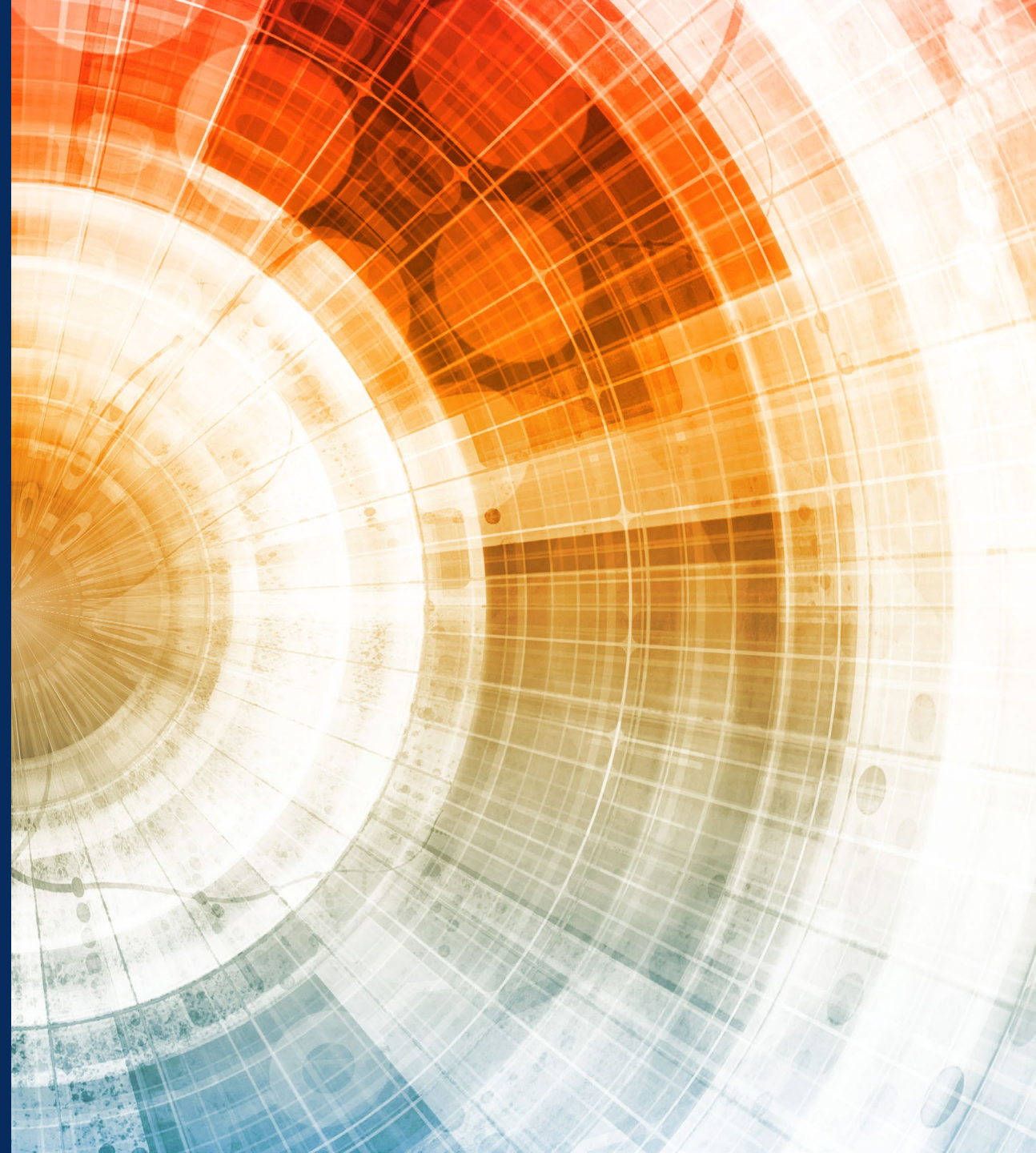


# Communication at EMA

PCWP and HCPWP meeting with all eligible organisations

Monika Benstetter

Head of Communication



# Communication Department: activities



Web/online



Media



Social media



Visual design



Campaigns



Communication planning and monitoring

# Communicating with impact

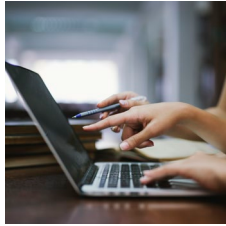
- High quality, accessible content
- With clear calls to action
- Tailored to the needs of our audiences
- Offered in different formats, including audiovisual
- Disseminated through different channels relevant for our stakeholders
- Evaluated to continuously learn from mistakes and successes

# A selection of initiatives

- European Antibiotics Awareness Day campaign
- Media seminar on shortages
- Framework for mis- and disinformation
- Communicating on shortages
- Start working with influencers
- Communication perception survey
- Launch of a key user group for [www.ema.europa.eu](http://www.ema.europa.eu)
- Human and animal highlights 2024
- ...

# Framework to address misinformation

# EMA's framework to address misinformation



## **Infodemic insights**

Develop an integrated process for social listening and misinformation management, in case of an acute public health event



## **Collaboration**

Build bridges with regulatory partners and communities to share best practices, information and possibly campaigns



## **Build trust in public health efforts**

Support trust in EMA and science through targeted actions

# Overall methodology



## Listen

Social listening  
Media monitoring  
Queries from media and the public  
Insights from partners and stakeholders



## Understand and analyse

Analyse data sources to derive intelligence  
Risk assessment and prioritisation  
Insights reports and recommendations



## Act and engage

Implement actions (LTTs, filling information voids with proactive comms, media - social media and stakeholder engagement, amplifying accurate information, leveraging trusted messengers...)  
Monitor and evaluate

We pilot our processes through two case studies: RSV and Long Covid



# Get involved in our RSV pilot project

- Pilot project ongoing to test our processes
- RSV: high media and public interest
- Misinformation could negatively impact public health and regulatory action

## Share your insights with us

- Are you aware of specific concerns, misunderstandings, gaps in knowledge among patients, citizens and healthcare professionals regarding therapeutics and vaccines for RSV?
- Are there any areas where you think further information or clarification is needed to prevent these concerns from growing and taking hold?

Please email [press@ema.europa.eu](mailto:press@ema.europa.eu)

Results of case study will be presented at PCWP/HCPWP meeting in April

# Communicating about shortages (ppt Giulia and Laure)

# Communication perception survey (ppt Violeta)

Key user group for  
[www.ema.europa.eu](http://www.ema.europa.eu)  
(ppt Ines)