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WP2 – EU-JAV D2.5

InterimDissemination Report



NATIONAL PUBLIC
HEALTH ORGANIZATION

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Title: STRATEGIC DISSEMINATION PLAN¹

Summary: This document describes the dissemination activities carried out during the first 36 months of the project following the procedure described in the Strategic Dissemination Plan (D 2.4). The current deliverable includes the following chapters:

1. Introduction – introductory presentation of the EU-JAV focusing on the COVID-19 impacts.
2. Outline of the Strategic Dissemination – a detailed description of efforts on developing and implementing an appropriate dissemination strategy that will result in the most effective promotion of the project.
3. Communication means and tools – an overview of the dissemination tools and activities carried out by the EU-JAV partners to raise visibility of the project during the first 36 months of the project.
4. Local/national dissemination plans – outline of the dissemination activities that will be carried out in national level.
5. Next steps – a description of the future steps for a successful implementation of the dissemination plan.
6. Conclusion – conclusive remarks on the EU-JAV

Joint Action	Joint Action on Vaccination
Project Title	European Joint Action on Vaccination
Acronym	EU-JAV
Grant Agreement n.	801495

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EXECUTIVE SUMMARY

EU-JAV is a Joint Action co-funded by the European Commission, which aims at building concrete tools to strengthen national responses to vaccination challenges in Europe and therefore improve population health. EU-JAV also exploits the numerous existing initiatives and projects, in order to strengthen the European cooperation between the EU Member States and associated countries on vaccination, while contributing to the sustainable integration of its achievements in the health policies of European countries. To this end, the EU-JAV addresses several important issues, shared by many countries. These include establishing a sustainable cooperation of relevant Member State authorities and organizations from associated countries, defining basic principles for vaccine demand forecasting, developing a concept for a data warehouse for EU-wide sharing of vaccine supply and demand data among dedicated stakeholders, defining common stages and criteria for priority-setting of vaccine research and development, establishing a concept and prototype for a vaccine R&D priority-setting framework, defining structural, technical and legal specifications as regards data requirements for electronic vaccine registries/databases/immunization information systems, and providing a framework to cooperate in connection to vaccine hesitancy by creating tools and mechanisms for sharing best practices and lessons learned.

To address these objectives, a work package of the EU-JAV (WP2) is dedicated to making the objectives, scope, progress and achievements of the project publicly available. The co-leaders for WP2 (NPHO and INSERM) coordinate and handle the dissemination of EU-JAV towards different recipients. The consortium engages in activities such as organizing Info Day events, workshops and scientific conferences, or contributing to such events organized by others. In addition, it conducted a Stakeholder Mapping Analysis aiming at developing a multimodal communication towards/with the different target groups. Finally, yet importantly, the WP2 team also works on the publication and distribution of material including scientific publications, articles and brochures, press releases, newsletters and

flyers, and designed and maintains a website, as well as a social media

account, so that the EU-JAV results are effectively disseminated to a wide range of target audiences.

The dissemination plan is dynamic, flexible, and regularly updated. The NPHO coordinates the communication strategy and actions with the collaboration and joint effort of all partners. All consortium partners have approved the core of this document via e-mail.

INTRODUCTION

The Dissemination Plan has been developed both as a practical tool and a reference framework for efficiently implementing, evaluating and continuously enhancing the impact of EU-JAV communication and dissemination activities in order to support the success of the project objectives.

The EU-JAV Dissemination Plan has been elaborated by NPHO, co-leader of Work package 2, in close interaction with INSERM and the other consortium partners, considering regional/national specificities, as well as partners' communication channels and tools. In this way, the Vaccine Network, established by the EU-JAV Member State Committee and the Stakeholders' Forum, intended to maximize the impact of the dissemination actions, while providing the appropriate means to ensure efficient visibility of the activities and outputs of the Joint Action on Vaccination as a whole.

A multi-step and multi-channel dissemination strategy has been established in order to maximize the impact of the dissemination activities, carefully adjusting the materials and tools to the specific needs, interests and potential for involvement of the target audience. However, the current COVID-19 pandemic roughly impacted on the EU-JAV:

- First, the national answers to the pandemic (either in terms of patient care, epidemiology, and vaccine roll-out) forced some work packages (WP) to massively reduce the amount of time dedicated to the EU-JAV works. Even if this impact was heterogeneous, it concerned every WP, including the WP2. This led to submit an amendment to HADEA for an 8-month extension of time, not in terms of funding, but in terms of delivery dates. Therefore, several deliverables and/or reports and dissemination activities have been postponed.

- Second, the Covid-19 crisis brought an extremely clear validation of the different areas that the EU-JAV deals with, all appearing very relevant during this nation-piloted but continent-wide vaccine campaign: international assessment of vaccine coverage, cross-border vaccination, European stockpiling of vaccines, prevention of vaccine shortages, prioritization of research, mechanisms for shared/collaborative research funding, real-time monitoring of vaccine hesitancy, real-time assessment of educational needs of healthcare workers, analysis and promotion of best actions and practices in terms of education, communication and implementation, elaboration of a common curriculum for healthcare students, collaboration between NITAGs.

- Third, we consider that the COVID-19 crisis is an incredible opportunity to put in practice all the recommendations that the EU-JAV proposes; in other words, the reports and suggested guidelines elaborated by EU-JAV should and will address the particular issues regarding COVID-19 vaccines in the aforementioned areas. COVID-19 constitutes an opportunity to address EU-JAV messages in the European Community.

OUTLINE OF THE STRATEGIC DISSEMINATION PLAN

2.1 Principles of the dissemination plan

A set of specific communication-dissemination channels were set up at the beginning of the EU-JAV based on the following principles:

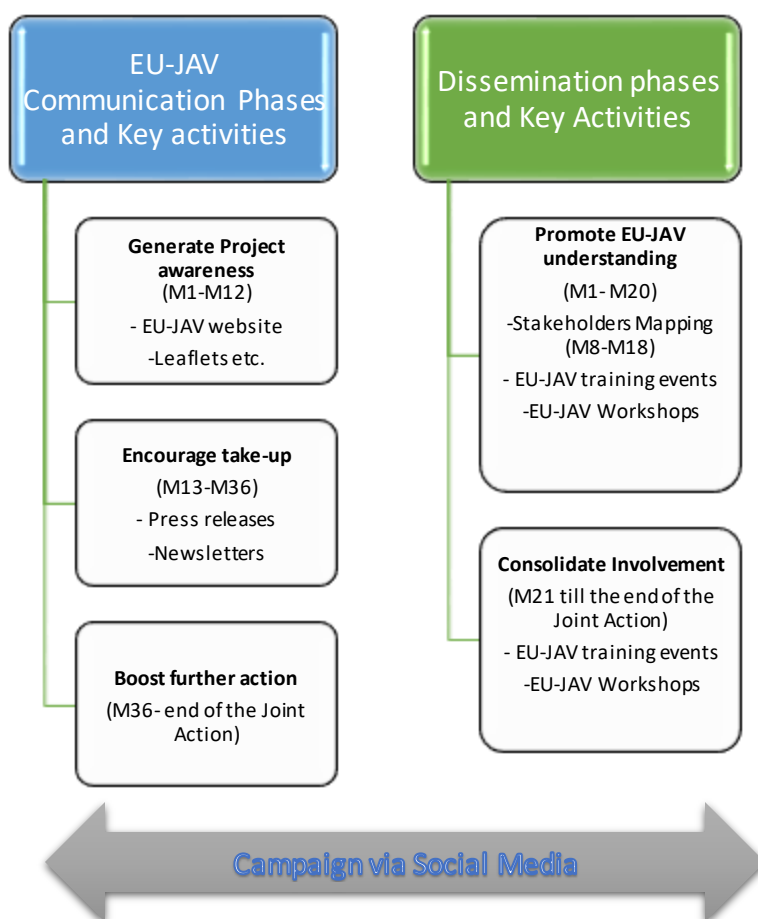
1. Raise awareness
2. Increase understanding (Inform and educate the community, get input and feedback from the community)
3. Lead to action (Engage the community and promote outputs and results)

These principles are to ensure that the Joint Action can fully exploit its strengths and opportunities, while limiting and managing its weakness and threats.

2.2 Dissemination plan

The following timetable provides an overview of the main dissemination activities interconnecting them with the principles of the dissemination plan.

Table 1: EU-JAV dissemination timetable



COMMUNICATION MEANS & TOOLS

3. 1 Methodology

Considering that the strategic dissemination plan addresses two needs: first to develop large scale awareness and then to build a bottom-up approach for the dissemination of the EU-JAV results, the methodology of the proposed communication means and tools is based both on the work plan general and specific objectives, as stipulated in the Grant Agreement, and on an online questionnaire, sent to stakeholders identified through the stakeholder identification and analysis. A hundred and thirty-six (136) respondents completed the survey between 17 February and 13 March, 2019. It is a fact that the majority of the respondents believe there are great benefits from the dissemination of information regarding vaccination relevant issues. More specifically, participants stated that more information on vaccines and vaccinations will greatly benefit patients (99.1%) and parents associations (99.1%), media, opinion makers (94.6%), non-governmental organizations (92%), authorities, policy & decision makers (90.9%), international and European organizations (89.9%), pharmaceutical industry and manufacturers 86.6%, healthcare professionals in the nursing sector (81.8%), and healthcare professionals such as doctors and physicians (80.2%).

It is noteworthy that when participants were asked to assess their own knowledge on vaccination issues, only half of them (53.9%) reported that they have a 'Good' knowledge on vaccination issues. Thus, the main priority of EU-JAV, according to the respondents, is to disseminate accurate information. Also, the five first choices of preferred means for receiving information regarding the EU-JAV and vaccination issues are through: a) e-mail alerts and newsletters (27.2%); b) seminars, lectures and other project events (23.1%); c) articles in scientific journals (15.4%); d) institutional webpages (international organizations, health ministry, local authorities, etc. (11.5%); and e) the EU JAV project webpage (8.7%). The last is, however, the most popular second choice of information source per respondent. Following the same perspective, the main communication tools proposed focusing on information are the following: newsletters, events, website and scientific publications.

The EU-JAV stakeholders that participated to this survey declared they do not use social media and prefer other dissemination activities such as workshops, conferences, press releases and leaflets. Finally, training activities constitute one of the proposed and preferred means of communication for doctors (87.4%) and the nursing sector (86.4%). The preference of communication means per target group was considered in order to examine the means and tools to be proposed for specific populations.

3.2 Information and Publicity requirements

It is necessary that the provisions of the Contract and the Grant Agreement be considered in the dissemination of the EU-JAV results. Measures backed by Community funding are subject to information and publicity requirements (such as point 3.1 of Annex VI to Commission Regulation (EC) No 1974/2006 and Article 7 of Commission Regulation (EC) No 828/2006). These include the stipulation that such information or publicity must include a mention of the Community role or reference to the European Union and the funding provided. When displayed in association with a logo, the European emblem is given appropriate prominence. Any communication or publication by the beneficiary in respect of the Joint Action, in any form, including the Internet, states that it reflects only the author's views and that the European Union is not liable for any use that might be made of information contained therein. Specifically:

“The content of this document represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) [European Health and Digital Executive Agency (HaDEA) after 1st of April 2021] or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

“This project has received co-funding from the European Union's Health Programme (2014-2020) under Grant Agreement no. 801495.”

3.3 Visual Identity

The incipient dissemination of the Joint Action starts with the project's visibility. EU-JAV identity is linked with a graphically coherent and consistent representation of the logo on project results and documentation. The logo (Table 2) has been created by INSERM and it expresses vaccination research (grey and orange colors) through stakeholder and citizen involvement working towards a common goal (the line in the logo). This visual identity is used in all the dissemination outputs.

Table 2: EU-JAV Logo



3.4 EU-JAV Communication Press-kit

A general communication kit of the Joint Action has been created to raise general awareness. It contains diverse general communication tools (logo, PowerPoint template, leaflet, external document and slide presentation and press release).

One of the first communication tools for the internal and external dissemination is the template for PowerPoint presentations (Table 3), which was created for presentations by consortium members. The Grant Agreement number and disclaimer have been included. This PowerPoint template is frequently used by all

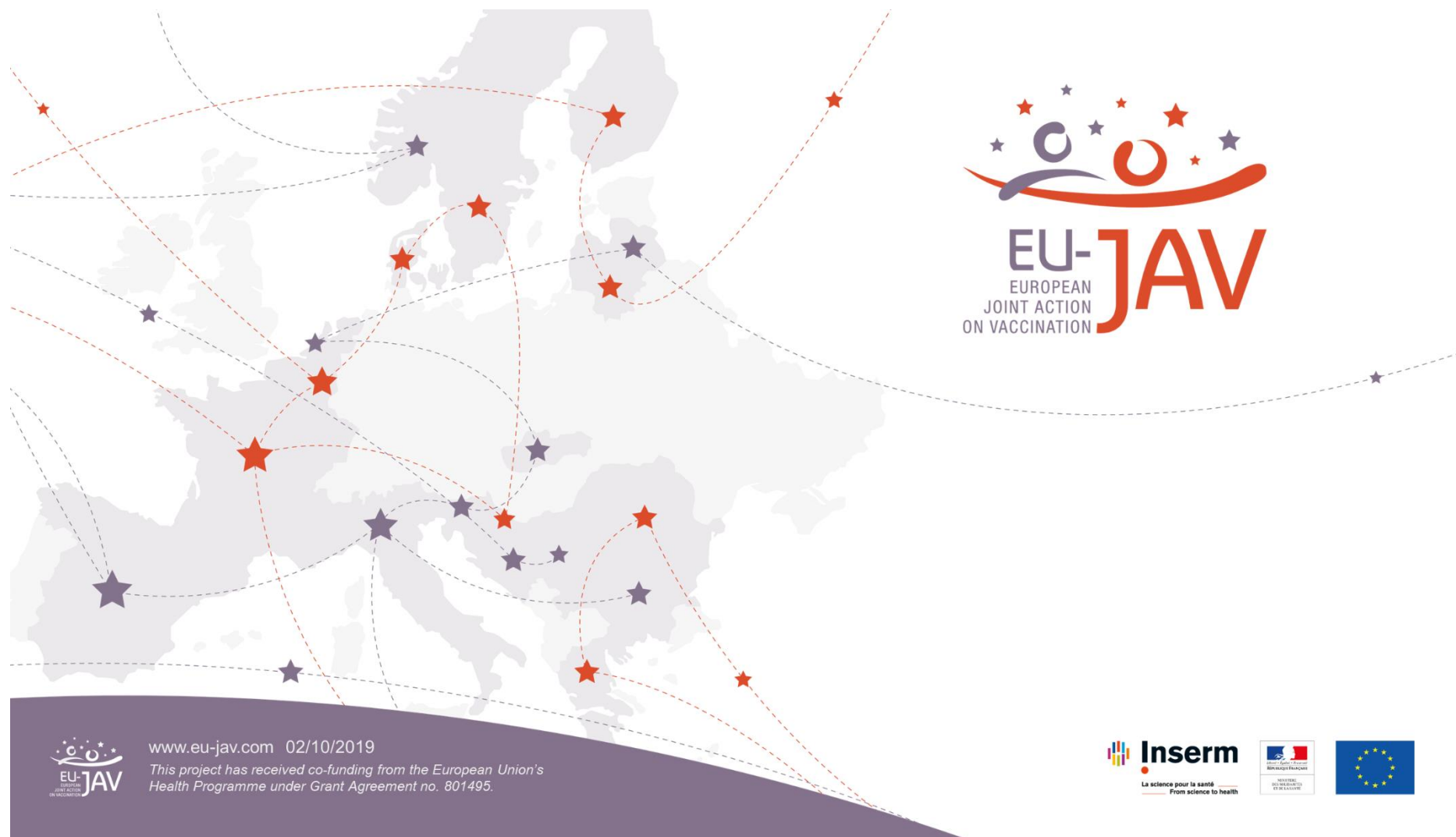


Co-funded by
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of the European Union



project partners when presenting the EU-JAV.

Table 3: EU-JAV PowerPoint template





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of the European Union



www.eu-jav.com | 08/10/2021

This project has received co-funding from the European Union's
Health Programme under Grant Agreement no. 801495.

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An external document template, containing a disclaimer and a slide with a general presentation of EU-JAV that all partners use at events where EU-JAV is presented, were created as well (Tables 4 and 5). EU-JAV partners use it freely and frequently for their own dissemination activities.

Table 4: EU-JAV external document template



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of the European Union

Table 5: EU-JAV slide presentation

European Joint Action on Vaccination

Prof. Olivier Epaulard, coordinator

To **build concrete tools** to improve vaccination coverage in Europe and strengthen national immunisation programs

20 partners : **17** Member States and **3** Associated countries

3.5 years (started 1st August 2018)

Budget: **5,800** k€

5 major topics

- Scientific evidence for national programs
- Digital immunisation information systems
- Concept of data warehouse on demand and supply
- Vaccine research priority-setting framework
- Vaccine confidence



Moreover, a leaflet has been prepared by INSERM (Table 6), which is downloadable from the project website, containing a brief description of the Joint Action and its objectives and the partners. In total 1,000 leaflets have been received by EU-JAV partners in order to be distributed at events attended by EU-JAV partners to increase visibility of the Joint Action and expand its network of stakeholders. A new one updated and with the results of the EU-JAV will be sent at the end of the project.

Table 6: EU-JAV leaflet



The leaflet features a stylized map of Europe with red stars indicating participating countries. A large, curved, abstract shape in the center contains a grid of logos for various national public health organizations. The background is a blurred image of laboratory equipment, with a prominent red wavy line and white stars.

EU-JAV
EUROPEAN
JOINT ACTION
ON VACCINATION

Strengthening European cooperation
to fight vaccine-preventable diseases

 Inserm La science pour la santé From science to health	 Ministère de la Santé Ministère de la Santé	 HZJZ Hrvatski zavod za javno zdravstvo	 NIPH Norwegian Institute of Public Health	 STATENS SERUM INSTITUT
 NAVARRA BIOMED Instituto de Investigación Biomédica de Navarra	 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic	 National Institute for Public Health and the Environment Ministry of Health, Welfare and Sport	 NATIONAL INSTITUTE FOR PUBLIC HEALTH AND WELFARE Flanders
 INSP Institut National de Santé Publique	 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic	 Flanders State of the Art	 INSTITUTE OF PUBLIC HEALTH OF SERBIA "Dr Milorad Petrović"
 Folksam Folksam	 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic	 Municipal Health Service	 NIJZ National Institute of Public Health
 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic	 Ministry of Health of the Czech Republic

This joint action was co-funded by the European Union's Health Programme (2014-2020) under Grant Agreement no. 801495.

Coordinator: Prof. Genevieve Chene (genevieve.chene@inserm.fr) - **Contact:** contact@eu-jav.com
For more information, please visit our website: <https://eu-jav.com>

The content of this leaflet represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.




Inserm
La science pour la santé
From science to health


Ministère de la Santé
Ministère de la Santé



20 partners all over Europe:
17 EU Member States, 3 non-EU countries
8 work packages - Budget: 5,800,000 €
3 years : 01/08/2018 - 31/07/2021

This joint action was co-funded by the European Union's Health Programme (2014-2020) under Grant Agreement no.801495

WHO are we?

EU-JAV brings together organisations and universities from **20 COUNTRIES**, Ministries of Health, leading national public health organizations, international organizations and a **wide range of stakeholders**, including civil society and manufacturers' representatives, working on vaccination policy and health services.

The **European Joint Action on Vaccination (EU-JAV)** contributes to the European Commission's priority to strengthen cooperation on vaccination policies at the European level which substantiated on 7th December 2018 in the adoption of the Council Recommendation on vaccine-preventable diseases*.

* https://ec.europa.eu/health/vaccination/overview_en

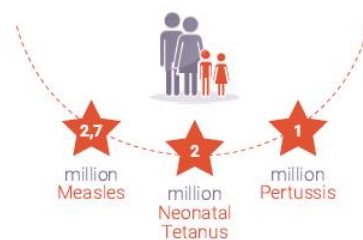
WHY do we need a European Joint Action on Vaccination?

1) RE-EMERGENCE OF VACCINE-PREVENTABLE DISEASES

> **15 000** measles cases across European Union in 2018 (Source *WHO Europe*)

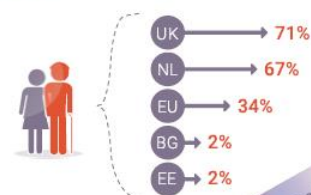


2) VACCINATION SAVES LIVES



Cases prevented worldwide every year

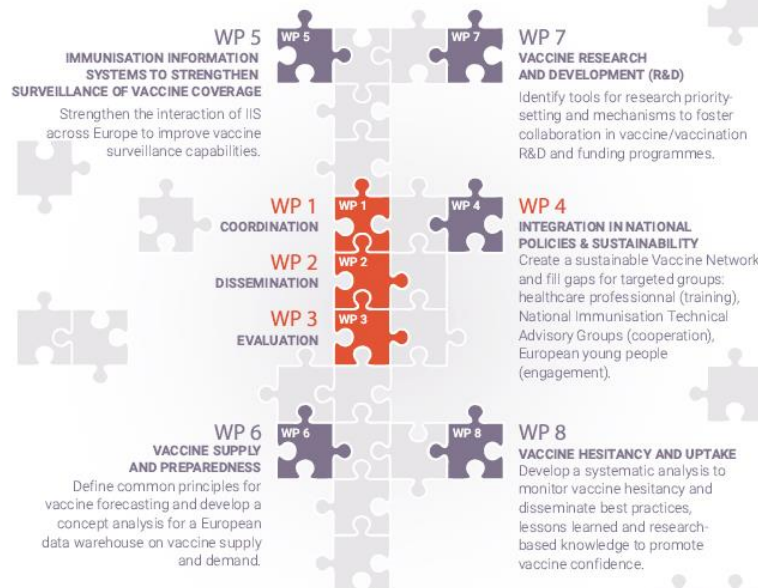
3) VACCINATION COVERAGE INFLUENZA AGE 65+



Adapted from https://ec.europa.eu/health/sites/default/files/health/vaccination/docs/2018_12_influenza_en.pdf (European Commission, ECDC, EuroStat, WHO, The Vaccine Confidence Project)

HOW will we reach our objectives?

The work is organised in 8 work packages (WP)



THE OBJECTIVE OF EU-JAV IS

To build concrete tools to strengthen national responses to vaccination challenges in Europe and therefore ultimately improve population health through increased and stable vaccination coverage rates.

Press releases inform the target groups and wide public about the Joint Action, highlighting achieved results, reached milestones and relevant events. During the first 36 months, they have been disseminated via e-mails to the media and relevant stakeholders. The press releases are short and usually cover one to two topics each. The press release template (Table 7) in English has been created by NPHO. However, it may also be adapted to the local context and translated as well into local languages by partners.

Table 7: EU-JAV press release



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of the European Union

PRESS RELEASE

Location, Date

Title

Short introductory paragraph with key information (4-5 sentences)

Main text that could include quotes.

General information on the event/article/ could be found at: ...

EU-JAV brings together the European Commission, health ministries, international policy makers and organizations, institutes from 20 countries and a wide range of stakeholders, including civil society and manufacturers' representatives, working on vaccination policy and health services.

Through its core mission of delivering and sharing concrete tools for stronger national responses to vaccination challenges, the EU-JAV aims at spurring long-lasting European cooperation against vaccine-preventable diseases and therefore improve population health.

For more information, please contact: Name, title & organization, e-mail, tel.: ...

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This project has received co-funding from the European Union's
Health Programme under Grant Agreement no. 801495



This project is coordinated by the French Health and Medical Research Institute with the support of the
French Ministry of Solidarities and Health

3.5 EU-JAV Website

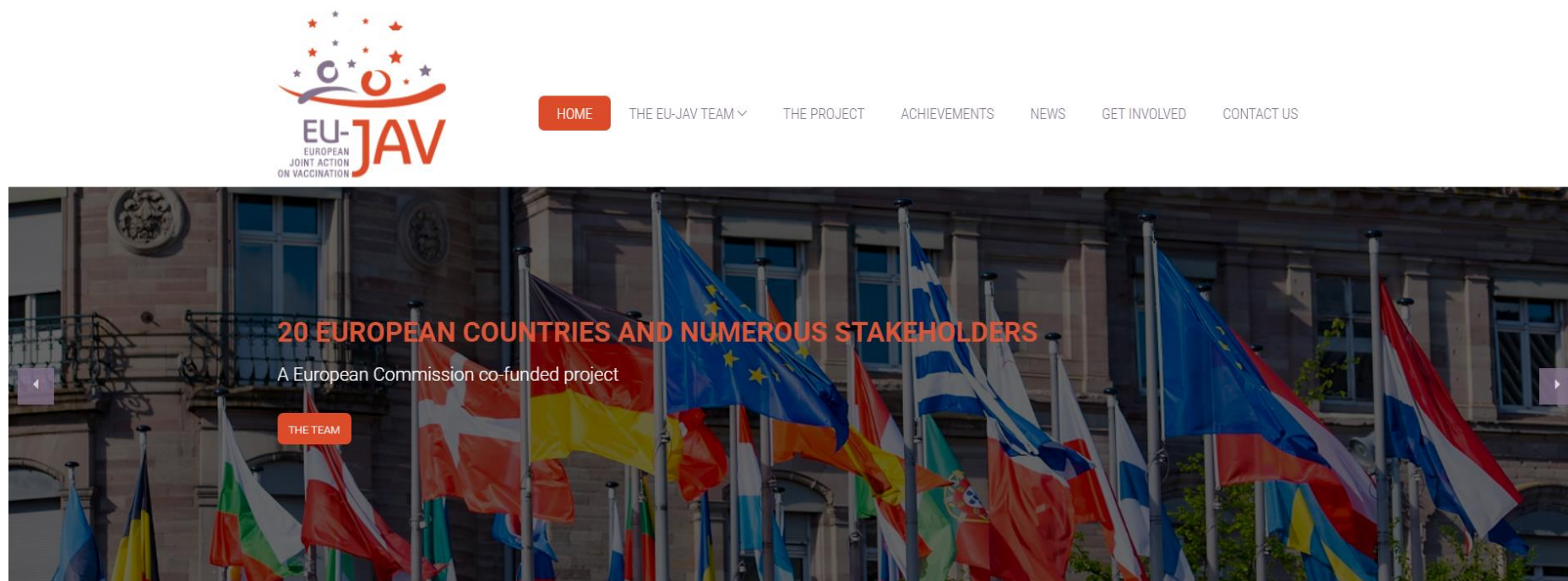
The EU-JAV website has been created by INSERM and can be accessed at the following address: <https://eu-jav.com/>. There is a specific section in the project website where the consortium is presented, and the deliverables can be viewed or downloaded.

In addition, the website contains a section on “News”, where the most relevant news about the Joint Action and important issues are published. The website also contains information about the EU JAV and its work packages, project partners, main achievements of the Joint Action and a “get involved” section.

A subscription to the newsletter and a link to the EU-JAV Facebook page are suggested to each visitor since the beginning of 2020.

In collaboration with the External Expert commissioned by CHAFEA (currently HaDEA), during autumn 2020, the dissemination team updated/revised the webpage for WP8, so that it contains more information about EU-JAV and its results and is more attractive to both the professional reader and the general public. It is proposed that all WP webpages are updated/revised in the same way in the remaining project duration and are regularly updated thereon as needed (see annex).

Table 8: Welcome page of the EU-JAV website



EU-JAV



Vaccine preventable diseases

Vaccination is one of the greatest public health and medicine success stories of the 20th century, saving millions of lives worldwide every year.



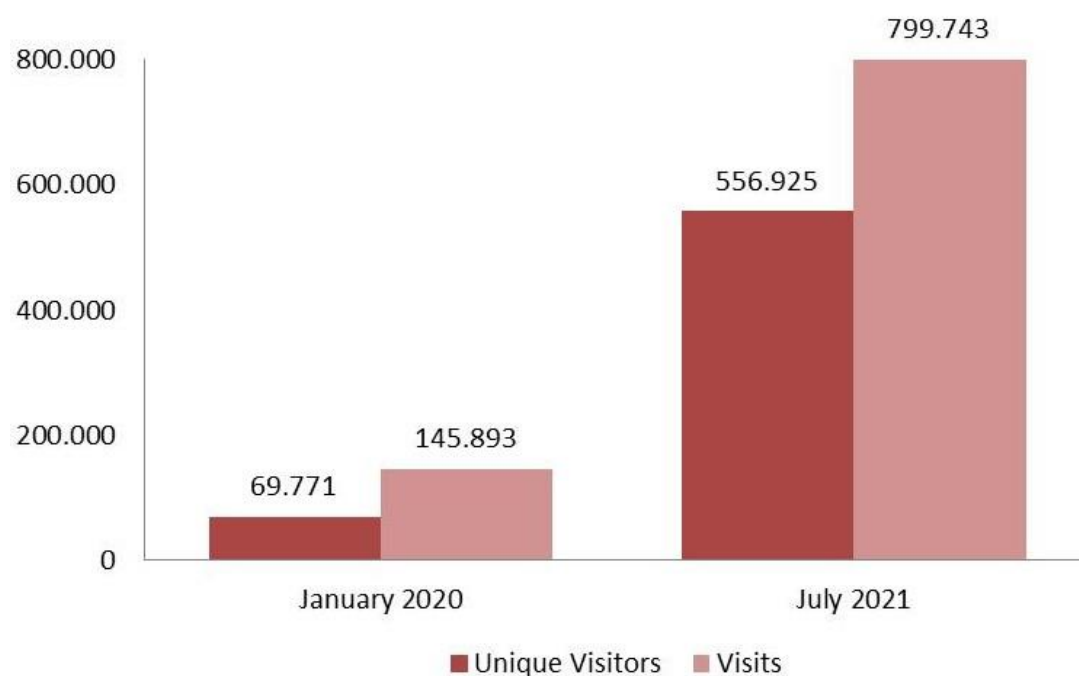
European cooperation

EU-JAV aims to strengthen cooperation between European countries to fight vaccine-preventable diseases.

Till the 18th month of the EU-JAV website's creation, 69,771 people visited it with more than 40% of visitors returning to the site. Halfway through the Joint Action, 145,893 visits were registered. Users were referred to the EU-JAV website directly with/through the Google Chrome, Safari and Firefox navigators, while the three main referring sites are google.com, google.com.vn and google.com.hk. In addition, 'Home', 'EU-JAV Team' and 'The project' pages were the most popular referred pages with the highest hits.

Due to regular updates (deliverables, events, and newsletters) disseminated on the website, the number of unique visitors and visits has increased considerable from the 18th month to the 35th month of the joint action's duration. In July 2021, 556,925 unique visitors and 799,743 visits had been registered, while the top referring sites and the main browsers remain the same.

Table 9: Visitors and visits of the Website

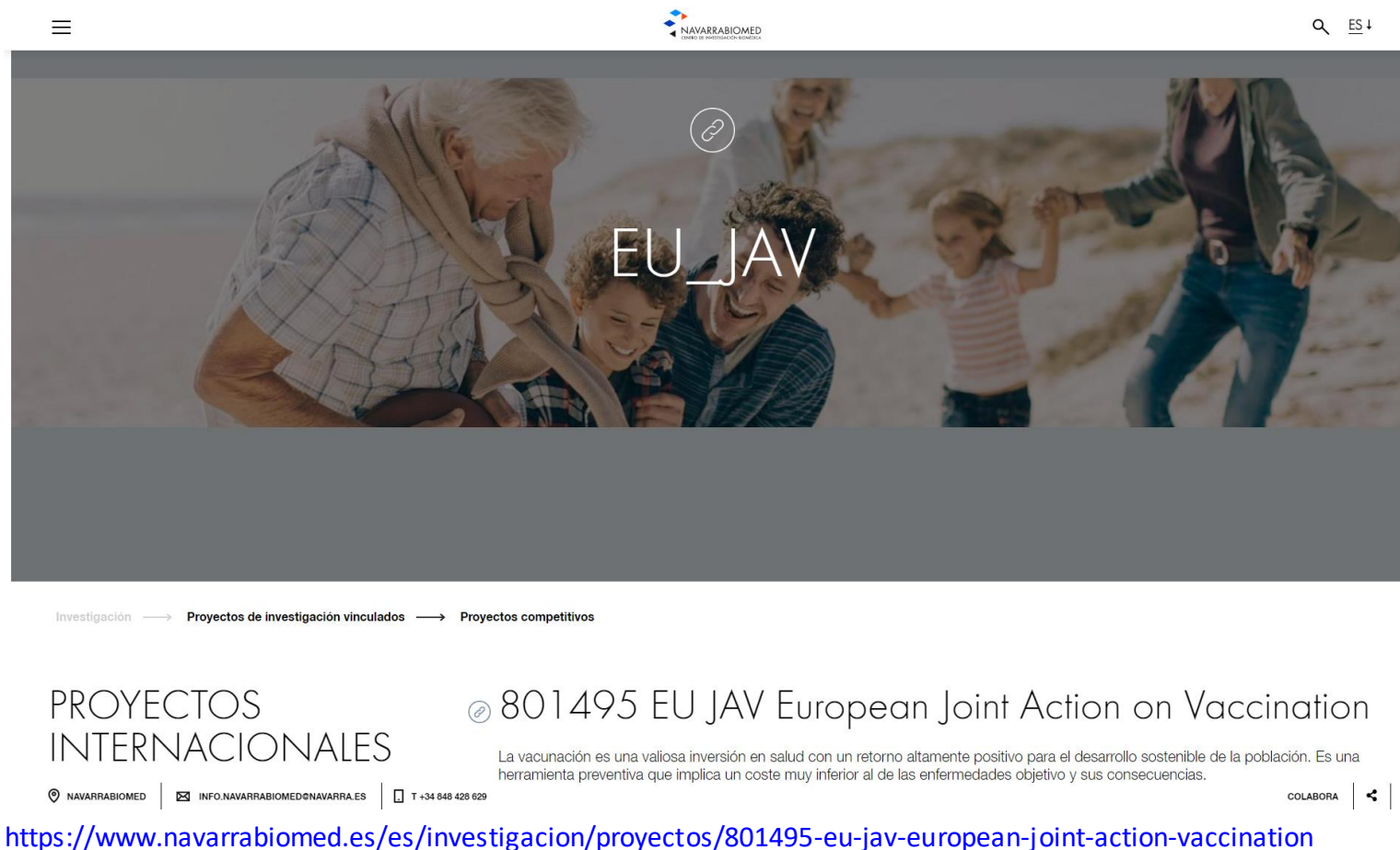


Partners of the consortium published stories about EU-JAV and their participation in the consortium, on their own platforms, as suggested on the Strategic Dissemination Plan.

The examples, which are shown below, demonstrate the efforts of EU-JAV partners to inform their own ecosystems about their participation in the Joint Action and at the same time direct traffic to EU-JAV website.

In February 2021, the University of Barcelona launched a new website, including information about EU-JAV.

Table 10: University of Barcelona website



Investigación → Proyectos de investigación vinculados → Proyectos competitivos

PROYECTOS INTERNACIONALES

801495 EU JAV European Joint Action on Vaccination

La vacunación es una valiosa inversión en salud con un retorno altamente positivo para el desarrollo sostenible de la población. Es una herramienta preventiva que implica un coste muy inferior al de las enfermedades objetivo y sus consecuencias.


NAVARRABIOMED | INFO.NAVARRABIOMED@NAVARRA.ES | T +34 848 428 629

COLABORA

<https://www.navarrabiomed.es/es/investigacion/proyectos/801495-eu-jav-european-joint-action-vaccination>

Similarly, the National Institute for Public Health and the Environment of Netherlands hosts in its “international projects” section EU-JAV’s most relevant information.

Table 11: PIVM's website



National Institute for Public Health
and the Environment
Ministry of Health, Welfare and Sport

Nederlands English

RIVM Committed to health and sustainability

[Home](#)
[Topics](#)
[About RIVM](#)
[Publications](#)
[International](#)
[Contact](#)

Home > International projects > EU JAV

EU-JAV

European Joint Action on Vaccination


The EU-JAV core mission is delivering and sharing of concrete tools for stronger national responses to vaccination challenges. The EU-JAV aims to improve health through advancing long-lasting European cooperation against vaccine-preventable diseases.

EU-JAV brings together the European Commission, health ministries, international policymakers and organisations, institutes, universities from 20 countries and a wide range of stakeholders, including civil society and manufacturers' representatives, working on vaccination policy and health services. The three-year project will run until 31 July 2021.

European citizens and vaccination

Immunisation is one of the greatest biomedical and public health success stories of the 20th century. The World Health Organization (WHO) has estimated vaccination saves 1 to 3 million lives worldwide every year. Yet, suboptimal uptake of recommended immunisations has increased over the past two decades and has resulted in the re-emergence of infectious diseases such as measles on the European continent. Infectious diseases have no concept of borders. Close collaboration and coordination at EU level are critical to prevent cross-border health threats and epidemics.

Objectives



EU-JAV
EUROPEAN
JOINT ACTION
ON VACCINATION

See also

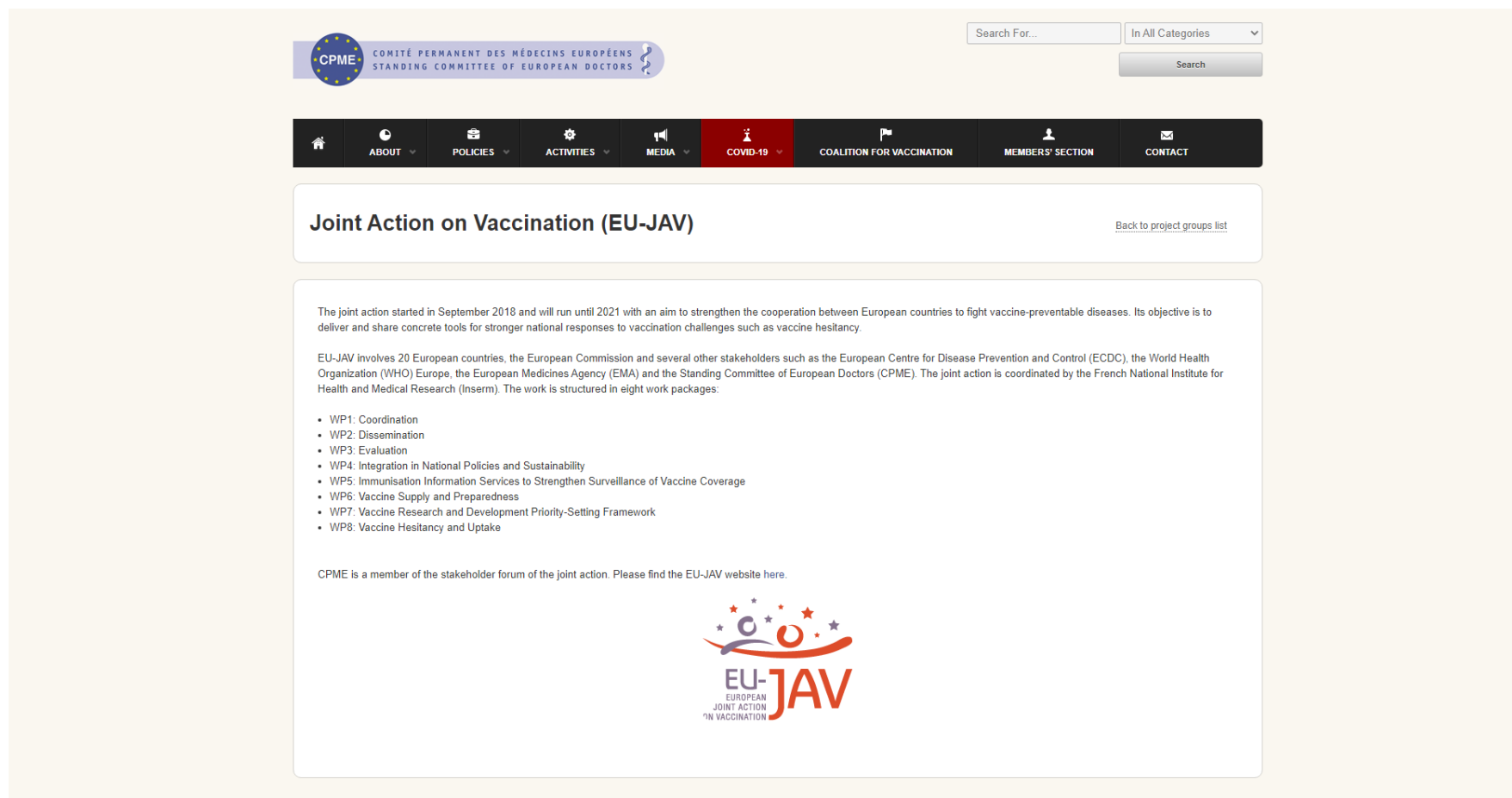
[EU-JAV project website](#)

[National Immunisation Programme](#)

<https://www.rivm.nl/en/international-projects/eu-jav>

Relevant EU-JAV stakeholders, such as the Comité Permanent des Médecins Européens (CPME) -a member of the stakeholder forum of the Joint Action- have also included information about the EU-JAV on their website.

Table 12: CPME's website



The screenshot shows the CPME website with a navigation bar and a main content area. The navigation bar includes links for ABOUT, POLICIES, ACTIVITIES, MEDIA, COVID-19 (highlighted), COALITION FOR VACCINATION, MEMBERS' SECTION, and CONTACT. The main content area features the title "Joint Action on Vaccination (EU-JAV)" and a description of the joint action. The description states that the joint action started in September 2018 and will run until 2021, aiming to strengthen cooperation between European countries to fight vaccine-preventable diseases. It lists eight work packages (WP1: Coordination, WP2: Dissemination, WP3: Evaluation, WP4: Integration in National Policies and Sustainability, WP5: Immunisation Information Services to Strengthen Surveillance of Vaccine Coverage, WP6: Vaccine Supply and Preparedness, WP7: Vaccine Research and Development Priority-Setting Framework, and WP8: Vaccine Hesitancy and Uptake). The page also includes a link to the EU-JAV website and a logo for the EU-JAV project.

<https://www.cpme.eu/cpme-project/the-european-joint-action-on-vaccination-eu-jav/>

3.6 E-Newsletter

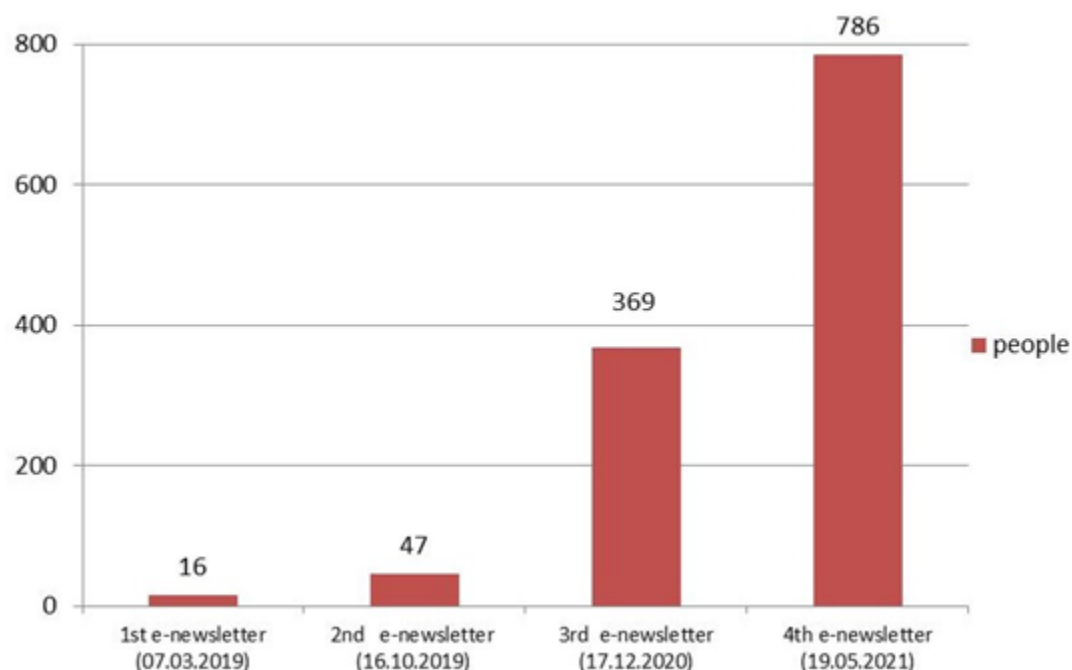
Short and regular e-newsletters constitute a key dissemination tool to inform relevant target audiences about the progress of the EU JAV. They serve as a tool to communicate key updates of the Joint Action and as a channel for relevant stakeholders to be kept informed and engaged. They are produced by INSERM and circulated appropriately, as foreseen in the Grant Agreement. As of July 2021, 4 e-newsletters have been circulated. They all consist of brief articles and updates about the Joint Action, including both scientific-theoretic and practice-oriented information. The e-newsletters are hosted on the project website and the link to each new issue is circulated through existing partner networks and stakeholder mailing lists.

The first newsletter was sent on March 7th, 2019, and was only received by 14 persons, while the second newsletter was sent on October 16th 2019 and was received by 47 persons. After realizing the lack of subscribers, it was recalled to the EU-JAV partners to subscribe. In addition, in order to enhance the impact of the e-newsletter, its framework was modified and frequent invitations to subscribe were posted on the website.

Due to the change in the style of the newsletter, which took place after consultation with the External Expert commissioned by CHAFEA (currently HaDEA) and a better dissemination of the Joint Action, the number increased considerably in the second period (11/2020 – 6/2021). Thus, the third newsletter was sent on December 17th, 2020, and 369 persons received it. There was no newsletter for a year due to the COVID-19 situation that limited the responses of all partners involved to create it. The fourth newsletter was sent on May 19th, 2021, and 786 persons received it. More newsletters will be produced in the remaining project period and are proposed to be dedicated to different WPs as described in the annex.

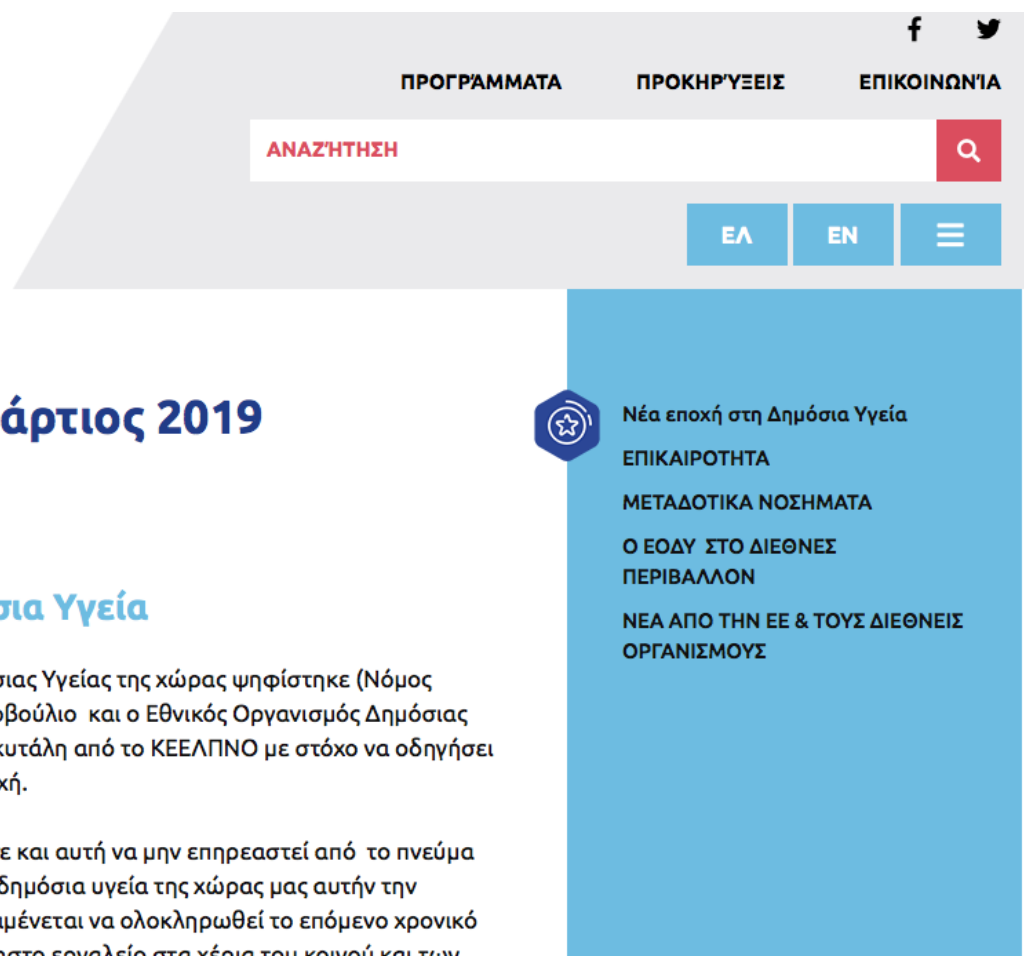
Regular e-newsletters played a significant role in the dissemination plan as it turned out that organizations, associations and administrations interested in the content appreciate the e-newsletter as an important source for a general and concise overview of the current course

Table 13: E-newsletters' circulation



The first e-newsletter included an invitation to readers to explore what EU-JAV can offer and information about upcoming tasks and emerging results. The e-newsletter has been translated by EU-JAV partners in their own language and circulated to their own networks. The following Table illustrates the example of the first e-newsletter in Greek language.

Table 14: Greek e-newsletter



e-Ενημέρωση Μάρτιος 2019

e-Ενημέρωση | 18.03.2019

Νέα εποχή στη Δημόσια Υγεία

Η σύσταση της νέας Αρχής Δημόσιας Υγείας της χώρας ψηφίστηκε (Νόμος 4600/2019) από το ελληνικό κοινοβούλιο και ο Εθνικός Οργανισμός Δημόσιας Υγείας (ΕΟΔΥ) παίρνει τώρα τη σκυτάλη από το ΚΕΕΛΠΝΟ με στόχο να οδηγήσει τη δημόσια υγεία στη νέα της εποχή.

Η ιστοσελίδα μας, δε θα μπορούσε και αυτή να μην επηρεαστεί από το πνεύμα εκσυγχρονισμού που διαπνέει τη δημόσια υγεία της χώρας μας αυτήν την περίοδο. Έχει ήδη αλλάξει και αναμένεται να ολοκληρωθεί το επόμενο χρονικό διάστημα ώστε να καταστεί εύχρηστο εργαλείο στα χέρια του κοινού και των

<https://eody.gov.gr/e-enimerosi-martios-2019/>

The second newsletter, sent on October 2019, includes the first concrete achievements (reports, surveys and deliverables) of the EU-Joint Action on Vaccination.

Table 15: 2nd e-newsletter on EU-JAV website

Welcome to the 2nd Newsletter of the European Joint Action on Vaccination!

EDITO

We would like to thank all of our partners very much for the formidable work that has been already done this year. We are perfectly confident about the continuation of this project thanks to your many efforts!

After one full year of work we are pleased to share with you the first concrete achievements of the EU-Joint Action on Vaccination! The include some reports made buy our teams, several surveys that help us taking into account everyone in our researches and concrete deliverables that are the basis of our project in which the ideas are finalized.

Prof. Geneviève Chêne,

Coordinator of the EU-JAV project

FIRST RESULTS

<https://eu-jav.com/newsletter-n2/>

The 3rd e-newsletter, circulated on December 2020, consists of insights to meetings and the General Assembly as well as other events at which EU-JAV was presented, and information about the challenges during the Covid-19 period. It reached 369 people and included articles on how to build a solid background for vaccination in Europe and to monitor population sentiments and opinions towards vaccines and vaccination.

To promote the new issues of the newsletter, an announcement about the release and readers to subscribe was published on the News section of the EU-JAV website and through social media channels.

Table 16: 3rd e-newsletter on EU-JAV website



3rd EU-JAV Newsletter

December 2020

Introduction

by Olivier Epaulard, Coordinator of the Joint Action, INSERM



<https://eu-jav.com/newsletter-n3/>

The 4th e-newsletter circulated on May 2021 includes articles such as building vaccination policies and trust on vaccination as well as IT systems for vaccination and surveillance.

Table 17: 4th e-newsletter on EU-JAV website



4th EU-JAV Newsletter

April 2021

Welcome to the fourth JAV newsletter!

'Dear Partner,

Welcome to our latest newsletter, the fourth of the project, all of which we hope have helped to keep you updated on what kept us busy and provided information on EU-JAV advances.

We hope that in spite of these last months of pandemic, you still find time for essential projects, regarding Covid-19 or other topics, and make sense of all of this.

Have a good week and enjoy your reading!'

Introduction

by Olivier Epaulard, Coordinator of the Joint Action, INSERM

<https://eu-jav.com/eu-jav-fourth-newsletter/>

3.7 Social networks

Social media profiles play a promotional role for EU-JAV and promote its visibility to a wide range of audiences. Even though the survey results (see Deliverable 2.4) did not show that social media are important for the great majority of the EU-JAV stakeholders, the Joint Action's presence in social networks remains a communication means for the general public according to the bibliography (Scanfeld et al, 2010; Mendel et al, 2008). It aims to generate awareness and to enhance the online visibility of the project. The most preferred means of communication among social networks (such as Facebook, Instagram, Twitter), according to the participants of the online survey (see above, section 3.1), is Facebook. Thus, it has been proposed in the Dissemination Plan that each partner may consider having a link on their official website or institutional Facebook page to the project's main Facebook page.

Participants do not seem to use social media (Twitter, Facebook, LinkedIn, and Google+) for obtaining information on vaccination and medical issues, although patients' organizations would seem to propose it as a potential option. Consequently, in order to better reflect the impact of social media on the dissemination of vaccination issues in these groups, Facebook has been proposed as a dissemination activity. The project Facebook page has been created but has not been fully activated yet due to lack of content. In the next reporting period, content will be developed, based on the results of the different Work Packages and relevant Facebook campaigns will be organized (see annex).

Table 18: EU-JAV Facebook



 **Eu-jav**
Communauté

 **J'aime déjà**

 **En savoir plus**

eu-jav.com

140 personnes aiment ça

[Accueil](#) [Avis](#) [À propos](#) [Photos](#) [Publications](#) [Co](#)

À propos  **Suggérer des modifications**

 <https://eu-jav.com/>

 [Envoyer un message](#)

 [Communauté](#)

[Voir tout >](#)

3.8 Events

It is important that the consortium participates in significant events worldwide, organized by the partners themselves or by third parties, at a national or European level, in order to inform, discuss and network with key stakeholders. Thus, attending and organizing events (i.e. workshops, conferences, briefings and open days) aim at: a) networking, b) informing and c) raising awareness. EU-JAV partners have organized and participated in various dissemination activities regardless of coronavirus impacts, considering the following principles identified through the initial stakeholder survey:

- a. Health professionals' demand for information focuses mostly on vaccine hesitancy and children and adult vaccination and vaccine research and development.
- b. Public authorities' demand for information focuses mostly on vaccine hesitancy, vaccine research and development and information data systems relevant to immunization.
- c. Pharmaceutical industry and manufacturer representatives demand for information focuses mostly on children and adult vaccination, vaccine research, and development and seasonal vaccinations.
- d. Patient organisations and religious institutions representatives demand for information primarily on seasonal vaccinations, vaccine research and development and information data systems relevant to immunization. Additionally, they are mostly interested in participating in EU JAV activities relevant to vaccine hesitancy.

EU-JAV partners have participated in high-level conferences, workshops and training.

High-level Conferences

- **“European active citizens for vaccines promotion” workshop – EU Parliament– 7/11/2018**

On December 14th, 2018, Active Citizenship Network (ACN) and INSERM, the coordinator of the EU-JAV, signed a MoU, which recognized ACN as an official stakeholder and collaborating partner to the EU-JAV. ACN has been an active collaborator of EU-JAV and has been associated

with activities of WP2. On 7 November 2018, EU-JAV was presented at the event “Active Citizens in Europe advocate for vaccination” organized by the ACN.

The objective of the event was to reflect - in a multi-stakeholder environment - on the commitment of EU Institutions to the topic of vaccination and civic engagement to produce a proposal of positioning to strengthen the cooperation among all relevant actors.

The event was hosted by the MEP David Borrelli in the framework of the MEPs Interest Group “European Patients’ Rights & Cross-Border Healthcare”. The minutes of the meeting may be accessed in the following link:

http://www.activecitizenship.net/files/patients_rights/active-citizens-in-europe-advocate-for-vaccination-training-seminar/minute_public_event_vaccination_1.pdf

Table 19: Workshop «European active citizens for vaccines promotion»



<http://www.interestgroup.activecitizenship.net/132-active-citizens-in-europe-advocate-for-vaccination-7th-november-save-the-date.html>

- **14th meeting of the e-Health Network– 13/11/2018**

Tyra Grove-Krause (WP5 leader) represented the EU-JAV at the 14th e-Health Network meeting on 13 November 2018 and presented the activities regarding Immunisation Information systems.

The main findings of the meeting may be accessed at:
https://ec.europa.eu/health/ehealth/events/ev_20181113_en.

Table 20: 14th Meeting of the e-health network on europa.eu



eHealth Network

Agenda

14th Meeting of the eHealth Network 13 November 2018

Borschette Conference Centre, CCAB 4C, Brussels

Chairs:

Anne Bucher, Director-General Health and Food Safety, DG SANTE

Henrique Gil Martins, President SPMS Portugal

https://ec.europa.eu/health/ehealth/events/ev_20181113_en

- **Assises Européennes du vaccin – 20/11/2018**

On November 20th, 2018, Institut Choiseul organized the European Vaccination Conference at the Institut Pasteur in Paris, which brought together all the vaccination stakeholders, in a national and European context of debates to talk about the reinforcement of the efficiency of vaccination policies.

The event was opened by Vytenis Andriukaitis, Commissioner for Health and Food Safety at the European Commission, and gave the opportunity to discuss two major French and European issues:

- a. The need for an innovative and flexible vaccination ecosystem in order to achieve a better match between supply and demand of vaccines over the long run.
- b. The need for robust electronic immunisation information systems, which are at the very heart of vaccination program effectiveness.

Genevieve Chêne presented how the EU-JAV will address these questions and strengthen cooperation at the European level to fight vaccine-preventable diseases.

The conference report may be accessed in the following link: <https://choiseul.info/wp-content/uploads/2019/01/European-Vaccination-Conference-2018-Conference-report.pdf>

And the press release in French: <https://www.lequotidiendumedecin.fr/actus-medicales/politique-de-sante/couverture-vaccinale-il-faut-ameliorer-la-cooperation-entre-etats-membres-selon-le-commissaire>

Table 21: Presentation of the EU-JAV in the Assises Européennes du Vaccin



- **Séance académique à l'Académie Nationale de Pharmacie –13/03/2019**

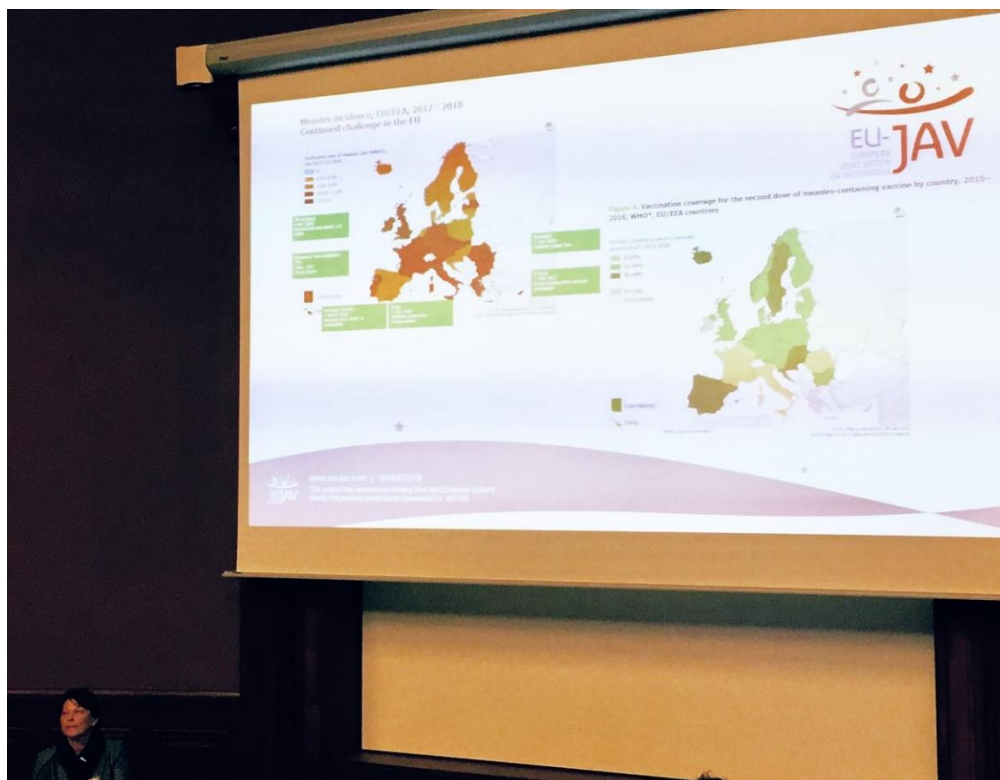
EU-JAV was presented and discussed during the conference of the “Académie Nationale de Pharmacie” on 13 March 2019. The agenda and the main findings of the “Séance académique à l'Académie Nationale de Pharmacie” may be accessed in the following link: https://www.acadpharm.org/dos_public/TRAVAUX_ACADEMIQUES_2019_VF3.PDF.

- **Translational Research Day – Institut Pasteur– 04/04/2019**

On April the 4th 2019, the Centre de recherche Translationnelle organised the Journée de la recherche translationnelle at Institut Pasteur in Paris. This event brought together experts on Vaccination, HIV and HVB who could present and debate on these subjects linked with translational research.

The event was opened by James Di Santo, Director of the Centre de Recherche Translationnelle, who presented the center and the main goals and issues of that day. Several speakers thus presented their projects and research on these questions of high importance, including Prof. Geneviève Chêne, Coordinator of the EU-JAV. It was hence the occasion to set forth how the EU-JAV will strengthen cooperation at the European level to fight vaccine-preventable diseases.

Table 22: Presentation of the EU-JAV at the Transnational Research Day



- **EU/EEA Collaboration for sharing and collecting synthesis of scientific evidence on EU authorized vaccines and their use in immunization practices, ECDC– 12-14/02/2019**

The 1st Meeting of the EU/EEA NITAG collaboration for the sharing and synthesis of scientific evidence on EU authorised vaccines and their use in immunisation practices was held at the ECDC premises in Stockholm on 12-14 of February 2019. EU-JAV partners took part in the discussion regarding an EU/EEA-wide collaboration for the summarising/collated synthesis and exchange of scientific evidence on vaccines and immunisation practices.

- **EU-JAV / ECDC “Country Support through training in increasing vaccine acceptance” – 11-12/04/2019**

EU-JAV participated in the above-mentioned workshop regarding training in increasing vaccine acceptance, organized by the ECDC.

- **ECDC technical meeting on vaccination – Cluj-Napoca – 9-10/04/2019**

Some days after the ECDC's "Country support through training in increasing vaccine acceptance" EU-JAV partners participated in the ECDC technical meeting on vaccination.

- **Alzheimer's Association International Conference 2019 – 07/2019**

Research presented at Alzheimer's Association International Conference in 2019 reflected an influx of new money into the field and, with it, a growing diversity of topics. Vaccination of the most vulnerable populations, such as the elderly, was one of the main topics of the Conference.

More information about the Conference can be found in the following link:
<https://www.alzforum.org/news/conference-coverage/alzheimers-association-international-conference-2019>

- **Global Vaccination Summit – 12/09/2019**

On September 12, 2019, in Brussels, a Global Vaccination Summit was held, framed both by the European Commission and the World Health Organization. Jean Claude Juncker, President of the European Commission, and Tedris Adhanom Ghebreyesus, General Director of the World Health Organization, chaired the event. The objective was to give high-level visibility and political endorsement to the topic of vaccination.

More information about the summit can be found in the following link: [Global Vaccination Summit | Santé Publique \(europa.eu\)](#)

Table 23: EU-JAV poster presented in the Global Vaccination Summit



<https://eu-jav.com/global-vaccination-summit/>

High-level workshops

- **FEAM Forum workshop on vaccination– 19/11/2018**

Genevieve Chêne (EU-JAV coordinator) presented the European Joint Action on Vaccination at the FEAM Forum workshop on Vaccination “Vaccination challenges and EU cooperation. What is the way forward?”. The aim of the workshop was to trigger discussions on the following aspects:

- a. How can vaccination levels be improved through better public dialogue? Which concrete actions European and national health authorities and other biomedical stakeholders can take to engage with the public and address concerns about vaccination?

- b. Which policy interventions could the European Commission and Member States take to ensure that vaccination programmes function well? Which areas would benefit from increased cooperation at EU level?

The report is available at: <https://www.feam.eu/wp-content/uploads/FEAM-Forum-Vaccination-report-Final-January-2019.pdf>.

And the PowerPoint presentation at <https://www.feam.eu/wp-content/uploads/7.-Chene INSERM.pdf>.

- **Coalition for Vaccination meeting, 09/03/2020**

Associations of healthcare professionals have established a Coalition for Vaccination to commit to delivering accurate information to the public, combating myths and exchanging best practices. The Coalition is based on the 2018 EU Council Recommendation on strengthened cooperation against vaccine-preventable diseases. The EU-JAV attended the meeting as well, to present their work on the training of health professionals.

- **EU-Parliament, 28/02/2020**

On the topic of vaccine hesitancy, an interesting study produced in the framework of EU-JAV and presented on 28 January 2020 at the EU Parliament has shown how relevant the identification of influencers, both pro and anti-vaccine, on mainstream social media actually is. The main findings of the study may be found in the following link:

http://www.activecitizenship.net/files/patients_rights/joined-for-vaccination-addressing-vaccine-hesitancy-and-increasing-uptake-in-eu-a-multi-stakeholder-perspective/Francesco_Gesualdo_28.01.2020.pdf

- **General Assemblies and annual meetings**

The online General Assembly 2020 took place from the 30th of September till the 1st of October. This meeting provided the opportunity, through plenary sessions, to have a precise view of the EU-JAV achievements, ongoing projects, and planned actions; it allowed interactions between the participants and the EU-JAV team through Q&A sessions and informal discussions. A brief summary of the General Assembly Meeting can be found in the following link:

http://www.activecitizenship.net/files/patients_rights/EU-JAV_General_Assembly_Meeting_-_Follow-Up_Meeting.pdf

Annual meetings have been organized as well. The agenda of the kick off meeting may be found at: https://ec.europa.eu/chafea/health/archives/documents/health/ja-vaccination-paris-agenda-04092018_en.pdf

Presentations of the work packages of the 2019 annual meeting: <https://eu-jav.com/eu-jav-2019-annual-meeting/>.

National events

The EU-JAV partners participated and/or organized various dissemination activities. Some examples of national meetings are presented below:

- During the meeting held on 31/10/19 with the Minister of Health, Spanish regions were informed about the work being developed by EU-JAV in response to the EC objective to reinforce cooperation on vaccination on EU.
- On 28/05/19, on the work meeting of the Prevention, Surveillance, and Control of Communicable Diseases (PREVICET) CIBERESP presented the specific objectives and the activities in which they were involved.

3.9 Publications

The following scientific publications on project-related topics were produced and published during the reporting phase.

- Sivelä, Jonas, et al. "EU Joint Action on Vaccination jamuutajankohtaisetoimetrokotuskattavuudenvahvistamiseksiEU:ssa." *Sosiaalilääke tieteellinen Aikakauslehti* 57.3 (2020).
- Sivela, Jonas. "The EU Joint Action on Vaccination –capitalizing on existing knowledge." *European Journal of Public Health* 29.Supplement_4 (2019): ckz185-211.
- Inserm (2018). Launch of the European Joint Action on Vaccination (EU-JAV).
- EU-JAV report, Bambino Gesù, Children's Hospital IRCCS, Rome (Italy), 'Platform for real-time monitoring of data on conversations on vaccines on the web and social media', EU-Parliament 2020.
- Filia, A., et al. "Are vaccine shortages a relevant public health issue in Europe? A survey amongst countries participating in the EU-Joint Action on Vaccination, 2019." *International Journal of Infectious Diseases* 101 (2020): 482-483.
- Dutilleul, Alain, et al. "Comment améliorer l'acceptabilité vaccinale (évaluation, pharmacovigilance, communication, santé publique, obligation vaccinale, peurs et croyances)." *Thérapies* 74.1 (2019): 119-129.
- Attwell, Katie, et al. "7th Vaccine Acceptance Meeting." <https://www.fondation-merieux.org/wp-content/uploads/2019/10/7th-vaccine-acceptance-meeting-2019-booklet.pdf>
- Gaubert, G, "Hésitation vaccinale : "Les vaccins ne sont pas une opinion, mais un acte de soin", *Sciences et Avenir* : un article sur EU-JAV, 2019, https://www.sciencesetavenir.fr/sante/hesitation-vaccinale-la-facilite-d-acces-est-la-cle_132616

3.10 Training

According to the description of Tasks 4.3.1 and 4.3.3 of the Grant Agreement, the consortium organized training activities and annual competitions targeting young participants, such as students and professionals, specialized researchers, but also policy makers from different countries.

More specifically, youth ambassadors received training; discussed with practitioners the effective methods of communicating about vaccination and networking with each other and invited speakers. Moreover, Annual School Competitions raised awareness among school-aged populations across Europe. Hence, unique settings are offered to promote vaccine uptake while reaching out to parents. In addition, games and surveys provided a unique way to engage and motivate young individuals, enabling them to gain knowledge about vaccination and understand the relevant scientific evidence. These training activities aim to increase capacity building through training in curricula of health care workers and increase or maintain a high vaccine coverage rate in all European countries. A training barometer was developed and is under evaluation in Belgium and Spain.

In 2019, EU-JAV launched a European school competition on vaccination in collaboration with the European Cancer League (<https://eu-jav.com/eu-jav-european-school-competition-vaccination/>). The Association of European Cancer Leagues (ECL) is working towards the development of a communication strategy that would be effective in raising awareness on vaccination among European youth. The strategy is being developed with the valuable inputs of ECL Youth Ambassadors network, a group of young cancer prevention advocates. ECL has organised two editions of "ECL Youth Competitions". The first edition was held in 2019 and the second one is taking place this year.

The 2021 Competition² aims to raise awareness among young people residing within the WHO European Region about the importance of human papillomavirus (HPV) vaccination for cancer prevention as well as the importance of promoting the uptake of HPV vaccination.

Young people under 26 years are encouraged to create visual designs and short videos for the 'Creativity Competition³' or come up with policy recommendations for the 'Case Study Competition⁴' for a chance of winning prizes up to a value of € 1,000.

²<https://www.europeancancerleagues.org/wp-content/uploads/ECL-EIW21-Competition-Overview-and-Rules.pdf>

³<https://www.europeancancerleagues.org/wp-content/uploads/ECL-EIW21-Competition-Creativity.pdf>

⁴<https://www.europeancancerleagues.org/wp-content/uploads/ECL-EIW21-Case-Study-Competition.pdf>

Table 24: Example of winning entries- Digital Stickers/GIFS category

4

FACTS ABOUT THE HPV VACCINE



THE HPV VACCINE PROTECTS FROM CANCER

There are more than 200 types of HPV, however, only a few of them can cause cancer. HPV is responsible for virtually all cases of cervical cancers in women and other types of cancers in women and in men. HPV vaccines protect against the types of HPV that are most likely to cause cancer.



1

THE HPV VACCINE IS SAFE

Over 12 years of monitoring and research have shown that HPV vaccines are very safe and do not cause significant side effects or carry serious health risks. HPV vaccines are made from one protein of the HPV virus that is not infectious, meaning that it cannot cause HPV infections and cancer.

2



THE HPV VACCINE IS FOR EVERYONE

HPV can infect both men and women. In men, HPV can cause genital warts and different cancers (genitals, throat, and mouth). The HPV vaccines protect both females and males from HPV-caused infections and cancers.



3

THE HPV VACCINE PROTECTS LONG-TERM

Once vaccinated, a person develops antibodies that give strong and long-lasting protection from HPV infections covered by the vaccination. People that initiate vaccination at ages 9-15 are administered two doses of the vaccine and people older than 16 administered 3 doses.

4



Learn more at: <https://www.europeancancerleagues.org>



#BeWiseImmunise


Furthermore, considering that knowledge on vaccination starts with education, EU-JAV intends to investigate the topic of vaccines in the curriculum of future healthcare providers in Europe. For this purpose, it developed an online survey that targets medical, pharmacy, nurse


and midwife students. The specific aims are to investigate a. awareness on vaccination recommendations, b. vaccinology in the curriculum, and c. attitudes towards vaccines.

Table 25: Online student survey on vaccination


Student survey on vaccination

<http://bit.do/EU-JAV-student-survey>





**Centre for the Evaluation of Vaccination
Vaccine & Infectious Disease Institute**
University of Antwerp



EU-JAV
EUROPEAN
JOINT ACTION
ON VACCINATION

<https://www.facebook.com/SumVax/photos/a.479813665445365/3103765409716831/>

LOCAL / NATIONAL DISSEMINATION PLANS

The national dissemination plans are an integral part of the communication strategy of this Joint Action. Each project partner is responsible for reviewing this plan and adjusting it to the circumstances / opportunities of its own country. This communication Tool kit prepared in the Deliverable 2.4 aimed at helping project partners to create a targeted dissemination strategy for each country, based on the questionnaire results (Section 2.3.2 of the Deliverable). Thus, each partner was invited to fill section 4 and to precisely describe its own priorities and local specificities. However, due to COVID-19 and the resulting increased workload, partner responsiveness was very low. Thus, in January 2021, with the collaboration of an External Communication Expert, commissioned by CHAFEA (currently HaDEA), a new generic, less complex and basic National Dissemination Plan for all partners was formulated (See Table 26).

A list of 7 possible dissemination actions were presented to the partners of the Joint Action. Partners are requested to perform **at least** 3 out of these suggested 7 possible actions. Partners are also suggested to involve national and international stakeholders in these actions, considering the current power-interest-legitimacy status of their stakeholders presented in the EU-JAV Stakeholder Analysis Report.

Partners are also encouraged to tailor the below activities to the current key interests of national stakeholders, as well as to rely on national media and opinion leaders to boost the impact of these actions in the light of the strengths of these communication channels. (Pick the best communications channels to the most influential target groups - see the Stakeholder Analysis + Table 26 for examples)

Partners should also keep in mind that they can produce automatically mailing lists from the Stakeholders Database depending on the characteristics they want to use.

Table 26: 7 possible actions by partners

Action to be taken	Source to be used
Send EU-JAV presentation to at least 10 identified national stakeholders after translation from English	EU-JAV presentation in English produced by WP2: (editable version - INSERM)
Translate and re-share at least 3 EU-JAV Facebook posts via institutional social media	https://www.facebook.com/eujav
Upload EU-JAV logo and key message to institutional website	Link to downloadable logo. WP2 to prepare key messages.
Organise a national webinar on EU-JAV topics	Webinar topics to be identified by partners in view of most urging topics at national level. Visual toolkit to be provided by WP2 (ppt template, logos, etc, these can be found in the EU JAV intranet)
Present EU-JAV at a national conference/workshop translating English template	WP2 to prepare EU-JAV ppt general presentation
Share via institutional social media channel a 30-60 sec short video produced by WP2 about EU-JAV with about 250-character text translated to national languages	Video to be prepared by WP2. 250-character message to be translated to national languages by partners. And to be distributed via Facebook and institutional website
Share press releases of the Joint Action via institution communication channels - translated to local language	Press release issued by WP2 in relation to key event/achievement in EU-JAV. Share in national media.

Dissemination needs to be based on the Stakeholder Analysis. In addition, it needs to reflect new dissemination opportunities. The national dissemination plans are integral part of the communication strategy of this Joint Action. Each project partner is responsible for reviewing this plan and adjusting it to the circumstances / opportunities of its own country.

NEXT STEPS

- Implementation of National Dissemination Plans: implement at least 3 out of 7 possible actions
- WP2 provision of tools and in close cooperation with WP Communications person
- Send EU-JAV presentation to at least 10 identified national stakeholders (EU-JAV presentation in English produced by WP2) (editable version – INSERM)
- Translate and re-share at least 3 EU-JAV Facebook posts via institutional social media (<https://www.facebook.com/eujav>)
- Upload EU-JAV logo and key message to institutional website
- Link to downloadable logo
- WP2 to prepare key messages
- Organize a national webinar on EU-JAV topics
- Webinar topics to be identified by partners in view of most urging topics at national level
- Visual toolkit to be provided by WP2 (ppt template, logos), on the EU JAV intranet
- Present EU-JAV at a national conference/workshop translating English template
- WP2 to prepare EU-JAV ppt general presentation
- Share via institutional social media channel a 30-60 sec short video
- Video to be prepared by WP
- 250-character message to be translated to national languages by partners
- Distribution via Facebook and institutional website
- Share press releases of the Joint Action via institution communication channels - translated to local language
- Press release issued by WP2 in relation to key event/achievement in EU-JAV
- An Info Day will be organized on 15 October 2021 and will be either held online or in Athens

- The final event will take place in February 2022 and will be normally held in Brussels. It will accompany the last General Assembly as described in the WP1 action plan.

CONCLUSION

EU-JAV core actions have started producing results. Thus, it is time to share these results with professional stakeholders and the general public. COVID-19 has impacted the implementation of project activities, the dissemination activities in particular, so communications activities need to be sped up. However, COVID-19 may be considered as an opportunity for EU-JAV as it is strongly linked to the Joint Action and its objectives. This positive internal factor comes with the allocation of 1 full day per month until the end of the project to each partner. This will considerably contribute to a successful implementation of the dissemination plan.

It is noteworthy that despite the difficulties faced due to COVID-19, the basic dissemination plan has been successfully implemented so far. EU-JAV visual identity, Communication Press-kit, website and regular newsletters have been created and disseminated. Cross-dissemination of news, participation in common events, training activities, references of EU-JAV in other stakeholders' newsletters and vice versa are some supportive actions that raised awareness and visibility of the project online.

REFERENCES

- Mendel, P., Meredith, L.S., Schoenbaum, M. et al. Adm Policy Ment Health (2008) 35: 21.<https://doi.org/10.1007/s10488-007-0144-9>
- Scanfeld, Daniel & Scanfeld, Vanessa & L Larson, Elaine. (2010). Dissemination of health information through social networks: Twitter and antibiotics. American journal of infection control. 38. 182-8.[10.1016](https://doi.org/10.1016)

ANNEX

Proposal for the implementation of the dissemination plan: specification of activities to take place in the remaining project duration as designed in collaboration with the External Communication Expert commissioned by CHAFEA (currently HaDEA).

Proposed deliverables			
	Must have	Minimum no. of outputs	Maximum no. of outputs
	WP webpages	4 (WP4, WP5, WP6, WP7)	7(+WP1, WP2, WP3)
	Social media campaigns	2 (WP7, WP8)	4 (+WP5, WP6)
	Newsletters	2 (WP5-WP6, WP7)	3 (+WP4 and project closure)
	Press release	2	5
	Optional	Minimum no. of outputs	Maximum no. of outputs
	Videos	3	10
	Info day toolkit	1	1

Sources to utilize in order to build national dissemination plans:

- <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/covid-19-vaccines/how-do-vaccines-work>
- <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/covid-19-vaccines/how-are-vaccines-developed>
- <https://www.youtube.com/watch?v=rb7TVW77ZCs>