



EUROPEAN
MEDICINES
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Understanding COVID-19 vaccines by healthcare professionals and patients

User testing at EU and regional level

A collaboration between EMA and University Palermo (Sicily)

PCWP/HCPWP meeting 21 September 2021



UNIVERSITÀ
DEGLI STUDI
DI PALERMO

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User testing of COVID-19 vaccines' information materials

Objectives:

- Determine if **key messages** and figures are clear and **understood**
- Determine if any key information relevant for the audience is **missing**
- Determine the best content **format and channels** for dissemination for lay or professional audiences
- Explore **perceptions/understandings** on COVID-19 vaccination

Comparative analysis of EU- versus regional (Sicilian) context



Collaboration with University of Palermo

Methodology: survey of patients, consumers, HCPs and organisations – EU and regional level

Ongoing analysis and scientific publication in preparation

- **Proactive** provision of information by authorities on COVID-19 vaccines during the public health crisis is important to counteract hesitancy and prebunk misinformation
- **Added value** - important and necessary to tailor to users' needs
- **Key messages and concepts** well understood, but improvements identified
- **Information sources:** science communication through different channels is important (i.e. regulatory/scientific channels and mass media/social media)
- **Visuals help to convey information** - the public's preferences may differ from that of regulatory authorities
- **Regional study** largely confirms EU-level results

Key aspects:

- Representativeness of results – **good representation** of members of PCOs/HCP organisations in EU survey; more individual HCP/patients recruited in local hospital at Italian regional level.
- Analysis of the regional **Italian context reveals similarity in understanding** of key messages, but it is unknown how representative this is of other EU regions.
- While the regional survey revealed **information in English was not a barrier** to understanding the information, efforts should be done to **provide translations in all EU languages**.
- Analysis of **attitudes to vaccination** suggest material from regulators **may contribute little to change attitude to vaccination**, however **analysis numbers were low** and in real life there will be **difficult to dissect single intervention (EMA information) from other information sources** (media, etc.).



How are vaccine information materials used?

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