

Table Of Content

Improving IMMunisation cooperation in the European UNION	3
Summary	4
Work Package	5
Coordination of the project	5
Dissemination of the project	5
Evaluation of the project	5
Strengthening the Coalition for Vaccination	5
Training and Education	5
National toolboxes to increase vaccine uptake in target communities	5
Coordinator, Leader contact and partners	14
COMITE PERMANENT DES MEDECINS EUROPEENS AISBL	14
COMITE PERMANENT DES MEDECINS EUROPEENS AISBL	14
COMITE PERMANENT DES MEDECINS EUROPEENS AISBL	14
GROUPEMENT PHARMACEUTIQUE DE L'UNION EUROPEENNE AISBL*GPUE PHARMACEUTICAL GROUP OF THE EU	14
GROUPEMENT PHARMACEUTIQUE DE L'UNION EUROPEENNE AISBL*GPUE PHARMACEUTICAL GROUP OF THE EU	14
GROUPEMENT PHARMACEUTIQUE DE L'UNION EUROPEENNE AISBL*GPUE PHARMACEUTICAL GROUP OF THE EU	14
GROUPEMENT PHARMACEUTIQUE DE L'UNION EUROPEENNE AISBL*GPUE PHARMACEUTICAL GROUP OF THE EU	14
FEDERATION EUROPEENNE DES ASSOCIATIONS INFIRMIERES AISBL	14
UNIVERSITEIT ANTWERPEN	14
UNIVERSITEIT ANTWERPEN	14
UNIVERSITEIT ANTWERPEN	14
UNIVERSITEIT ANTWERPEN	14
UNIVERSITEIT ANTWERPEN	14
UNIVERSITEIT ANTWERPEN	14
UNIVERSITEIT ANTWERPEN	14
EUROPA MEDIA SZOLGALTATO NON PROFITKOZHASZNU KFT	14
EUROPA MEDIA SZOLGALTATO NON PROFITKOZHASZNU KFT	14
EUROPA MEDIA SZOLGALTATO NON PROFITKOZHASZNU KFT	14
EUROPA MEDIA SZOLGALTATO NON PROFITKOZHASZNU KFT	14
EUROPEJSKIE MEDIA SP ZOO	14
EUROPEJSKIE MEDIA SP ZOO	14
EUROPEJSKIE MEDIA SP ZOO	14
ISTITUTO SUPERIORE DI SANITA	14
ISTITUTO SUPERIORE DI SANITA	14
ISTITUTO SUPERIORE DI SANITA	14
ISTITUTO SUPERIORE DI SANITA	14
INSTITUTUL NATIONAL DE SANATATE PUBLICA	14
INSTITUTUL NATIONAL DE SANATATE PUBLICA	14
INSTITUTUL NATIONAL DE SANATATE PUBLICA	14
INSTITUTUL NATIONAL DE SANATATE PUBLICA	14
INSTITUTUL NATIONAL DE SANATATE PUBLICA	14
INSTITUTUL NATIONAL DE SANATATE PUBLICA	14

SLIMIBU PROFILAKSES UN KONTROLES CENTRS	14
SLIMIBU PROFILAKSES UN KONTROLES CENTRS	14
SLIMIBU PROFILAKSES UN KONTROLES CENTRS	14
SLIMIBU PROFILAKSES UN KONTROLES CENTRS	14
SLIMIBU PROFILAKSES UN KONTROLES CENTRS	14
SLIMIBU PROFILAKSES UN KONTROLES CENTRS	14
ASTIKI MIKERDOSKOPIKI ETAIREIA PROLIPSIS	14
ASTIKI MIKERDOSKOPIKI ETAIREIA PROLIPSIS	14
VIENNA VACCINE SAFETY INITIATIVE EV	14
VIENNA VACCINE SAFETY INITIATIVE EV	14
VIENNA VACCINE SAFETY INITIATIVE EV	14
VIENNA VACCINE SAFETY INITIATIVE EV	14
VIENNA VACCINE SAFETY INITIATIVE EV	14
Outputs	23
Dissemination and Communication Plan and visual identity	23
Project booklet for the public	23
Final external evaluation report	23
Report of Coalition for Vaccination Conference	23
Report of General Session of Training of Trainers Workshop	23
Report on Country-Specific Sessions of Training of Trainers Workshop	23
Report on vaccinology and vaccine communication sessions held during at least three international events	23
Video to promote the Coalition for Vaccination	23
Four National toolboxes	23
Internal evaluation reports	23
Video to promote website	23
Summary of survey of health professionals results	23
Project Website	23
Data Management Plan	23
Evaluation plan	23
Initial Leaflet	23

Improving IMMunisation cooperation in the European UNION

JA2015 - GPSD [705038]

START DATE: 01/04/2021

END DATE: 31/03/2023

DURATION: 24 month(s)

CURRENT STATUS: Ongoing

PROGRAMME TITLE: 3rd Health Programme (2014-2020)

PROGRAMME PRIORITY: -

CALL: Call for Proposals for Project Grants under the Annual Work Programme 2020 of the 3rd EU Health Programme

TOPIC: Stakeholder activities to support the implementation of the Council Recommendation on strengthened cooperation against vaccine-preventable disease

EC CONTRIBUTION: 999338 EUR

KEYWORDS: Awareness Campaigns, Best Practices, Capacity-Building, Coalition For Vaccination, Healthcare Professionals And Students, Media, Training Of Trainers, Vaccine Hesitancy & Uptake, Vaccine Inequalities

Project abstract

Vaccination is an increasing priority at global, European, and national levels. Given stagnating vaccination coverage across Europe, fueled in part by growing vaccine hesitancy and the specific challenges posed by the COVID-19 pandemic, targeted action through a 'whole of society' approach should be taken to increase vaccine uptake and contribute to the 2018 Council Recommendation on vaccination. Building on existing initiatives and learnings, the IMMUNION project (Improving IMMunisation cooperation in the European UNION) will add value to EU and national initiatives - particularly the Coalition for Vaccination. IMMUNION's consortium partners represent five Coalition for Vaccination members, four national public health actors, one university and two media and communications firms. This balanced partnership will cooperate to increase stakeholder collaboration to address issues of access to accurate information about vaccination and to improve education and training opportunities for health professionals and students. Project activities are tied directly to the project's general and specific objectives, with the ultimate aim to support the Coalition for Vaccination. Activities are spread across six complementary and inter-linking work packages that are joined together by a focus on effective communication - both within the health sector and to wider groups in society. Activities include the development of a dedicated Coalition for Vaccination website with integration to the existing SEKI Platform, a Training-of-Trainers Workshop, developing National Toolboxes of vaccination communication best practices, and improving the visibility of the Coalition for Vaccination. Expected outcomes include increased awareness and use of validated training materials, increased ability for health professionals and students to communicate about vaccines, enhanced media reporting on vaccination, and improved overall equity in vaccination for populations with lower vaccine coverage.

Work package

Work Package 1: Coordination of the project

Start month: 1

End month: 24

Work Package Leader: EHNet

Task 1.1: Coordinate project consortium and oversee implementation and outputs (lead EHNet; Contributors: all partners) – M1-M24

As project coordinator, EuroHealthNet will manage the consortium throughout the duration of the project. Over the course of the project, EuroHealthNet will:

- Elaborate the Consortium Agreement, and other relevant processes and artefacts (see

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Section 9.3) setting out the rights and obligations of partners as well as the budget and its distribution, provisions for the settlement of disputes and rules on intellectual property

- Ensure daily management and coordination of the project's activities;
- Set up effective communication mechanisms between partners to ensure smooth and effectively flow of information within the Consortium and between WPs;
- Organise regular meetings of the Executive Committee, as well as a kick-off meeting, three General Assembly (GA) meetings and support the Scientific Advisory Board Meetings and Coalition for Vaccination Conference (WP4);

Task 1.2: Overseeing timely quality delivery of outputs and data management
EuroHealthNet will ensure the reporting of deliverables in accordance with the timing and conditions set out there in the financial, technical and administrative aspects and reporting, supporting partners on these issues, lead project reporting, and ensure regular communication with CHAFEA and the European Commission ("EC"). EuroHealthNet will also, in accordance with the Deliverables Acceptance Plan, oversee timely and high-quality delivery of project outputs, working closely with WP leads and reviewing all deliverables prior to their publication.

In addition, the coordinator will be responsible for ensuring that a secure and suitable knowledge management system is put in place. The system will hold relevant and clearly-numbered project artefacts.

Concerning data generated and collected by the project, an internal Data Management Plan (DMP) will be drafted by the Coordinator to a) define the data governance strategy, b) establish clear accountability for data collection, storage and management, including removal of personal information. The DMP will follow FAIR principles, making data findable, accessible, interoperable and reusable and a data management officer will be appointed at EuroHealthNet (Coordinator) to take the specificities of the different partners into account as some models and databases are IPR protected or have to respect the GDPR concerning individual data.

Work Package 2: Dissemination of the project

Start month: 1

End month: 24

Work Package Leader: EM

Task 2.1: Dissemination and Communication Plan and Visual Identity

This task will focus on developing project's Dissemination and Communication Plan based on the strategy already presented and it will be updated respectively throughout the duration of the project. The aim is to ensure the strong awareness of the project, effective communication and dissemination of project results, and alignment with all necessary reporting procedure, while also defining ambitious KPIs for stimulating and achieving maximum results. The communication strategy will empower and encourage practitioners, decision-makers and relevant stakeholders to participate and take ownership of part of the project. The initial structure of the D&C plan is described in Section 2.2.1 with tailored measures to successfully implement the dissemination and communication activities such as the development of the project's logo in M1 and promotional package (M4); the establishment of an active social media presence in M2; the development of the project's web site and respective online content in M4; establishing synergies and implementing joint actions with corresponding projects as well as sharing of the project's results through relevant widely used online platforms.

As part of the plan, a distinct visual identity of the project will be created to be used in all templates issued by the project consortium. The plan will also draw on a comprehensive stakeholder mapping analysis, which will account for EU, national, regional, local and partners' networks and outreach channels, and serve as a basis for project's dissemination activities. Examples of existing networks are listed in Section 2.2. It will indicate the tools which will be used for project's dissemination (e.g., publications, briefs, infographics, etc.). Close monitoring of the results will allow the assessing the impact of the D&C plan and inform its fine-tuning and update by M18.

Task 2.2: Website development

The project website (M3) will act as a public facing portal of the project. The website will be user-oriented to provide well-structured information about the project and external relevant information. Furthermore, the platform structure will be defined, specifying the content, graphical interface setup, and system used for content collection, transformation, and distribution. The website will serve dissemination purposes where project activities and achievements will be promoted and disseminated to the wider public. The final outcome of the website will be tailored based on the outcomes of the member survey. The website will include a well-organized system/'database' where professionals can search for links to relevant publications, resources and other materials in their language(s) and relevant to their work. Additionally, it will include an 'Ask the Experts' feature which allows website users to submit questions on issues related to vaccines and immunization (TBD).

SEKI will interface with the project website and invite visitors of the project website to engage in training and to embark on a lifelong journey towards vaccine education and training.

This website would also give much greater visibility to the Coalition for Vaccination and would gather all of the various tools produced by Coalition members into one place.

In terms of sustainability, the website will be hosted for at least three years following the end of the project by EuroHealthNet. Selected Coalition Co-chairs and members will have administrative and editorial rights to the site to continue making relevant updates following the end of the project.

Task 2.3 Knowledge transfer through joint dissemination actions (Leader: EM, Contributor: EURACTIV Poland, all partners)

Communication activities targeting and engaging relevant target groups and stakeholders will promote accurate information in a balanced way adapting messages to target audiences. The following online activities are envisioned:

- Maintaining

Work Package 3: Evaluation of the project

Start month: 1

End month: 24

Work Package Leader: INSP

To successfully implement the project and to achieve all its objectives, adequate planning, and coherent monitoring of the implementation of the activities must be carried out in a timely and in an appropriate manner.

WP 3 combines both an internal and external evaluation.

The internal evaluation

The internal evaluation aims to establish the extent to which work schedule, deliverables, other required actions, and targeted outputs are progressing according to plan.

The internal evaluation (or self) will be a systematic process carried out periodically (M6, M12, M23) to evaluate the achievements and the general progress made by each WP.

The internal evaluation will be carried out according to tasks 1 and 2.

Task 3.1: Establishing the monitoring and evaluation framework

- A project evaluation plan and methodology will be developed as an overarching framework both for internal and external evaluation. The plan will include specific tools and instruments for assessment of each WP and meetings. The evaluation plan and methodology will establish a mechanism that ensures input, process and output assessment and provide feedback to the WPs coordinators on the specific achievements of each of the WPs. Thus, the evaluation process guarantees that the project is making progress in its activities towards achieving the outputs and deliverables, according to the approved project proposal
- The internal evaluation will be based on the dialogue between WPs' leaders and the evaluation team. All WPs' coordinators/partners will be involved. They will deliver the data and information requested for the evaluation and will facilitate the application of the specific tools and instruments for assessment (such as checklists, questionnaires, interviews). The specific tools and instruments and methods to apply them will be described in detail within the project evaluation plan and methodology. They will consider the objectives and deliverables as well as the tasks of each WP. The evaluation plan and methodology should be delivered in M4.

Task 3.2: Process and output evaluation

- The internal evaluation process and output evaluation will be coordinated by WP 3 team and facilitated by all the other WPs' coordinators who will apply the evaluation tools and instruments deliver the requested data and information and receive the feedback from WP3 coordinators.
- The process evaluation will use tools and instruments that measure the process indicators. (e.g. 1. check that a website was set up to professionalize dissemination strategies to health professionals across Europe on validated training and information materials on vaccination, 2. analysis reports of the evaluation questionnaires at the end of each training session for the dissemination activities about the training resources carried out by WP5 partners).
- The output evaluation will use tools and instruments that measure the output indicators (e.g. descriptive report of each campaign specifically targeting vulnerable and underserved populations to boost their vaccination coverage and improve overall equity in vaccination, analysis report of evaluation questionnaires per session delivered by targeted trainers who provide vaccination communication sessions to health professionals and/or students in their respective countries, to help combat disinformation and improve confidence in vaccination)
- The deliverable resulted from this task are three internal evaluation reports in M6, M12, M23.

The external evaluation

The external evaluation will focus on project outcomes and impact. It will be based on an external Committee of evaluators advice and an external contractor with activities and expertise on vaccination and health promotion. The external evaluation will be carried out according to tasks 3 and 4.

Task 3.3: Outcome monitoring and sustainability of the project

- The Scientific Advisory Board (as described in Section 9.2) will be called upon to conduct the midterm

Work Package 4: Strengthening the Coalition for Vaccination

Start month: 1

End month: 24

Work Package Leader: CPME

The WP4 will aim to strengthen the Coalition for Vaccination and cooperation between its member associations. The work package will be led by the Standing Committee of European Doctors (CPME) in close cooperation with the European Federation of Nurses Associations (EFN) and the Pharmaceutical Group of the European Union (PGEU). These three organisations are co-chairing the Coalition.

The Coalition for Vaccination has a lot of potential to influence as its member associations cover more than 5 million individual members in total, representing different health professions across Europe. Moreover, it gathers together the relevant student organisations. The initial aim of the Coalition is to support delivering accurate information to the public, combating myths around vaccines and vaccination, and exchanging best practices on vaccination.

Task 4.1 Meetings of the Scientific Advisory Board (SAB)

A Scientific Advisory Board will be convened in the beginning of the project. It will assist the WP4 partners to design a survey and help with its dissemination among individual health professionals and students. The survey will map health professionals' views on the design of the website to reflect their needs (e.g. what sources of information do they currently consult, how do they prefer to receive information, what information do they want that they are unable to find). The results will be used to guide the WP2 to develop the website and the training hub.

The Scientific Advisory Board will also assist determining what kinds of resources and materials should be linked to the training hub. Moreover, the Board can be used to test the usability of the beta version of the website. In addition, the WP partners together with the Scientific Advisory Board will assist the WP5 to identify and contact suitable professionals for the training-of-trainers activities.

The Scientific Advisory Board will meet two times online and once in-person in Brussels together with the other Coalition members and the project consortium partners. Additional online meetings can be organised if necessary. The Board will consist of representatives of the Coalition for Vaccination full members, excluding the co-chairing organisations. It will be further developed during the project's

lifetime to include wider perspectives for example from experts on behavioural and social sciences.

Task 4.2 Informing design of Coalition for Vaccination website and other communication materials

The project website (D2.3) and the visual identity developed by the WP2 will help to make the Coalition more familiar for individual health professionals and other actors in the field of vaccination (e.g. ECDC) but also the wider public. The WP4 will support the WP2 to develop the website which will serve as a homepage for the Coalition but also as a gateway to the central hub where health professionals can find information on training and training materials. The website will provide an easy access to a platform developed in the SEKI (Strengthening Education and Knowledge on Immunisation) project by one of the consortium partners, the Vienna Vaccine Safety Initiative (ViVI) in collaboration with the European Academy of Paediatrics (EAP). Both organisations are also members of the Coalition for Vaccination. Through mapping the needs of different types of health professionals in terms of needed training resources on vaccination, the SEKI platform will be further developed within this project. The actual integration of this platform will be planned together with WP2 and the SEKI project partners.

The website can also host future advocacy campaigns of the Coalition. In spring 2020, the Coalition launched an advocacy campaign to promote the uptake of vaccines among health professionals and their patients. For this purpose, visual materials and a Coalition logo were designed. Moreover, the new website can host the recorded training-of-trainers webinars developed by WP5.

The WP4 is responsibl

Work Package 5: Training and Education

Start month: 1

End month: 24

Work Package Leader: UANTWERP

In the Vaccine Confidence Project study as well as in the special Eurobarometer 488 Europeans' attitudes towards vaccination and other recent studies, it was shown that healthcare providers (HCPs) were the most relevant and trusted source of information on vaccines for the general public. This is supported by the general observation that nearly eight in ten of the respondents of the Eurobarometer say that they would consult a HCP if they are looking for information on vaccines.²² Despite this, numerous recent studies demonstrate that health professionals (including doctors, nurses, pharmacists, and public health professionals) are often lacking knowledge and confidence in vaccines and fail to communicate effectively about vaccines with patients and parents. Therefore, in this WP we will include activities that increase the confidence of health professionals and make them more comfortable to address the topic of vaccines with parents, patients and wider communities.

The work in this WP will build on the outcomes of the EU Joint Action on Vaccination (JAV) project. In WP4 of the EU JAV, a survey was performed among students in Europe to question their confidence in vaccines and to investigate how much time there is/was spent on vaccination in their curricula. Based on this survey, compilations of questions and answers received during the Valentijnsymposium (described below), previous EU health education projects (e.g. EU-VACSATC), and existing vaccinology courses (e.g. ADVAC), WP5 will develop vaccine communication training materials, consisting of a Training of Trainers Workshop and special vaccinology sessions for congresses or conferences of health professionals.

Work package 5's two tasks are complementary to the work conducted in EU-JAV and respond to the objectives of this proposal.

Task 5.1: Develop Training of Trainers Workshop on vaccinology and vaccine communication

Target audience: Teachers

Aim: Improve knowledge and communication and confidence to teach about vaccines

Content: Theoretical aspects (English) + specific communication issues (native language)

Webinars-series will be organized, where vaccinology and social sciences experts will give presentations, based on the learning outcomes and immunization courses described in the curriculum adaptation. The first session (4h) will be a general session, providing the backbone for strong communication about vaccination, taken into account the guidelines, tools and recommendation of ECDC, WHO Euro communication department and other relevant parties. In a second phase applied session (country session) will be organized in pilot countries (Greece, Latvia, Romania) with support from in-country partners and national associations of health professionals to recruit participants (e.g., the Latvian Medical, Nursing and Pharmacy Owners Associations, the Romanian Colleges of Physicians and Pharmacists and Romanian Nursing Association, the Panhellenic Medical and Pharmaceutical Associations). First, an executive summary of the general session will be provided in the local language, then an in-depth application of the theory and communication tools taken into account the cultural habits will be presented. Special attention will be given to a QIA module, in which very specific issues will be addressed. The experiences and evidence-based information from social science will be used to create this an interactive and applied part of the training.

These courses will be addressed to trainers of HCPs and healthcare students on vaccination, who are already providing trainings on (other aspects of) vaccination as part of the undergraduate curriculum and/or continuous education/continuous professional development programmes in all EU Member States. A selection of trainers will be invited to attend the general session. A more local selection of

trainers to attend the country sessions will be provided by the pilot countries. The target group for the country sessions are local train

Work Package 6: National toolboxes to increase vaccine uptake in target communities

Start month: 1

End month: 24

Work Package Leader: ISS

WP6 will carry out a comprehensive exercise on vaccine acceptance/refusal and resistance within different target groups in four countries (Greece, Italy, Latvia and Romania). It will include narratives and myths about vaccination, as well as external factors (e.g. issues of stigmatisation or discrimination against specific population segments).

Initial research will focus on collecting and analysing evidence of how behaviour influences vaccine acceptance in general and in crisis situations (e.g. COVID-19). An analysis of access to, information on and use of vaccines will be run on several sources (e.g., WHO Europe, ECDC, EMA, Eurostat) as well as national level in participating countries. Then partners will proceed towards the identification of new challenges and new methods for effective vaccine communication, addressing knowledge and attitudes towards vaccination both in the general population and among specific target groups. Attention will be paid to addressing knowledge and attitudes towards vaccination for a better understanding of the level of acceptable risk in vaccination in relation to the perceived risk of disease.

Building on this evidence, IMMUNION will study and develop strategies to support vaccine uptake in target communities, with a special focus on communication and community engagement strategies for health professionals/agencies to engage with groups with low vaccine uptake. These strategies – existing or developed by the project – will be compiled into an integrated, evidence-based 'National Toolkit' containing best/good/promising practices.

These practices and strategies will then be explored in collaboration with key stakeholders, who include health authorities, health professionals, media, representatives and leaders from target communities, and representatives of other sectors and actors who can influence vaccine decision-making in the target communities. We will develop an integrated strategy based on the relationships between the various actors involved, the information, belief and opinion flows between these actors, and the effects of the information and belief on actors' behaviour. This approach will be applicable, with variations, to public health emergencies of international concern like outbreaks of vaccine-preventable diseases, epidemics and pandemics, and will be dynamic, that is, tracing the flows of knowledge and action through time.

These networks of key stakeholders will meet at a National Roundtable and, from

that time, contribute to co-creating pilot activities.

The activity is organized according to the following steps:

Task 6.1: Investigate national scenarios. This task represents the first step towards the creation of national toolboxes. Partners will build up a common frame through the design and implementation of a reference grid, which should allow understanding dynamics preventing access to vaccination within national frameworks, collect existing tools, etc. The WP6 partners will define specific tools with which to carry out the scenario definition, through a narrative review system and eventually - where there is little evidence or some groups remain uncovered - through a specific KAP (Knowledge Attitude and Practices) survey.

Task 6.2: Build up national toolboxes. A suite of communication, media and peer engagement tools will be defined to meet the requirements of the different scenarios and address specific target groups, within each country. The process will contribute to create awareness on existing difficulties and strengthen the necessity of cooperation with the stakeholders. Each country will make the best use of the toolbox and pilot a set of tools, according to local requirements and support received for their implementation.

Task 6.3: Involve key stakeholders. This task is fundamental to start a long-lasting dialogue with stakeholders and contribute to the sustainability of the actions started within the project. The main stakeholders include: 1) natio

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Dissemination and Communication Plan and visual identity

EM

Improving IMMunisation cooperation in the European UNION (IMMUNION)
Expected on: 31/05/2021

The communication and dissemination plan will provide the 'roadmap' for all project dissemination activities, including target groups (on results of stakeholder analysis (M2.1), and the Communication Management Plan, which will be routinely followed and updated over the project lifecycle. Reports will be generated on a routine basis.

Project booklet for the public

EM

Improving IMMunisation cooperation in the European UNION (IMMUNION)
Expected on: 28/02/2023

This visually-attractive summary will provide a summary of project outcomes, as well as information on the Coalition for Vaccination, including QR codes to access relevant publications and materials. It will be designed for the interested public.

Final external evaluation report

INSP

Improving IMMunisation cooperation in the European UNION (IMMUNION)
Expected on: 31/03/2023

A final report on the project's outcomes and impact will be delivered by an independent external evaluator

Report of Coalition for Vaccination Conference

CPME

Improving IMMunisation cooperation in the European UNION (IMMUNION)
Expected on: 31/03/2023

Rather than a 'final' conference, IMMUNION will organise a conference for project partners, Coalition for Vaccination members, and the general public in Brussels at the end of the project lifecycle. This conference report will showcase the achievements of the project while also presenting further opportunities for future collaboration centred around the Coalition for

Vaccination.

Report of General Session of Training of Trainers Workshop

UANTWERP

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Expected on: 31/08/2022

A meeting report will be prepared highlighting the key outcomes of the General Session of the Training of Trainers workshop. The report will contain, as an annex, the stakeholder-reviewed curriculum of the Training of Trainers General Session (M5.1). The recording of the session will also be made publicly available on the Coalition for Vaccination website (D2.3)).

Report on Country-Specific Sessions of Training of Trainers Workshop

UANTWERP

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Expected on: 31/12/2022

The second two-hour country-specific sessions of the Training of Trainers will be delivered to at least 15 trainers in each country (GR, LV, RO). A report will be produced containing the highlights of the sessions. The report will contain, as an annex, the stakeholder-reviewed curriculum of the Training of Trainers country-specific sessions (M5.1). The workshops will be recorded and made publicly available on the Coalition for Vaccination website (D2.3).

Report on vaccinology and vaccine communication sessions held during at least three international events

UANTWERP

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Expected on: 31/03/2023

Special sessions (approx. 2 hours) will be designed for international congresses organised or attended by IMMUNION partners. These will raise the visibility of vaccination issues (particularly vaccine communication) amongst practicing health professionals. A report will bring together key highlights as well as the agenda/format of the sessions.

Video to promote the Coalition for Vaccination

CPME

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Published on: 28/07/2022

One video will be produced (approximately 1.5-3 minutes in length) to introduce and promote the work of the Coalition for Vaccination. The key target audiences will be prospective Coalition partners and relevant stakeholders in the field of vaccination who may wish to collaborate.

Four National toolboxes

ISS

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Published on: 14/06/2022

National 'toolboxes' of identified vaccination communication and community engagement tools are launched (and will receive continual updates)

Internal evaluation reports

INSP

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Published on: 30/05/2022

One report per evaluation period (M6, M12, M23) conducted by the Evaluation WP leads and measuring process and outputs using custom instruments to assess each WP

Video to promote website

EM

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Published on: 04/04/2022

This brief video will promote the website (including its integration with the SEKI Platform) and illustrate how users can benefit from its content.

Summary of survey of health professionals results

CPME

Improving IMMUnisation cooperation in the European UNION (IMMUNION)

Published on: 29/09/2021

At least fifty survey responses received from at least five organisations represented in the IMMUNION consortium and Scientific Advisory Board are collected. A public summary is developed and made available, and the results

are used to inform the design of the Coalition for Vaccination website (including resources on the linked SEKI Platform).

Project Website

EM

Improving IMMunisation cooperation in the European UNION (IMMUNION)

Published on: 30/07/2021

The project website will serve both the short-term project as well as the longer-term Coalition for Vaccination, becoming the primary public reference site for information about the Coalition and access to resources (notably through linkages with the SEKI Platform). The project website will continue to be hosted and maintained following the project by the Project Coordinator.

Data Management Plan

EHNet

Improving IMMunisation cooperation in the European UNION (IMMUNION)

Published on: 02/07/2021

An internal Data Management Plan (DMP) will be drafted by the Coordinator to a) define the data governance strategy, b) establish clear accountability for data collection, storage and management, including removal of personal information. The DMP will follow FAIR principles and a data management officer will be appointed at EuroHealthNet to take the specificities of the different partners into account. The coordinator will update the DMP by M20

Evaluation plan

INSP

Improving IMMunisation cooperation in the European UNION (IMMUNION)

Published on: 02/07/2021

The IMMUNION evaluation plan will include evaluation activities, indicators, data sources, methods and a specific plan for monitoring and assessing each work package's activities while providing constructive and timely feedback to WP leaders.

Initial Leaflet

EM

Improving IMMunisation cooperation in the European UNION (IMMUNION)

Published on: 01/07/2021

A leaflet to explain the aim, objectives and activities of IMMUNION will be designed.