Transparency, engagement and communication

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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
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**
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](https://www.emc.eun) and supporting the European Commission
- EMA/Member States’ **safety communications**
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
Latest updates on EMA’s corporate website:

COVID-19 pandemic