



ECDC resources to support effective communication on vaccination

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Our aim:

Behaviour change is seen as valued contributor to disease prevention

- By introducing health communication knowledge and evidence-based strategies to disease prevention,
- we are aiming at supporting and guiding the work of those who are responsible to improve health
- to be better prepared to manage the complex challenges of public health



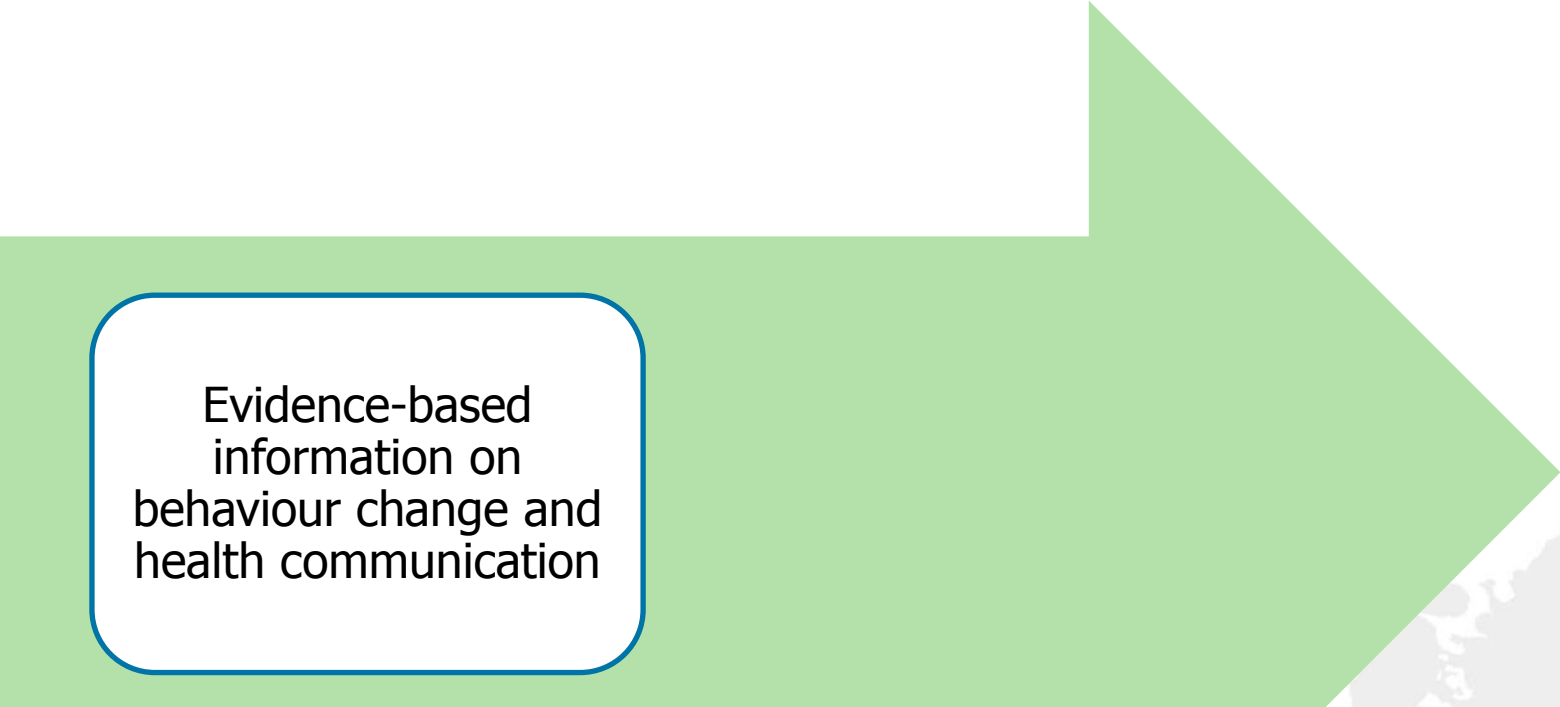
Our roadmap

Evidence-based information on behaviour change and health communication

Promoting health communication skills and building capacity

Providing tools/ applications for behaviour change activities

Building a bridge between behavioural science and disease prevention



Evidence-based
information on
behaviour change and
health communication



TECHNICAL REPORT

A literature review on health information-seeking behaviour on the web: a health consumer and health professional perspective

Insights into health communication

www.ecdc.europa.eu



TECHNICAL REPORT

Evidence review: social marketing for the prevention and control of communicable disease

Insights into health communication

www.ecdc.europa.eu



TECHNICAL REPORT

A rapid evidence review of interventions for improving health literacy

Insights into health communication

www.ecdc.europa.eu



TECHNICAL REPORT

Systematic literature review of the evidence for effective national immunisation schedule promotional communications

Insights into health communication

www.ecdc.europa.eu



TECHNICAL REPORT

A literature review of trust and reputation management in communicable disease public health

www.ecdc.europa.eu

SLR:

Evidence for effective national immunisation schedule promotional communications

- Systematic review of evidence published 2000-2011 on the effectiveness of European promotional communications for national immunization schedules.
- Purpose of review: To provide a status report on current practice; evidence and evidence gaps on good practice and implications for immunisation policy, strategy and practice.
- Focus: childhood routine vaccines and seasonal influenza
- Eligibility criteria: European studies; academic and grey literature; published 2000-2011; English language

What is the evidence for promotional communications best practice?

- A range of promotional communications can positively change immunisation knowledge, attitudes and behaviours.
- Education and training interventions for healthcare workers can increase vaccine uptake.
- Promising evidence that multiple contacts with the target audience are more effective than single outreach.
- Input from communication experts improves effectiveness of promotional communications.

How can promotional communications be extended and/or strengthened?

- Risk communication approaches may be appropriate
- Reducing perceived barriers improves vaccine uptake
- Social diffusion strategies e.g. visibility of credible champions, proof of positive impact may improve public acceptance and positive perceptions
- Building trust in vaccination efficacy and safety may strengthen communications impact
- Health care worker advocacy may strengthen communications impact
- Rigorous message framing research is recommended.

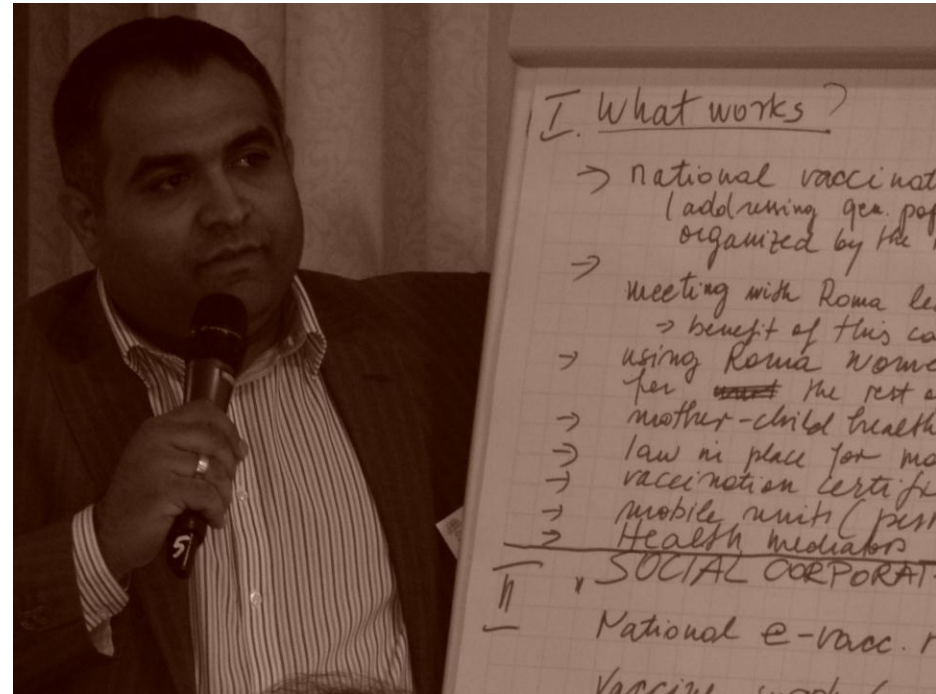
LR: Health information-seeking behaviour on the web: a health consumer and health professional perspective

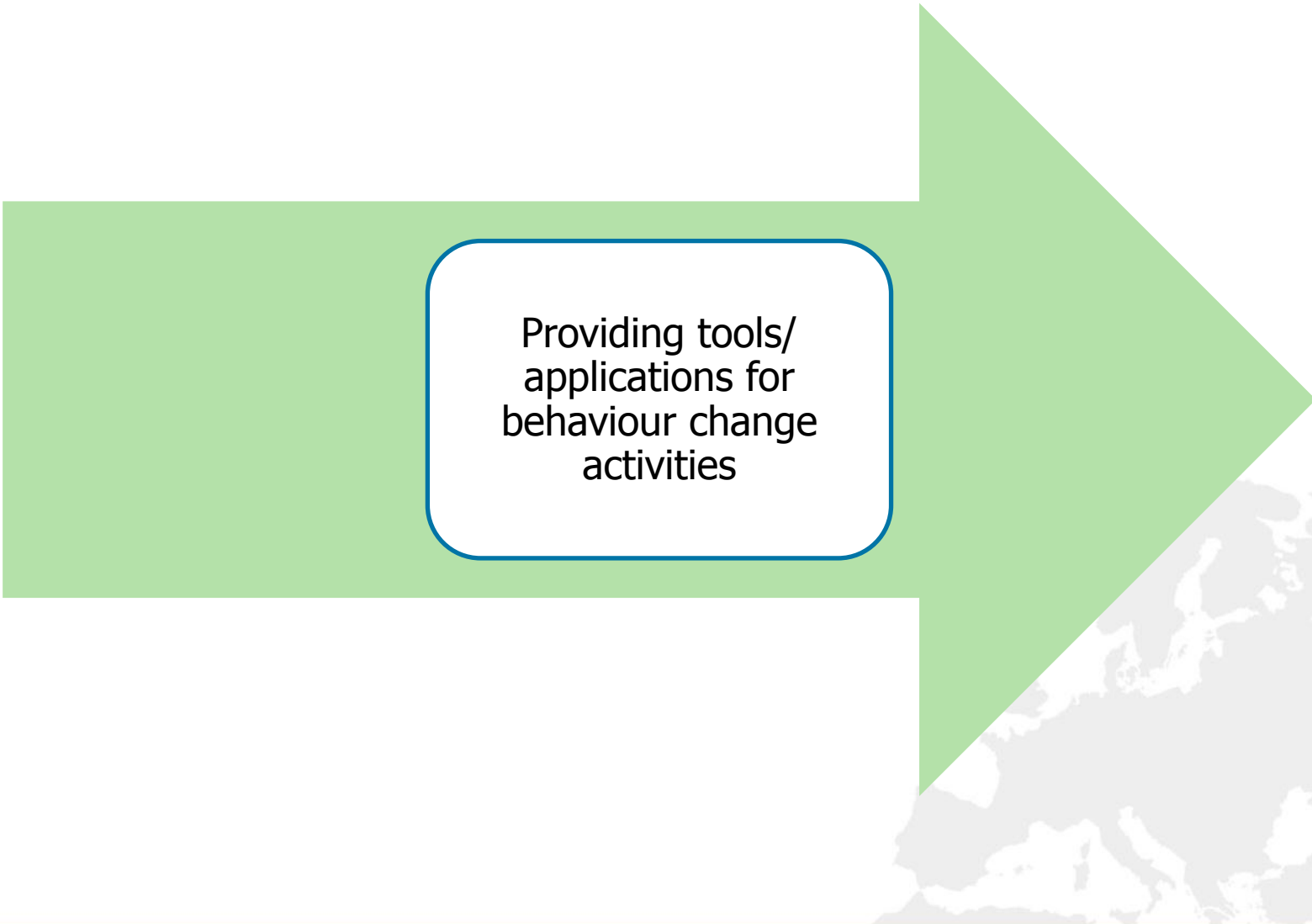
- Online consumers tend to be:
- female, educated, better paid & have access to high-speed internet
- Most searches by patients are for specific medical conditions
- Health professionals experience difficulties in identifying and filtering useful, accurate and credible sources
- Healthcare professionals are the public's most trusted source of credible health information
- Without attention to inequalities of internet provision and skills and literacy of consumers, health inequalities may increase

Sharing best practices

Understanding what works

- How do we move to solving puzzles and creating patterns of change?
- Translating the value of a behaviour into the audience language
- Values vary across people
- Understanding benefits that matter to the target audience





Providing tools/
applications for
behaviour change
activities

health communication programme



TECHNICAL DOCUMENT

Communication on
immunisation –
Building trust

www.ecdc.europa.eu

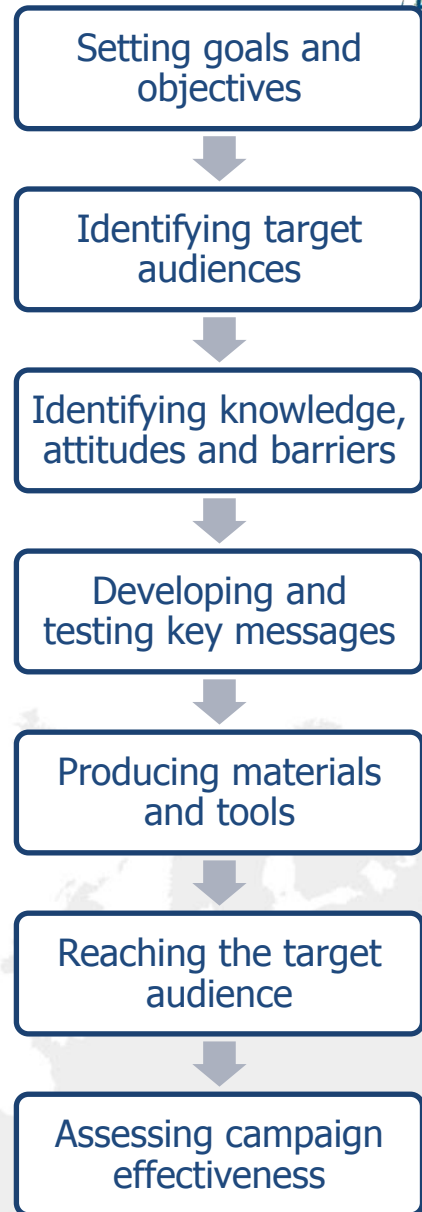


TECHNICAL DOCUMENT

Conducting health communication
activities on MMR vaccination

Stockholm, September 2010

www.ecdc.europa.eu



Practical guidance for health care providers to enhance childhood vaccination uptake?



Let's talk about protection

Practical guidance
for health care providers
to enhance childhood
vaccination uptake

www.ecdc.europa.eu

Part 1

Stakeholder advice from:

- parents
- health promoters
- peers (other physicians)
- so-called "hard-to-reach"
- media

Part 2

Useful graphs, Q&As,
testimonials and
information sources

How was the guide developed?

Three stage process:

1. Evidence gathering:

- Synthesis of knowledge (Literature reviews)
- Primary research with stakeholder groups

2. Peer-review: Advisory group for the project

3. Stakeholder review: health care providers from English speaking countries

Key overall messages

- Make vaccine communication more of a two-way information exchange
- Keep the focus of discussions on the benefits of getting protected and protecting
- Make the setting and systems in which people obtain vaccinations simpler, more accessible and easier to navigate

Messages from parents and care givers

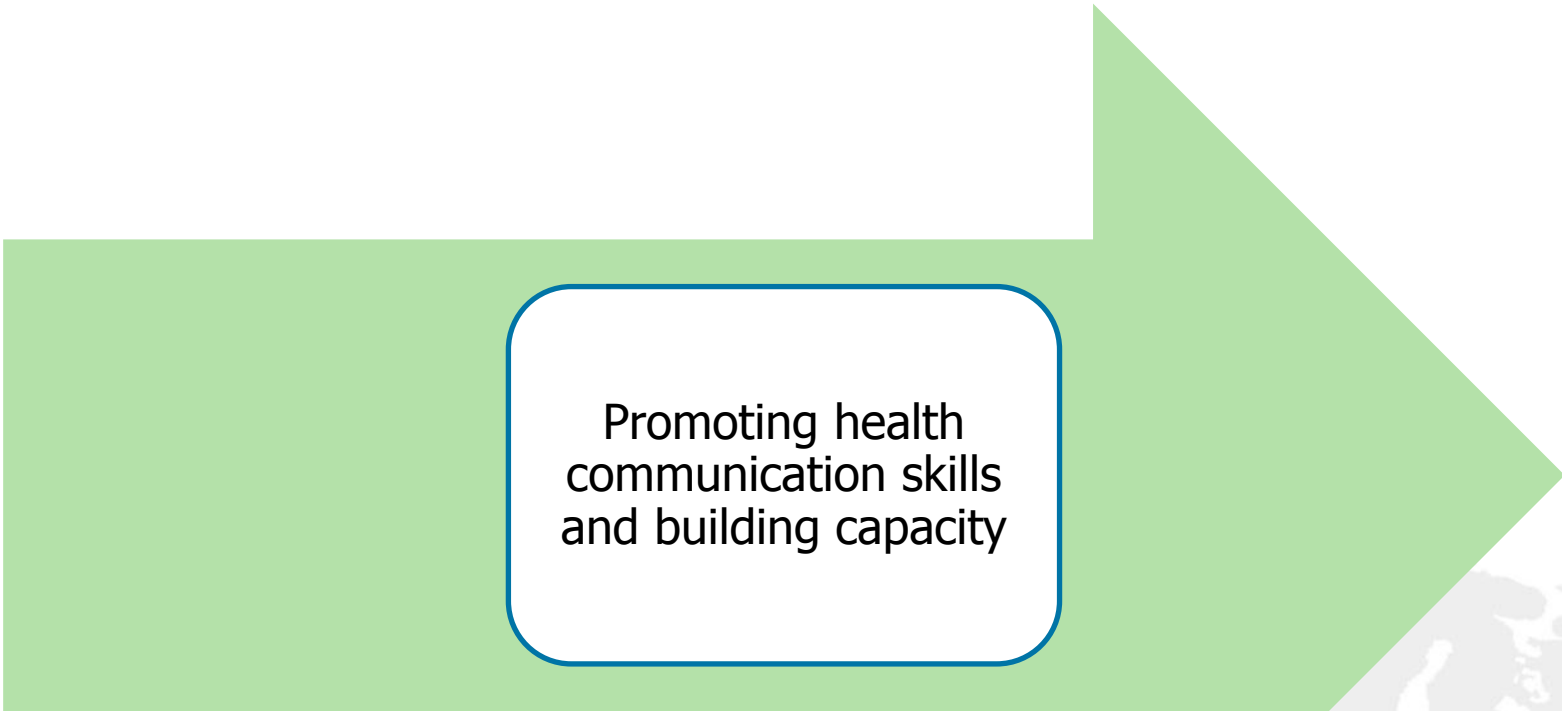
1. Do what you recommend others to do
2. Teach us about the risks of non-vaccination
3. Tell stories as well as sharing scientific facts
4. Take time to listen to our concerns and tell us about possible side effects and risks
5. Don't ignore those of us who get immunized - we need reassuring and valuing our champions
6. Don't be put off by our efforts to find out more
7. Make vaccination easier to access and less stressful
8. Redefine success (recognize that some may need more time than other to decide)
9. Help enhance our vaccination literacy

Messages from experts

1. Keep you immunization knowledge up to date
2. Strengthen your communication skills
3. Use the team and other settings to provide information and address concerns
4. Maintain your skills to ensure safe vaccine administration
5. Guide parents to reliable information sources

Messages from health promoters, social marketers and communicators

1. Focus on behaviours and it's determinants – not just “messages”
2. Develop accessible, friendly and adapted service settings
3. Make the discussion about “being protected” rather than about vaccine safety
4. Make those whop accept vaccination more visible – build on and reinforce vaccination as a social norm
5. Show how refuse vaccination is socially unacceptable
6. Ensure any decision to remain unprotected is an active decision
7. Use all media top advocate for the need to be protected and to protect
8. Actively counter misinformation



Promoting health
communication skills
and building capacity

ECDC training course on risk communication focusing on vaccine preventable diseases and measles



- Modules under development
- **Risk communication concepts: evolution and revolution**
- **Applying concepts in everyday professional/ institutional practice**
- **Vaccination risk perception and behaviour**
- **Enhancing Measles Vaccine uptake-using risk communication approaches**
- Will be piloted in January
- The full course ready to be delivered in Q2 2013

Thank you for your attention!
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