



European Vaccination Information Portal - Briefing on development and next steps

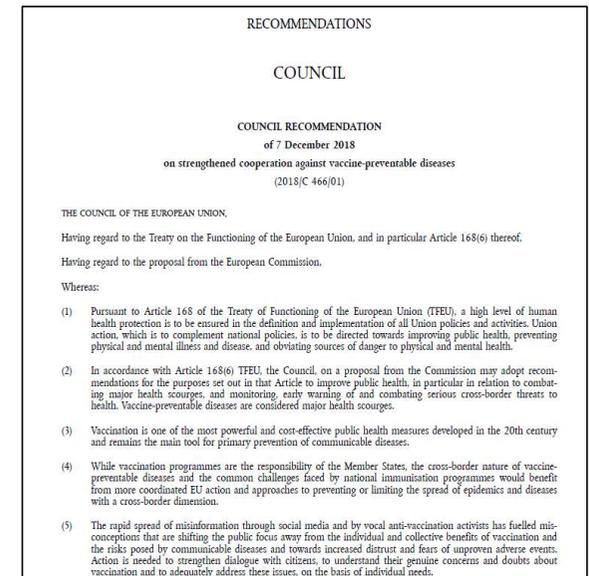
**John Kinsman – Expert, Social and Behavioural Change
(with Andrea Würz & Marybelle Stryk)**

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.**

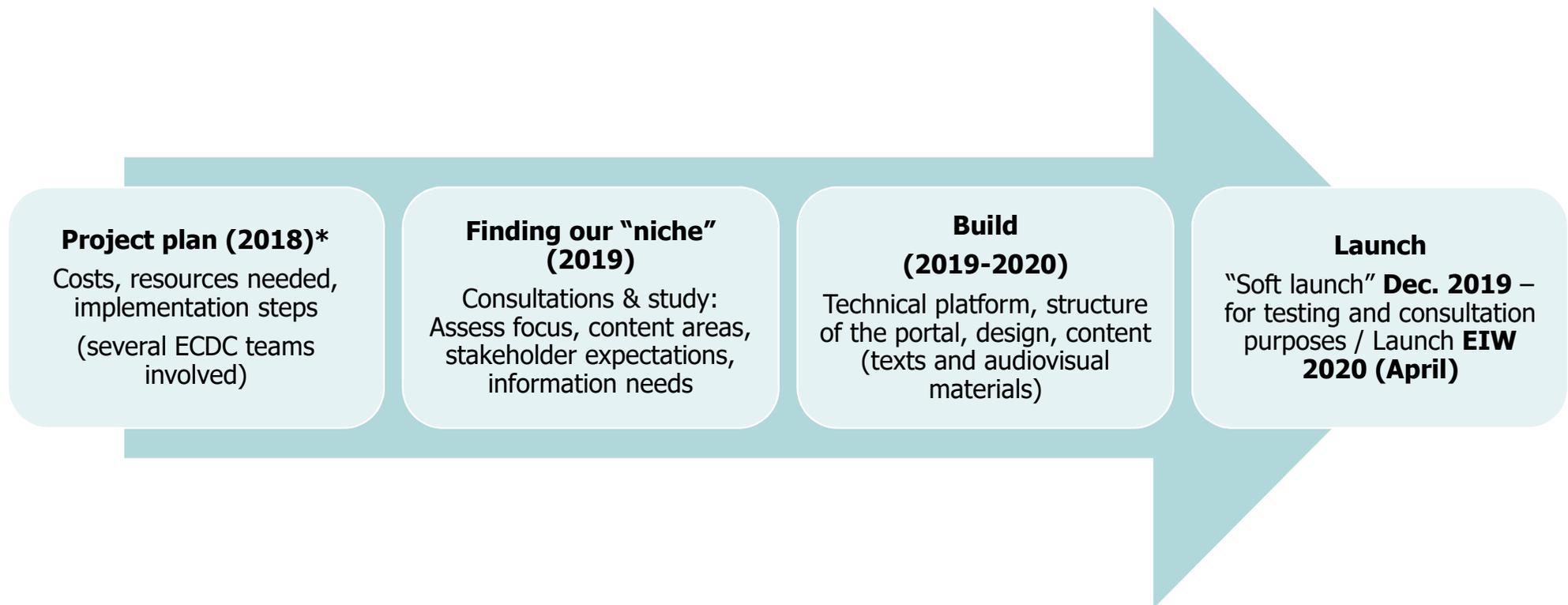


Key characteristics of the portal

- 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

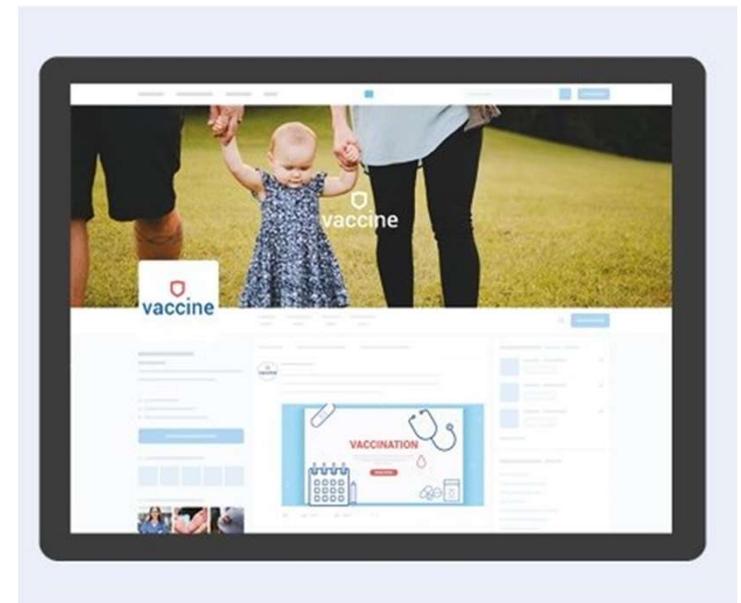
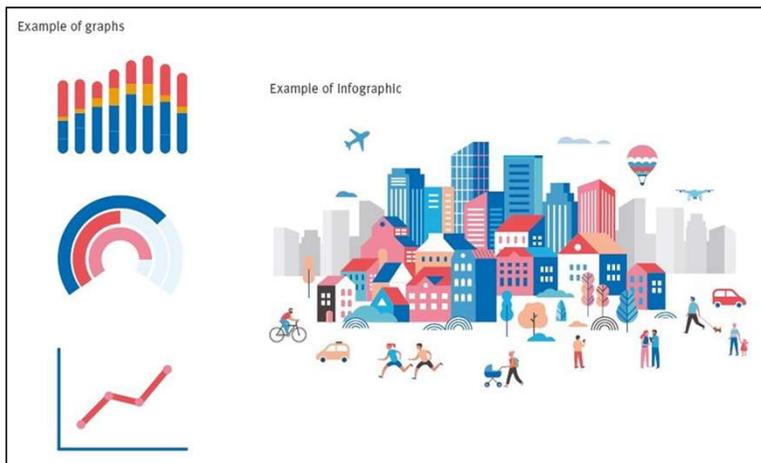
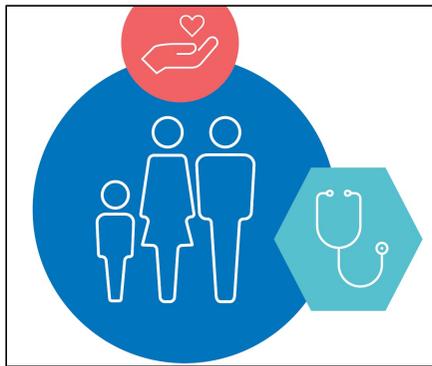
Provide **links to
authoritative
sources** in MS and
organisations

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

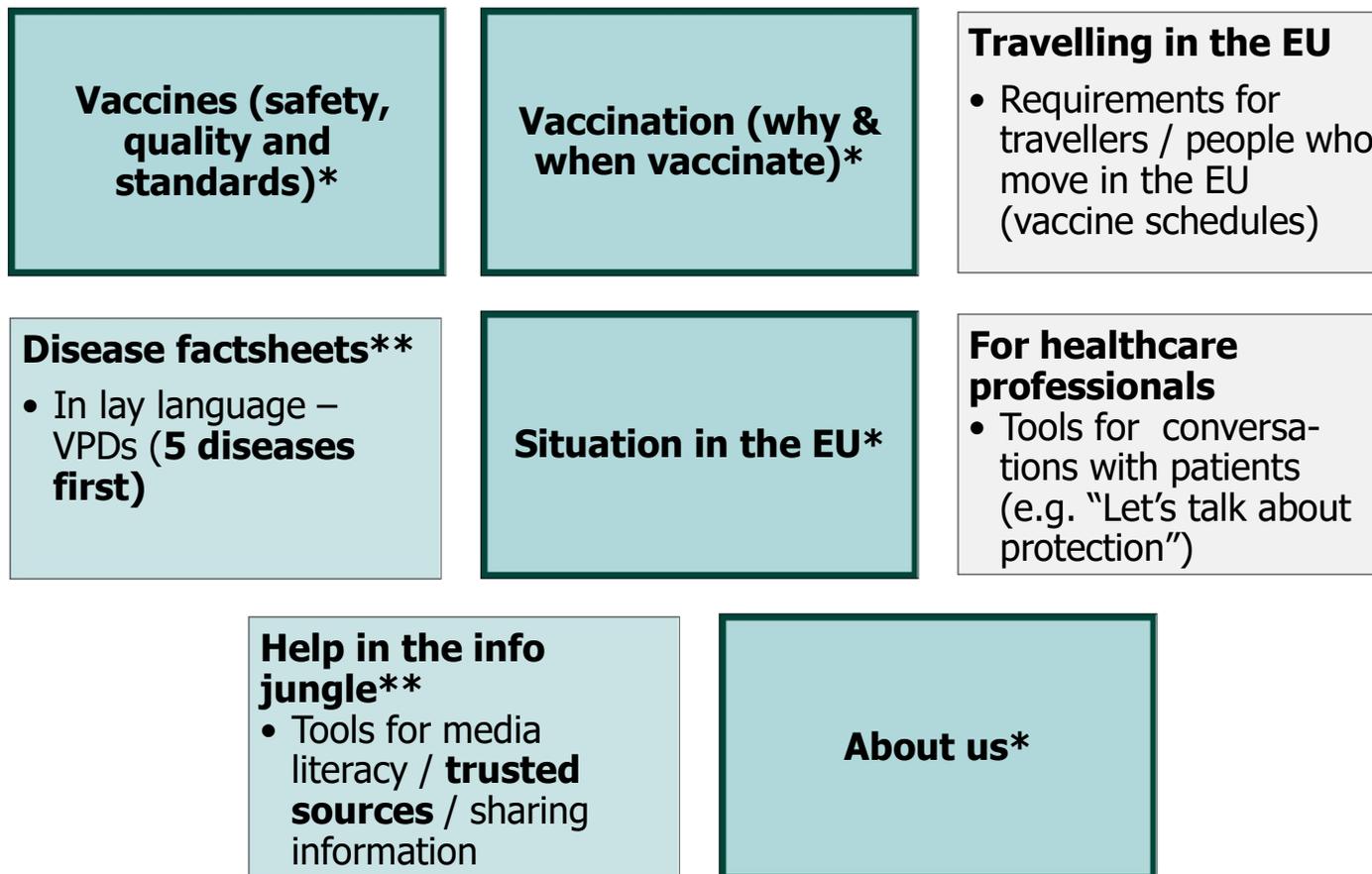
Comply with **EU Web
Accessibility
Directive**

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

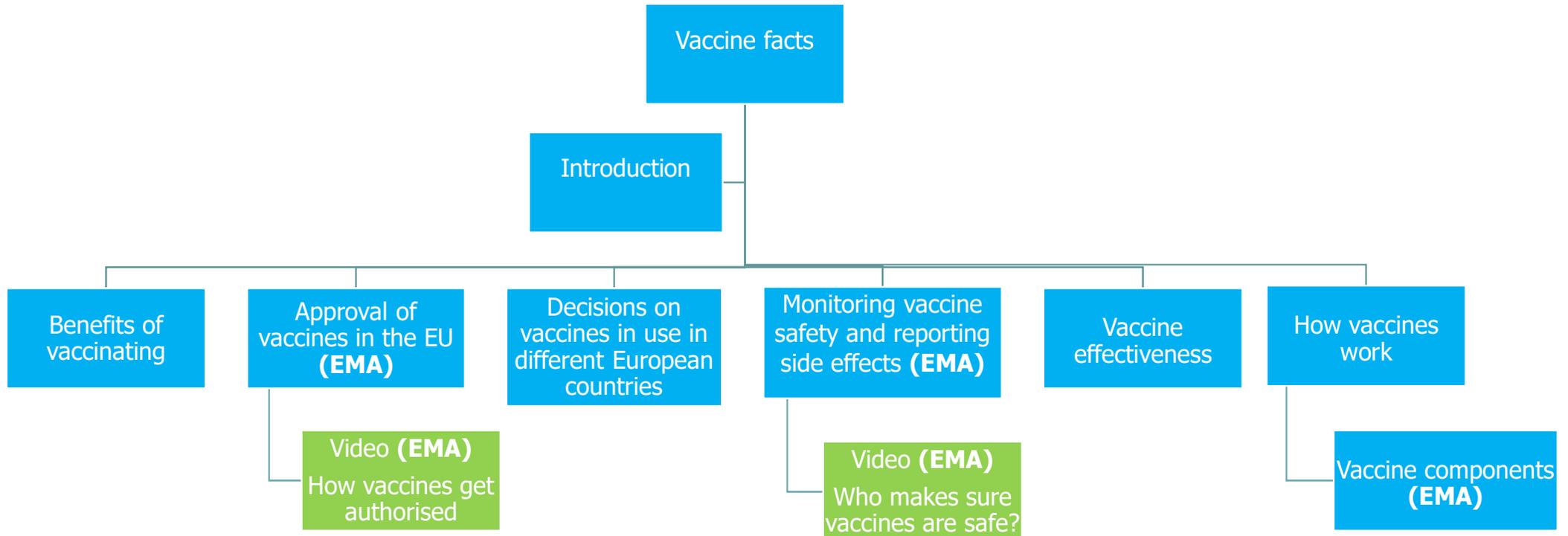


* Priority sections

** 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)

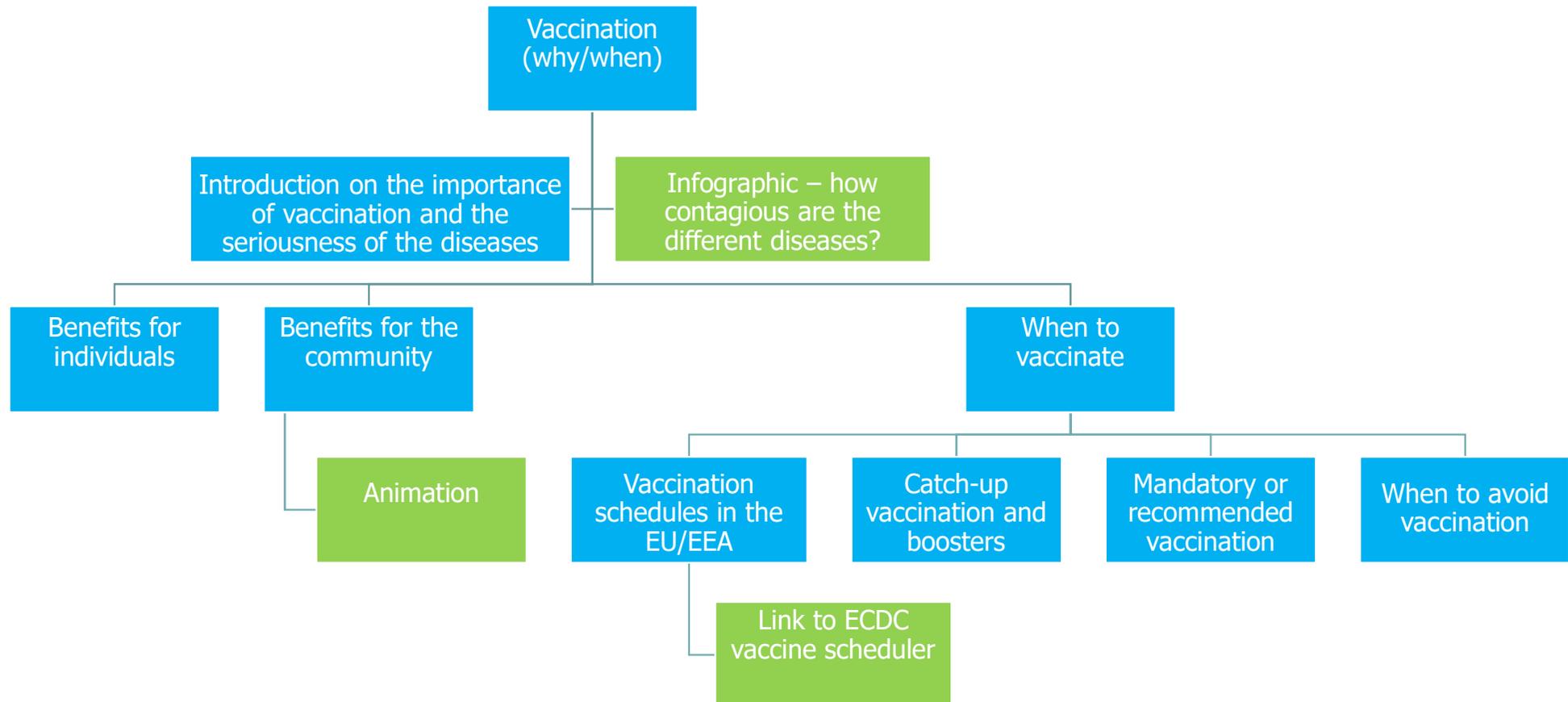


Colour coding:

- 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?