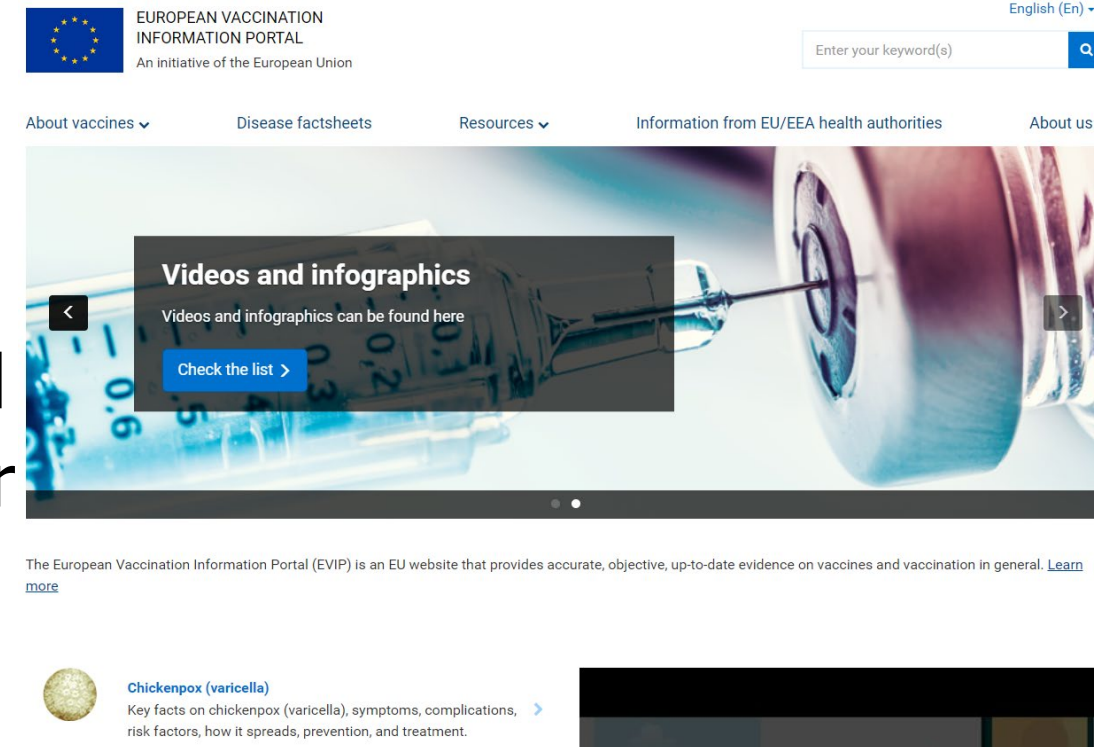


European Vaccination Information Portal (EVIP)

Nicolas White, Project Communications Officer, ECDC
PCWP/HCPWP meeting, Amsterdam, 3 July 2024

What is the European Vaccination Information Portal?

- Portal providing information to EU/EEA citizens on vaccination in all EU/EEA languages
- Expert tone, objectively presenting scientific consensus
- Neutral, authoritative and depoliticized
- Acts as a definitive “one stop shop” for authoritative information
- Information on how vaccines work, benefits, safety, approvals, and vaccine-preventable diseases


 A screenshot of the European Vaccination Information Portal (EVIP) website. The header includes the European Union flag, the text 'EUROPEAN VACCINATION INFORMATION PORTAL' and 'An initiative of the European Union', a search bar with the placeholder 'Enter your keyword(s)', and a language selector set to 'English (En)'. The main navigation menu contains links for 'About vaccines', 'Disease factsheets', 'Resources', 'Information from EU/EEA health authorities', and 'About us'. The main content area features a large banner with a background image of a syringe and a vial. The banner text reads 'Videos and infographics' and 'Videos and infographics can be found here', with a blue button labeled 'Check the list >'. Below the banner, a paragraph states: 'The European Vaccination Information Portal (EVIP) is an EU website that provides accurate, objective, up-to-date evidence on vaccines and vaccination in general. [Learn more](#)'. A featured article titled 'Chickenpox (varicella)' is visible, with a small circular image of a virus particle and a brief description: 'Key facts on chickenpox (varicella), symptoms, complications, risk factors, how it spreads, prevention, and treatment.'

Who is EVIP for?

- General public (EU/EEA), specifically individuals who have questions/concerns about vaccination, such as:
 - *New and expecting parents*
 - *Parents*
 - *Educators*
 - *Teens / pre-teens (TBC)*
 - *Older people*
 - *Immunocompromised patients*
 - *Carers*
 - *International travellers*
- Healthcare professionals (in the EU/EEA)



Why EVIP?

- Established following European Council recommendation on Strengthened Cooperation against Vaccine Preventable Diseases (2018/C 466/01) :

Establish... a European vaccination information portal, with the support of the European Medicines Agency, to provide objective, transparent and updated evidence online on vaccination and vaccines, their benefits and safety, and the pharmacovigilance process

- Response to declining vaccine uptake in Europe

[About vaccines](#)
[Disease factsheets](#)
[Resources](#)
[Information from EU/EEA health authorities](#)
[About us](#)

What is measles?

Measles is a highly contagious viral disease that can be contracted at any age, and that can spread widely. It is a serious disease that can lead to complications and even death.

What are the symptoms of measles?

Measles symptoms usually appear after 10-12 days of infection:

- initial symptoms resemble a cold with a runny nose, cough and a mild fever;
- the eyes become red and sensitive to light;
- on the third to seventh day, the temperature may reach up to 41 °C;
- a red rash lasting four to seven days begins on the face and then spreads over the entire body;
- small white spots may also appear on the gums and the inside of the cheeks.

What are the complications of measles?

30% of children and adults infected with measles can develop complications. These can include ear infections and diarrhoea.



Pneumonia is a potential serious complication that has led to the death of some measles patients. Pneumonia is the most common cause of measles-related death.

The mortality rate for measles is 1-3 persons per 1 000 cases and highest in those younger than five years of age and among immunocompromised individuals.

About 1 measles patient in 1 000 develops inflammation of the brain tissue (encephalitis), a condition that results in permanent neurological disability in approximately one of four cases.



A little bit of history

- Launched during European Immunisation Week in April 2020

Consultations conducted prior to launch

- Stakeholder and Citizens' Consultation during drafting of the Council Recommendations
- Technical Advisory Committee for Increasing Vaccine Coverage (May 2018)
- Regular dialogue with EMA (key partner for the Portal) and the European Commission
- Joint consultation and specific meetings with in-house ECDC communication and vaccine experts
- National Focal Points for Communication meeting, Luxembourg (June 2019)
- Scoping study – External assessment of target audiences' information needs, stakeholder expectations, existing websites (June – September 2019)
- PCWP and HCPWP Stakeholders Network, EMA (September 2019)

EU4Health project

ECDC received 1 million EUR under EU4Health initiative to improve EVIP, in a contribution agreement signed with the European Commission.

Activities:

- Restructuring of website based on user research conducted in 2022
- Simplified and re-wrote existing content
- Expanded content to cover more diseases, the history and future of vaccination
- Study on information-seeking and sharing behaviours among the general public and healthcare workers
- Promoting portal with paid Google Ads/social media advertising

Foundation for the future – EVIP study

The study included focus groups in 10 countries across Europe to improve understanding of information uptake (including seeking, usage and sharing behaviours) on vaccination among general public and healthcare professionals.

Topics covered:

- interest, knowledge and information needs
- information seeking/sharing strategies
- information seeking/sharing challenges
- information engagement/information sources.

Focus groups (per country)

- 1 with general public
- 1 with healthcare professionals

EVIP study results

- Half of the participants said they would only look into vaccination when a situation arose where it became personally relevant (e.g., travelling or child vaccinations)
- Participants reported feeling less informed about the ingredients/content of vaccines.
- Participants indicated that more information about side effects, price, and the vaccination schedule (e.g. vaccination intervals), would also be welcomed
- Clear split between older and younger participants when it comes to attitudes to vaccination

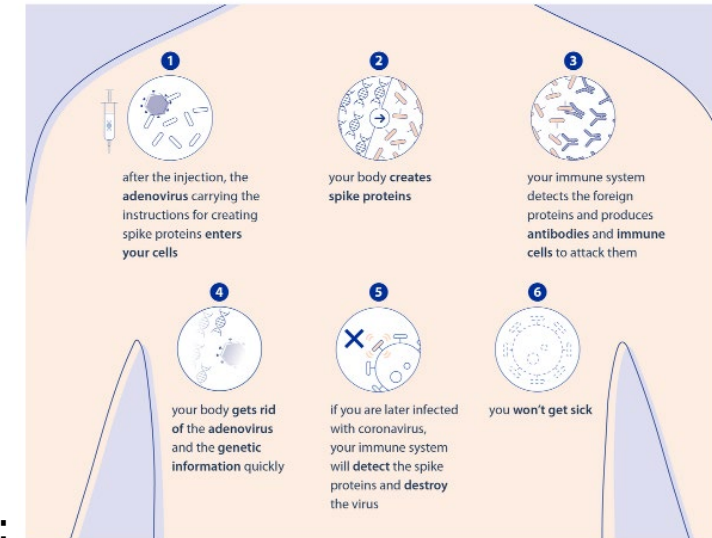
Types of questions that HCPs are asked by patients can be grouped into **three key themes**:

1) **Necessity**: Questions about why vaccination is needed.

2) **Safety**: Questions about side effects or the ingredients of a vaccine. Questions related to safety often occur within the context of childhood vaccines.

3) **Practicalities**: Questions about practical elements like the vaccination schedule, price and logistics.

What happens in your body when you get a viral vector vaccine



Future content development

- Approachable, engaging, concise
- Designed to meet user needs at all stages of life
- Based on results of study and additional research
 - Seasonal pages to group timely content together
 - Travel hub
 - Resources for HCPs
 - Mythbusting Q&As
 - Ask an expert video series
- Re-usable communications materials based on study outcomes

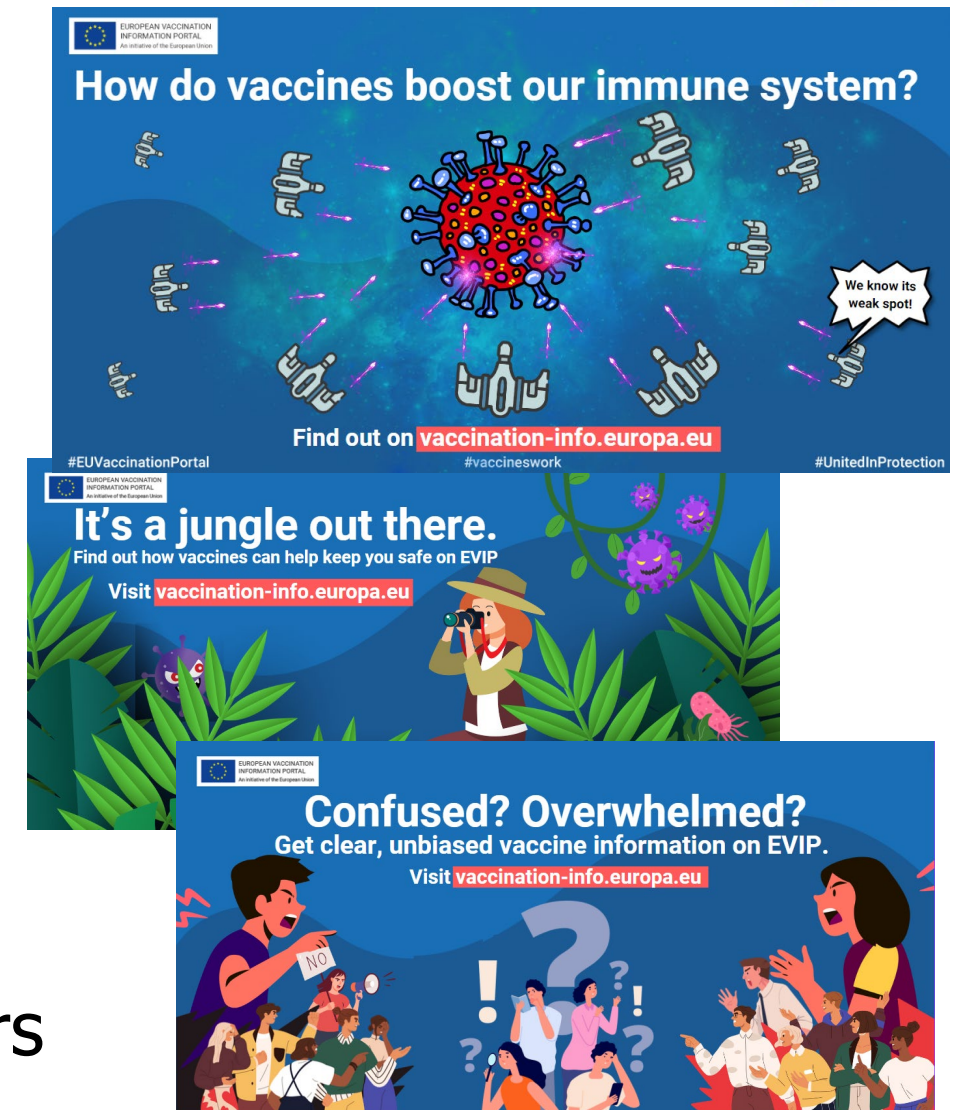
Future Section for healthcare professionals

Expected launch: Early 2025

- New section that offers resources for healthcare professionals to support their interactions with patients.
- Showcase best practices on topics such as:
 - countering hesitancy
 - cross cultural vaccine communication
 - Presenting risks/benefits.
- Centralize existing resources such as ECDC EVA trainings for healthcare professionals
- HCP specific communications materials from EVIP study

Promotion

- Focussed on raising awareness of EVIP
- Meeting audiences where they are with relevant and engaging content
- Positive messaging adapted to audience
- Building a more two-way relationship through interactive content (planned)
- Designed to amplify partner content and campaigns
- Search engine marketing to capture users



Over to you!

- How can EVIP support your work?
- How can you support EVIP?
- How can we improve collaboration?
- Questions/comments?



<https://vaccination-info.europa.eu>

Thank you!

