUROPEAN MEDICINES AGENCY
SCIENCE. INNOVATION. HEALTH

Our plan for 2018

- “What gives you confidence in vaccines?” - short video with statements from representatives of EMA's working parties (healthcare professionals and patients)
- Short statement by Executive Director, Guido Rasi, published on EMA's website and GAVI blogs
- 3-4 visuals shared via social media (Twitter, LinkedIn) with statements from video
- Contact multipliers to share materials (NCAs, other associations of patients and HCPs, EU partners)





Thank you!

Further information

European Medicines Agency

30 Churchill Place • Canary Wharf • London E14 5EU • United Kingdom

Telephone +44 (0)20 3660 6000 **Facsimile** +44 (0)20 3660 5555

Send a question via our website www.ema.europa.eu/contact

Follow us on  **@EMA_News**