Digital transformation of health promotion and disease prevention requires targeted oversight and safeguards for its full potential to be harnessed.

1. **Vaccine hesitancy** is a major public health threat all across Europe, which can be tackled by improving health literacy, countering disinformation and actively involving health workers.

   - **SAFETY**
     - I think vaccines are safe
     - 69.9% France
     - 82.1% EU
     - 68.2% Latvia

   - **IMPORTANCE**
     - I think vaccines are important
     - 85.5% Slovakia
     - 90% EU

   - **EFFECTIVENESS**
     - I think vaccines are effective
     - 74.9% Poland
     - 86.5% EU

   As a trusted source, the health workforce has an unparalleled role in raising awareness and spreading the correct information.

   **4 IN 5 PEOPLE**
   - consult general practitioners (GPs) for INFORMATION ON VACCINATION.

   **20%**
   - 30%
   - But in some countries, as many as 30% of GPs question the SAFETY OF VACCINES and about 20% DO NOT BELIEVE THEY ARE IMPORTANT.

2. **Digital transformation** of health promotion and disease prevention requires targeted oversight and safeguards for its full potential to be harnessed.

   Digital health literacy: Are digital tools used by those who would most benefit from them?

   - **FIND**
     - health information from electronic sources
   - **SEEK**
   - **APPRASE**
   - the knowledge to address or solve a health problem

   The digital divide, privacy, data ownership, liability and safety all pose challenges for the digital transformation of prevention and promotion.
More evidence is needed to truly capture access to affordable, preventive and curative health care of good quality.

Poor data quality risks complacency about health system accessibility. Future evidence should also cover things like:

- the level of informal payments
- care coordination
- health literacy
- access to prevention services.

12 countries exclude irregular residents from statutory coverage
18 countries record accessibility problems for rural areas

Skill mix innovations - such as task shifting - show great potential for increasing the resilience of health systems.

An enhanced role for nurses yields equally good quality of care as that provided by doctors for many services.

Pharmacists are providing additional services, such as raising awareness about vaccinations or antimicrobial resistance.

Affordable, innovative and sustainable medicines? Policymakers struggle to balance accessibility, incentives for pharmaceutical innovation and the fiscal sustainability of health spending.

The product life cycle of medicines reveals ample scope for Member State cooperation in ensuring safe, effective and affordable therapies, including everything from rational spending to responsible prescribing.

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