



# European Vaccination Information Portal - Briefing on development and next steps

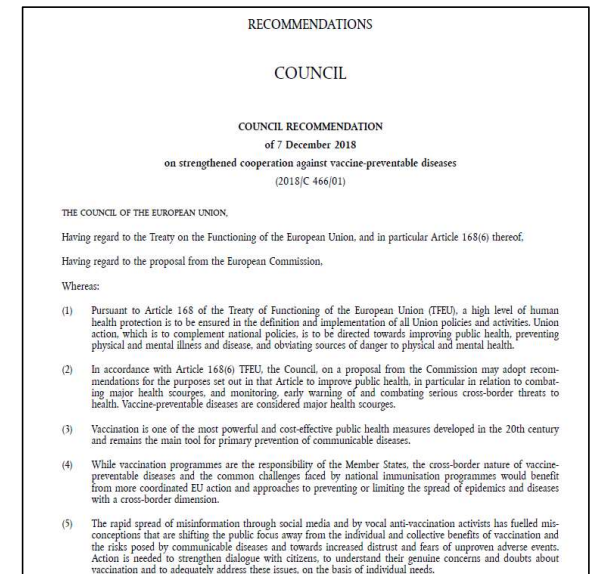
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(with Andrea Würz & Marybelle Stryk)**

MEPs Interest Group, “*European Patients' Rights and Cross-border Healthcare*”, Official launch 2019-2024 term  
European Parliament, January 28 2020

# Origins and aim



- **Council Recommendation on strengthened cooperation against vaccine-preventable diseases** (adopted Dec. 2018)
  - ECDC tasked to establish the portal with EMA support
  - Defines key objectives: "*Provide **objective, transparent and updated evidence online on vaccination and vaccines, their benefits and safety, and the pharmacovigilance process***"
  - Also calls on ECDC to work on **countering online vaccine misinformation** & developing **tools and guidance to support countries in responding to vaccine hesitancy.**

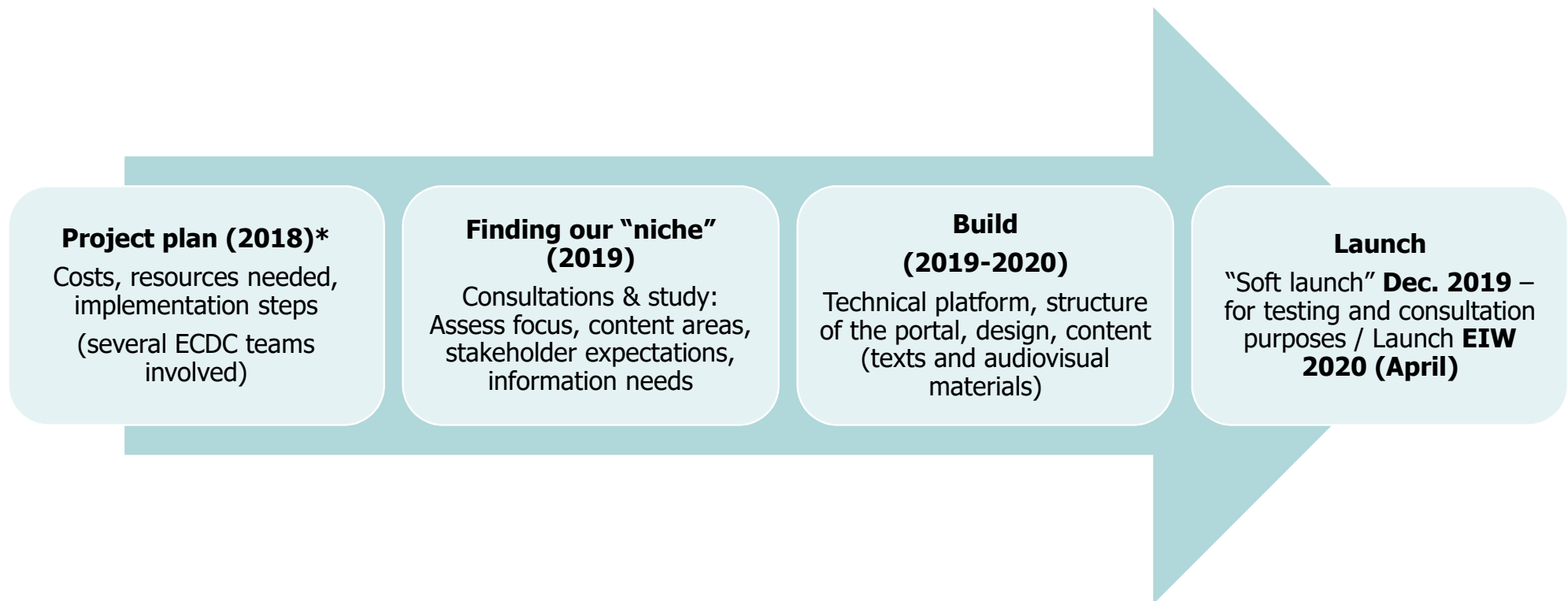


## Key characteristics of the portal

- a) A medium-sized website (about 50 web pages)
- b) Easy to navigate, maximum 2-3 levels
- c) Content - more **visual**, multimedia (animations, infographics), non-  
"corporate", social media friendly (provide shareable materials)
- d) Public-facing website - accessible to anyone with an interest in vaccination
- e) Language – **easy to understand for non-technical audiences** (pilot  
version available in English – then multilingual, translated versions to be sent  
to MS for language check)
- f) Identifiable as **cross-agency/EU project** (EC, ECDC, EMA) = "An initiative of  
the EU"

# Development of the new website

From mandate to reality:



\* Planning started already in 2018, based on the proposal document for a Council Recommendation.

# Finding our “niche” (what information should EVIP provide?) - Scoping and consultations done in 2019/2020



- **Scoping study – External consultants**
  - Stakeholder **interviews**: EC, EMA, associations (drs, nurses, public health), academia, and 5 countries (their strategies – FR, DE, IT, NL, RO)
  - **Review of** national and international **websites** (including vaccine sceptical information sites)
  - **Literature review** – effective online vaccination communication
  - **Social media analysis** – monitor conversation and elicit information needs
- **Consultations done with stakeholders and in ECDC**
  - ECDC’s **NFPs for Communication** – Meeting in June 2019
  - Joint consultation ECDC’s **COM & VPD-DP** teams – August 2019
  - Consultation with network of **stakeholders of EMA**\* – September 2019
  - **Consultation with MS** on a draft version of the portal – January 2020

\*EMA network: Patients’ and Consumers’ Working Party (PCWP) and the Healthcare Professionals’ Working Party (HCPWP)

# Synthesis of findings from scoping and consultations



**Multilingual** content and **clear structure** for navigation

Balanced information on **benefits and risks**

**Address** legitimate **concern** and **questions**

Convey **scientific consensus** / expert medical opinion

**Text + visuals** (videos, animations, infographics)

Not “gimmicky” or “light” – Be **fact-based, neutral, serious tone**

Not duplicate – Focus on **EU perspective**, be a **hub**: EU’s role, explain national differences

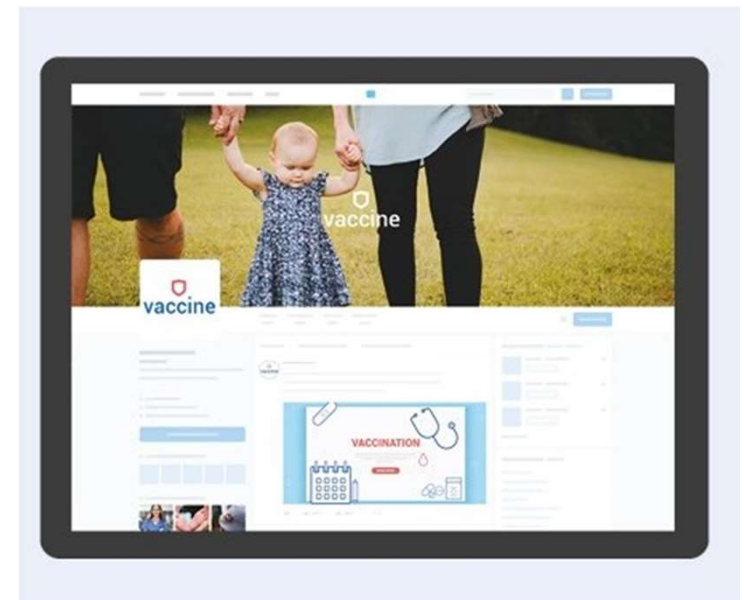
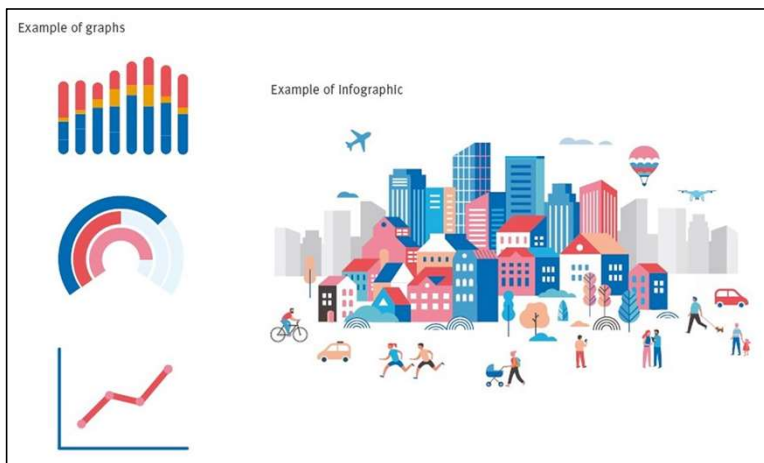
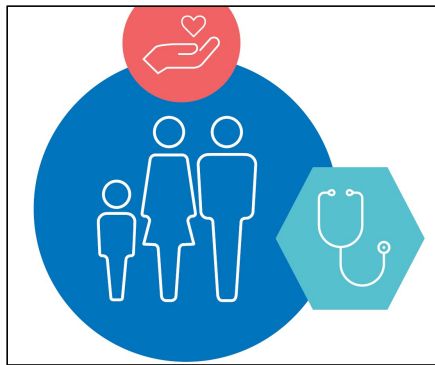
Provide **links to authoritative sources** in MS and organisations

Positive tone – Emphasize **individual protection gained** by vaccination

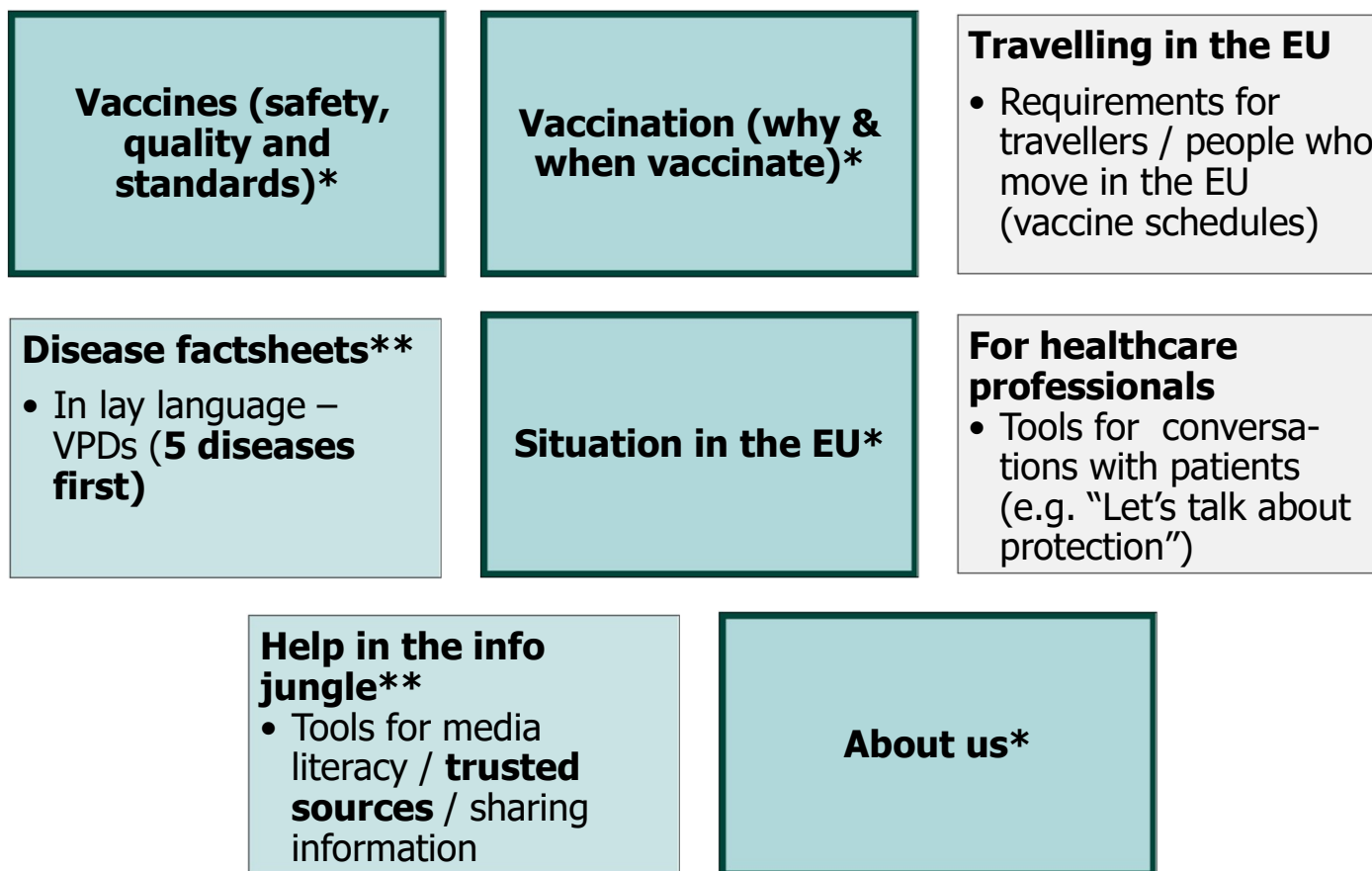
Comply with **EU Web Accessibility Directive**

# Design guidelines

**Key features:** Colour scheme / photos focused on the concept of protection



# Overview of portal content areas – Priority sections and others to be developed later



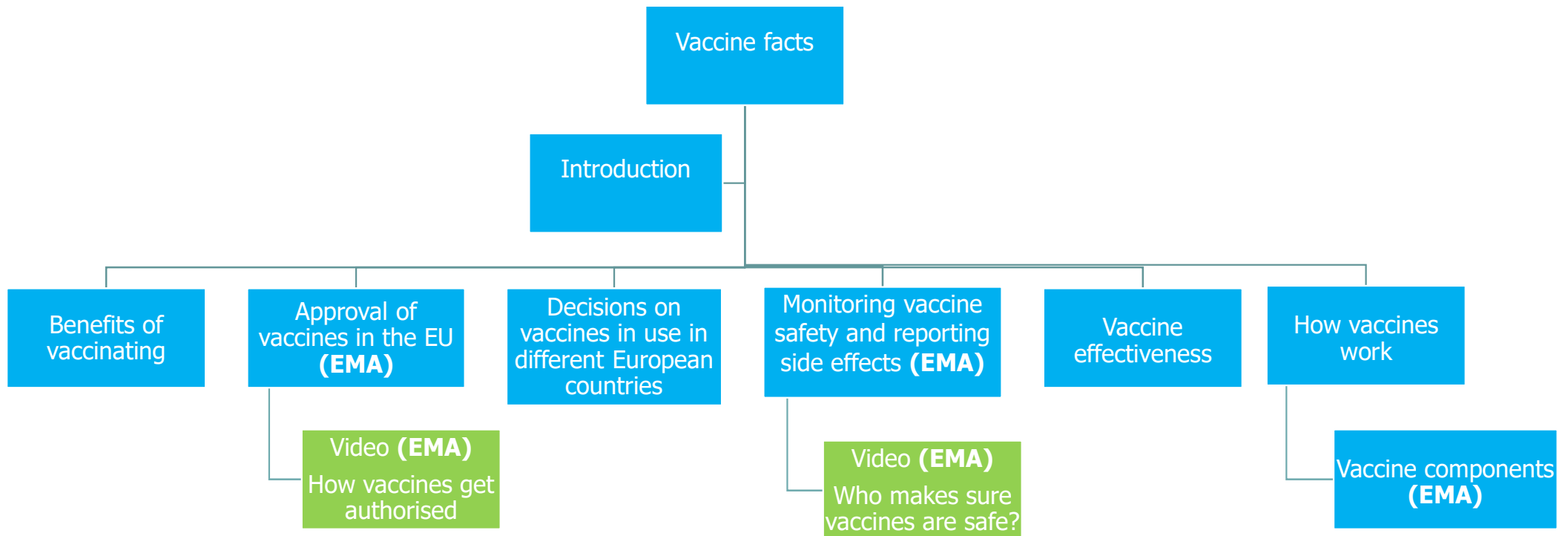
\* Priority sections

\*\* Some content for these section will be available (factsheets of 5 diseases –measles, rubella, pertussis, HPV, flu– & links to websites of the Member States / trusted sources)



# Section structure – Vaccine facts

(Note: Provisional, subject to change)

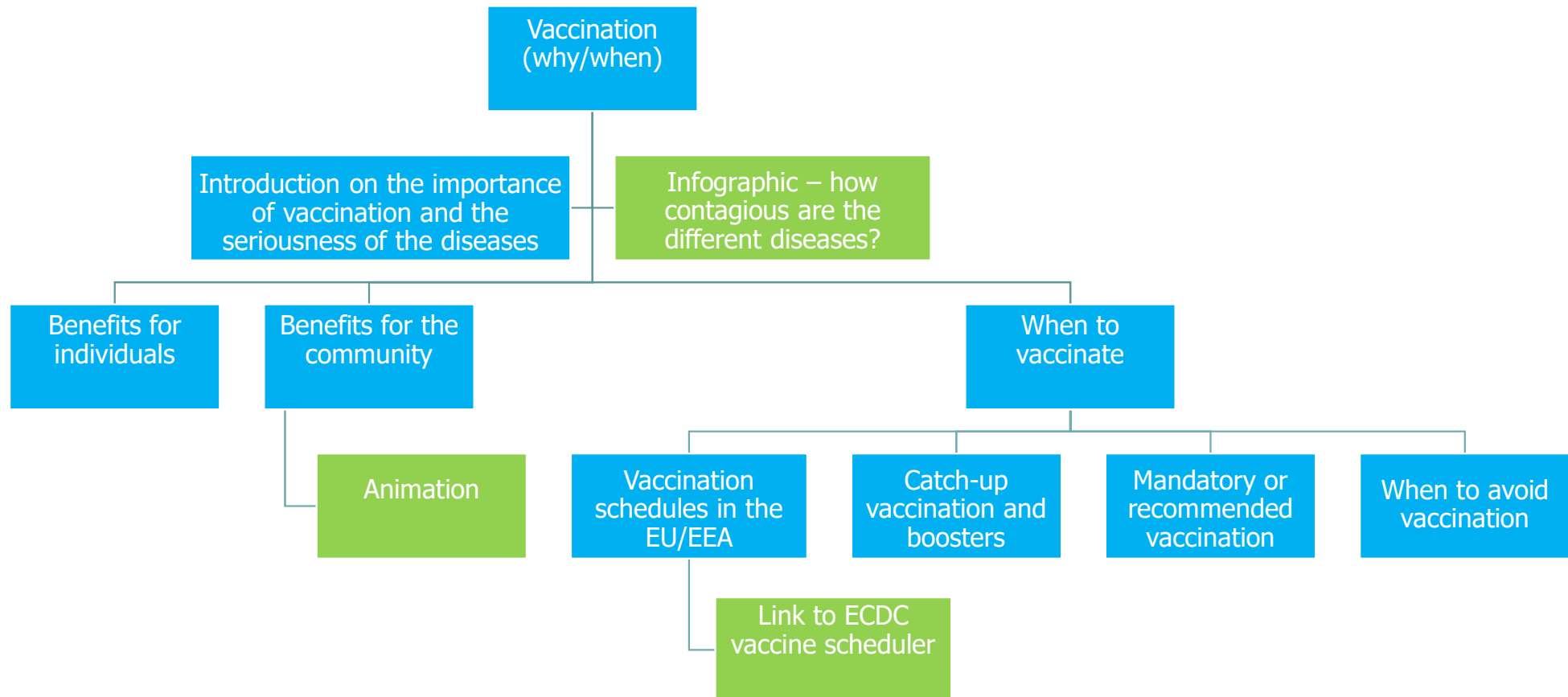


Colour coding:

- Blue - Sections with text
- Green – Materials to complement the information (e.g. video, infographic, tables)

# Section structure – Vaccination

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# Sustainability



- ECDC will have staff devoted to maintaining and updating the portal
- A governance structure for the portal is being established with the European Commission and with the European Medicines Agency

**Thank you for your attention!**  
**Questions?**