WHO/EURO and ECDC training/communication material for HCW

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Disclaimer

• Due to other commitments ECDC could attend this meeting or join via Skype.
• Following presentation is based on information provided by ECDC regarding their activities in the area of hesitancy and HCWs empowerment in addressing hesitant behaviours.
Communication guides on immunisation

Publication
Let's talk about protection: enhancing childhood vaccination uptake
public health guidance - 25 Apr 2016
Helping parents to understand vaccination and supporting their choice to get their children protected is one of the most important aspects of the work of a primary healthcare professional.

Let's talk about protection - EN - [PDF-3.15 MB]
Publication
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Helping parents to understand vaccination and supporting their choice to get their children protected is one of the most important aspects of the work of a primary healthcare professional.
Let’s talk about protection - EN - [PDF-3.15 MB]
health communication | immunisation | Vaccine
Preventable Diseases Programme

Publication
Let’s talk about hesitancy: enhancing confidence in vaccination and uptake
technical guidance - 25 Apr 2016
This guide provides practical evidence-based and peer-reviewed advice for public health programme managers and communicators involved with immunisation services. It identifies ways to enhance people’s confidence in vaccination and addresses common issues which underlie vaccination hesitancy.
Let’s talk about hesitancy: enhancing confidence in vaccination and uptake - EN - [PDF-1.02 MB]
Europe | health communication | immunisation |

Publication
Translation is not enough: cultural adaptation of health communication materials
technical guidance, guide - 25 Apr 2016
This guide introduces a five-step, stakeholder-based approach to adapting health communication materials. It describes how countries can take any health communication material and create adapted products which reflect national or local realities, needs and assets without losing the scientific correctness, core concepts and messages of the original version.
Translation is not enough: cultural adaptation of health communication materials - EN - [PDF-576.22 KB]
Europe | health communication | immunisation |

Publication
Measles and rubella elimination: communicating the importance of vaccination
technical report - 5 Aug 2014
The goal of this project is to support EU Member States in their fight against measles and rubella. This report should enable Member States to engage in effective, evidence-based risk communication.
Measles and rubella elimination: communicating the importance of vaccination - EN - [PDF-1.07 MB]
congenital rubella | Europe | health communication |
Communication toolkit on immunisation

Data

Communication toolkit on immunisation: How to increase immunisation uptake

This ECDC communication toolkit aims to support EU/EEA countries in their communication initiatives to increase immunisation uptake, in particular childhood vaccination. It provides template materials that health authorities can adapt to develop their own communication initiatives, in line with national, regional or local strategies and needs.

EU/EEA | Europe | health communication

health communication | immunisation | vaccine preventable disease
• Besides providing materials for HCP ECDC has also organised training is different countries.