

# Ensuring vaccination confidence in the EU

## The vaccine industry's views

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# Vaccines Europe represents



11 research-based companies, including SMEs



**80% of Vaccines Europe members' production is in Europe**



Worldwide Suppliers

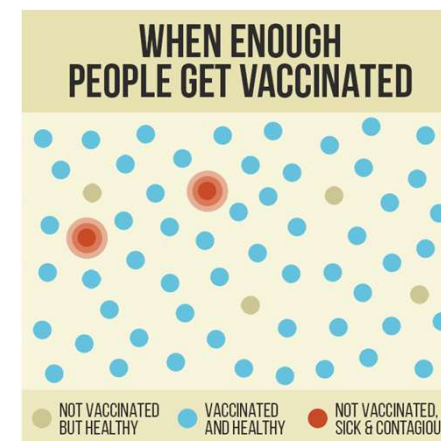
**80 %** of vaccine doses produced by Vaccines Europe's members are being manufactured **in Europe**



# Value of vaccines through history

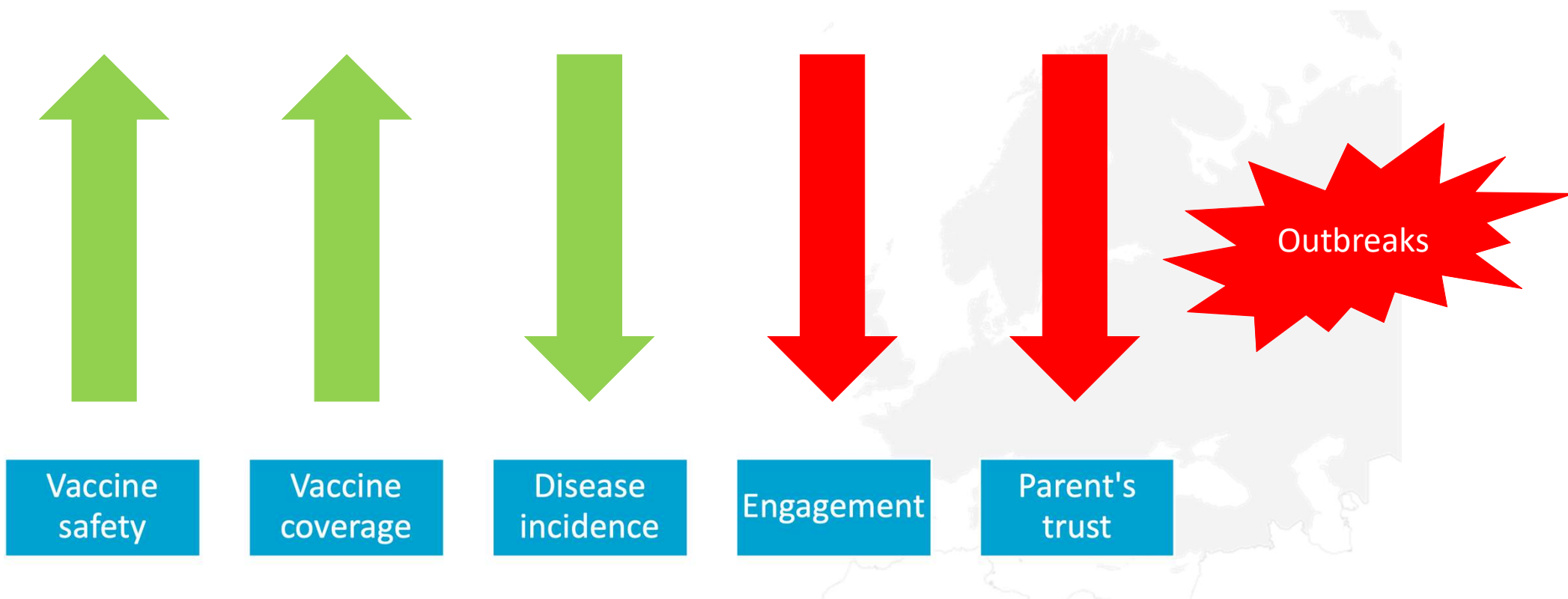
- Vaccines are one of the greatest medical achievements in history, **saving 2-3 million lives globally every year<sup>1</sup>** by preventing infectious diseases
- **Vaccines offer community-wide protection** (it is a social act!)
- Close to **30 diseases** today are **vaccine-preventable**
- Vaccines save and improve lives across the entire **life-course** (new born, children, adolescents, pregnant women, adults and older people)
- Vaccines contribute to **the fight against antimicrobial resistance<sup>3</sup>**

**However, WHO includes vaccination hesitancy as one of the 10 biggest threats to health worldwide**



1. WHO Immunization coverage. <http://www.who.int/mediacentre/factsheets/fs378/en/>  
2. EU one health action plan against AMR <https://op.europa.eu/en/publication-detail/-/publication/d6e681ca-d66d-11e8-9424-01aa75ed71a1/language-en>

# The Vaccination Paradox



Vaccines are the victims of their own success

# Vaccine confidence - Understanding the issue

- Vaccine confidence is influenced by a variety of demographic and socio-psychological factors that change with context<sup>1</sup>.



1. Thomson A, *et al.* *Vaccine* 2016; 34:1989–92. 2. Thomson A, Watson M. *Sci Transl Med* 2012; 4:138ed6. doi: 10.1126/scitranslmed.3004264

# Vaccination on political and policy agendas

## HARNESS THE 2017-2019 MOMENTUM ON VACCINATION AND PROTECT EUROPEAN CITIZENS AGAINST VACCINE PREVENTABLE DISEASES



**DECEMBER 2018**

**Council of the European Union Recommendation** on strengthened cooperation against vaccine preventable diseases<sup>13</sup>



**AUGUST 2018**

**European Union joint action on vaccination**<sup>14</sup>



**APRIL 2018**

**European Parliament resolution** on vaccine hesitancy and the drop in vaccination rates in Europe<sup>15</sup>



“I want you to prioritise **communication on vaccination**, explaining the benefits and combating the myths, misconceptions and scepticism that surround the issue. (...)”

Mission letter,

Stella Kyriakides, European Commissioner for Health and Food Safety



# Boosting vaccine confidence – some elements to be considered

- Establish tools capable of monitoring acceptance attitudes
- Role of big Tech companies, google, facebook, amazon... to counterbalance with accurate public health authorities information



- Increase the HCP engagement with training, medical curricula & expanding access to vaccines
- Establish a Coalition/Alliances to promote vaccine awareness

**TIME TO ACT!**

# Vaccines Europe Members' commitments

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Continue to develop high quality and safety vaccines in compliance with high regulatory standards



Continue to provide evidence-based data to support informed decisions regarding vaccines and vaccination



Engage in an open dialogue with the different stakeholders



# @vaccinesToday

- Online portal for vaccine information launched in 2011 and sponsored by Vaccines Europe
- Operated by a health journalist with the support of an Editorial Board
- Health on the Net certified
- Featured on WHO Vaccine Safety Net list of trustworthy websites
- 20 supporter organisations (NGOs, patient organisations, academic research groups, health professional associations)



MEMBER OF

Vaccine Safety Net Member  
READ MORE

FEATURED BY

Webicina  
Medicine Social Media Quality For All

HONCODE

This site complies with the HONcode standard for trustworthy health information: [verify here.](#)



# Let's work together to make it happen!



WE HAVE THE OPPORTUNITY & RESPONSIBILITY TO EFFECTIVELY PROTECT EUROPEAN CITIZENS AGAINST VACCINE-PREVENTABLE DISEASES!



# Thank you!

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**Website:** [www.vaccineseuropa.eu](http://www.vaccineseuropa.eu)

**Twitter:** @VaccinesEurope