



World Health
Organization

REGIONAL OFFICE FOR Europe



Highlights of European Immunization Week 2019

Report on regional and country activities



Highlights of European Immunization Week 2019

Report on regional and country activities



@WHO/M.Bring

This report aims to highlight activities conducted in 2019 to celebrate European Immunization Week (EIW), a WHO-led initiative introduced in 2005 to promote immunization as a cornerstone of public health and to raise awareness regarding the benefits vaccines bring to individuals and entire communities.

Address requests about publications of the WHO Regional Office for Europe to:

Publications
WHO Regional Office for Europe
UN City, Marmorvej 51
DK-2100 Copenhagen Ø, Denmark

Alternatively, complete an online request form for documentation, health information, or for permission to quote or translate, on the Regional Office website

➔ <http://www.euro.who.int/pubrequest>

Design and layout: 4PLUS4.dk

Cover photo: @WHO/Anna Usova

© World Health Organization 2019

All rights reserved. The Regional Office for Europe of the World Health Organization welcomes requests for permission to reproduce or translate its publications, in part or in full. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement. The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by the World Health Organization in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters. All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either express or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use. The views expressed by authors, editors, or expert groups do not necessarily represent the decisions or the stated policy of the World Health Organization.

Contents

4

Abbreviations

5

Introduction

6

Themes

8

Part I:
Country activities

60

Part II:
Regional activities

68

Resources

Abbreviations

ECDC	European Centre for Disease Prevention and Control
EIW	European Immunization Week
EVAP	European Vaccine Action Plan
HPV	human papillomavirus
HSE	Health Service Executive (Ireland)
MMR	measles-mumps-rubella vaccine
NCDC	National Centre for Disease Control (Georgia)
PCV	pneumococcal conjugate vaccine
PHE	Public Health England (United Kingdom)
UNICEF	United Nations Children's Fund

Introduction

Since its initiation with eight pilot countries in 2005, European Immunization Week (EIW) has grown to become an annual event engaging all countries of the WHO European Region. In collaboration with WHO headquarters (which celebrates World Immunization Week), the United Nations Children's Fund (UNICEF), national authorities, civil society organizations and other important partners, such as the European Centre for Disease Prevention and Control (ECDC), the European Commission, and Rotary International, EIW brings important stakeholders together to promote the value and benefits of vaccination and thereby also foster stronger partnerships both at the regional and country level. Today EIW stands as one of the most visible annual health campaigns in the Region.

This year EIW focused on spreading the facts about vaccines and on celebrating everyday vaccine heroes – the individuals who contribute to protecting lives through vaccination in so many ways – including researchers who develop safe and effective vaccines, policy-makers who make sure every child has equitable access to vaccines, health professionals who administer vaccines, parents who choose vaccination for their children, as well as everyone who seeks out and shares evidence-based information about vaccines. As in previous years, scores of conferences, technical meetings and expert panel debates were organized. Health care workers received additional training, parents were reminded about their children's scheduled vaccines and public events were organized in parks, city centres and health care centres to raise awareness among the general population. Media attention and social media engagement were ensured through the launching of reports, social media messages and infographics, press releases, radio and television shows, videos as well as web stories.

EIW helps fulfill the promise of the European Vaccine Action Plan (EVAP), which was endorsed by all 53 Member States at the 64th session of the Regional Committee for Europe in September 2014. EVAP addresses the specific needs and challenges related to immunization in the WHO European Region, and its five objectives constitute priority areas to be addressed at both the regional and national level. These priorities are reflected in some of the activities countries conduct during EIW.

Themes


EIW 2019 focused on sharing the facts about immunization and celebrating vaccine heroes. A communication package with key messages, and a series of posters and social media materials in various languages created by the WHO Regional Office for Europe were made available for public use through the Regional Office website and a new campaign materials website:

➔ www.who-europe-campaigns.org



Vaccine heroes – saving lives through immunization


A series of personal stories showcasing the many ways in which individuals are helping to achieve the vision of a European Region free of vaccine-preventable diseases, as enshrined in the European Vaccine Action Plan, was shared through the Regional Office website, social media and partners.



World Health Organization
REGIONAL OFFICE FOR Europe

CELEBRATING EVERYDAY VACCINE HEROES

#VaccinesWork



European Immunization Week
Prevent. Protect. Immunize.



Laura Brennan, HPV vaccine advocate in Ireland (d. March 2019)
"The vaccine protects against HPV 16 and HPV 16 caused my cancer."



Katrin Frohne, vaccine advocate among parents in Germany
"To me it was always clear – I will vaccinate my child. For me it was more of a question: 'Why do you not vaccinate your child?'"



Dr Christa Kuderna, paediatrician, Vienna, Austria
"Truly listening to and understanding my patients' concerns has helped me to better convey the benefits and importance of vaccination."



Ana Maita, Chairperson of Mothers for Mothers, Bucharest, Romania
"The mother gathered all 6 children and marched them to the clinic, but when they arrived, the doctor only had 5 doses of the vaccine left."



Louise Hegested, HPV vaccine advocate in Denmark
"My own daughter – she will have the vaccine."



Dr Jelke Fros, virologist, the Netherlands
"The need for rapid development of novel vaccines has increased"



Susanne Bjelbo, nurse and social worker, Copenhagen, Denmark
"Although our main concern is to treat people... and ultimately prepare them for reintegration into society, vaccination is crucial in ensuring overall health and well-being"



Professor Shmuel Rishpon, Head of the National Immunization Technical Advisory Group (NITAG), Israel
"I have always felt a call to saving as many lives as possible – vaccination simply seemed to me the best way to do so."



Aziza Abduazimova, Nurse, Tashkent, Uzbekistan
"I am planning to develop training videos for medical professionals working in the most remote regions of the country to ensure no one is left behind."



Dr Mihai Craiu, paediatrician, Bucharest, Romania
"Creating a Facebook page seemed to me the most inclusive and efficient tool to communicate about vaccine safety and reach as many people as possible."



Jahongir Mirzakarimov, vaccine warehouse manager, Uzbekistan
"I think of vaccine safety 24 hours a day, 7 days a week."

Vaccine hero profiles

➔ <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/vaccine-heroes>

PART I

Country activities

EIW aims to promote the value of immunization at regional, country and community level.

This section offers a selection of the countless activities organized at national and local level in the countries that make up the WHO European Region.





Albania

To inaugurate EIW in Albania, the Ministry of Health and Social Protections and the Institute of Public Health with the support of WHO and UNICEF Albania organized a forum for journalists and public health professionals on “together supporting the achievements of immunization and facing challenges”. The purpose of the forum was to reach relevant influencers and national ambassadors to spread the word that #VaccinesWork and discuss topics ranging from vaccine hesitancy, communication methods with parents, communication with and through the media to concerns parents have raised in the field of immunization.

A series of vaccine hero profiles was used as part of an official awareness raising campaign targeting the entire population, in particular health care professionals and parents.

WHO Albania joined Ms Ogerta Manastirliu, Minister of Health and Social Protection, and members of Parliament in advocating for vaccines, in particular by highlighting the important role health care workers play in the field of immunization. These statements and key messages were delivered at the Primary Health Care Center of Kashar.

Furthermore, a joint press release was issued by WHO and UNICEF entitled “Vaccines work and save lives” to echo the joint statement of ECDC and the WHO Regional Office for Europe.



© WHO

Armenia



© UNICEF Armenia



© 1TV

In Armenia, the Ministry of Health utilized EIW to promote the benefits of immunization on various local news programmes and social media. Mr Arsen Torosyan, Minister of Health of Armenia, inaugurated the campaign with an appearance on a national television show, which was widely covered on media channels and viewed over 19 000 times on Facebook alone. He also used his own social media channels to post a video of himself with his daughter reiterating the importance of vaccination to protect children from potentially life-threatening diseases.

On social media, the Ministry shared news items, videos, interviews with experts as well as online communication tools, such as illustrations and graphics. Media coverage for EIW focused not only on achievements in the field of vaccination, such the Region's polio free-status, but further emphasized that too many children are still missing out on receiving life-saving vaccines. In this context, UNICEF Armenia created an illustrated video on herd immunity, celebrating the motto "protect a child - protect a community - protect the world!"

Announcement, Ministry of Health

- ➔ http://www.moh.am/?section=news%2Fopen&id=143&nid=3870&pagen=23&fbclid=IwAR0tPEDLsEc_621Rd-hkdNIL3HrCzzjE0tjdVFbvLJvAotFxm05u3XS_uww#1/1983

UNICEF EIW coverage

- ➔ <https://uni.cf/2GkLK1q>

UNICEF vaccination promotion video

- ➔ <https://www.youtube.com/watch?v=JUmoJEqWVPU>



Posters:

- ➔ https://oegam.at/system/files/dokumente/veranstaltung/einl_immunization_week_24.4.2019_final.pdf
- ➔ https://www.tirol.gv.at/fileadmin/themen/gesundheitsvorsorge/downloads/Impfkampagne/TLZ_Impfen_rettet_Leben_Land_Tirol_TT_14042019.pdf

In Austria, the Ministry of Health in cooperation with the Center for Pathophysiology, Infectiology and Immunology of the Medical University of Vienna and the International Union of Immunological Societies organized an expert panel discussion on Vaccination: Social Responsibility or Mandatory Obligation?

Other Austrian counties, such as Tyrol and Styria, also mobilized efforts to promote free vaccination as well as the importance of closing existing immunity gaps, particularly among adults. In Tyrol a special issue of the local newspaper *Tiroler Landeszeitung* was dedicated to vaccination, in particular the measles-mumps-rubella vaccine (MMR). It also included a list of general practitioners across the county providing free vaccination on the occasion of EIW to encourage readers not only to check their immunization status, but, if necessary, directly make an appointment for catch-up vaccination.

Expert panel discussion 'Vaccination: Social Responsibility or Mandatory Obligation?'

- ➔ https://oegam.at/system/files/dokumente/veranstaltung/einl_immunization_week_24.4.2019_final.pdf

Tyrol campaign material

- ➔ https://www.tirol.gv.at/fileadmin/themen/gesundheitsvorsorge/downloads/Impfkampagne/TLZ_Impfen_rettet_Leben_Land_Tirol_TT_14042019.pdf

Azerbaijan



[left photo, from left] Mrs Javahir Suleymanova, National Professional Officer, WHO; Dr Hande Harmanci, WHO Representative/ Head of Country Office; Dr Afag Aliyeva, Deputy Director of the Hygiene and Epidemiology Center of the Ministry of Health of Azerbaijan; ©WHO [right photo] @WHO Azerbaijan

To promote vaccination in the context of EIW, the Ministry of Health and the WHO Country Office in Azerbaijan jointly organized a press conference and roundtable discussion. Representatives from the Ministry of Health, the Scientific Research Institute of Paediatrics, the Azerbaijan State Medical Doctors Improvement Institute, the Republican Centre for Hygiene and Epidemiology, the Centre for Public Health and Reforms, the Analytical Expertise Centre, the Ministry of Justice, the State Agency on Compulsory Medical Insurance, the Country Coordinating Commission on Healthcare Programmes and United Nations agencies joined the roundtable discussion. Dr Hande Harmanci, WHO Representative to Azerbaijan, highlighted that:

” Vaccines save millions of children from serious diseases and deaths every year. Let’s not forget that the reason we don’t see much of measles, rubella, whooping cough and similar diseases any more is thanks to the vaccines.

To address issues raised by local vaccination facilities and primary health care centres and directly engage with the population, representatives of the Ministry of Health, the Republican Hygiene and Epidemiology Centre, the State Agency for Compulsory Medical insurance and the WHO Country Office organized a joint visit to the regions of Mingachevir and Yevlakh.

Belgium

The Belgian TV station Radio Télévision Belge Francophone (RTBF) inaugurated EIW with a special programme entitled “Vaccination in Belgium” (French: la vaccination en Belgique) discussing the importance of vaccination as well as the role advocacy and communication play in countering misinformation and encouraging parents to look for reputable sources providing evidence-based information. RTBF also invited Dr Liliane Gilbert, a well-known paediatrician and President of the Council of Paediatricians of Belgium, to address issues including vaccine hesitancy, misinformation, side effects and the MMR vaccine. The public website vaccination-info.be was also revamped, offering updated and trustworthy information on vaccines and immunization in Belgium.



RaRadio Télévision Belge Francophone (RTBF)

TV programme on “Vaccination in Belgium”

- ➔ https://www.rtbf.be/vivacite/emissions/detail_la-semaine-viva/accueil/article_la-vaccination-le-barometre-politique-et-le-grand-duc-jean-de-luxembourg-dans-la-semaine-viva?id=10204504&programId=10334

Bosnia and Herzegovina

Activities were organized by the Public Health Institute of the Federation of Bosnia and Herzegovina in Sarajevo and by the Public Health Institute of the Republika Srpska in Banja Luka. To kick off this year's campaign in Sarajevo, an event was organized to gather representatives from the Ministry of Health and all 10 cantonal Public Health Institutes in the Federation of Bosnia and Herzegovina as well as from UNICEF and WHO. To highlight the important role vaccine heroes play, a young paediatrician, Dr Azra Kudic-Keserovic, from Velika Kladusa, gave a presentation on immunization. In this context, Dr Victor Olsavszky, WHO Representative to Bosnia and Herzegovina, greeted participants and emphasized this year's key messages on immunization in the WHO European Region. The immunization programme manager also issued a press release on vaccine heroes. To kick off EIW in the Republika Srpska, a press release was issued and lectures were delivered by the Head of the Epidemiology Department and the Immunization Programme Manager.

The WHO Country Office distributed nearly 1000 posters and translated WHO communication materials to public health institutes. WHO and UNICEF hosted and organized a Health Development Partners meeting dedicated to immunization to discuss the ongoing measles outbreak in Bosnia and Herzegovina as well as other countries of the European Region.



Photo (from left): Dr Jela Acimovic, Epidemiologist and Immunization Programme Manager at Institute of Public Health (IPH) of the Republika Srpska; Dr Nina Rodic-Vukmir, Head of Epidemiology Department at IPH of the Republika Srpska

© Public Health Institute of the Republika Srpska



Photo (from left): Dr Victor Olsavszky, WHO Representative; Mrs. Geeta Narayan, UNICEF Representative; Dr Goran Cerkez, Assistant Minister for Public Health, Ministry of Health of Federation of Bosnia and Herzegovina; Dr Davor Pehar, director of IPH of Federation of Bosnia and Herzegovina

©WHO Bosnia and Herzegovina

Announcement, Institute for Public Health, Federation of Bosnia and Herzegovina

→ <https://www.zzjzfbih.ba/europska-sedmica-tjedan-imunizacije-2019/>

Conference, Institute for Public Health of the Republika Srpska

→ <http://www.phi.rs.ba/index.php?view=clanak&id=519>

Videos

→ <https://www.youtube.com/watch?v=c3qKazHWdEQ>

→ <https://www.youtube.com/watch?v=KI5fugoSTIc>

Bulgaria



Photo (left to right): Dr Angel Kunchev, Chief State Health Inspector of the Republic of Bulgaria; Mrs. Svetlana Yordanova - Deputy Minister of Health; Dr Skender Syla, WHO Representative in Bulgaria; Dr Siddhartha Sankar Datta, Programme Manager, Vaccine-preventable Diseases & Immunization; Mrs. Vihra Gancheva – translator © WHO Bulgaria

Bulgarian health authorities organized a high-level roundtable and press conference focusing on the role the media play in vaccine hesitancy. A seminar was also organized for journalists with the title “Protected together, because vaccines work”. In addition, advocacy material was sent to the regional health inspectorates for publication on their websites.

In Sofia, four municipal hospitals opened their doors to offer free vaccination during the entire week of the campaign. Much media attention in the country highlighted the important role immunization plays in preventing potentially life-threatening diseases. Emphasis was also placed on informing the public that people who are not insured can receive vaccination free of charge, which is provided at the Regional Health Inspection centre of each district. To kick off EIW on 24 April, Bulgarian National Television aired a special programme on vaccination uptake in the country.

Much effort was also focused on raising awareness about newly introduced vaccines against human papillomavirus (HPV), seasonal influenza and rotavirus-associated gastroenteritis.

News article

- ➔ <https://www.credoweb.bg/publication/114836/vaksinite-deystvat-zapochva-evropeyskata-imunizatsionna-sedmitsa>

News article, National Bulgarian TV

- ➔ <http://news.bnt.bg/bg/a/startira-evropeyskata-imunizatsionna-sedmitsa>

Croatia



Photo:

➔ <http://www.stampar.hr/hr/svjetski-tjedan-cijepljenja>

Photo:

➔ <https://www.zzjzdnz.hr/hr/video-galerija/videos-zaštimo-nasu-djecu>

Three symposia for health care workers held in Zagreb, Split and Rijeka. To also serve the wider public, an additional seminar was organized in Karlovac to address questions that parents or other adults might have about vaccination. Topics included vaccination and allergies and vaccination of immunocompromized children, introduction of pneumococcal vaccine to the national immunization calendar in 2019, and attitudes and knowledge about vaccination among medical students.

Immunization staff utilized EIW as a platform to raise their voice in favour of vaccination on TV, radio, social media, online news portals and other websites dedicated to health, including the Public Health Institute's website. Epidemiologists, pediatricians and family physicians gave interviews, as did Dr Bernard Kaić, head of the Epidemiology Institute of Infectious Diseases of the Croatian Public Health Institute.

Press release, Institute of Public Health

➔ <http://www.zjzka.hr/index.php/12-naslovnica-aktualno/1729-tribina>

Press release, Croatian Pharmaceutical Society

➔ <http://www.stampar.hr/hr/svjetski-tjedan-cijepljenja>

News

➔ <https://www.tportal.hr/vijesti/clanak/ovo-je-jedno-od-najvecih-medicinskih-dostignuca-modernog-doba-20190424>

➔ <https://vijesti.hrt.hr/507602/europski-tjedan-cijepljenja-cijepljenje-sastavni-dio-brige-o-vlastitom-zdravlju>

Interview with Dr Bernard Kaić

➔ <http://hr.n1info.com/Vijesti/a398042/Kaic-Treba-ukinuti-obavezu-cijepljenja-samo-daje-maha-antivakcinalnom-pokretu.html>

Cyprus

Cyprus utilized EIW to promote the importance and benefits of vaccination at schools by involving school health services and staff. Health visitors chose one primary school in every district, typically a school with a high percentage of students belonging to vulnerable groups of the population. At these schools, every student's immunization card was checked and where missing vaccines were identified, health visitors contacted parents to inform them about their child's immunization status. They were then encouraged to vaccinate their children with the missing shots. In addition, schools held discussion rounds organized by school health visitors targeting students at secondary schools in order to inform them about the benefits of vaccination for their own health, the larger population and their own children in the future.

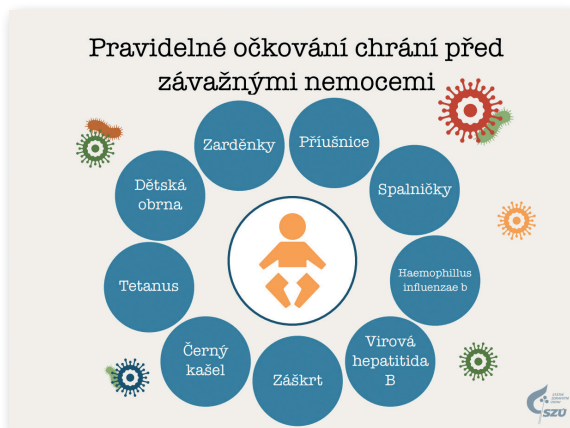
Cyprus also utilized EIW to launch and collect immunization data through an annual National Immunization Coverage Survey. A press release announcing the survey was issued by the Ministry of Health in partnership with local physicians.



© WHO

Czechia

The State Health Institute of Czechia published key messages on immunization in a downloadable presentation to be used by stakeholders for their own lectures and EIW events. A flyer was also provided to raise awareness of the importance of the MMR vaccine in preventing the spread of measles. The flyer was specifically created for the city of Pardubice, which was experiencing an outbreak.



SPALNIČKY jsou vysoce nakažlivé a závažné onemocnění

Víte, že na území evropského regionu WHO...
...jsou spalničky stále hrozbou?
...v roce 2018 zemřelo 72 dospělých a dětí?

Počty případů onemocnění:

U 1 z 5 případů spalniček se mohou objevit komplikace nebo závažný průběh onemocnění (např. pneumonie, myokarditida, encefalitida, apendicitida, otitida)

EVROPSKÝ TÝDEN OČKOVÁNÍ
K propagaci Evropského týdne očkování (European Immunization Week) se připojuje i Pardubický kraj.

Hlavním cílem Evropského týdne očkování je zvýšit povědomí o významu očkování pro zdraví a pohodu lidí.
24-30. DUBNA 2019

SPALNIČKY AKTUÁLNĚ
Od začátku roku 2019 bylo nahlášeno na území Pardubického kraje 53 případů onemocnění spalničkami.

Epidemický výskyt spalniček
údaje k polovině dubna 2019 (zdroj KHS PK)

Region	Count
CHRUĐIM	10
PARDUBICE	30
SVITAVY	5
ÚSTÍ NAD ORLICÍ	15

Spalničky patří mezi nejvíce nakažlivá infekční onemocnění. Spalničky se v populaci šíří velmi rychle, pokud není dostatečná proočkovanosť (min. 95 %).

Očkování je jediným preventivním opatřením. Vakcína proti spalničkám je bezpečná a účinná.

SPALNIČKY MŮŽETE ZASTAVIT!
STAŇTE SE SOUČÁSTÍ PROOČKOVANÉ EVROPY!

Více informací o očkování
Vám poskytne Vaš ošetřující lékař nebo je najdete na stránkách:
www.szu.cz | www.khspsc.cz | www.euro.who.int

KHS Krajská hygienická stanice Pardubického kraje se sídlem v Pardubicích | Pardubický kraj | European Immunization Week

Graphics:

- <http://www.szu.cz/tema/vakciny/svetovy-a-evropsky-tyden-ockovani-24-30-dubna-2019>
- <https://www.lidn-rybitvi.cz/wp-content/uploads/Evropsk%C3%BD-t%C3%BDden-o%C4%8D-kov%C3%A1n%C3%AD.pdf>

Denmark

The Danish Health Authority, Statens Serum Institute and the Danish Medicines Agency utilized EIW to launch the annual report on the Danish Childhood Immunization Programme for 2018 summarizing initiatives to increase coverage, monitor adverse events and address other topics, such as vaccination for travelers.

To draw the public's attention to the goal of polio eradication and the importance of immunization, the Danish Polio Association (Polio Foreningen), Rotary and WHO published a joint statement (see p. 66).

Report on annual vaccination coverage 2018

→ <https://www.sst.dk/da/viden/vaccination>

Joint statement (Altinget)

→ <https://www.altinget.dk/sundhed/artikel/aktoerer-doedelig-danmarkshistorie-gentager-sig-hvis-ikke-alle-vaccineres>

The image shows two parts of a report. On the left is the cover of the 'Børnevaccinationsprogrammet' (Childhood Immunization Programme) annual report for 2018. It features a photograph of a young child with blonde hair sitting on grass, wearing a black jacket and red socks. The logos for Sundhedsstyrelsen, Statens Serum Institut, and Lægemiddelstyrelsen are at the top. The title 'Børnevaccinationsprogrammet' is in large white text, with 'Årsrapport 2018' below it. On the right is an infographic titled 'Hvorfor vaccinerer vi?' (Why do we vaccinate?). It explains that vaccination protects individuals from infectious diseases and that vaccinated individuals can protect unvaccinated ones (herd immunity). The infographic lists four sources of infection: 1. 'Smitte fra små børn i institutioner' (infection from small children in institutions) with an icon of two children in a house. 2. 'Smitte ved udenlandsrejser' (infection during international travel) with an icon of an airplane. 3. 'Smitte fra udenlandske rejsende i Danmark' (infection from international travelers in Denmark) with an icon of two people with luggage. 4. 'Smitte fra syge venner og kollegaer' (infection from sick friends and colleagues) with an icon of three people. A central icon shows a person in a blue circle with red squiggly lines representing germs. The Sundhedsstyrelsen logo is at the bottom.

© Ministry of Health, Denmark

Estonia

The Ministry of Social Affairs utilized EIW not only to raise awareness on the importance of childhood vaccination, but also to highlight the benefits of vaccination during adulthood. This included a campaign to promote the vaccination for adults against measles, diphtheria, tetanus, pneumococcal infection, shingles, tick-borne encephalitis and influenza.

Kärt Sõber, Adviser to the Department of Public Health at the Ministry of Social Affairs, stated:

”For children, vaccination against most infectious diseases in Estonia is guaranteed by the state free of charge, and the necessary vaccines are defined in the national immunization plan. But adults can also defend themselves against several infectious diseases. In addition, vaccinations carried out in childhood must be repeated in certain cases.

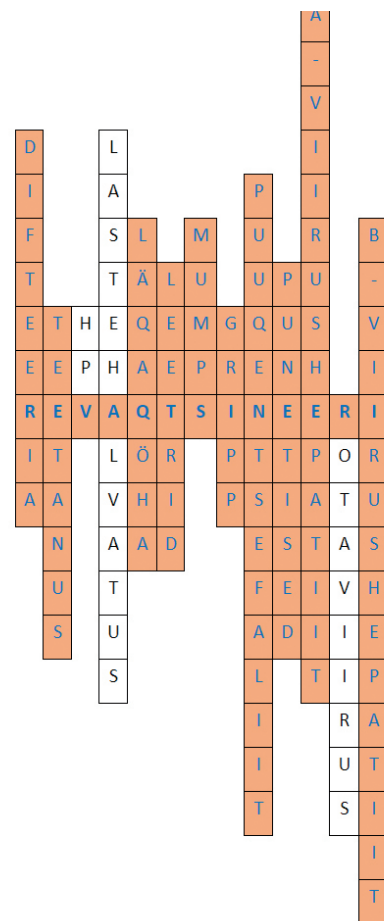
The Estonian online platform on vaccination, vaksineeri.ee, focused on vaccination and booster doses for adults by providing online quizzes and answers to the most frequently asked questions regarding adulthood vaccination.

Statement, Ministry of Social Affairs

- ➔ https://somblogi.wordpress.com/2019/04/26/8-haigust-mille-vastu-voiks-end-vaktsineerida-tais-kasvanueas/?fbclid=IwAR3THo6dZ2ua7okBPNn_diX0hTJaWdU9pNTvz14htPErWFNoiFoBiRO92YE

Vaccination platform

- ➔ <https://www.vaksineeri.ee/revaktsineeri?fbclid=IwAR3FSJqbngfnGncSr5zWYiwiyoYd2AWp6VOG57EdraxyX-VJTxoG4FzGYn4>



Graphic:

- ➔ <https://www.vaksineeri.ee/revaktsineeri?fbclid=IwAR3FSJqbngfnGncSr5zWYiwiyoYd2AWp6VOG57EdraxyX-VJTxoG4FzGYn4>

France

The Ministry of Health and Solidarity and the National Agency for Public Health used EIW to promote vaccination on social media, TV and radio, traditional media as well as at all vaccination points throughout the country. Material was made available on the health authority's website and, as in past years, a special website dedicated to the campaign was launched. For the first time, the two agencies carried out a joint project entitled "the best protection is vaccination" (French: *la meilleure protection c'est la vaccination*),



© Santé publique France

which targeted the entire population, in particular parents of young children. A video demonstrating the need for vaccination as one of the best forms of protection for health and well-being was broadcast on French television, relevant websites and social media 21 April – 11 May.

EIW was also utilized to publish a bulletin on sanitary surveillance highlighting trends in vaccination coverage over time. It noted an increase in coverage with several vaccines among infants born after 1 January 2018 compared with infants born in 2017.

Campaign website

→ <http://www.semaine-vaccination.fr/>

Bulletin

→ <http://invs.santepubliquefrance.fr/Publications-et-outils/Bulletin-de-veille-sanitaire/Tous-les-numeros/Bulletin-de-sante-publique-vaccination.-Avril-2019>

Video "The best protection is vaccination"

→ <https://www.santepubliquefrance.fr/Actualites/Semaine-europeenne-de-la-vaccination-du-24-au-30-avril-2019>

Press release

→ <https://www.fnes.fr/wp-content/uploads/2019/04/Communiqu%C3%A9-de-presse-18-04-2019.pdf>

თ ა ბ ე რ ვ ა ლ ი 2019

ჩ.ბ.	ს.ბ.	ო.ბ.	ნ.ბ.	კ.ბ.	შ.ბ.	კვ.
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3
4	5	6	7	8	9	10



დაიცავით თქვენი შვილი ან ბავშვებთან სახლში და ბავშვებთან
0-5 წლის ბავშვებთან ჩაბარეთ ბავშვებთან სანდოაღებელი უნდა

ჰეაფილუს ნფლუნსა ტიპი b (ჰიბ)

ბაქტერიული ბავშვიანი (Haemophilus influenzae type b), რომელიც ძირითადად 5 წლამდე ასაკის ბავშვებში იწვევს დაავადებას.

ბავშვების ბზავი:



სიმპტომები:



გრძელდება ინფიცირებული ან მტარებელი პირთან უშუალო კონტაქტისას, ან წვეთოვანი გზით რესპირატორული წვეთების საშუალებით ხველვის ან ცემინების დროს. ასაკობრივობაში შესაძლებელია დაინფიცირდნენ ბაქტერიის შუბ-ცხელი ამბიოტური სისტემის მეშვეობით.

შეზოგადების 3% – 6% დატოვდება. ვაქცინების 20%-ს, რომლებმაც ვაქცინაციის შემდეგ ადენიტიტის სიმინის დაკარგვა და სხვადასხვა სახის სან-გრანდი წვეთოვანი დაავადებები დაინფიცირების რისკი განსაკუთრებით მაღალია მწიფო კონტაქტებში. ათ ინფიცირებულებში, ასაკობრივ სხეული თერაპიის გეგმ მყოფ ვაქცინებში.

ცხელება, ხველა, სინთქის გამწვანება, მუცუკრება, ოფლიანობა, თავის და კურნების ტკიფლი, დაბრე, ღებანება და სხვა.

მწიფობა, პნემონია, ბაქტერიემია, ცხელოვანი, საშუალება, სეპტიკური ართრიტი, ოსტეომიელიტი, ცხელოვანი, პერიკარდიტი, ცხელოვანი.

Graphic: <http://ncdc.ge/Handlers/GetFile.ashx?ID=dd9d4b52-3980-40ca-8a26-5adf81e8d05d>

The Ministry of Health and the National Centre for Disease Control and Public Health (NCDC) utilized EIW to raise awareness of the importance of immunization among parents and caregivers, health care professionals as well as high-level decision makers and the media. A press conference with the slogan “immunization is vital to prevent diseases and protect life” was held on 14 April and a TV campaign was launched featuring immunization experts, who were invited to talk about the importance of immunization for entire societies, not only the individual.

On social media, the NCDC promoted evidence-based information by sharing clips, blog posts, infographics and videos. These activities included the publishing of an easy-to-follow vaccination calendar, including graphics and an illustration to educate parents about the importance of following the routine immunization schedule.

A range of awareness raising activities for the wider public was organized at education, recreation and entertainment settings across the country. Facilities included the Tbilisi Mall, the Tbilisi Zoo, cinema and theatres, parks and numerous public service halls in 12 cities. Students distributed leaflets, posters and other educational material.

Power Point: following the national immunization calendar

→ <http://ncdc.ge/Handlers/GetFile.ashx?ID=dd9d4b52-3980-40ca-8a26-5adf81e8d05d>

Part I: Country activities 23

Germany

The 2nd National Conference on the Elimination of Measles and Rubella in Germany brought together representatives from all 16 federal states as well as experts from the Ministry of Health and national committees, such as the National Verification Committee for Measles and Rubella Elimination, the National Advisory Committee on Immunization and the secretariat of the German National Vaccine Plan.

Part of the conference focused on the quality of measles and rubella surveillance in Germany, strategies for documenting rubella elimination and stopping the transmission of measles. A second focus was on vaccination and migrants, in particular from outside the European Union.

EUROPÄISCHE IMPFWOCHE
24.-30. April 2019

Über 82 000 Menschen erkrankten 2018 in der Europäischen Region an Masern...

Stand: 1. Februar 2019

72 davon starben.

#VaccinesWork Impfstoffe schützen vor Masern
BESORGE DIR DIE FAKTEN. VERBREITE DIE FAKTEN

Logo of the World Health Organization (WHO) and the European Vaccination Week (Europäische Impfwocche).

© WHO

Greece

The General Secretary for Public Health at the Ministry of Health in Greece, Giannis Baskozos, published a statement highlighting local vaccine heroes, and the concept of herd immunity to protect those who cannot be vaccinated:

” It is important to understand that vaccines are for all ages, children, adolescents and adults, especially those who are in high risk groups. Improving vaccination coverage, which is a major goal, results not only in the immediate protection of the individual but also in the protection of the community.

Statement, Giannis Baskozos

- ➔ <http://www.moh.gov.gr/articles/ministry/grafeio-typoy/press-releases/6181-dhlwsh-toy-genikoy-grammatea-dhmosias-ygeias-i-mpaskozoy-me-aformh-thn-eyrwpaiKh-ebdomada-emboliasmwn>

Press release

- ➔ <https://eody.gov.gr/eyropaiki-evdomada-emboliasmon-24-30-apriliou-2019-2/>

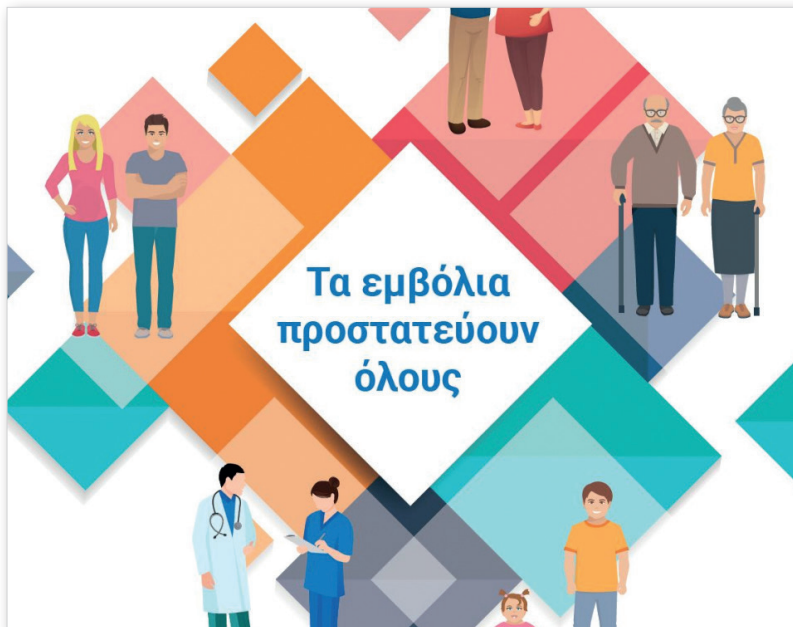


Photo:

- ➔ <https://eody.gov.gr/eyropaiki-evdomada-emboliasmon-24-30-apriliou-2019-2/>

Hungary



EIW in Hungary was inaugurated with a press conference organized by the Ministry of Human Capacities and WHO Hungary to announce the introduction of the chickenpox (varicella) vaccine into the national immunization calendar from September 2019.

Euronews Hungary dedicated a special programme to vaccination, including

an interview with Dr Ledia Lazeri, WHO Representative to Hungary, who noted the high immunization coverage (98%) in Hungary but also the need for further efforts to maintain this rate to prevent outbreaks:

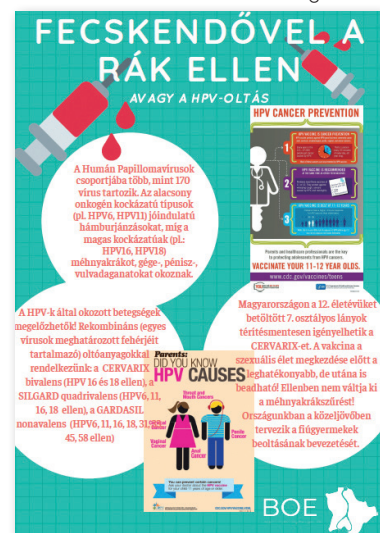
“Current measles epidemics in Europe, but not just in Europe, show us that we can never be complacent in regard to vaccine-preventable diseases. Just because vaccines have been successful for the past 40-50 years all over the world, does not mean that we can rest.

A week-long social media campaign focused on sharing vaccination-related facts. Each day, two messages were shared with the public about the importance and efficiency of vaccines in preventing life-threatening diseases. Special attention was given to HPV, as the vaccine is planned to be introduced among boys in the coming years.

In collaboration with WHO, the Hungarian Medical Students' Association also promoted EIW in the four cities of the country with medical universities. They prepared posters and hold lectures with the aim of sensitizing future doctors. The closing event of their campaign was held at Semmelweis University in Budapest, where Dr. Lazeri held a lecture.

Interview with Dr Lazeri, WHO Representative to Hungary

- ➔ <https://www.msn.com/hu-hu/idojaras/other/who-budapesti-irodavezet%C5%91je-az-olyan-betegs%C3%A9gek-mint-a-kanyar%C3%B3-b%C3%A1rkit-megt%C3%A1madnak/vi-BBWfJ7V>
- ➔ <https://hu.euronews.com/2019/04/24/who-budapesti-irodavezetoje-az-olyan-betegsegek-mint-a-kanyaro-barkit-megtamadnak>



© Euronews Hungary, Graphic: Budapesti Orvostanhallgatók Egyesülete

Iceland

Iceland utilized EIW to promote the key messages, posters and social media tiles provided by the WHO Regional Office for Europe. Furthermore, health care workers were reminded of the importance of vaccination and regularly checking their patients' immunization status via an e-mail thread. The Directorate of Health dedicated a news item to EIW and further raised awareness of the benefits of closely following the immunization schedule and the possible complications of vaccine-preventable diseases unvaccinated children are exposed to. The Directorate also published an annual report on immunization coverage, achievements and gaps in Iceland.



© Directorate of Health, Iceland

News article, Directorate of Health

- <https://www.landlaeknir.is/um-empaettid/frettir/frett/item37174/althjodleg-vika-tileinkud-bolusetningum-i-evropu>

Annual report on immunization coverage

- <https://www.landlaeknir.is/servlet/file/store93/item35250/Thatttaka%20i%20almennum%20bolusetningum%20barna%20a%20Islandi%202017.pdf>

Ireland

In 2019, Ireland joined countries across the Region in celebrating vaccine heroes. For the past few years, the National Immunisation Office of Ireland's Health Service Executive (HSE) has invested in promoting the safety and effectiveness of the HPV vaccine to increase immunization coverage. Uptake had dropped significantly after a campaign of misinformation several years ago.

Ms Laura Brennan contacted the HSE in September 2017, as it was her wish to publicly speak out in favour of the vaccine, which could have saved her from cervical cancer. When the HPV vaccine was first offered to girls aged 12/13 in Ireland in 2010, Laura was in her late teens and so was not offered the vaccine as part of the school vaccination programme. At the age of 25, she was determined that every parent in Ireland who was about to make the decision whether their daughter was

to be vaccinated against HPV, would hear her story first. It was Laura's particular wish to spread evidence-based information and make parents aware of the importance of not being swayed by false rumours and access reputable sources on vaccination. She insisted: "I wish the vaccine had been available to me, of course I do. Don't get swayed by rumours about the vaccine's safety – get the vaccine". In March 2019, Laura announced that figures for HPV vaccination coverage had gone up to 70%. Sadly, Laura died of cervical cancer 10 days later.

In response to her tragic passing, HSE Ireland launched the campaign #ThankYouLaura to thank Laura for all her advocacy for the HPV vaccine. The HSE continues to share the facts about the HPV vaccine.

Laura's story was also made part of the EIW "Vaccine heroes – saving lives through immunization" series launched by the WHO Regional Office for Europe featuring individuals, vaccine heroes, who contribute in so many ways to protecting lives through immunization.



© HSE Ireland

Vaccine hero profile: Laura Brennan – “Get the facts, get the HPV vaccine!”

➔ <https://www.youtube.com/watch?v=iiidJ5FVvcM>

Laura Brennan speaking about success in increase of HPV vaccination coverage

➔ <https://www.hse.ie/eng/about/our-health-service/making-it-better/meet-laura-brennan.html> Israel

Israel

Israel was among the many countries in the Region that celebrated the role of vaccine heroes. Professor Shmuel Rishpon, Head of the National Immunization Technical Advisory Group (NITAG) of Israel, was among the vaccine heroes profiled on the WHO Regional Office for Europe.

For Professor Rishpon, serving as Head of the Israeli NITAG has been a fundamental way to pursue his vision of Israel as a country free of vaccine-preventable diseases, where every person has equitable access to affordable vaccines.

To help achieve this goal, Professor Rishpon and the other NITAG members dedicate their time and efforts to “analyse studies and data on vaccination and pass on to the Ministry what we deem necessary and important”.



© Shmuel Rishpon

Vaccine hero profile

- ➔ <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/vaccine-heroes/professor-shmuel-rishpon,-head-of-the-national-immunization-technical-advisory-group-nitag,-israel>



© WHO



@ Ministry of Health, Italy

Poster and social media materials created by the WHO Regional Office for Europe were available in Italian on Epicentro, an online portal on epidemiology of the National Health Institute, and on the Ministry of Health website. The Institute of Public Health published updated figures on vaccination uptake in Italy, which were widely shared on various traditional and social media channels.

To reach a wide audience, the Ministry of Health also produced two television spots featuring Ivan Zaytsev, a famous volleyball player, and Samantha Cristoforetti, an Italian astronaut. The spots highlighted the role vaccination has played in their lives by protecting them from diseases, such as measles, and thereby supporting them in pursuit of their professional careers in sports and space, respectively.

Many other events were organized locally, for example, extended opening hours at vaccination points to better suit the population, in particular working parents.

To better serve the increasing need to reach parents and healthcare workers with facts on immunization the Italian Society of Paediatrics and the Society of Neonatology set up direct telephone hotlines during the week. A neonatologist and a paediatrician were available to answer questions on any topic related to childhood vaccination.

Campaign material

- <https://www.epicentro.iss.it/vaccini/settimana-vaccinazioni-2019>
- http://www.salute.gov.it/portale/documentazione/p6_2_5_1.jsp?lingua=italiano&id=397

Long Night of Vaccination

- <http://www.altoadige.it/cronaca/bolzano/il-29-aprile-la-lunga-serata-delle-vaccinazioni-per-tutti-1.1984990>

Television spots

- http://www.salute.gov.it/portale/news/p3_2_1_1_1.jsp?lingua=italiano&menu=notizie&p=dalministero&id=3724

Kazakhstan

The Informational Agency of the Republic of Kazakhstan held a press conference with the participation of experts, mass media, university professors and representatives of non-governmental organizations. The conference addressed a variety of issues related to immunization, such as the current measles epidemiological situation both in Kazakhstan and globally.

Over 20 interviews were broadcast on mass media channels, such as Almaty TV, 24.kz, Khabar, Interfax-Kazakhstan and NewTimes.

An immunization training was held, reaching 7000 doctors and 20 000 nurses. To better include the oblast and district level, press conferences were held in each of the regions.

Information stands were set up in the cities of Astana and Almaty, through which 1500 banners and 1500 immunization calendar magnets were distributed. A hotline established to answer parents' questions on immunization was utilized by approximately 10 000 people, who raised more than 270 concerns.

Lastly, catch-up vaccination was offered to under and unvaccinated individuals, with a particular focus on vulnerable groups such as homeless communities and migrants, as well as individuals without a vaccination card or who had previously refused vaccination. To provide interested parents with additional information on vaccination, consultancy services were held for more than 32 000 people across the country.



© WHO Kazakhstan

Kyrgyzstan



@WHO

In the midst of a large measles outbreak in Kyrgyzstan, students of American University in Central Asia, led by a live band, surprised shoppers at a large mall in Bishkek with an unannounced dance performance. Their performance attracted viewers who then stayed to hear speeches by Dr Ainura Akmatova, Head of Public Health Department of the Ministry of health of Kyrgyzstan and Dr Kubanychbek Monolbaev, Vaccine-preventable Diseases and Immunization Programme Officer, WHO Country Office in Kyrgyzstan, explaining to parents why it is important to get their children vaccinated. They also explained that with the measles virus currently circulating in the country it is especially important not to delay any scheduled vaccinations.

Printed materials distributed to the late-afternoon shopping crowd at the mall included home-based vaccination cards, information focused on alleviating parents' concerns and detailed instructions on where families can go to receive any missed vaccine doses.

Several other events were organized by the Public Health Department of the Ministry of Health in cooperation with the Republican Centre for Immunoprophylaxis. These highlighted for example, the introduction this year of home-based vaccination certificates for every newborn in Kyrgyzstan.

WHO news article: *Raising awareness on the importance of vaccination: focus on halting the measles outbreak in Kyrgyzstan*

➔ <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/news/news/2019/03/raising-awareness-on-the-importance-of-vaccination-focus-on-halting-the-measles-outbreak-in-kyrgyzstan>

WHO news article: *Improving the availability and use of vaccination records in Kyrgyzstan*

➔ <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/news/news/2019/02/improving-the-availability-and-use-of-vaccination-records-in-kyrgyzstan>

Latvia



The Centre for Disease Prevention and Control organized and coordinated a live expert discussion on the importance of vaccination for the entire society, which was broadcast on various traditional and social media channels, including Facebook and YouTube. In addition, a social media campaign was launched, promoting three publications on vaccination as well as an announcement regarding upcoming live discussions with immunization experts.

Video

➔ <https://youtu.be/hDGLtc8rlsg>



Lithuania

The Centre for Communicable Diseases and AIDS utilized EIW to relaunch the campaign “do not let measles interfere with your plan” to raise awareness regarding the importance of receiving two doses of measles vaccine during childhood, particularly against the backdrop of the current measles outbreaks in the European Region. The Centre also used this opportunity to draw the public’s attention to existing documents and communication tools on vaccination, such as fact sheets, a series of national recommendations for vaccination of high-risk groups and adults as well as a video on how the immune system and vaccines work. In addition, the Centre promoted an illustrated handbook entitled “Your amazing immune system. How it protects you” originally created in 2009 by the European Federation of Immunological Societies and then translated and published locally by the Lithuanian Society of Immunology in 2012.



© Centre for Communicable Diseases and AIDS

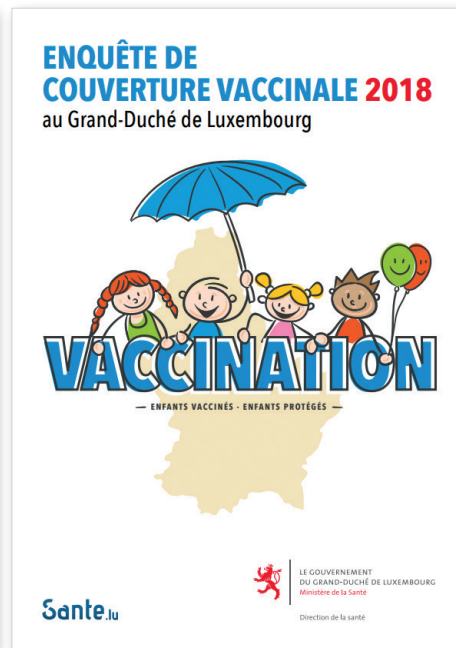
Doctors and other health care professionals in Lithuania used EIW as an opportunity to remind patients which vaccines were due or missed according to the national immunization calendar.

Press release, Centre for Communicable Diseases and Aids

- ➔ <http://www.ulac.lt/naujienos/pranesimai-spaudai/minedami-europos-imunizacijos-savaite-medikai-primena-kuriuos-skiepus-reikia-atnaujinti>

Your amazing immune system, European Federation of Immunological Societies

- ➔ <http://www.oegai.org/oegai/2-PDF/AmazingImmuneSystem.pdf>



Poster and graphic:

→ <http://sante.public.lu/fr/actualites/2019/04/semaine-europeenne-vaccination-2019/index.html>

EIW was utilized to launch an awareness campaign entitled “Vaccination – a victory for life”. The Ministry of Health published the results of a 2018 survey on vaccination coverage, pointing out the evolution of the national immunization programme from 1995 to 2015 as well as presenting a statistical overview of national immunization rates for each vaccine. A series of posters was made available to celebrate vaccination.

The Ministry of Health also published a series of videos featuring two local immunization experts, Dr Armand Bivier, Head of service at the paediatric ward of the Kannerklinik, and Dr Simone Steil, Head of the Division for Prevention at the Ministry of Health, who explained how vaccines work, the benefits versus risks of vaccines and what makes immunization one of the most cost-effective health interventions available.

2018 survey on vaccination coverage in Luxembourg

→ <http://sante.public.lu/fr/publications/e/enquete-couverture-vaccinale-lux-2018/enquete-couverture-vaccinale-2018.pdf>

Press release, Ministry of Health

→ <http://sante.public.lu/fr/actualites/2019/04/semaine-europeenne-vaccination-2019/semaine-europeenne-vaccination-2019-communique.pdf>

Videos

→ <http://sante.public.lu/fr/campagnes/2019/vaccination-2019/index.html>

Malta

Dr Christopher Barbara, member of the Maltese Advisory Committee on Immunization Programmes and Clinical Chairman of the Pathology Department at the Mater Dei Hospital, was interviewed by Television Malta (TVM) regarding the importance of the measles vaccine as well as the country's overall immunization coverage.

In addition, the National Immunization Service took part in the annual Malta Travel Fair and Exhibition with a stand, where professional nursing staff provided information on travel vaccines to the public. On social media, the Health Promotion and Prevention of Disease Directorate carried out an intensive campaign raising awareness on the importance of MMR vaccination by posting different clips with relevant information on a daily basis throughout the week.



@TVM

Monaco

The Government of Monaco published a press release reiterating its commitment to sustaining high immunization coverage and reminding the public of the efficacy, quality and safety of vaccines to protect health and well-being.

” Vaccination is essential for the health of individuals and for public health; it provides a level of preventive protection that is essential for the well-being of the population. Being vaccinated and keeping up to date with essential boosters are acts of solidarity - it is everyone’s responsibility to preserve the health of all.

Press release

→ <https://en.gouv.mc/Policy-Practice/Social-Affairs-and-Health/News/WHO-Immunisation-Week-from-24-to-30-April-2019-Vaccines-Work>

Montenegro



© Dejan Kalezic

To actively involve children and their parents in reflecting upon the importance of vaccination, the Ministry of Health in close collaboration with the Ministry of Education and the WHO Country Office of Montenegro devised a theatrical performance explaining the concept of vaccination, how the immune system works and why vaccination is not only an individual right, but also a social responsibility. This project, targeting primary school pupils and teachers, was first launched in Podgorica at an inaugural event with the participation of numerous high-level representatives, such as the Minister of Health and the State Secretary of Education. Thanks to the successful start of the campaign during EIW, efforts are underway to scale up the project to cover the entire country.

Health authorities in Montenegro also organized a “working breakfast”, bringing together immunization experts and the media to communicate key messages on vaccination and spread the facts to counter misinformation. Topics discussed at the event included introduction of the HPV vaccine and a presentation of the global, regional and national epidemiological situation in the past year.

Netherlands

This year's EIW slogan "Sharing the facts about vaccines can save lives" inspired paediatrician, Henrike ter Horst, to write a blog post entitled "Do you see me?" (Dutch: *Zie je me wel?*), which highlights the seriousness of vaccine-preventable diseases and importance of vaccination. She writes:



” Riley

Do you see me? My name is Riley. I am a star in the sky. When I was 3 weeks old I became sick and I had to go to the hospital. It turned out that I had whooping cough. The doctors and nurses did what they could, but I got sicker and sicker. My little body couldn't handle the toxins that caused the bacteria. I became so sick that my parents were told they might have to say goodbye to me. Unfortunately, the doctors were right. My short life, with my parents and sister, which started so healthy was over. Now I am a star. Do you see me?

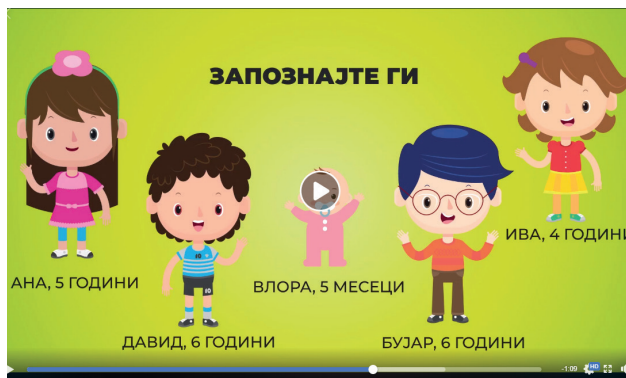
Blog post

→ <https://www.captise.nl/Zorg-Jeugd/ArtMID/504/ArticleID/2714/Zie-je-me-wel-blog-Henrike-ter-Horst-Jeugdarts>

North Macedonia

The Ministry of Health in cooperation with the Health Centre Skopje organized an expert meeting on immunization and the need to curb the measles outbreak. On social media, a group of young engaged doctors posted a video clip to highlight the importance of vaccination at every age and the important role education plays in increasing vaccination uptake.

A large public event was organized in the zoo of Skopje to convey the importance of vaccination to both children and parents in a more playful way. The Minister of Health of North Macedonia, Dr Venko Filipche, participated and greeted all children under the motto "happy children are healthy children". He stressed that every child deserves to be protected from vaccine-preventable diseases and that parents play a vital role in protecting their children and others by choosing to vaccinate their children. This event was also used to promote two newly introduced vaccines against rotavirus and pneumococcal infections.



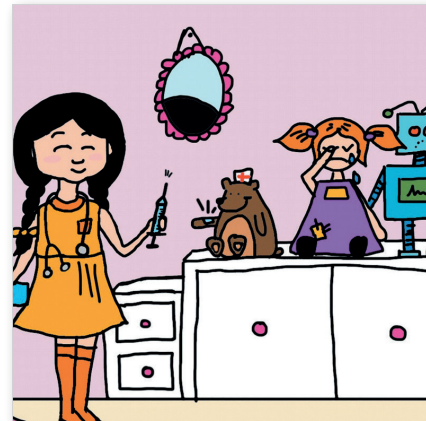
© WHO North Macedonia

Video

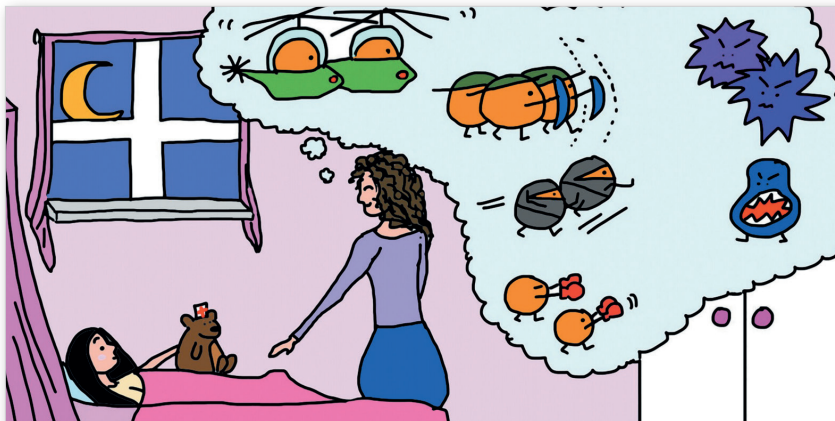
→ <https://www.facebook.com/jzuZdravstvenDomSkopje/videos/275825969767730/>

Poland

Well-known doctors in Poland came together to create *The Adventures of the Brave Bear Stephen* (Polish: *Przygody Dzielnego Niedźwiadka Szczepana*), available in various formats, including audio and colouring book versions. The main character of the tale, Bear Stephen, lives in a clinic, where he helps children overcome their fear of needles. The goal of the series is to help parents explain, and children to understand, the importance of vaccination to fight off diseases and maintain good health from early childhood.



A series of graphic materials, in particular focusing on the high number of measles cases and measles-related deaths throughout the European Region in 2018 and early 2019, was distributed to the public; and the Institute of Public Health in cooperation with the WHO Country Office in Poland organized a conference on Safety and vaccines – testing, monitoring and supervision.



© Izabela Filc-Redlińska

Campaign material

- <http://szczepienia.pzh.gov.pl/faq/gdzie-mozna-znalezc-materialy-graficzne-z-okazji-europejskiego-tygodnia-szczepien-w-jezyku-polskim/>

The Adventures of the Brave Bear Stephen

- <http://zaszczepsiewiedza.pl/przygody-niedzwiadka-szczepana/>
- <http://zaszczepsiewiedza.pl/wp-content/uploads/2017/12/Przygody-Dzielnego-Niedzwiadka-Szczepana.pdf>

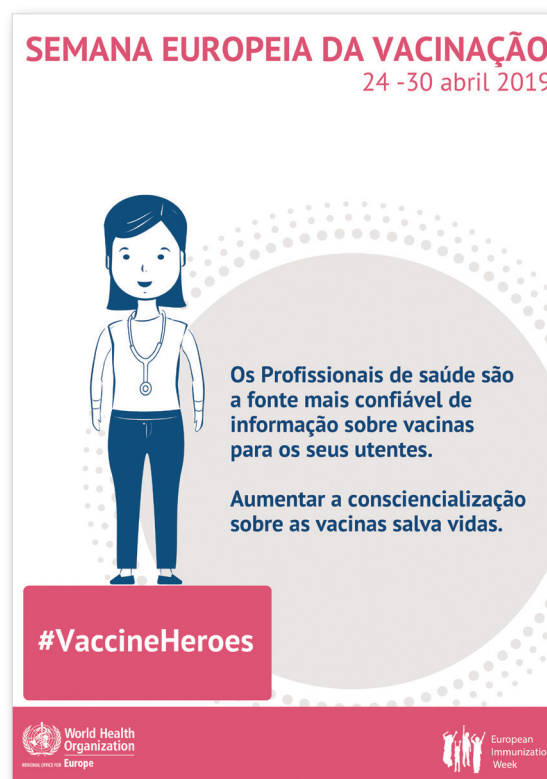
Conference

- <http://szczepienia.pzh.gov.pl/zaproszenie-na-konferencje-szczepienia-to-nasze-zdrowie-i-bezpieczenstwo-bezpieczenstwo-szczepionek-badania-kontrola-i-nadzor/>

Portugal

The General Directorate for Health utilized EIW to create a network of “ambassadors for vaccination” to spread the message that vaccination is an individual right and a shared responsibility. This initiative aimed to strengthen collaboration between the country’s municipalities in the promotion of vaccination for the entire population and to foster partnerships between regional health authorities and primary health care stations. The General Directorate also organized a seminar entitled “Vaccines: a commitment for life”.

The Regional Health Administration of the province of Algarve launched a campaign to reward children and adolescents who made a special vaccination appointment during the week of EIW.



© WHO

EIW announcement, General Directorate for Health

→ <https://www.sns.gov.pt/noticias/2019/04/24/semana-europeia-de-vacinacao/>

Seminar agenda

→ <https://www.sns.gov.pt/wp-content/uploads/2019/04/EventoVacinacao.pdf>

Republic of Moldova



© Sănătate Info

National stakeholders (including the Ministry of Health, Labour and Social Protection, National Agency for Public Health, Youth Friendly Health Services) and partners (WHO and UNICEF) were actively involved in advocacy and awareness raising activities. The Moldovan Pediatric Society with the Infectious Diseases Department of the Medical State University Nicolae Testemitanu and the Moldovan Perinatology Society organized a conference and training that brought together 141 doctors from different regions of the country.

On 24 April, “Ask a Mom”, one of the most popular parental interaction platforms in the country (with about 100 000 followers) featured live discussions with numerous immunization specialists, who answered questions on the quality and composition of vaccines and contraindications. Over 9000 people followed the broadcast live and over 15 000 people viewed the recorded discussions. Posts on vaccine heroes on the Facebook page *Vaccinarea: DA sau BA* reached over 80 000 people during the week.

Students and health care workers gathered at N. Testemiţanu University to discuss vaccination, followed by a meeting of professors of the Department of Epidemiology and immunization programme specialists.

Vaccine hero profiles and videos were shared on social media platforms. The two most viewed videos focused on HPV vaccination, a topic of great interest in the Republic of Moldova following introduction of the HPV vaccine in 2017. Several communication activities aimed to share information about the importance of the HPV vaccine in reducing the country’s cervical cancer burden and stopping the transmission of HPV.

Information in both Romanian and Russian was distributed among health care workers in the form of printed infographics, vaccination calendars, brochures and posters. Some materials were also distributed at schools.



© Ask a Mom

"Ask a Mom" immunization discussion

- <https://www.facebook.com/askamommd/videos/363187774306385/UzpfSTE2MzIzMjg0NDM3MTkzOTU6MjM1ODQxMDMwNzc3Nzg2OA/>

Vaccine heroes in the Republic of Moldova

- <https://www.facebook.com/vaccinare1/videos/455726925208918/>
- <https://www.facebook.com/vaccinare1/videos/2090124824613263/>

Radio broadcast on immunization

- <http://sanatateinfo.md/News/Item/8459?fbclid=IwAR1XLcnY3ISuV073IfF656pGc5VCivDYXA4GcPLPA2xWKpZa8pVDYsWTQFE>

Romania

EIW was launched with a ‘training of trainers’ for 70 family doctors on vaccine safety, vaccine storage, contraindications, advocacy and communication as well as behavioural change to increase vaccination uptake.

In light of the measles outbreak in Romania, the Ministry of Health, local public authorities and UNICEF Romania conducted a catch-up vaccination and information campaign to better reach vulnerable communities with immunization, in particular with the MMR vaccine.



© WHO Romania

A roundtable event brought together important decision makers in the field of immunization and health care workers to share good practices. To target a larger audience, the Ministry of Health, WHO and UNICEF also organized a press conference.

To support the Ministry of Health’s call for action in support of the efforts to stop the current measles outbreak in Romania, UNICEF made a short video in 2018 to educate parents, which was relaunched during EIW 2019. In addition, numerous immunization experts promoted vaccination on national television, including Kanal D, Digi 24 HD, Romania TV, Atena 3 and Prima TV.

Video by UNICEF “Your children are the most important, make sure you keep them safe and healthy: vaccinate them!”

→ <https://www.youtube.com/watch?v=vluFs8LE9QE&list=PLM4olQI9n5JdXpeRjlOXooWSq8yoxGojC&index=2>

Television programme on vaccination

→ <https://www.stirilekanald.ro/video-buluc-la-vaccinare-contra-rujeolei-in-tandarei-doar-un-copil-fusese-imunizat-pana-sa-intervina-ministrul-sanatatii-20019903>

Russian Federation



© WHO

Campaign material, including illustrations, infographics and vaccine hero stories, were distributed through the WHO Documentation Centre to more than 200 key public health stakeholders across the country, including federal health institutions.

The Russian Association of Healthy Cities shared EIW communication materials with 92 member cities. With this network, the city of Stavropol, for example, installed information stands in numerous district administration offices. Volunteers handed out information materials and posters on immunization. Various educational facilities in the city also organized seminars for staff, parents and students.

The Federal Supervision Service in the Field of Protection of the Rights of Consumers and Human Well-being (Rospotrebnadzor), published a statement noting the high immunization coverage for all vaccine-preventable diseases sustained over the past years.

Statement, Rospotrebnadzor

→ https://rospotrebnadzor.ru/about/info/news/news_details.php?ELEMENT_ID=11826

Promotion of immunization by students of the State Medical University

→ https://www.sechenov.ru/pressroom/news/vaktsiny-rabotayut-/?sphrase_id=846728

Vologda Oblast

→ https://vologda-oblast.ru/video/evropeyskaya_nedelya_immunizatsii_startovala_v_vologodskoy_oblasti/

Moscow City

→ <https://mosgorzdrav.ru/ru-RU/news/default/card/2659.html>

→ <http://77.rospotrebnadzor.ru/index.php/napravlenie/profinfzab/7105-lozung-evropejskoj-nedeli-immunizatsii-2019-godu-predupredit-zashchitit-privit>

Kirov Oblast

→ <http://www.43.rospotrebnadzor.ru/news/detail.php?ID=8549>

Tomsk City

→ <http://profilaktika.tomsk.ru/?p=38207>

City of Stavropol

→ <http://zdorovyegoroda.ru/evropeyskaya-nedelya-immunizatsii-v-gorode-stavropole/>

San Marino

The Government of San Marino utilized EIW to reiterate its commitment to immunization. It offered free vaccination for all and highlighted the ongoing work of the Commission on Vaccination, which has been debating possible changes to the national immunization calendar by adding new vaccines (e.g. varicella) to the 9 vaccines currently recommended. The State Secretary for Health, the Health Authority and the Institute for Social Security launched a series of activities to increase access to reputable and evidence-based information on the Internet.



© Institution for Social Security announcing EIW

The State Secretary for Health, Franco Santi, said:

” Today and like every year, we are communicating an important message...: let's work together as a community to protect our health and that of those more vulnerable and dependent on our actions.

Announcement, Institution for Social Security

→ <http://www.iss.sm/on-line/home/articolo49013198.html>

Serbia

The Ministry of Health and the Institute for Public Health published a joint statement highlighting the importance of vaccination. The Serbian network of regional public health institutes also organized a series of lectures targeting health care workers in several cities across the country. WHO Representative to Serbia, Dr Marijan Ivanusa spoke about the societal benefits of immunization in a special television programme broadcast by Station N1.



© N1

Television programme (N1)

→ <https://www.youtube.com/watch?v=rhAk9Xlaxg4>



Slovakia

Chief Public Health Officer, Dr Ján Mikas, launched a series of activities to celebrate immunization efforts in the framework of EIW 2019, with participation of experts from the national public health authority and 36 regional public health authorities. In this context, the Department of Epidemiology organized a seminar for staff on the campaign and the important role every individual can play in spreading evidence-based information on vaccination. Public health authorities updated their official websites and provided the media (TV, radio, press agencies) with key talking points, press releases and additional material. Similarly, social media, in particular Facebook, was utilized to share information and updates. The Chief Public Health Officer of Slovakia participated in numerous TV and radio programmes to discuss the importance of vaccine-preventable diseases not only for the individual, but entire communities.

Information leaflets and posters on vaccination were distributed to regional health authority premises, health care facilities, pre-school and school facilities, retirement homes as well as more than 280 municipality offices. Specific education material and brochures were also given to community workers in Roma communities. Also, epidemiologists from the regions organized a total of 252 lectures to educate health care workers and medical students about vaccination.

WHO Country Office has been supporting EIW activities in Slovakia for many years. The recent publication "The importance of vaccination" was financially and technically supported by WHO. It provides valuable information for the work of different healthcare workers.

The importance of vaccination

→ www.uvzsr.sk/index.php?option=com_content&view=article&id=2905%3Avyznam-okovania--choroby-ktorym-moeme-vaka-okovaniu-predchadza--nova-publikacia-vydana-vnramci-bca-who-na-slovensku&catid=140%3Aokovanie&Itemid=117

Slovenia

Detailed information on the immunization calendar and the diseases vaccines prevent was posted on the social media accounts and websites of national, regional and local authorities. The National Institute of Public Health also made WHO's poster series in Slovenian available on various websites for sharing or downloading.

The Minister of Health, Aleš Šabeder, made an official statement highlighting that vaccination has saved millions of lives worldwide. He emphasized that vaccination is not only an individual right, but also a social responsibility to protect others, especially those who cannot be vaccinated.



Graphic:

➔ <http://www.michalovce.sk/sk/aktualita/europsky-imunizacny-tyzden>

© WHO

Press release, Regional Public Health Office

➔ <http://www.ruvznr.sk/epid/imunita2019.pdf>

➔ <http://www.ruvztn.sk/EIW%202019.pdf>

Statement, Minister of Health Aleš Šabeder

➔ http://www.mz.gov.si/si/medijsko_sredisce/novica/7778/?fbclid=IwAR21BdPoaYobyU5pQuP1W-8FJy3Aa1Efvto2iwYZY4xzO58UNibE5WdkyqGI

Campaign material, National Institute of Public Health

➔ https://www.nijz.si/sl/cepim-se-zascitim-vse?fbclid=IwAR1WCNxn_j2GFUtuFACghkpdGIyYbAiaEVDkx9B97TCsfSqt9Lx_KSViUopl

➔ <https://www.nijz.si/sl/evropski-in-svetovni-teden-cepljenja-2019-cepim-se-zascitim-vse>

Spain

The Spanish Association for Vaccinology (AEV) organized a series of events to highlight the numerous achievements of vaccines in preventing potentially life-threatening diseases, and the need to identify and draw the public's attention to existing gaps. AEV in cooperation with the National Association of Nursing and Vaccines launched its first online course on vaccination using Twitter. The course included an introduction to the history of vaccines, adverse events following immunization and countering misinformation and false myths on vaccination. On World Meningitis Day, which coincided with EIW, AEV also organized a livestreamed event (*La enfermedad meningocócica invasiva. Hoy, aquí y ahora*) allowing experts to interact with the public on the topic of meningitis and the vaccines that can prevent it.

An extensive communication campaign entitled *In a globalized world, vaccines count* (Spanish: *En un mundo global las vacunas cuentan* - #lasvacunascuentan) spread facts on vaccination and embedded the topic into the larger framework of one world - one health. A special website was created containing videos, infographics and posters, press releases and social media gadgets.

Las vacunas cuentan

→ <http://www.lasvacunascuentan.es/>

MSDsalud
EN UN MUNDO GLOBAL
las vacunas cuentan
SEMANA MUNDIAL DE LA INMUNIZACIÓN 2019

5 HECHOS SOBRE las vacunas

- 1 Las vacunas están sometidas a continuos procesos de supervisión**
Las vacunas están sometidas a controles rigurosos antes de su aprobación. Así mismo, se monitorizan de forma constante para detectar potenciales efectos secundarios una vez comercializadas. En el caso en el que se produzca un efecto adverso, se reporta de forma inmediata y se inicia un proceso de investigación.
- 2 Las vacunas ayudan a prevenir enfermedades mortales**
Enfermedades como la poliomielitis pueden causar parálisis; el sarampión, encefalitis y ceguera y alguna de las enfermedades prevenibles mediante vacunación pueden ser incluso mortales. Los beneficios de la vacunación pueden superar los riesgos y, sin vacunas podrían producirse muchos más casos de enfermedad y muerte.
- 3 Las vacunas nos aportan una inmunidad similar a las infecciones naturales**
La respuesta inmunitaria de la vacuna es similar a la que se produce con una infección natural.
- 4 La co-administración de vacunas**
La respuesta inmune y el perfil de seguridad no se ven afectados por la co-administración de determinadas vacunas en comparación con su administración por separado. Además, con la co-administración se ahorra tiempo y dinero, ya que se acude menos a consulta.
- 5 Si paramos de vacunarnos podrían resurgir enfermedades infecciosas controladas**
Incluso con buenas condiciones de higiene, saneamiento y acceso al agua potable, determinadas infecciones se pueden propagar. Cuando la población no se vacuna, las enfermedades infecciosas prevenibles mediante vacunación, pueden resurgir.

El contenido que se proporciona en este material es información general. En ningún caso debe sustituir ni la consulta, ni el tratamiento, ni las recomendaciones de su médico.

MSD | Merck Sharp & Dohme de España S.A. | Avda. Nacional 30 | 28007 Madrid | www.msd.es
MSDsalud

© MSDsalud

Sweden

The Public Health Agency (Folkhälsomyndigheten) used EIW as an opportunity to bring health care workers involved in the delivery of the national vaccination programme together with other vaccination stakeholders for a conference on “the role communication plays in the vaccination programme and in continuously maintaining the public’s trust”. The conference looked at trends in vaccine confidence in Sweden and neighbouring countries to gain insights into how vaccination is reported on and discussed in the media and social media, and to tackle concerns raised by parents and health care workers during vaccination appointments.

Communication activities focused on data from the annual report of the national vaccination programme, including a focus on HPV and measles vaccination coverage. A communication toolkit including key messages from the annual report and updated communication materials was disseminated among Sweden’s national partners and communication officers in advance of the week.



© Public Health Authority, Sweden

Annual report on the childhood vaccination programme in Sweden 2018

➔ <https://www.folkhalsomyndigheten.se/contentassets/bd48e34a891845d9a0289b2124ad9cf2/barnvaccinationsprogrammet-2018-19037.pdf>

Switzerland

For the past two years, Switzerland has utilized EIW to promote the Swiss electronic vaccination record, which is a fundamental component of the National Vaccination Strategy (NVS) to better identify and address immunization gaps, in particular in regard to the measles vaccine. The campaign "Already vaccinated?" was launched on the first day of EIW on numerous social media channels.

The new electronic system promises to facilitate the vaccination process both for parents by sending automatic reminders when a vaccine is due and for health care workers by enabling them to access their patients' vaccination status from anywhere in the country, thereby helping to avoid any unnecessary duplication of vaccinations.



© Federal Office of Public Health, Switzerland

The Swiss electronic vaccination record

→ <https://www.meineimpfungen.ch/?locale=en>

News article

→ <https://www.bag.admin.ch/bag/de/home/das-bag/aktuell/news/news-24-04-2019.html>

National Vaccination Strategy

→ <https://www.bag.admin.ch/bag/en/home/strategie-und-politik/nationale-gesundheitsstrategien/nationale-strategie-impfungen-nsi.html>

Tajikistan



© WHO Tajikistan

Promotional events were organized in Dushanbe and other cities, including a roundtable discussion for medical institutions. Information leaflets on immunization were handed out to the public at shopping malls, parks and bus stations.

The WHO Regional Office and Country Office in Tajikistan utilized EIW to organize a follow up training to support the country with its plan to implement an immunization information system. For this purpose, banners, leaflets and booklets on immunization were printed and disseminated among stakeholders during the training.

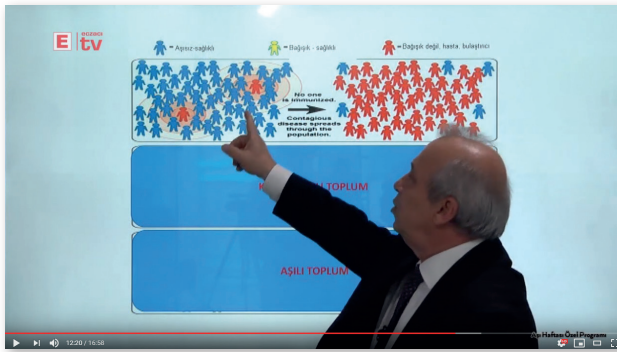
Statement, Ministry of Health and Social Protection of Population of the Republic of Tajikistan

→ <http://rcip.tj/news/news-1556542258>

Turkey

Numerous medical associations and the Ministry of Health in Turkey utilized EIW to promote the benefits of vaccination for the entire population on online platforms, official websites and social media. For example, the Turkish Pharmacists Association stressed their role in raising awareness and providing guidance to safe injection practices, including the safe handling of vaccine-related supplies. The Association published a vast range of information material, including videos for pharmacists, a press release, answers to frequently asked questions on vaccination, an infographic version of the national immunization calendar and an e-brochure. It also organized a series of talks on the important contribution of pharmacists to the overall immunization programme.

A video prepared by immunization experts was broadcast on the Turkish television channel Eczacı.



Photos: Prof Dr Levent Akin



Graphics:

→ <http://artvinism.saglik.gov.tr/yazdir?4F-CDBEA0A7D733CDC7796E4DB189A216>

Press release, Ministry of Health

→ <https://hsgm.saglik.gov.tr/tr/haberler/2512-a%C5%9Fi-haftasi-24-30-nisan-2019.html>

Turkey Infectious Diseases and Clinical Microbiology Specialist Association (EKMUD)

→ <http://ekmud.org.tr/haber/199-dunya-asi-haftasi-24-30-nisan-2019>

Press release, Ankara Medical Chamber

→ <https://ato.org.tr/news/show/565>

Turkish Pharmacist Association

→ <http://www.burdureo.org.tr/haber-4813>

Professor Levent Akin on vaccination

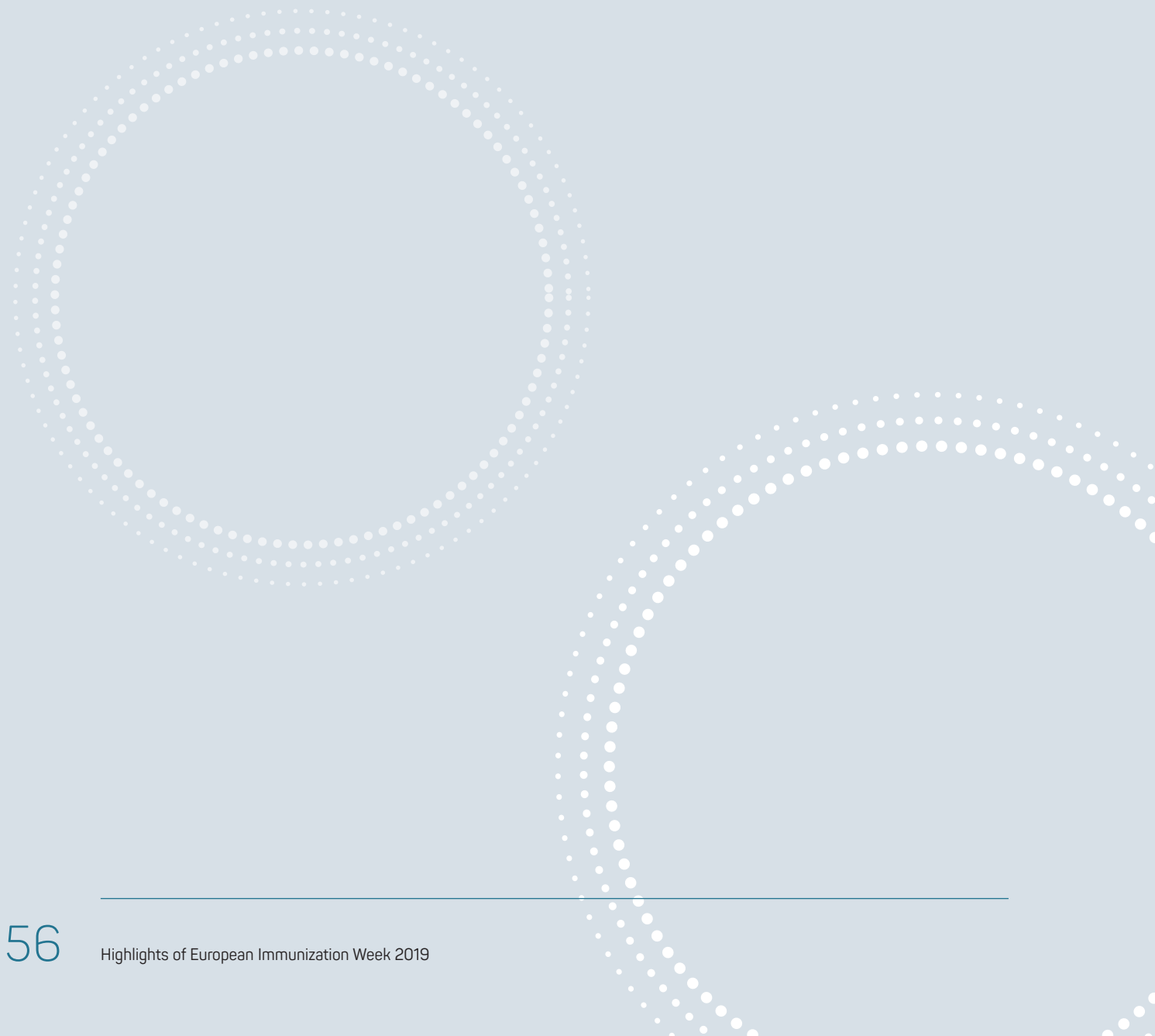
→ <https://www.youtube.com/watch?v=IpHM803vg6A>

Turkmenistan

The Ministry of Health, the Medical Industry of Turkmenistan, WHO Country Office and UNICEF helped organize a briefing session for media representatives on immunization. Throughout the week, newspapers, television stations and radio channels dedicated special programmes to the topic of vaccination and EIW as a nationwide initiative.

Universities hosted conferences and discussions on vaccine efficacy, quality and safety, and numerous seminars were organized by health care worker associations to discuss the introduction of new vaccines to the national immunization calendar.

To reach the general public, additional medical consultations were offered at various district health centres and hotlines were established to answer parents' concerns regarding the vaccination of their children. A specific thematic emphasis was placed on vaccination during pregnancy.



Ukraine

Ukraine utilized EIW to launch the National Immunization Strategy and Roadmap, which brought together the regional network of Public Health Centers, the National Public Health Center, the Ministry of Health, WHO, Parents for Vaccination (an NGO) and several other partners. During this two-day event, all regional Public Health Centers committed to lead the immunization program at sub-national level and establish the required capacities within their institutions to achieve the national immunization-related goals and targets. In the days leading up to EIW, the NGO Parents for Vaccination organized its 4th training event for vaccine advocates accompanied by lectures for students by students to encourage others to make an active, evidence-informed choice to vaccinate and share the facts on vaccination.

The Children's Hospital and University Clinic of Odessa organized an interactive learning game for children, an expert meeting for general practitioners and a special training session for nurses. In other regions of Ukraine, private medical centres offered free pneumococcal vaccines for disabled children, roundtable discussions were organized on how to best communicate vaccine safety to the public and interactive school competitions invited children and adolescents to reflect upon what vaccination means for them and their health.



© WHO

In Kiev, children in a local kindergarten participated in a drawing contest highlighting the protective element of vaccination and how vaccination helps protect them and their families from the spread of potentially life-threatening diseases. Throughout the country, EIW was also utilized to inform mothers-to-be not only about vaccination during pregnancy, but also about topics related to newborn vaccination and herd immunity.

United Kingdom

Public Health England

As you get older shingles can be very painful and really affect your quality of life.

NHS

Are you **70-75** or **78-79** years of age?

Then you are eligible for your **shingles vaccination**

Speak to your GP practice today about having your shingles vaccination

Immunisation The safest way to protect children and adults

Going to a festival, concert or group holiday and up to 25 years of age? Starting university?

Young people aged 18-25 are particularly at risk from meningococcal disease as they often come into contact with many new people in confined environments such as pubs and clubs, festivals and university halls.

These three banners are available to use on digital displays, social media and websites to remind young adults that they need their MMR too (see [weblink 10](#)).



Students starting university for the first time are particularly at risk if unvaccinated. They need their two doses of MMR to protect them against measles, mumps and rubella. We have seen outbreaks of measles and mumps in halls of residence. They also need their MenACWY vaccine and a good understanding of the signs and symptoms of meningitis and septicaemia.



© Public Health England

Public Health England (PHE) utilized EIW to publish a special edition of its Vaccine update monthly vaccination newsletter for health professionals and immunization practitioners. Each year, the EIW Vaccine update special edition incorporates a look back at vaccination history in the United Kingdom and highlights current efforts and examples of best practice. The special edition was dedicated this year to vaccine heroes, ranging from pharmacists to midwives and parents

400 copies of the publication were distributed to delegates at the United Kingdom's 2019 National Immunization Network conference, which has been held during EIW for the past three years. Copies will also be distributed to visitors at a range of healthcare professional events throughout the year.

In Wales, the 16th Welsh Immunization Conference was held in Cardiff to commemorate EIW and discuss a range of topics including immunization and the immunocompromised child, challenges in eliminating measles in the WHO European Region, prevention of herpes zoster and e-consents in school vaccination programmes.

Vaccine update, special EIW edition

→ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/796160/Vaccine_Update_293_April_2019.pdf

Welsh Immunization Conference

→ <http://www.wales.nhs.uk/sitesplus/888/event/10201>

Uzbekistan



© WHO Uzbekistan

More than 20 mother bloggers were invited to speak about the importance of vaccination not only for their children, but the entire community at an EIW event focusing on mothers as vaccine heroes. Prior to the event, the bloggers asked their followers which topics they would like to see raised. Questions were then submitted and addressed by experts from the Ministry of Health during a question and answer session, which was broadcast live on the most popular social media channels in Uzbekistan. An additional session was also organized with Dr Dilbar Mahmudova, a paediatrician and immunization expert in the Ministry of Health, and livestreamed on Facebook, followed by a quiz on vaccination and what diseases vaccines prevent.

The WHO Country Office interviewed Aziza Abuazimova, a nurse in Tashkent, among others, as part of the regionwide vaccine hero personal stories series. University students and other online advocates posted videos on their social media accounts to share the message that #VaccinesWork.

Vaccine heroes profiles: Aziza's story

➔ <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/vaccine-heroes/aziza-abduazimova,-nurse,-tashkent,-uzbekistan>

PART II

Regional activities

EIW is an opportunity to collaborate and strengthen partnerships to affect change.

This section provides an overview of joint activities conducted at the regional level to celebrate vaccine heroes and spread the facts about vaccines.





Joint statements

High-level engagement – joint ECDC/WHO Regional Office for Europe statement

” Together with Member States, WHO and the European Union have taken bold steps to address the immunization gaps that offer an open door to vaccine-preventable disease. The activities set in motion by the WHO European Vaccine Action Plan, the Council Recommendation on strengthened cooperation against vaccine-preventable diseases, and the European Union’s Joint Action on Vaccination have far-reaching consequences for health systems and communities.

Our joint resolve to increase immunization coverage must be felt in every community and health facility throughout the Region.



©WHO

Dr Zsuzsanna Jakab, Regional Director,
WHO Regional Office for Europe

Dr Andrea Ammon, Director, European
Centre for Disease Prevention and Control

Statement, ECDC and WHO/Europe

➔ <http://www.euro.who.int/en/media-centre/sections/statements/2019/joint-statement-european-immunization-week>

High-level engagement – HRH Crown Princess of Denmark Statement and visit to UN City

” We can ALL be vaccine heroes...

It is a time to ensure that populations are informed about the benefits of vaccination, and for individuals to demand equitable and accessible immunization programmes. Above all, it is a time to recognize that we can only close existing gaps in protection and ensure that no one is left behind if we work together to immunize the whole of Europe.”



©WHO

HRH Crown Princess of Denmark
and Dr Pirooska Östlin, Acting
Regional Director, WHO Regional
Office for Europe

Statement, HRH Crown Princess of Denmark

→ <http://www.euro.who.int/en/media-centre/sections/statements/2019/eiw-2019-statement-we-can-all-be-vaccine-heroes>

Joining forces at UN City

Small steps make a big difference

Several WHO programmes teamed up with the International Sport and Culture Association (ISCA) on 24 April (the first day of EIW as well as No Elevator Day) to organize an interactive event at the UN City building in Copenhagen, Denmark, dedicated to protecting health throughout the life course. This event aimed to raise awareness of the many small steps individuals can take to stay healthy and prevent diseases, such as through immunization, physical activity and nutrition.

More than 100 staff at UN City participated in a 'treasure hunt' for facts and information.



© WHO



Joint WHO/UNICEF Uzbekistan photo story

Focus: supply chain management

As part of the vaccine hero series, WHO teamed up with UNICEF Uzbekistan to create a joint photo story highlighting the importance of supply chain management. This story features Mr Jahongir Mirzakarimov, who has dedicated his professional career to ensuring proper storage and delivery of vaccines to the most remote areas of the Fergana Region in Uzbekistan.



Vaccine hero profile: Jahongir Mirzakarimov

→ <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/vaccine-heroes/jahongir-mirzakarimov,-vaccine-warehouse-manager,-uzbekistan>

Joint statement by WHO/Europe, Danish Polio Association and Rotary

Focus: polio eradication efforts in Denmark and the world

A joint statement published in the Danish press drew attention to the tremendous success of vaccination efforts, which have made the European Region polio-free and reduced cases globally by over 99%. It also pointed to the vital importance of sustaining high immunization coverage against polio in Denmark and every other country until the disease is eradicated globally.

**Commentary: Denmark's history will repeat itself if not everyone is vaccinated
(Danish: "danmarkshistorie gentager sig hvis ikke alle vaccineres")**

→ <https://www.altinget.dk/sundhed/artikel/aktoerer-doedelig-danmarkshistorie-gentager-sig-hvis-ikke-alle-vaccineres>

Cross-regional collaboration: WHO/UNICEF operational hub in Gaziantep, Turkey, supports immunization activities in northern Syria

Recognizing joint efforts to stem outbreaks in Syria

WHO and health partners working in Gaziantep, Turkey, to respond to the crisis in north-west Syria utilized EIW to recognize the joint immunization efforts undertaken over the past year.

The continuing conflict and waves of displacement place a massive strain on the health system in Syria. WHO and UNICEF are working to strengthen routine immunization services and support mass vaccination campaigns to protect the country's children against measles, polio and other vaccine-preventable disease. During the celebrations, health partners were recognized for having taken bold steps to address the immunization gaps despite the difficult and dangerous context. Their work proves that it is possible to leave no-one behind when everyone works together.

Despite significant achievements, including ending an outbreak of vaccine-derived poliovirus that began in 2017 and significantly decreasing the number of reported measles cases, it was stressed that sustained efforts are needed. Cases of vaccine-derived poliovirus served as a warning that vaccination rates are dangerously low.

To highlight the importance of vaccination within the community, WHO and partners organized three awareness raising events in Idlib, Hama and rural Aleppo in Syria. During these events doctors, community leaders and important stakeholders in the community were invited to provide detailed explanations of the vaccination programme to the community. Subsequently, teams were formed among the attendees to further raise awareness of the benefits of immunization and encourage families to come to the routine vaccination centers. During the events, the need to increase immunization was widely recognized in the communities and health facilities. Suhail Khalaf – a vaccine hero working in Idlib, Syria, said: "I hope that everyone will see our success. We gained it through the people's trust in us, and the trust of the community where we work"



© WHO Gaziantep

Resources

Campaign materials

- <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/download-campaign-material>

Key messages

- <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/key-messages>

Statement: WHO Regional Director and ECDC Director

- <http://www.euro.who.int/en/media-centre/sections/statements/2019/joint-statement-european-immunization-week>

Statement: HRH Crown Princess of Denmark

- <http://www.euro.who.int/en/media-centre/sections/statements/2019/eiw-2019-statement-we-can-all-be-vaccine-heroes>

Vaccine hero profiles

- <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/vaccine-heroes>

Photo story summary of country events

- <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/news/news/2019/05/photo-story-creativity-and-commitment-on-display-during-european-immunization-week-2019>

WHO/Europe news articles

- <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/news/news/2019/04/european-immunization-week-celebrates-the-everyday-heroes-who-help-protect-us-all-from-dangerous-diseases>
- <http://www.euro.who.int/en/media-centre/events/events/2019/04/european-immunization-week-2019/news/news/2019/03/raising-awareness-on-the-importance-of-vaccination-focus-on-halting-the-measles-outbreak-in-kyrgyzstan>

The WHO Regional Office for Europe

The World Health Organization (WHO) is a specialized agency of the United Nations created in 1948 with the primary responsibility for international health matters and public health. The WHO Regional Office for Europe is one of six regional offices throughout the world, each with its own programme geared to the particular health conditions of the countries it serves.

Member States

Albania
Andorra
Armenia
Austria
Azerbaijan
Belarus
Belgium
Bosnia and Herzegovina
Bulgaria
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Georgia
Germany
Greece
Hungary
Iceland
Ireland
Israel
Italy
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Luxembourg
Malta
Monaco
Montenegro
Netherlands
North Macedonia
Norway
Poland
Portugal
Republic of Moldova
Romania
Russian Federation
San Marino
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Tajikistan
Turkey
Turkmenistan
Ukraine
United Kingdom
Uzbekistan

World Health Organization Regional Office for Europe

UN City, Marmorvej 51, DK-2100 Copenhagen Ø, Denmark

Tel.: +45 45 33 70 00 Fax: +45 45 33 70 01

E-mail: eurocontact@who.int

Website: www.euro.who.int