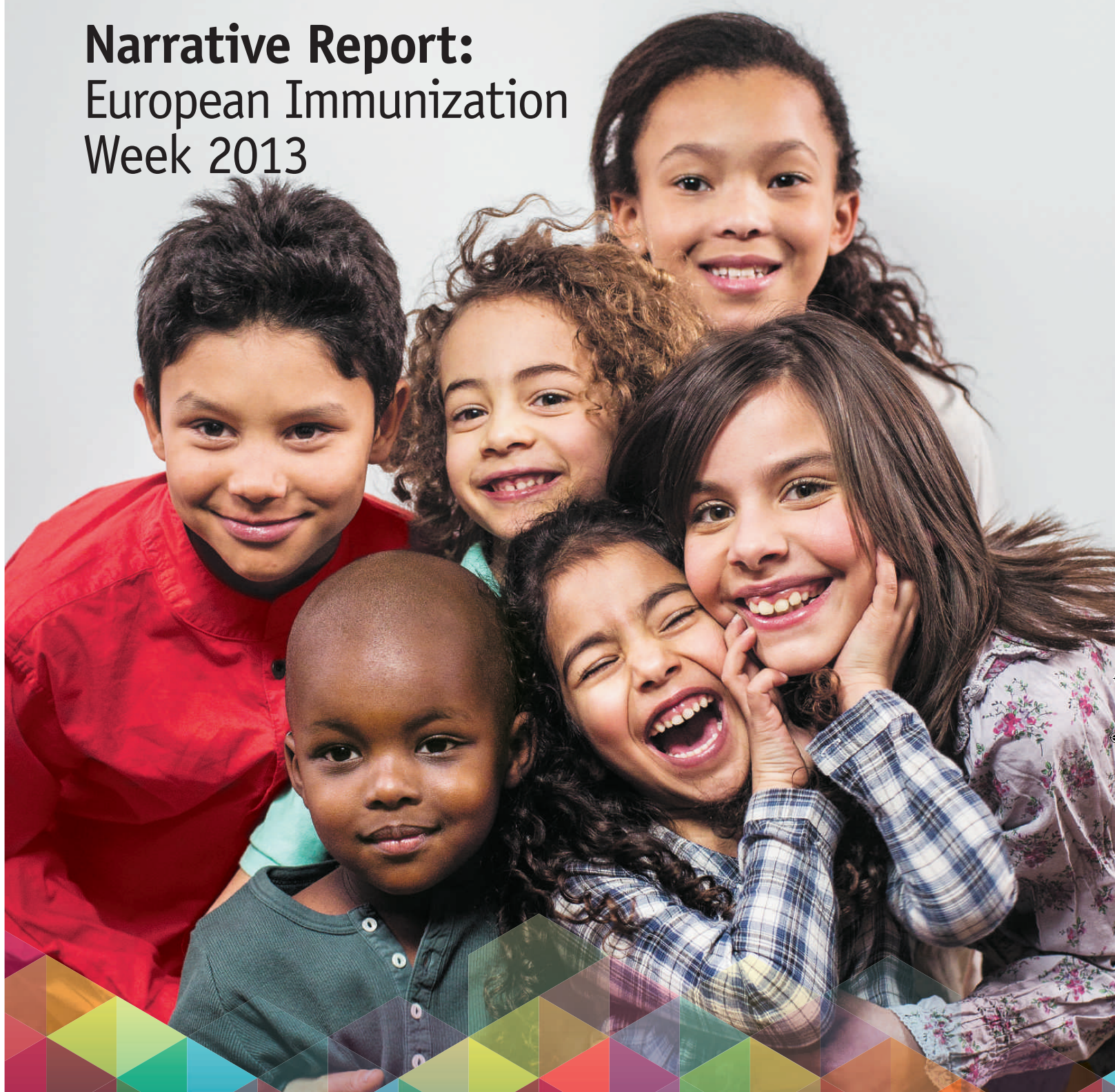


Narrative Report:
European Immunization
Week 2013

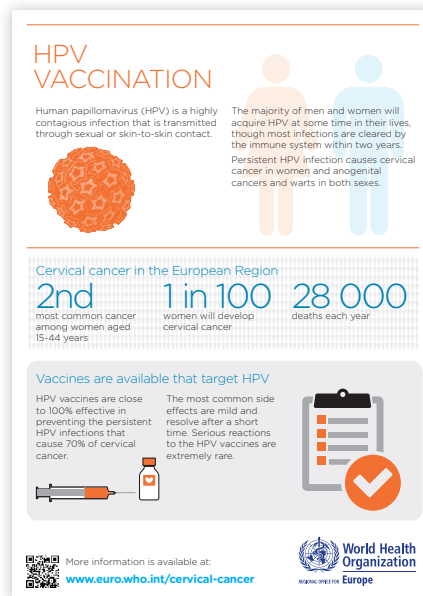
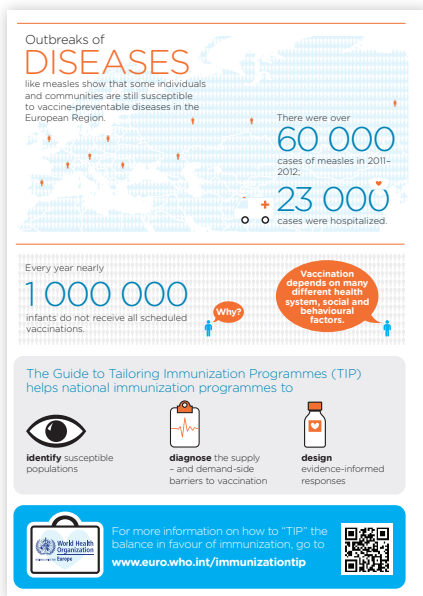


**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

More new immunization resources were launched during European Immunization Week (EIW) 2013 than in any other year.

As Member States' requirements grow and evolve, the WHO Regional Office for Europe will continue to respond to this demand, providing new resources and evidence.



Vaccine Safety Events: managing the communications response

A Guide for Ministry of Health EPI Managers and Health Promotion Units

World Health Organization
REGIONAL OFFICE FOR EUROPE

EIW publications available in our online resource centre <http://eiw.euro.who.int>

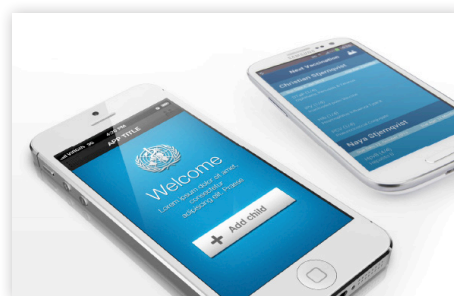
Defining and refining the approach to immunization

Many Member States still have pockets of population that are susceptible to vaccine-preventable diseases, despite enjoying improving levels of immunity in the general population in some cases. The guide to Tailoring Immunization Programmes, or TIP, is designed to identify susceptible populations, determine barriers to vaccination and implement evidence-based interventions.

The TIP Guide was pilot tested in Bulgaria, focusing on Roma settlements that were identified as vulnerable. The pilot showed that young children were missing out on the follow-up doses of vaccine after the age of 12 months and that poverty, language difficulties and lack of information were creating barriers to immunization. Recommendations have now been agreed upon and an action plan will be the next step.

Talking with patients and parents about HPV vaccination for girls: Information for health care professionals

HPV vaccination is currently available in 21 out of 53 Member States and demand is growing. This document has been added to the EIW online resource centre to provide thoughtful and balanced answers to the questions health care professionals can expect to receive from patients and parents who are unsure about the need for and benefits of the HPV vaccine. The introduction of this vaccine in the foreseeable future is being considered by Albania, Kyrgyzstan, Tajikistan and Uzbekistan.



Communicating proactively

Vaccine Safety Events: managing the communications response provides practical, informative strategies and tools to help immunization programme managers plan and manage communications responses following a local, national or international vaccine safety event.

Immunization smart phone application code

The WHO Regional Office commissioned development of the design frame and code for an "immunization app" for smart phones. WHO has made this code available to all Member States and is already working with 12 countries to adapt the app to local languages and immunization schedules.

Smart phone immunization app.

Cover image courtesy of Institut national de prévention et d'éducation pour la santé (INPES, Saint-Denis, France).

Straight talk

Slovenia conducted workshops for paediatricians and school doctors on communicating with parents about vaccination, emphasizing transparent communication on vaccine safety

Mind the gaps

Catch up vaccination campaigns were launched in Austria, France and the United Kingdom. In France all 26 regions cooperated and involved doctors, nurses, midwives, pharmacists and a wide variety of health care organizations. Efforts were made to reach out to populations that could have been missed out, such as prisoners, young people and refugees. A film was made in sign language for the deaf.

Bringing it all online

Increasingly paper vaccination records are being replaced with online records. EIW 2013 saw Germany and Switzerland make the leap. Both Germany and Switzerland ran humorous poster campaigns on this topic.

Reaching out through film

Ireland produced a charming film with the slogan “Every vaccination is a little victory”, which has been shown on primetime television. Latvia also created a film and Norway made a cartoon that has been shown in doctors’ surgeries and airports.

The video message on immunization from WHO Patron Her Royal Highness Crown Princess Mary of Denmark was very well received with more than 4000 views in the space of a month.

Reaching out through the media

The internationally respected medical journal The Lancet ran an article on measles by WHO’s Regional Director Zsuzsanna Jakab and Prof David Salisbury, head of UK Immunization Services.

EIW in Ukraine kicked off with a press conference hosted by the Minister of Health Dr Raisa Bohatyrova. Many Member States took the opportunity to attract the attention of their local media and gained quality coverage including Armenia, Cyprus, Czech Republic, France, Greece, Hungary, Kazakhstan, Latvia, Lithuania, Malta, Norway, Portugal, Spain and the former Yugoslav Republic of Macedonia.

Capacity building for health care workers

Health care worker training and capacity building was the focus of activity for various Member States including Albania, Croatia, Estonia, France, Greece, Latvia, Portugal, Serbia and Slovenia.



From top to bottom
Publicity material from the German EIW campaign, WHO Patron HRH Crown Princess Mary of Denmark, UNICEF-led press conference in Pristina.



The Former Yugoslav Republic of Macedonia's Minister of Health celebrates EIW with children at an event in Skopje.

Singing in Skopje

As well as a workshop for health care workers and an immunization campaign reaching out into rural areas of the former Yugoslav Republic of Macedonia, a musical event took place in Skopje's central park. Child musicians sang while others distributed EIW posters, t-shirts and balloons. Other large cities also participated with events of their own, and TV and radio stations devoted airtime to immunization themes.

Using new ways of communicating

Under the slogan "Love and Protect" Public Health Authorities in Georgia used social media channels such as Facebook during EIW to generate discussion online and answer parents' queries. They also began using mobile phone text messaging to remind mothers it was time to vaccinate their children.



Specially designed publicity materials from Georgia.



Belgian poster depicts measles as a red monster, the target of 'Operation Vaccination'.

Second dose focus

Belgium conducted a campaign under the slogan – Give measles the final jab! Recent data from Flanders shows 96.6% coverage for first dose of measles; but the second dose, which is given at age ten, is received by 92.5% of children. Working with school health services, general practitioners and paediatricians, a strategy is being put in place to increase second dose coverage.

Blog postings on the EIW campaign website included a piece on how Public Health Wales used Facebook during their recent measles outbreak. The EIW Campaign Website presented guest blogs from vaccine inventor Prof Paul Offit, Russian paediatrician Dr Layla Namazova and many more.

Introducing new vaccines

The Ministry of Health in Azerbaijan announced plans to positively influence child mortality and morbidity caused by pneumococcal infection by introducing the pneumococcal vaccine.

Looking to the future

Now that EIW 2013 is over, planning for 2014 can begin. As part of the lead up to the 2015 measles elimination goal, WHO plans to hold a meeting of EIW focal points in early 2014.

All the resources we have referred to and more are available in our online resource centre.

Go to <http://www.euro.who.int/en/what-we-do/health-topics/disease-prevention/vaccines-and-immunization/publications> or <http://eiw.euro.who.int/>

Keep in touch

We are keen to hear about your immunization activities and future plans. Have you evaluated the results of any of your initiatives? Are you planning something innovative? It's always a pleasure to highlight good practice, so keep in touch

EIW@euro.who.int or +45 45 33 68 44