

## WP2 – EU-JAV D2.6

### Final Dissemination Report

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## European Joint Action on Vaccination (EU-JAV)

Strengthening European cooperation  
to fight vaccine-preventable diseases

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## Table of contents

EXECUTIVE SUMMARY .....	4
INTRODUCTION .....	6
OUTLINE OF THE STRATEGIC DISSEMINATION PLAN .....	7
Principles of the dissemination plan .....	7
Dissemination plan .....	7
COMMUNICATION MEANS & TOOLS .....	7
Methodology .....	7
Information and Publicity requirements .....	8
Visual Identity .....	9
EU-JAV Communication Kit .....	10
EU-JAV Website .....	15
E-Newsletter .....	21
Social media channels .....	23
Events .....	29
Publications .....	42
FURTHER DISSEMINATING THE EU-JAV RESULTS .....	43
CONCLUSION .....	46
REFERENCES .....	46

## EXECUTIVE SUMMARY

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

This document describes the dissemination activities carried throughout the duration of the EU-JAV following the procedure described in the **Strategic Dissemination Plan (D2.4)**. 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 EU-JAV.
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 joint initiative throughout the duration of the project.
4. Local/national dissemination plans – outline of the dissemination activities 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

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 European population health. EU-JAV harnessed the numerous existing initiatives and synergies in order to strengthen the European cooperation between the EU Member States and non-EU 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 addressed several important issues, shared by many countries. These included establishing a sustainable cooperation of relevant Member State authorities and organizations from non-EU 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) was dedicated to making the objectives, scope, progress and achievements of the Joint Action on Vaccination publicly available. The co-leaders for WP2 (National Public Health Organization [NPHO] and INSERM) coordinated and handled the dissemination of the EU-JAV outcomes towards different recipients. The consortium engaged in activities such as organizing events on the progress made on the separate issues of the EU-JAV, 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 worked 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 social media accounts, so that the EU-JAV results are effectively disseminated to a wide range of target audiences. To this end, the EU-JAV website, throughout the duration of the project, has been used to host announcements of several EU4Health Calls for Tenders relating to vaccines research and vaccination, which complementary have been published on its social media, mostly Facebook and Twitter.

There was a dynamic, flexible, and regularly updated dissemination plan. The NPHO team coordinated the communication strategy and actions with the collaboration and joint effort of all partners.

## 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 members, considering regional/national specificities, as well as partners' communication channels and tools. In this way, the Vaccine Network, established by the EU-JAV and composed of the Member State Committee and the Stakeholders' Forum, intended to maximize the impact and sustainability 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, and collaboration between National Immunization Technical Advisory Groups (NITAGs).

- Third, the COVID-19 crisis was an incredible opportunity to put in practice the recommendations the EU-JAV proposed; in other words, the results and suggested guidelines elaborated by EU-JAV should 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

### 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 have enabled the EU-JAV to fully leverage its strengths and opportunities, while limiting and managing its weaknesses and threats.

### Dissemination plan

The Strategic Dissemination plan was first submitted to the European Commission in August 2019. Comments were addressed and the report was re-submitted in December 2019. In fall 2020, there was verbally provided information that the National Dissemination Plans were pending to complete the Dissemination Plan. The Dissemination Team requested them in January 2020 but consortium partners, due to COVID-19 and the resulting increased workload, could not finally prepare them. A general National Dissemination Plan was drafted together with an external expert and this has been attached to the Dissemination Plan. The Dissemination Plan was approved in September 2021 and the general National Dissemination Plan guidance was forwarded to the EU-JAV Partners, for them to take action accordingly in their own country and institution.

## COMMUNICATION MEANS & TOOLS

### Methodology

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. Therefore, the methodology of the proposed communication means and tools is based both on the general work plan 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. The majority of the respondents believed 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 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, was to disseminate accurate information. Also, the five first choices of preferred means for receiving information regarding the EU-JAV and vaccination issues were 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 was, however, the most popular second choice of information source per respondent. Following the same perspective, the main communication tools proposed focusing on information were the following: newsletters, events, website and scientific publications. The EU-JAV stakeholders that participated in 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 constituted one of the proposed and preferred means of communication for doctors (87.4%) and nurses (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.

## Information and Publicity requirements

It is necessary for the provisions of the Contract and the Grant Agreement to 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.”*

Any change in logos (e.g. INSERM) or disclaimers (e.g. change of CHAFEA into HaDEA) have been updated in all relevant dissemination materials (e.g. ppt template, external communication documents) throughout the EU-JAV duration.

## Visual Identity

The dissemination of the Joint Action started with the creation of its visual identity. EU-JAV identity is linked with a graphically coherent and consistent representation of the logo on project results and documentation. The logo 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 was used in all dissemination outputs.

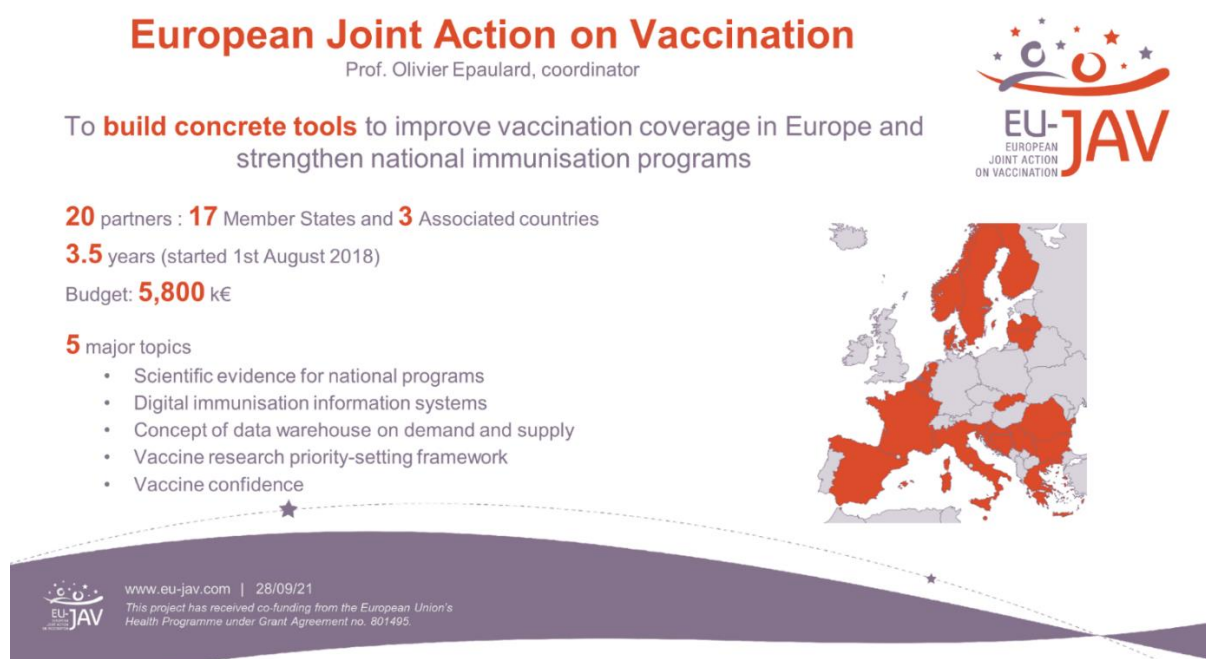
Figure 1/ EU-JAV Logo



## EU-JAV Communication Kit

A general communication kit was created for the EU-JAV, to raise general awareness among a wider public. It contains diverse general communication tools (EU-JAV logo, PowerPoint and Word document templates for internal and external dissemination by Consortium members, leaflets, slide presentation of the project, press release template, booklet, layman report, videos etc.). All materials were shared with all EU-JAV partners who were required to use them for their own dissemination activities.

Figure 2/ 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



www.eu-jav.com | 28/09/21  
This project has received co-funding from the European Union's Health Programme under Grant Agreement no. 801495.

Regarding EU-JAV leaflets, the first one was prepared by INSERM, at the beginning of the project, and contains 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 second leaflet updated with the results of the EU-JAV was prepared by the National Public Health Organization at the end of the EU-JAV focusing on its outcomes, results and recommendations.

Figure 3/ Leaflet (at the start of the EU-JAV)

#### 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](https://ec.europa.eu/health/vaccination/overview_en)

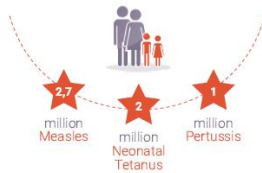
#### WHY do we need a European Joint Action on Vaccination?

##### 1) RE-EMERGENCE OF VACCINE-PREVENTABLE DISEASES

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

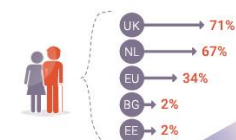


##### 2) VACCINATION SAVES LIVES



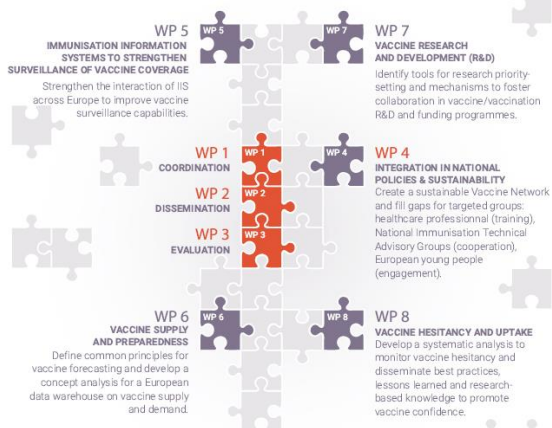
Cases prevented worldwide every year

##### 3) VACCINATION COVERAGE INFLUENZA AGE 65+



#### 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.

Figure 4/ Leaflet (at the end of the EU-JAV)



A booklet was also prepared by the WP2 team, with recommendations and help from the work packages leaders. It was prepared ahead of the EU-JAV Closing Conference in March 2022 to provide conference participants and stakeholders with an overall idea of the EU-JAV objectives, structure, partners' initiatives and synergies, proceedings and results, as well as short biographies of all work packages' leaders. This booklet will be updated after the end of the project, to add the last deliverables submitted. It will help disseminate further the project and its results.

Figure 5/EU-JAV Booklet



Moreover, a layman report has been prepared by the NPHO at the end of the EU-JAV to ensure the translation of its results in layman terms and their dissemination to the widest possible audience for the benefit of a strong social message in favor of vaccination. This layman report, once submitted and validated, will be put at the disposal of all the EU-JAV participants (partners, member state committee and stakeholders) and will be distributed to the general public via the website and social media of the project.



Figure 6/ Layman Report



## Table of Contents

03	The Challenge and the Response
05	Setting the Goals for a European Joint Action on Vaccination
06	Results and Recommendations for Further Actions
07	European Joint Action on Vaccination: Working on Sustainable Outcomes
09	● Education, Communication, Cooperation and Sustainability
11	● Vaccine Coverage and Reminder Systems
17	● Vaccine Supply and Preparedness
20	● Research Priority Identification and Funding Cooperation
23	● Vaccine Hesitancy and Uptake
23	● Disseminating Lessons Learnt



Press releases informed the target groups and wide public about the Joint Action, highlighting achieved results, reached milestones and relevant events. They have been disseminated via e-mails to the media and relevant stakeholders. The press releases were short and usually covered one to two topics each. The press release template in English has been created by NPHO. However, it could also be adapted to the local context and translated as well into local languages by partners. The press releases have been translated into articles uploaded on the “News” section of the EU-JAV website (see below), while some partners used the template to create a press release for their own institution or to simply disseminate news within their country. Two of the latest press releases shared about European Joint Action milestones:

- [https://eu-jav.com/wp-content/uploads/2022/03/EUJAV\\_FinalConference\\_PressRelease-04Mar22-visuOE-final.pdf](https://eu-jav.com/wp-content/uploads/2022/03/EUJAV_FinalConference_PressRelease-04Mar22-visuOE-final.pdf)
- <https://eu-jav.com/wp-content/uploads/2021/11/EU-JAV-2021-InfoDay-PRESS-RELEASE.pdf>

All the above-mentioned inclusive dissemination tools, along with the website (see further below), include a concise and integrated presentation of the EU-JAV overall results, those of specific project actions, as well as the data formulated during the EU-JAV research framework, (e.g. Vaccine Barometer etc.), offer quality knowledge important for future reference. They are of crucial importance towards securing the EU-JAV legacy and sustainability, as well as

facilitating knowledge transfer to whoever is interested in finding out in the future what has been achieved within the framework of the EU-JAV.

## EU-JAV Website

The EU-JAV website has been created by INSERM and can be accessed at the following address: <https://eu-jav.com/>. The website is divided into 7 parts, each with a specific purpose:

- The 'Home Page' that describes the EU-JAV via its main themes and also presents the latest news of the project. A slider was also created to focus the attention of the reader on some specific events or articles (e.g. the Info Day and the Final conference). A subscription to the EU-JAV newsletter and links to related social media channels (Facebook, Twitter, YouTube, Instagram, LinkedIn) are suggested to each visitor.
- The 'EU-JAV Team' that presents all partners involved in the project with their respective logos and URL attached to them. A map was also created on that page that displays the flags of all EU and Non-EU countries involved in the project. This is a mean to show the general audience that the project is widely represented in the EU/EEA region and therefore also represents and works on their specific interests. Finally, an infographic was specifically created to explain the EU-JAV governance structure in a simple manner.
- The 'Project' is the overall presentation of the EU-JAV and its objectives. On that page, visitors can also find a direct access to the specific Work Package subpages. 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. Following that update and throughout 2021, INSERM updated all WP webpages in agreement with the WP leaders. It allowed to also show directly the results on the WP pages so that people looking for specific information can find it more easily than before.
- On the 'Achievements' page, the public deliverables are displayed and made freely available for downloading to the general public. A short description of the objective of each deliverable is attached to respective document along with the name of the institution responsible for it.
- The 'News' page was created to publish news on the project, but also on vaccination in general, to show the wide range of action and the impact the EU-JAV has on the general public. As such, 3 calls for tenders of EU4Health for example were uploaded on that page as a request of DG Santé. Finally, all scientific publications made by the EU-JAV partners for magazines, newspapers etc. are also displayed. The most recent articles uploaded include:



- [THE EU-JAV 2022 Closing Conference was successfully completed](#)
  - [EU-JAV 2022 CLOSING CONFERENCE](#)
  - [European Commission – Call for Tender on Vaccination 2](#)
  - [WP4 – The Lancet](#)
  - [European Commission – Call for Tender on Vaccination](#)
  - [WP8 – EU Health Policy Platform – Webinar: Vaccine hesitancy and uptake in the EU Joint Action on Vaccination](#)
  - [WP7 – Vaccine Magazine](#)
  - [Digital workshops on cross border vaccination campaigns](#)
  - [WP8 – Bollettino epidemiologico nazionale](#)
- 
- A “get involved” section where visitors can subscribe to the project newsletter. They are automatically accepted to the subscribers’ list. Another possibility of this page was to participate directly to some project actions, e.g. via surveys. This possibility was not really used by the work packages as many of the surveys created during the project were designed for specific persons and purposes.
  - A “contact us” section where the project contact details are available, along the names of the coordinator and the project manager. There is the possibility to write a message that will be sent to the coordination team. A last contact option is via a message in the project Facebook page.

Figure7/ Welcome page of the EU-JAV website



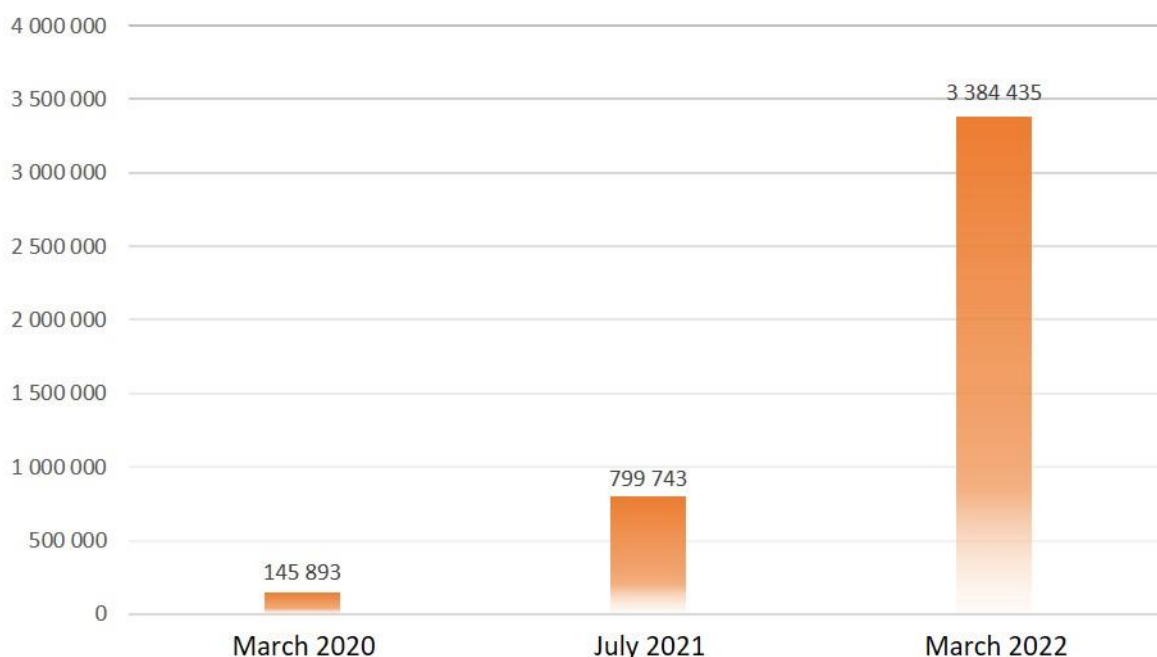
Till January 2020 (18 months since the EU-JAV website's creation), 69,771 people had visited it with more than 40% of visitors returning to the site. Halfway through the Joint Action, 145,893 visits were registered.

The number of unique visitors and visits considerably increased by the 35th month of the EU-JAV's duration: in July 2021, 556,925 unique visitors and 799,743 visits had been registered. This was the case due to:

- regular news updates provided on project achievements, milestones, etc.
- the EU-JAV representation in other meetings
- the increased interest of people in information regarding vaccination due to the COVID-19 pandemic which led the EU-JAV website being on the first Google page of search when looking for vaccines/vaccination, during a significant part of the EU-JAV's duration
- increased of national dissemination efforts from the EU-JAV partners.

By March 31<sup>st</sup>2022, 3,622,006 visits had been registered to the EU-JAV website.

## VISITS TO THE EU-JAV WEBSITE



Users were referred to the EU-JAV website directly with/through the Google Chrome, Safari and Firefox navigators, while the three main referring sites were google.com, google.com.vn and google.com.hk. The subpages on 'Home', 'EU-JAV Team', 'The project', "EU-JAV Info Day" pages were the most popular referred pages with the highest hits.

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.

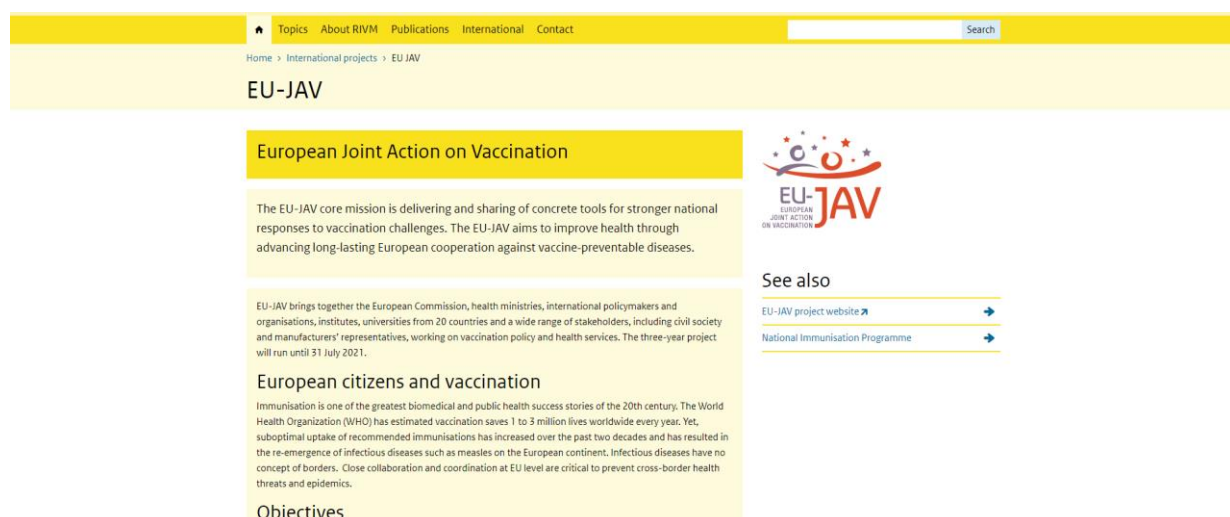
Figure 8/University of Barcelona website



<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.

Figure 9/ RIVM website



<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.

**Figure 10/ CPME website**



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

## E-Newsletter

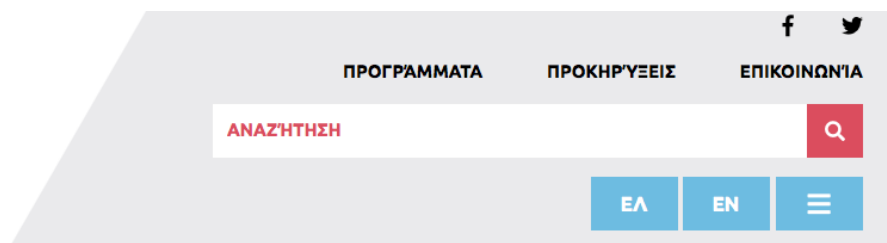
Short and regular e-newsletters constitute a key dissemination tool to inform relevant target audiences about the progress of the EU JAV. They serve as a tool to communicate key updates of the Joint Action and as a channel for relevant stakeholders to be kept informed and engaged. They were produced by INSERM and circulated appropriately, as foreseen in the Grant Agreement. 6 e-newsletters have been circulated. They all consisted of brief articles and updates about the Joint Action, including both scientific-theoretic and practice-oriented information. The e-newsletters are hosted on the EU-JAV website and the link to each new issue is circulated through existing partner networks and stakeholder mailing lists.

They were sent as follows:

- 1<sup>st</sup>: March 7<sup>th</sup>, 2019 - received by 14 subscribers
- 2<sup>nd</sup>: October 16<sup>th</sup>, 2019 - received by 47 subscribers
- 3<sup>rd</sup>: December 17<sup>th</sup>, 2020 –received by 369 subscribers
  - There was no newsletter for a year due to the COVID-19 situation that limited the responses of all partners involved to create it.
  - Due to the change in the style of the newsletter, which took place after consultation with the External Expert commissioned by CHAFAEA (currently HaDEA) and a better dissemination of the Joint Action, the number increased considerably in the second period (11/2020 – 6/2021).
- 4<sup>th</sup>: May 19<sup>th</sup>, 2021 – received by 786 subscribers
- 5<sup>th</sup>: September 20<sup>th</sup>, 2021 – received by 1,850 subscribers
- 6<sup>th</sup>: March 28<sup>th</sup>, 2022 – received by 2,048 subscribers

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

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. Below there is an example of the first e-newsletter in Greek language.



## 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/>



Νέα εποχή στη Δημόσια Υγεία

ΕΠΙΚΑΙΡΟΤΗΤΑ

ΜΕΤΑΔΟΤΙΚΑ ΝΟΣΗΜΑΤΑ

Ο ΕΟΔΥ ΣΤΟ ΔΙΕΘΝΕΣ  
ΠΕΡΙΒΑΛΛΟΝ

ΝΕΑ ΑΠΟ ΤΗΝ ΕΕ & ΤΟΥΣ ΔΙΕΘΝΕΙΣ  
ΟΡΓΑΝΙΣΜΟΥΣ

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

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

The 3<sup>rd</sup> e-newsletter consisted 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 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.

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

The 4<sup>th</sup> e-newsletter included articles such as building vaccination policies and trust on vaccination as well as IT systems for vaccination and surveillance.

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



The 5<sup>th</sup> e-newsletter circulated in September 2021 announced the extension of the EU-JAV for 8 months, until the end of March 2022 celebrating this as an opportunity to produce much more results in the vaccination field. It also announced the approval of the latest deliverables:

- Stakeholder Mapping
- Strategic Dissemination Plan
- Methodology and plan for pilot study, and draft plan for extended study, regarding the decision-making process of national immunization technical advisory groups (NITAGs)
- Report on standardized estimations of vaccine coverage
- Report on financial mechanisms for vaccine procurement, based on a survey among EU/EEA and EU-JAV consortium Member States
- Second Annual List on Research Priorities on Vaccination
- Vaccine hesitancy and uptake. From research and practices to implementation

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

The 6<sup>th</sup> e-newsletter included the final EU-JAV results as they were presented at the closing conference, which took place in Paris on March 9, 2022. The EU-JAV closing conference afforded the opportunity to deliver recommendations and concrete tools for stronger responses to vaccination challenges, to promote long-lasting European cooperation against vaccine-preventable diseases, and therefore improve population health.

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

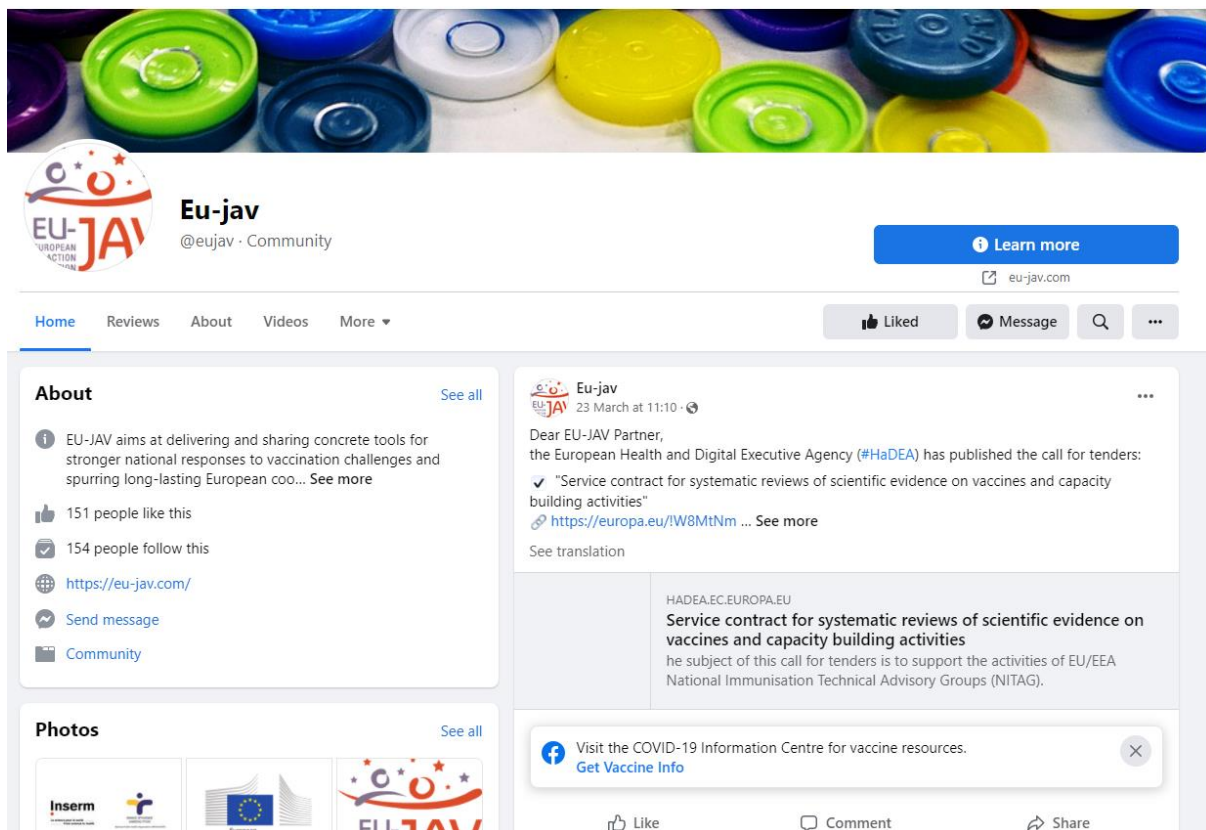
## Social media channels


The survey results (see Deliverable 2.4) did not show that social media are important for the great majority of the EU-JAV stakeholders, but the Joint Action's presence in social networks is a communication means for the general public according to the bibliography (Scanfeld et al, 2010; Mendel et al, 2008) aiming to generate awareness and to enhance the online visibility of the project. Facebook was chosen as the most preferred means of social media communication channel by the participants of the online survey. Thus, it was proposed in the Dissemination Plan that each partner has a link on their official website or institutional Facebook page to the EU-JAV main Facebook page.

Participants did not seem to use social media for obtaining information on vaccination and medical issues, although patients' organizations seemed 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 EU-JAV Facebook page was created in January 2019. It has been more active as from September 2021, when visitor frequency was raised by 300%. Later on, further social media channels were activated:

- [EU-JAV Facebook page](#)
- [EU-JAV Twitter account](#)
- [EU-JAV YouTube channel](#)
- [EU-JAV Instagram account](#)
- [EU-JAV LinkedIn account](#)






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← **European Joint Action on Vaccination (EU JAV)**  
35 Tweets





**European Joint Action on Vaccination (EU JAV)**  
@eu\_jav

20 EU/EEA countries strengthening European Cooperation to fight vaccine-preventable diseases. Co-funded by EU Health Programme, GA no.801495  
[eu-jav.com](https://eu-jav.com) Joined October 2021


7 Following 15 Followers  
Not followed by anyone you're following

**Tweets** Tweets & replies Media Likes


 **European Joint Action on Vaccination (EU JAV)** @eu\_jav · Mar 18 ...  
Dear EU-JAV Partner,  
HaDEA published  
A call for tenders to help EU countries monitor the performance of national vaccination programmes [europa.eu/twPyYKw](https://europa.eu/twPyYKw)  
Contract duration: 18 months  
Estimated total value: €750 000  
Application deadline: 11 April 2022, 16:00 (CET)


 **World Trails Netw...**  
@WorldTrailsNet


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@nordishub **Follow**

 **Angelo Fasce**  
@FasceAngelo **Follow**

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Trending in Greece  
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Trending in Greece  
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**European Joint Action on Vaccination**  
Strengthening European Cooperation to fight vaccine-preventable diseases  
co-funded from EU Health Programme GA no. 801495


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**Invitation of Prof Olivier Epaulard, EU-JAV...**  
21 views · 2 weeks ago




**Webinar on Vaccine hesitancy and uptake in the...**  
8 views · 2 weeks ago



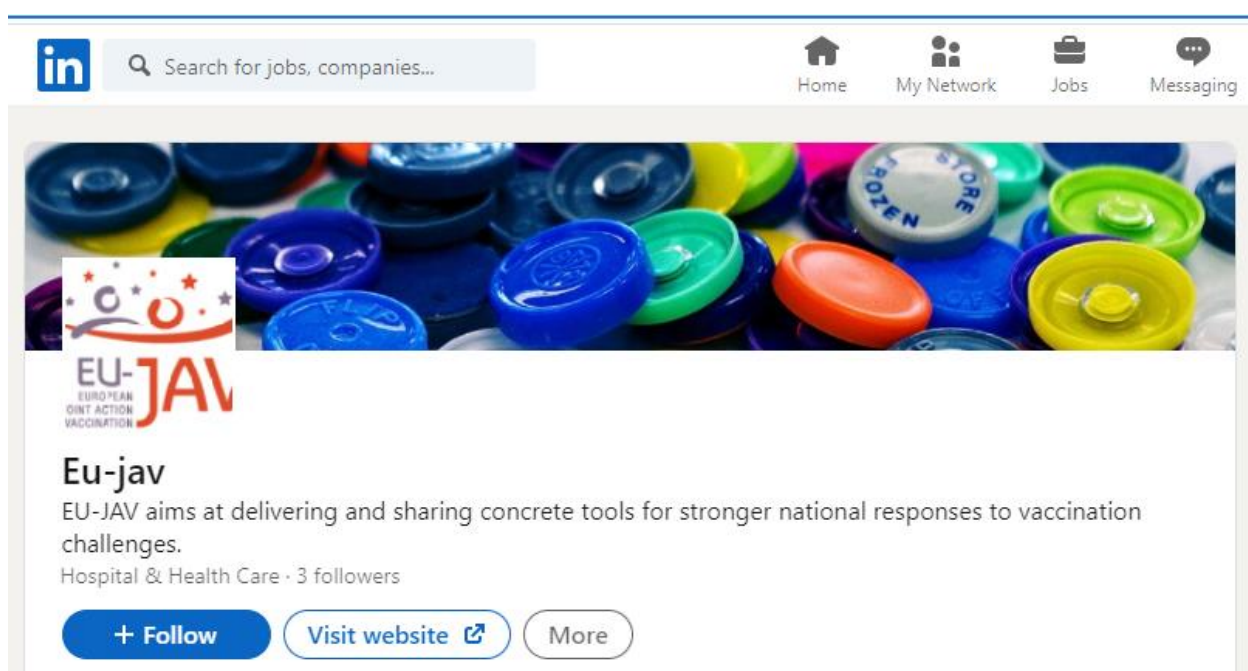
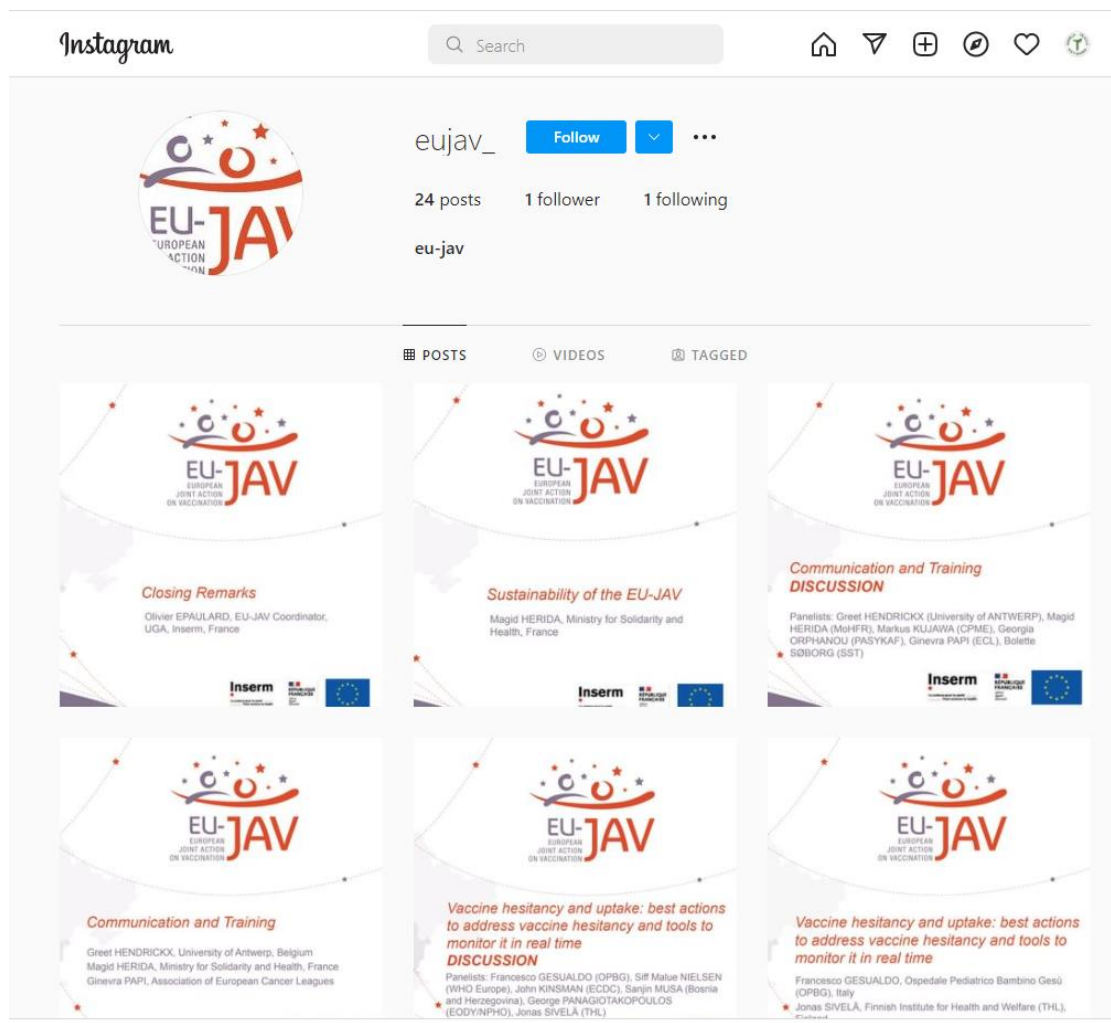
**EU Health Policy Platform • Webinar • Date: 14/02/2022...**  
17 views · 1 month ago



**EU JAV 15 10 2021 One Europe on Vaccination part 2**  
184 views · 4 months ago



**EU JAV 15 10 2021 One Europe on Vaccination part 1**  
220 views · 4 months ago



EU-JAV social media pages on Facebook, Twitter, LinkedIn, Instagram as well as the YouTube channel are a crucial tool because through them, EU-JAV has the opportunity to reach, nurture, engage and interact with its target audience. EU-JAV content or EU-JAV related content was prepared and the relevant posts were uploaded on social media. Facebook was mainly used, as it is the dominant tool in the public preference. Most people have an account on Facebook and at the same time, they have the opportunity to connect and interact directly with their audience. During the project, 41 posts were published on Facebook, 151 people like the page and 154 people follow the page, which proves a high public penetration that is important for EU-JAV feasibility. The rest of the social media channels were activated on behalf of the project. Twitter page: 51 tweets, 15 followers. LinkedIn page: 24 posts, 3 followers. Instagram page: 24 posts, 1 follower. YouTube Channel: 24 videos, 165 views. EU-JAV team records the necessary data while monitoring is an important tool enabling the partners to record the results achieved in order to prioritize the next steps for better dissemination results and public reach.

The production of a series of public products around the EU-JAV closing phase (e.g. updated leaflet, booklet, layman report, conference video excerpts etc.) helped towards a more consistent dissemination of the EU-JAV results via social media.

#### Facebook (January 2019)

Date	Posts	Average Engagements	Likes	-
09/01/2019	1	2		
20/10/2019	1	1		
21/10/2019	1	1		
31/10/2019	1	2		
12/10/2021	1	2		
13/10/2021	6	2		
25/10/2021	1	3		
26/10/2021	5	5		
28/10/2021	4	4		
29/10/2021	1	1		
19/01/2022	2	2.5		
28/01/2022	1	3		
30/01/2022	1	2		
05/02/2022	4	1.3		
28/02/2022	7	2.3		
18/3/2022	3	2.5		
23/3/2022	1	1		

#### Twitter (Oct 2021)

Date	Tweets	Favs	Retweets
25/10/2021	3	3	4
01/11/2021	2	2	2
27/01/2022	1	18	12
28/01/2022	1	8	4
28/01/2022	1	1	0
30/01/2022	2	3	1
31/01/2022	3	2	0
05/02/2022	5	14	10
28/02/2022	6	1	3
01/03/2022	3	5	3
18/3/2022	3	0	3
23/3/2022	2	2	0
24/3/2022	12	13	0
29/3/2022	7	7	0

#### LinkedIn (March 2022)

Date	Posts	Likes/Engagements
08/3/2022	1	3
23/3/2022	4	3
24/3/2022	12	10
29/3/2022	7	6

#### Instagram (March 2022)

Date	Posts	Likes/Engagements
08/3/2022	1	4
23/3/2022	1	1
24/3/2022	12	10
29/3/2022	10	8

#### YouTube (October 2021) - 5 Subscribers

Date of Video	Views	Likes	Video Link
01/11/2021	228	0	<a href="https://youtu.be/7dCx_j11Bdl">https://youtu.be/7dCx_j11Bdl</a>
01/11/2021	186	0	<a href="https://youtu.be/j47rfJZmoq0">https://youtu.be/j47rfJZmoq0</a>
05/02/2022	18	0	<a href="https://youtu.be/38STkd0w9pl">https://youtu.be/38STkd0w9pl</a>
28/02/2022	9	0	<a href="https://youtu.be/PrY3Om1vXY0">https://youtu.be/PrY3Om1vXY0</a>
01/03/2022	28	0	<a href="https://youtu.be/oEdBAMMabYM">https://youtu.be/oEdBAMMabYM</a>
21/03/2022	23	0	<a href="https://youtu.be/LhJUOcp5nhk">https://youtu.be/LhJUOcp5nhk</a>
21/03/2022	14	0	<a href="https://youtu.be/TA9TcnvOSIY">https://youtu.be/TA9TcnvOSIY</a>
21/03/2022	24	0	<a href="https://youtu.be/R51G7EW4TA4">https://youtu.be/R51G7EW4TA4</a>
21/03/2022	12	0	<a href="https://youtu.be/NSol2PEESqE">https://youtu.be/NSol2PEESqE</a>
21/03/2022	12	0	<a href="https://youtu.be/YZ2kgrjRFuk">https://youtu.be/YZ2kgrjRFuk</a>
21/03/2022	13	0	<a href="https://youtu.be/SEpyh2smwhs">https://youtu.be/SEpyh2smwhs</a>
21/03/2022	12	0	<a href="https://youtu.be/-RdQvZh5MV0">https://youtu.be/-RdQvZh5MV0</a>
21/03/2022	17	0	<a href="https://youtu.be/ZVQBg3QJ6cl">https://youtu.be/ZVQBg3QJ6cl</a>



21/03/2022	10	0	<a href="https://youtu.be/NyWmSmmnL9s">https://youtu.be/NyWmSmmnL9s</a>
21/03/2022	16	0	<a href="https://youtu.be/TAE273NwcrQ">https://youtu.be/TAE273NwcrQ</a>
21/03/2022	9	0	<a href="https://youtu.be/2YALk4w6S5I">https://youtu.be/2YALk4w6S5I</a>
21/03/2022	5	0	<a href="https://youtu.be/1w0hcRbVPfs">https://youtu.be/1w0hcRbVPfs</a>
21/03/2022	10	0	<a href="https://youtu.be/t1JL_k_tjQw">https://youtu.be/t1JL_k_tjQw</a>
21/03/2022	14	0	<a href="https://youtu.be/emn935B73VE">https://youtu.be/emn935B73VE</a>
21/03/2022	15	0	<a href="https://www.youtube.com/watch?v=VixNAA0mW5U">https://www.youtube.com/watch?v=VixNAA0mW5U</a>
21/03/2022	12	0	<a href="https://www.youtube.com/watch?v=Q1NZo3NTdZk">https://www.youtube.com/watch?v=Q1NZo3NTdZk</a>
21/03/2022	7	0	<a href="https://www.youtube.com/watch?v=HxAYjzZMQ4o">https://www.youtube.com/watch?v=HxAYjzZMQ4o</a>
22/03/2022	18	0	<a href="https://www.youtube.com/watch?v=teToa-KawhA">https://www.youtube.com/watch?v=teToa-KawhA</a>
22/03/2022	12	0	<a href="https://www.youtube.com/watch?v=RWn01XHGfzQ">https://www.youtube.com/watch?v=RWn01XHGfzQ</a>
23/03/2022	5	0	<a href="https://studio.youtube.com/video/H8zb26QZKCE/edit">https://studio.youtube.com/video/H8zb26QZKCE/edit</a>
28/03/2022	7	0	<a href="https://studio.youtube.com/video/4PlwPYilGmM/edit">https://studio.youtube.com/video/4PlwPYilGmM/edit</a>

## Events

The consortium participated in significant events worldwide, organized by the partners themselves or 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) aimed 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:

- Health professionals' demand for information focuses mostly on vaccine hesitancy and children and adult vaccination and vaccine research and development.
- Public authorities' demand for information focuses mostly on vaccine hesitancy, vaccine research and development and information data systems relevant to immunization.
- Pharmaceutical industry and manufacturer representatives demand for information focuses mostly on children and adult vaccination, vaccine research, and development and seasonal vaccinations.
- 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 14<sup>th</sup>, 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](http://www.activecitizenship.net/files/patients_rights/active-citizens-in-europe-advocate-for-vaccination-training-seminar/minute_public_event_vaccination_1.pdf)



- **14<sup>th</sup> 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 Immunization Information systems.

The main findings of the meeting may be accessed at:

[https://ec.europa.eu/health/ehealth/events/ev\\_20181113\\_en](https://ec.europa.eu/health/ehealth/events/ev_20181113_en).



# eHealth Network

## Agenda

### **14<sup>th</sup> 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**

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

On November 20<sup>th</sup>, 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 immunization information systems, which are at the very heart of vaccination program effectiveness.

Genevieve Chêne, first Coordinator of the project, 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](https://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>



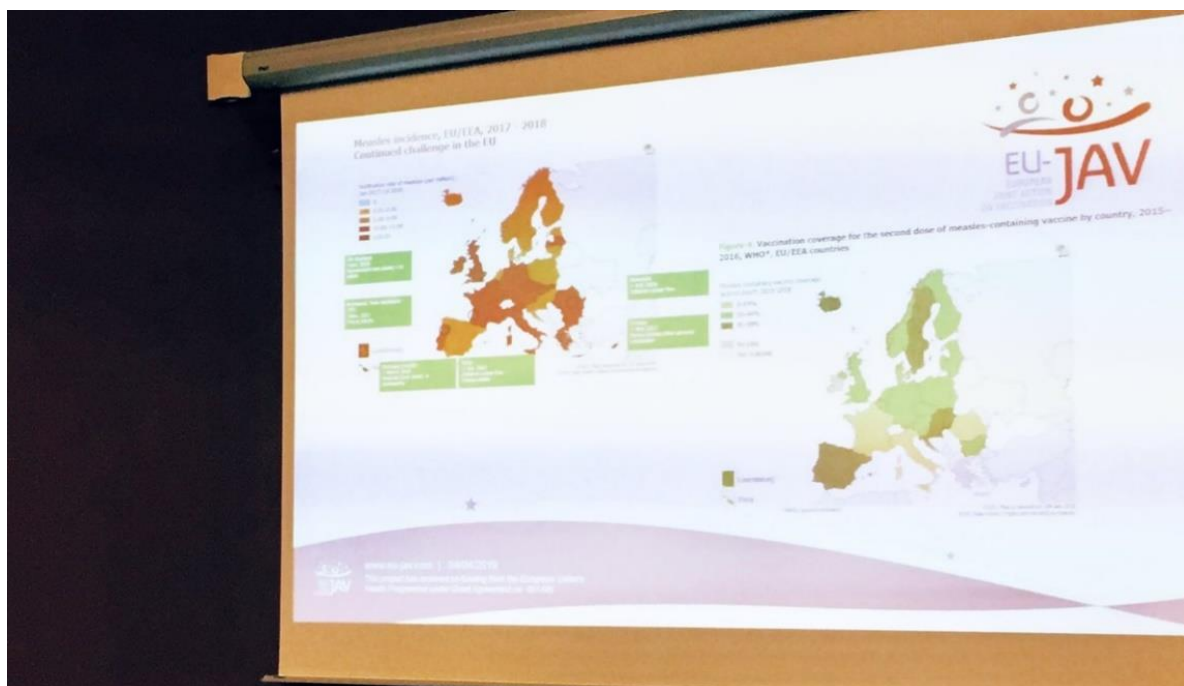
- **Séance académique à l'Académie Nationale de Pharmacie –13/03/2019**

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](https://www.acadpharm.org/dos_public/TRAVAUX_ACADEMIQUES_2019_VF3.PDF).

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

On April the 4<sup>th</sup> 2019, the Centre de recherche Translationnelle organized the Journée de la recherche translationnelle at Institut Pasteur in Paris. This event brought together experts on Vaccination, HIV and HBV 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.



- **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 1<sup>st</sup> Meeting of the EU/EEA NITAG collaboration for the sharing and synthesis of scientific evidence on EU authorized vaccines and their use in immunization 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 summarizing/collated synthesis and exchange of scientific evidence on vaccines and immunization 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 Tedros 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 | SantéPublique \(europa.eu\)](https://eu-jav.com/global-vaccination-summit/)  
<https://eu-jav.com/global-vaccination-summit/>



- **Active Citizenship Network on Vaccination Meeting– 28/01/2020**

A 3-member EU-JAV team participated in the Active Citizenship Network on Vaccination event that took part in the European Parliament hosted by MEP Brando Benifei (S&D Group): Javier Díez-Domingo, Coordinator IMI Project DRIVE-Development of Robust and Innovative Vaccine Effectiveness, Francesco Gesualdo and Hanna M. Nohynek, MD PhD Chief physician, Unit Infectious Diseases Prevention and Vaccines, Dept Health Security, Finnish Institute for Health and Welfare. The event took part in the context of the official launch of the “MEPs



Interest Group “European Patients' Rights and Cross-border Healthcare” for the 2019-2024 term under the umbrella title “JOINED FOR VACCINATION”: ADDRESSING VACCINE HESITANCY AND INCREASING UPTAKE IN EU A MULTI-STAKEHOLDER PERSPECTIVE”.

More information available: <http://www.interestgroup.activecitizenship.net/134-meps-interest-group-european-patients-rights-and-cross-border-healthcare-official-launch-2019-2024-term.html>

- **VAX TRUST kick-off meeting – 01/12/2021**

EU-JAV WP8 leader Jonas Sivelä participated in the kick-off meeting of the H2020 project VAX-TRUST by presenting the EU-JAV WP8 activities on vaccine hesitancy. The meeting was held in Tampere, Finland. The VAX-TRUST project aims to increase knowledge about the situation related to vaccine hesitancy in certain regions, and to understand the position of different actors in terms of vaccine hesitancy.

### 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>.

- **ECDC technical meeting on vaccination - Cluj-Napoca – 10/05/2019**

EU-JAV WP8 leader Jonas Sivelä was invited to a technical meeting on vaccination organized in Cluj-Napoca on 9-10 May 2019 during the Romanian EU presidency. Dr. Sivelä attended the meeting and made a presentation on vaccine acceptance on behalf of the Joint Action on Vaccination (EU-JAV).

- **Sustainability Workshop by CHAFEA – 07/11/2019**

Since the annual work programme 2016, all joint actions have had an obligatory work package “Sustainability and implementation into national policies” focusing on the planning of how their results could be used sustainably and be integrated into participating countries’ national policies.

The main objective of the workshop had been to highlight the importance of the “Sustainability” work package and to demonstrate and discuss options on how to address it. Participants, among other, highlighted the need to commonly agree on what is meant by “sustainability” and “integration into national policies”, in order to harmonize the approach across the joint actions and to better communicate with other joint actions.

- **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](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)

- **Workshop EU4Health Programme 2021 – 24/03/2021**

EU-JAV WP8 leader Jonas Sivelä participated as a roundtable speaker in the Workshop EU4Health Programme 2021: potential solutions for a healthier European Union that took place on 24 March 2021. The meeting was virtual. The full-day workshop was built upon the outcome of the 22 January 2021 EU4Health Webinar, and further explored potential solutions for EU-wide health challenges under the four strands of the Programme by gathering stakeholders’ feedback.



## EU-JAV Events

Two significant event milestones were organized during the last months of the European Joint Action, the EU-JAV Online Meeting and the hybrid Closing Conference. Despite the constant changes in the Covid-19 related epidemiological circumstances that kept any event planning difficult coordination, the timelines were – generally speaking – respected, and the two events were successfully held.

### • EU-JAV Online Meeting (15.10.2021)

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

NPHO and Inserm teams decided on July 28, 2021 to hold the Meeting virtually due to the COVID-19 pandemic epidemiological circumstances. The proposed date of October 15<sup>th</sup> was unanimously accepted. The save-the-date for the Meeting was sent to the EU National immunization technical advisory groups (NITAGs), the Health desk of all major European Newspapers and the European Ministries of Health, on August 6, 2021. The EU-JAV mailing lists, used to reach guests, partners and multiple audiences interested in vaccination, were developed by WP2.

There were around 100 participants. However, the media coverage was limited. Also, there haven't been media questions submitted to the respective WP leaders' mailboxes (via the ask-a-question procedure established to act as an unofficial press corner) showing that the absence of active journalists' involvement during an open event aimed at scientific results' dissemination was not appropriate.

A dedicated workspace was designed including all relevant material (meeting agenda, registration page, survey page, live stage, ask-a-question page, meeting information and quotes/key messages per Work Package, meeting presentations, Infographics on key vaccination data, Press kit).

A video invitation was created with the opportunity of the online meeting, in collaboration with WP1-Coordination, subtitled to reach the widest possible reach. The video-invitation was uploaded on the Facebook page. The post-production of the event's video was completed for separately presenting the videos of each work package presentation, or the speeches of keynote speakers.

### • EU-JAV hybrid Closing Conference (09.03.2022)

There were 194 participants to the EU-JAV closing hybrid Conference held under the auspices of the French Presidency of the European Council. The venue site was the Amphitheatre of Ministry of Health of France. Keynote speakers included Jerome Salomon, Director for Health, French Ministry for Solidarity and Health, Gilles Bloch, President of Inserm, John-F Ryan, Director, Public Health, Directorate-General for Health and Food Safety, European

Commission, and Karam Adel Ali, Policy Expert Communicable Diseases Prevention and Control, VPD and Immunization, DPR, ECDC. In the discussions participated, among others, representatives from ECDC, the WHO, as well as vaccination-related bodies such as [eurohealthnet.eu](https://eurohealthnet.eu), [gsk.com](https://gsk.com), [cepi.net](https://cepi.net), [vaccines europe.eu](https://vaccines europe.eu). From the NPHO side, Vice-President Prof. George Panagiotakopoulos, was involved in discussions on vaccination research and best practices.

A video invitation with Project Coordinator, Prof. Olivier Epaulard, was produced and shared via all EU-JAV dissemination channels (website, newsletter, social media, conference dedicated workspace, press kit etc): <https://www.youtube.com/watch?v=oEdBAMMabYM>



The presentations and the videos of the hybrid Closing Conference are available online on the EU-JAV website. The videos have been uploaded on the YouTube channel as well and shared via the other social media channels: <https://eu-jav.com/the-eu-jav-2022-final-conference-was-successfully-completed/>

Following the higher-level decision to not hold a press event at the side of the closing conference, there were efforts to draw media attention to the EU-JAV results via the potential to be able to directly address questions to the leaders of each team of the separate issues addressed within the EU-JAV via the mailboxes foreseen on the dedicated workspace. Yet, the lack of green light by the French Ministry of Health for the conference press release to be sent on time, had a negative impact on the overall media attention to the conference, as well as the dissemination options for the EU-JAV outcomes. As proactively outlined by WP2 during ExBoard Meeting of January 2022, the lack of the possibility of direct interaction with consortium key actors would move the media away from the EU-JAV and decrease their overall interest. This was obvious by the lack of any interest from media representatives to indirectly contact EU-JAV work team leaders via mailboxes.



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- **European Joint Action on Vaccination (EU-JAV) - Vaccine hesitancy and uptake. From research and practices to implementation** - Webinar on EU Health organized by WP8 and hosted on the EU-Health Policy Platform (14.02.2022)

On the 14th of February 2022, WP8 leaders from Italy and Finland together with the EU-JAV coordinator organized a webinar in order to present the activities and outcomes WP8 in the EU-JAV. The webinar included presentations of all tasks in WP8, and was followed by a discussion with the webinar participants about contents of the activities in EU-JAV WP8. The webinar was attended by 43 persons. Invitations were sent to a wide group of people using the existing EU-JAV networks.

- **Swedish Public Health Agency, 24 & 26 November 2021-** Digital workshops on cross border vaccination campaigns - Feasibility study for EU wide vaccination campaigns.

The workshops included representatives from public health agencies in Sweden, Finland, Latvia, Malta, Italy, Denmark, France, Romania, Slovenia and Luxembourg, as well as the ECDC. An additional digital workshop was held with EU-JAV stakeholders in December 2021, where 8 stakeholder representatives participated: Vaccines Europe, EFPIA, Vaccines Today, CLCI, EuroHealthNet (2), AIM and Vulgamed.

Questions: • Additional reflections on what can be gained by teaming up? • What has been done across borders with regard to the work on vaccination programmes against Covid-19? • What type of EU support is needed to facilitate more cross border actions? The findings of the workshops are presented and discussed in the results section.

Key statements by participants in the digital workshops have been captured and categorized by theme and presented by the Swedish team in their report “Work package 5 – Task 5.4 -

Report on feasibility study for a future coordinated cross-border vaccination campaign in EU and non-EU countries (Deliverable D5.5)”

- **General Assemblies and annual meetings**

EU-JAV 2018 General Assembly, Inserm, Paris, France (4-5 September)

Launch of the European Joint Action on Vaccination (EU-JAV)

The kick-off meeting brought 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. Through its core mission of sharing tools for stronger national responses to vaccination challenges, the EU-JAV aims at spurring long-lasting European cooperation against vaccine-preventable diseases in the era of the Sustainable Development Goals promoted by the United Nations.

<https://eu-jav.com/launch-of-the-european-joint-action-on-vaccination/>

The agenda of the 2018 kick off meeting held in Paris may be found at:

[https://ec.europa.eu/chafea/health/archives/documents/health/ja-vaccination-paris-agenda-04092018\\_en.pdf](https://ec.europa.eu/chafea/health/archives/documents/health/ja-vaccination-paris-agenda-04092018_en.pdf)

EU-JAV 2019 General Assembly, Istituto Superiore di Sanita, Rome, Italy (2-3 October) had gathered the leaders from the national public health ministries as well as representatives of industry, healthcare workers, researchers and civil society organizations. A main concern of the conference was measles which sadly is having a comeback. A cornerstone of successful vaccination policies is to deal with vaccination hesitancy, and to ensure that national policies are sustainable. Another important element of the conference was data; how to gather data on vaccination and how to evaluate it.

Presentations of the work packages of the 2019 annual meeting held in Rome are available at:

<https://eu-jav.com/eu-jav-2019-annual-meeting/>

EU-JAV 2020 General Assembly, Finnish Institute for Health and Welfare, Finland (online) (September, 30)

The 2020 annual meeting of the European Joint Action on Vaccination was held online by the Finnish Institute for Health and Welfare had gathered not only the JAV members, but also different stakeholders and member state delegates. This successful event demonstrated that despite the Covid-19 situation, the activities of this project had moved ahead, and that the interest in vaccines remained strong in public health.

<https://eu-jav.com/eu-jav-2020-annual-meeting/>

EU-JAV 2021 Meeting, online event, Athens, October 15



The first public meeting of the European Joint Action (EU-JAV) presented to a wide audience, the progress made by the Experts on their respective thematic filed, whose first results and achievements during the past-three years targeted:

- How to gather, organize and make available vaccination coverage data at an international level,
- Prioritization in vaccine research and development,
- Systems for the prevention of vaccine shortages and the improvement of monitoring of vaccine stocks and forecasting of vaccine needs,
- Benchmarking of methods and initiatives in Europe to improve confidence in vaccination

<https://eu-jav.com/2878-2/>

EU-JAV 2022 General Assembly, Ministry for Solidarity and Health, Paris (March, 9)

The EU-JAV brought together key speakers to present the works conducted since 2018 in the field of vaccination, particularly regarding international collaboration at a European level. With the participation of the European Commission, the DG Santé (DG for Health and Food Safety), the public health institutions and authorities from 20 countries, the EU-JAV closing conference afforded the opportunity to deliver recommendations and concrete tools for stronger responses to vaccination challenges, to promote long-lasting European cooperation against vaccine-preventable diseases, and therefore improve population health.

<https://eu-jav.com/the-eu-jav-2022-final-conference-was-successfully-completed/>





## 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.

## Publications

The following scientific publications on topics related to the Joint Action on Vaccination were produced and published during the reporting phase:

- Sivelä J, et al. EU Joint Action on Vaccination ja muut ajankohtaiset toimet rokotuskattavuuden vahvistamiseksi EU:ssa. *Sosiaalilääketieteellinen Aikakauslehti* [Journal of Social Medicine]. 2020; 57: 266–269
- Sivelä J. "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* 2020; 101: 482-483.
- Dutilleul A, et al. "Comment améliorer l'acceptabilité vaccinale (évaluation, pharmacovigilance, communication, santé publique, obligation vaccinale, peurs et croyances)." *Thérapies* 2019; 74(1): 119-129.
- Attwell K, et al. "7<sup>th</sup> 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](https://www.sciencesetavenir.fr/sante/hesitation-vaccinale-la-facilite-d-acces-est-la-cle_132616)
- Karafillakis E, et al. COVID-19 in Europe: new challenges for addressing vaccine hesitancy, *Lancet*, 2022; 399 (10326): 699-701
- Francis-Oliviero F et al., Research priorities to increase vaccination coverage in Europe (EU joint action on vaccination), *Vaccine*, 2021;39(44): 6539-6544
- Rizzo C, Gesualdo F, Lanfranchi B, Armeni R, Rota MC, Filia A. Una piattaforma europea per il monitoraggio delle conversazioni sui vaccini su web e social network. *L'epidemiologia per la sanità pubblica, Istituto Superiore di Sanità. Bollettino epidemiologico nazionale*, 2021; 2(2):7-15
- Filia A, Rota MC, Grossi A, Martinelli D, Prato R, Rezza G. Are vaccine shortages a relevant public health issue in Europe? Results from a survey conducted in the framework of the EU Joint Action on Vaccination. *Vaccine*. 2022 Mar 18;40(13):1987-1995.
- Gianfredi V, Filia A, Rota MC, Croci R, Bellini L, Odone A, Signorelli C. Vaccine Procurement: A Conceptual Framework Based on Literature Review. *Vaccines*. 2021; 9(12):1434

## FURTHER DISSEMINATING THE EU-JAV RESULTS

The national dissemination plans are an integral part of the communication strategy of this Joint Action. Each consortium partner is responsible for reviewing the Dissemination 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 EU-JAV partners to create a targeted dissemination strategy for each country, based on the questionnaire results (Section 2.3.2 of the Deliverable). 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.

A list of 7 possible dissemination actions (see below) were presented to the participating countries, both EU Member States and non-EU countries, with the recommendation to:

- perform at least 3 out of these actions, tailor-made to the current key interests of national stakeholders,
- involve national and international stakeholders,
- rely on national media and opinion leaders to boost the impact of these actions.

Partners can produce automatically mailing lists from the Stakeholders Database depending on the characteristics they want to use. Sources to utilize towards building 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>

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	<a href="https://www.facebook.com/eujav">https://www.facebook.com/eujav</a>
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.

Moreover, a certain number of policy briefs will be made available post-project as well. These dissemination tools will help interested parties gather information on the EU-JAV results and urge the relevant authorities to act based on the relevant project recommendations.

## CONCLUSION

The EU-JAV produced a series of results that were shared with professional stakeholders and the general public. COVID-19 has impacted the implementation of the EU-JAV activities, including the dissemination activities in particular. However, COVID-19 was strongly linked to the Joint Action and its objectives considerably contributing 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 supported the awareness raising on and visibility of the EU-JAV online.

It is worth noting that the dissemination of information was not done in a constant manner throughout the EU-JAV duration; it was significantly delayed towards the end of the Joint Action due to delays in technical results from the various work packages, to be translated on time into key dissemination messages for the different and diverse key audiences.

However, it needs to be highlighted that through the strengthened cooperation of a large number of health organizations of different research and scientific angles, all involved in the EU-JAV, they have worked in harmony together for the common goal of a better understanding on the benefits of vaccines and the value of vaccination.

A simple message to communicate is that Europe has both the people and the means to build a more resilient approach regarding vaccine-preventable diseases and a healthier society for the future.

## REFERENCES

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- Scanfeld D, Scanfeld V, Larson EL. Dissemination of health information through social networks: Twitter and antibiotics. Am J Infect Control 2010;38(3):182-8. <https://doi.org/10.1016/j.ajic.2009.11.004>