
Immunization Demand team
Division of Health Emergencies and Communicable Diseases (DEC)
Vaccine-preventable Diseases programme (VPI)
WHO Regional Office for Europe

2016 progress report

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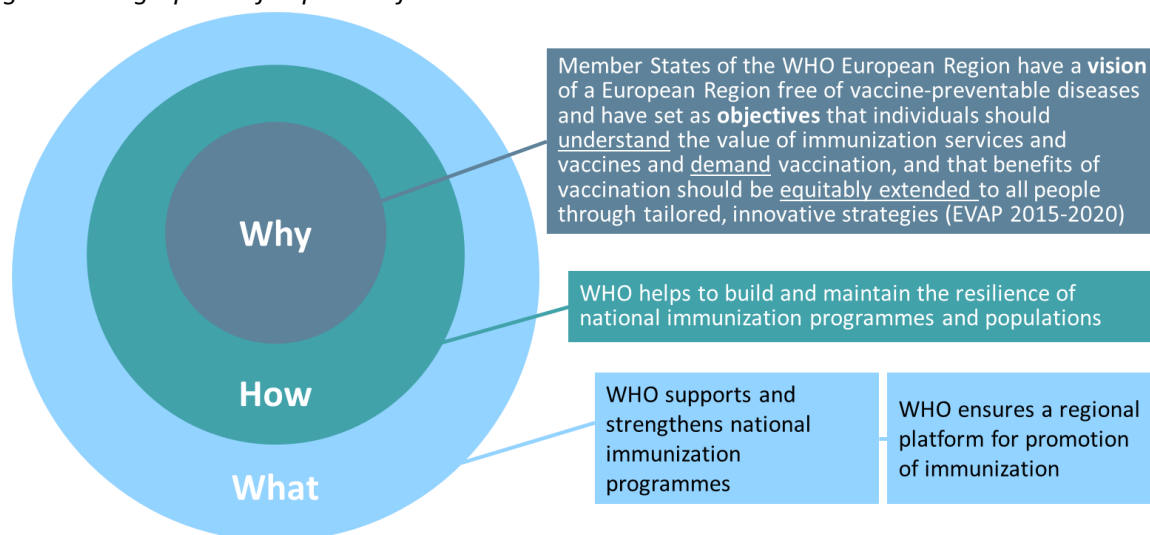
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Background

Responding to requests from Member States for technical support and guidance, and supporting the implementation of the European Vaccine Action Plan (EVAP), VPI's Demand team in recent years has scaled up activities that aim to promote demand for vaccination and tailored strategies to ensure equitable extension of vaccination services.

In this area, technical support to national immunization programmes, development of guidance documents and tools and capacity building through training activities are supported by a regional platform for promotion of immunization which aims to increase public awareness, support work in Member States and among partners and increase WHO/VPI visibility.

Fig. 1: Strategic point of departure for VPI Demand team activities



Focus on resilience

The overall focus for these activities is to help build resilient national immunization programmes with adequate capacity, structures and mechanisms to ensure resilient populations that are fully and timely vaccinated and trust vaccination and health authorities.

Fig. 2: Resilient programmes and resilient populations

Resilient programmes

- have high coverage
- work long-term to ensure public trust in and knowledge of immunization
- know which population groups are sub-optimally vaccinated, understand the reasons behind, and are able to minimize barriers and maximize enablers to vaccination
- respond to denialism and crises and mitigate their negative impact
- protect and build immunization budgets through advocacy efforts



Resilient populations

- are fully and timely vaccinated
- have high levels of trust in vaccines and health authorities
- are less affected by and do not spread misperceptions
- are guided by evidence, not fear

Continuous development processes

Supporting materials and new projects are developed in consultation with Member States and leading experts. Some areas of work are still new – to WHO, global partners and Member States – and activities and materials are under continuous development and refinement, based on feedback from Member States and lessons learnt in the process.

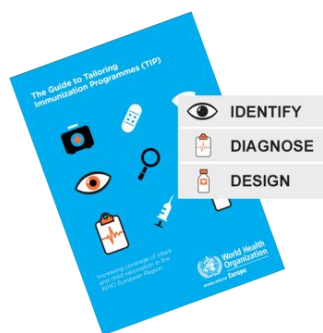
The Demand team is breaking ground in developing guidance and tools in areas where materials and activities have been weak or non-existent, or have had a broader focus. As a result, we are receiving considerable global attention and requests for collaboration from global partners and WHO headquarters and regions.

VPI's Demand team consists of two staff plus WHO consultants.

This report summarizes the work undertaken in 2016, structured in two sections reflecting the strategic foundation for our work: supporting national immunization programmes and ensuring a regional platform for promotion of immunization.

Supporting national immunization programmes

Tailoring Immunization Programmes (TIP) behavioural insights approach



With continued sub-optimal vaccination coverage and large-scale measles and rubella outbreaks in the Region, the need for tailored activities to reach susceptible population groups is evident. To support Member States in closing immunity gaps, TIP was piloted and rolled out during 2013-2016. To take stock of progress and lessons learnt and explore potential for new developments, a regional-level evaluation was conducted in 2016 with an external team of six leading global behavioural science experts, including two US CDC representatives. The evaluation, which will set the course for immunization behavioural work in the years to come, was informed by

country missions, review of national and regional documents and an online regional survey.

The evaluation committee concluded that there is strong demand for the type of research addressed by TIP and that national TIP projects had added considerable value in a number of ways, including through community engagement and qualitative research, enhancing the ability of national immunization programmes to listen and gain an understanding of community and individual perspectives and allowing them to identify interventions responsive to the insights gained. Key strengths of the TIP approach were identified as the interdisciplinary stakeholder engagement; questioning of assumptions and collectively agreeing on who the susceptible groups are; considering changes to service delivery rather than focusing solely on communication; and WHO engagement and support.

The evaluation committee recommended that WHO help countries translate diagnostics into interventions, e.g. through enhanced local ownership, integrated diagnostic and intervention design, follow-up advocacy and incentives like seed-funding for intervention and evaluation activities. It was recommended to address the aspects of time requirements and investment of human and financial resources, e.g. through a needs assessment tool for countries and a shorter diagnostic exercise. The committee also made recommendations for new TIP materials and training activities. Along with the final evaluation report, a peer-reviewed publication is planned for Q1 2017. (The report is available at: <http://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/2017/tip-evaluation-report-2017>)

As prompted by the Scientific Advisory Group of Experts on Immunization (SAGE) and the SAGE Vaccine Hesitancy Working Group, a TIP **Field Guide for global use** was finalized in 2016 by a team of researchers at the Wits University, South Africa, with the active engagement of the VPI Demand team. The Field Guide is an adaptation of the original European TIP guide and intended for use at field, district and community health levels in lower income settings. The Field Guide will be piloted in the Philippines in 2017 with engagement from WHO headquarters and the Demand team.

United Kingdom finalized its TIP project to improve vaccination coverage among the Charedi Jewish population (the ultra-orthodox) of North London (report launched in November 2016:

<https://www.gov.uk/government/publications/tailoring-immunisation-programmes-charedi-community-north-london>). As part of the project, a range of sub-studies were carried out, including evidence of coverage in the community; evidence of disease prevalence in the community; evaluation of services provided at the community clinic; in-depth parent interviews; and segmentation of the population according to immunization uptake. The Demand team facilitated a stakeholder and community meeting in **London, United Kingdom**, in April 2016 to share and discuss the findings with community representatives and community service providers. Based on this, recommendations were made on ways to tailor local immunization services.

Germany continued its TIP project, finalizing three questionnaire-based sub-studies: identifying determinants related to parental intention to immunize preschool children against measles, mumps and rubella; exploring parental barriers to vaccination, as assessed by social medical assistants and paediatricians; and exploring determinants related to vaccine hesitancy among general practitioners. Next steps include a planned stakeholder meeting in Baden-Wurttemberg in 2017 to discuss and identify tailored service delivery solutions and explore potential additional research needs, at state as well as federal levels.

A partnership with **Finland** was initiated to conduct a number of TIP projects targeting susceptible population groups. An initial meeting was held in November 2016, and a stakeholder workshop is planned for early 2017.

There is considerable interest in the TIP tool and approach in Member States, and countries planning or considering TIP projects to start up in 2017 with support from the Demand team include **Armenia, France, Georgia and the Republic of Moldova**. Regional plans for TIP in 2017 include a summer school on behavioural insights at Erfurt University, the development of a new short- and long-term strategy and the establishment of a technical advisory and support function in the form of a technical advisory board or a centre of excellence.

The dedicated TIP webpage provides more information: <http://www.euro.who.int/TIP>

Vaccine confidence-building and crisis response



Following continuous requests from Member States for technical support in this area, the Demand team developed new guidance tools to support countries in building and maintaining confidence in vaccines and health authorities and responding to vaccine safety-related events or crises. The new comprehensive support package is a further development of a 2013 publication (Vaccine safety events: managing the communications response) and was developed in collaboration with the Network on Health Communication at Erfurt University, **Germany**. The package contains the following elements, to be launched in Q1

2017:

- “Vaccination and trust” background document: Defines and describes the key concepts and theoretical elements pertaining to communication and building confidence in vaccines and vaccination, both in ongoing work and during a crisis. It provides a foundation and knowledge

base to prepare communication strategies and crisis plans, or to plan and conduct training workshops.

- Online library of supporting documents: Contains documents with tangible guidance for specific situations, such as templates for communication strategies, press releases and messages; tips for spokespersons and guidance on preparing for interviews and journalistic tactics; guidance on stakeholder management and setting the media agenda; checklist for planning new vaccine introduction communication and much more.
- Training programme: Includes a planner and facilitator guide, training modules, case examples for group work and a one-day simulation exercise.

During the process, 6 subregional or in-country training workshops have been conducted in this area, including 2 in 2016: 30 May 2016 in Belgrade, **Serbia**, and 21-25 November 2016 in Budva, **Montenegro**, with participants from **Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Georgia, Kyrgyzstan, Republic of Moldova, Montenegro, Romania, Serbia, Tajikistan, Ukraine and Uzbekistan**.

National immunization programme managers, national regulatory authority decision-makers and ministry of health communications staff attended these workshops, which were based on comprehensive training exercises, case-based scenarios and a one-day simulation exercise. They aimed to provide practical, informative strategies and tools to help plan and manage a communications response following a safety event. Workshops also provided opportunities to share vaccine safety and crisis communications experience from across the Region and have informed the development of the new support package. A video from the **Montenegro** training, which included training on vaccine safety in general, can be found here: <https://youtu.be/Or0TOb4dWck>.

Support in response to disease outbreak and safety events

Supplementing VPI support in other technical areas of work, the Demand team provided technical communication support to a number of Member States in 2016 in response to disease outbreaks and vaccine safety events. Communication support packages and messages were developed for **Belarus** in June 2016 following the death of a 6-year-old girl shortly after receiving an MMR booster, and for **Serbia** in March 2016 in response to negative media coverage and public debate in relation to a new vaccination law. Comprehensive communications support was provided to **Romania** during November-December 2016 in response to a major measles outbreak with 9 deaths coinciding with the passing of a new vaccination law. This support included a consultant mission on 20-27 November 2016 and support for the development of a communications strategy and action plan and several communication materials for public target groups.

Following ongoing negative debate on the HPV vaccine in a range of countries in the Region, vaccination rates have dropped in several countries. Responding to this challenge, the Demand team is providing direct technical support for a strategic response from national health authorities. Supplementing the direct support provided to individual countries, the Demand team organized an informal consultation on 10 October 2016 for **Denmark, Ireland and the United Kingdom** in Copenhagen, **Denmark**, bringing together regional and global experts and peers with technical knowledge and experience within vaccination and confidence-building. Subsequently, a *HPV group of peers* was established, including also the **Netherlands**, with bimonthly telephone conferences

organized by the Demand team. **Austria** has expressed interest in joining the group and will be included in the next teleconference on 10 February 2017.

The Demand team has also initiated the development of a communication support package on HPV, including two animated information videos, originally developed by the Danish Medicines Agency and adapted for use in English and Russian (links pending). The videos and other products include key messages on HPV, the HPV vaccine and HPV vaccine safety for adaptation in Member States, segmented per target group. Work on this package was initiated particularly because existing support opportunities in this area for parents and adolescent girls in local languages were deemed inadequate. A global expert has been engaged, and messages are expected to be finalized early 2017. All products will be posted on a new HPV section of the WHO/Europe website.

Intersectoral health education project

On the recommendation of the European Technical Advisory Group of Experts on Immunization (ETAGE), the Demand team is in the process of developing a school immunization module. The school setting offers unique opportunities to reach key target groups, and the approach strengthens intersectoral work within the Region at a time when healthcare reforms increasingly focus on interdisciplinary approaches to service delivery. Using digital and innovative learning methods, the module is intended to reach not only school children but their parents as well, as the learning mostly takes place at home, with reinforcement of learning in the classroom.



As the Demand team is breaking new ground in this intersectoral approach and in applying proven approaches to a new context, extensive desk and exploratory research and consultation with technical experts in various fields was a critical first step during 2016. Based on this process, which was aimed at learning from similar projects in other fields, obtaining insights into the educational systems of various Member States and gauging the potential interest and possibilities to apply an intersectoral health module in the national school setting, a concept paper was finalized in 2016. It was decided to pilot the school module in one country and subsequently adapt and roll-out regionally and globally based on an evaluation of the pilot.

Denmark was selected as a pilot country as its school system is in the forefront of using innovative learning methods, its vaccination coverage is below targets and it has experienced considerable negative public debate on vaccination in recent years. A partnership with the Danish Chief Medical Officer and the Danish Health Authority was therefore initiated.

A call for proposals was developed and six potential subcontractors were invited to develop a concept. It is expected that the pilot module will be developed and tested before the end of 2017.

Responding to vaccine deniers in public

To support national immunization spokespersons, the Demand team with support from vaccination, communication and science denialism experts developed a guide on facing vocal vaccine deniers in the public (<http://www.euro.who.int/en/health->



[topics/disease-prevention/vaccines-and-immunization/publications/2016/best-practice-guidance-how-to-respond-to-vocal-vaccine-deniers-in-public-2016](#)).

The guide was developed based on a review of peer-reviewed journal articles in the relevant fields, which revealed the five key topics (such as questioning the necessity of immunization or promoting “healthier” alternatives to immunization) and the five key techniques (such as referring to fake experts or the application of false logic) that are most commonly used by vaccine deniers.

Reducing what might otherwise be seen as an overwhelming communication challenge to a manageable collection of topics and techniques, the guide presents a set of appropriate responses that can be used to debunk the misperceptions of the denier and win over the attention and trust of the audience.

The first edition of the guide was launched in May 2016 and tested in a pilot training during a sub-regional technical consultation on 31 May-1 June 2016 in Belgrade, **Serbia** with participants from **Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Montenegro, Serbia, Slovenia and the former Yugoslav Republic of Macedonia**. A second edition of the guide was developed based on lessons learnt from this workshop and used during a training workshop on 20-22 December 2016 in Copenhagen, Denmark with participants from **Bulgaria, Denmark, Ireland, Romania and the United Kingdom**.

Participant feedback to the training workshop and document was very encouraging, and indicative of a great need for support and guidance in this area. Further development of the guidance document and pilot trainings are planned for 2017. This will include a workshop in German for stakeholders from German-speaking regions and countries in Q2.

Country immunization communication reviews



Responding to requests from Member States, the Demand team offers direct technical support in the form of national immunization communication review missions.

A structured tool has been developed for these reviews which are conducted to assess all communication-related efforts in a national immunization programme, including capacity, tools, processes and management and vaccine safety and crisis preparedness. Review conclusions are summarized in a short and action-focused report with clear recommendations and proposed next steps towards the establishment of appropriate communications structures and collaboration, capacity building and improved and impactful communication efforts.

Communication review missions were conducted in **Slovenia** in January 2016 and in **Romania** in April 2016. The outcome of reviews conducted in 2014-2015 was monitored and follow-up consultant support was provided to support the implementation of recommended activities.

HPV introduction communication



Building on the lessons learned from the introduction of HPV vaccination in a range of countries worldwide, where negative media and public debate and alleged adverse events have caused decreases in coverage or caused the HPV introduction programme to fail altogether, VPI is providing comprehensive support to Member

States that are planning to introduce HPV vaccination in 2017: **Armenia, Georgia and the Republic of Moldova**. This support from VPI includes the above-mentioned HPV communications package (with various communication products on HPV vaccine, including Q&As, animated information videos, HPV statements and key message, fact sheets and dedicated HPV pages on the WHO/Europe website including references to global supporting materials).

To support preparations and help develop strong introduction communication strategies, the Demand team has developed a field guide on rapid qualitative research and communication strategy development for use in Member States. The guide was pilot tested in Armenia in November 2016, and the final version is expected to be launched in Q1 2017 along with training workshop activities for immunization managers and teams. The relevance of the guide goes beyond HPV and upon further testing and implementation will be promoted as a tool for new vaccine introduction in general.

Polio Outbreak Simulation Exercise (POSE) training programme



A comprehensive simulation-based training programme aimed at building national capacity to respond to polio outbreaks has been offered to Member States by VPI. A communications element offers technical guidance and advice on strategic communications planning, social and traditional media management and spokesperson skills, as well as a range of simulated situation exercises, including a media interview and even use of the telephone conference as a critical coordination mechanism

(http://www.euro.who.int/_data/assets/pdf_file/0004/290407/Polio-Outbreak-Simulation-Exercise.pdf).

Following two sub-regional POSE training workshops in 2015, one training workshop was held on 27-29 August 2016 in Almaty, **Kazakhstan** with participants from **Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan**.

Advocacy for sustainable funding of immunization programmes



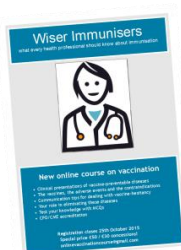
Aiming to strengthen financial sustainability of national immunization programmes through greater political and decision-maker prioritization and insight, WHO-IDEA together with the Immunization System Strengthening (ISS) Group completed and launched a support package on advocacy for sustainable funding of immunization programmes. The package offers guidance materials, capacity-building resources and tools for application in advocacy activities in Member States and is available in English and Russian in a web-based advocacy library:

<http://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/immunization-advocacy-library>.

Following two subregional training workshops in 2015 to introduce basic concepts and sensitize national stakeholders to the importance of working strategically to ensure political and decision-maker support to immunization, next steps include in-country missions and technical assistance for the development of national advocacy and resource mobilization action plans. To support this process, WHO-IDEA in 2016 developed a template for a national action plan in this area, along with templates for national workshops and in-country presentations. On 30-31 March 2016 a consultant training workshop was organized in Copenhagen, **Denmark**. Consultants will be engaged to help

planning processes and stakeholder engagement in **Armenia, Azerbaijan, Georgia, Republic of Moldova and Uzbekistan** towards action plan development during 2017.

“Wiser immunisers”: Online vaccination course



As recommended by the European Technical Advisory Group of Experts (ETAGE), VPI in 2015 developed an online training course on immunization for health professionals together with the European Society for Paediatric Infectious Diseases (ESPID) and University of Oxford, Technology-Assisted Lifelong Learning (TALL). The online course is intended for any health professional involved in immunization and aims to enhance health professionals' knowledge, commitment to immunization and confidence in communicating with caregivers. Students who complete the course earn continuing education credits applicable in all European Union countries.

Following a pilot for 40 participants in September-December 2015, the module was officially launched in Q1 2016 and ran for a third time in Q3-4. Student feedback has been overwhelmingly positive, with suggestions for change focusing particularly on increasing the engagement of tutors. The next steps for WHO will be to investigate options for translation and hosting of the course content in Russian and other regional languages, building of and provision of free-of-charge access to non-English versions, accreditation outside the EU, and securing ongoing financial and human resources support to administer the non-English versions of the course.

European Immunization Week (EIW)

EIW 2016 focused on highlighting progress towards regional elimination of measles and rubella and the need to maintain this momentum. As in previous years, the WHO Regional Director and HRH Princess Mary of Denmark lent their support to the initiative, this year in the form of a joint photograph and statement.

Support for national activities was provided in the form of a communications and social media packages, merchandising templates, fact sheets and infographics, and financial contributions for translation and special projects. Messages were broadcast by traditional and social media (see also below) and distributed through many settings, from ministerial conferences to patient waiting rooms. VPI staff participates each year in several national events, including technical and press conferences.



Over 100 national activities took place and materials were produced in over 10 languages. National initiatives were more visible in 2016 than ever before, thanks to launch of the new Immunize Europe Forum (see also below). In general, online interest in EIW materials and information increased substantially, with the number of visitors to the dedicated EIW subsite on the EURO website



(www.euro.who.int) doubling from 13,000 in 2015 to 26,000 in 2016. Increased visits to all the vaccine-related pages, EIW press release, etc., ensure that the EURO website as a whole experiences a peak in usage during April each year.

A narrative report highlighting activities and materials developed throughout the Region was produced in English and Russian <http://www.euro.who.int/en/health-topics/disease->

[prevention/vaccines-and-immunization/publications/2016/european-immunization-week-2016-narrative-report](#)

Support for online communication about immunization

To maintain public trust in and support for immunization, it is essential that accurate and reliable information on immunization is available and easily accessible to the public online in national languages.

WHO-IDEA therefore continues to support countries in addressing this need. IDEA contributes to WHO headquarters' Vaccine Safety Net (VSN) as a member of the VSN advisory group. One of the main objectives is to expand the list of WHO-approved websites on immunization to include sites in Russian and other European Region languages not yet represented, as well as pro-immunization social media accounts. Desk research has identified websites and social media accounts maintained in the Russian language that could potentially apply for inclusion in the list, and contact has been initiated with managers/owners of several of these sites.

A first-ever meeting of VSN members was organized by the VSN advisory group and secretariat in November 2016. Collaboration will continue in 2017 to develop networking opportunities for VSN members by means of a new online portal, a unique data-sharing project that will enable analysis of global data and signalling of online trends, and a package of tools for potential members, including further development of the expanded website template and social media guidance initiated by WHO-IDEA.

WHO-IDEA will continue to explore further opportunities to support countries in this area, for example by including these topics in communication reviews, capacity-building workshops and EIW support.

Networking in the immunization community



immunize-europe.org

A project to investigate and assess the feasibility of establishing and maintaining a web-based collaboration and knowledge-sharing platform for immunization managers and teams, and/or a public forum for the entire immunization community in the European Region was conducted in

November 2015. The research included investigation of available platforms, a survey of potential users and in-depth interviews with main stakeholders to identify needs and requirements.

Based on the findings, the Immunize Europe Forum (www.immunize-europe.org) was developed and launched in April 2016. The Forum is a year-round space for sharing and discussion that replaces the previous EIW forum, whose members were automatically migrated to the new site. WHO/Europe manages the Forum and provides regular inputs in the form of new visuals, themes and links, as well as regular email updates to members. But the majority of content and the future of the site are in the hands of its members. Content in the first nine months focused on EIW events and materials, the OPV switch, data visualization, education on immunization, the role and importance of NITAGs and the Influenza Awareness Campaign. The Forum is also being used as a closed place for further collaboration among participants of a meeting for German-speaking NVCs conducted in Innsbruck, Austria in January 2017. In its first nine months, the Forum attracted over 4000 unique visitors and

21,000 page views. Peaks in traffic were experienced in relation to EIW and the Flu Awareness Campaign.

A second part of this networking project is to design and launch a closed space where immunization programme managers can exchange resources and ideas securely and efficiently. Sharepoint has been chosen as the best platform for this purpose, and a dedicated site is being developed that will meet the managers' needs as well as those of VPI in maintaining the network and in providing information and resources to its members. Launch of this site is projected for Q1 in 2017.

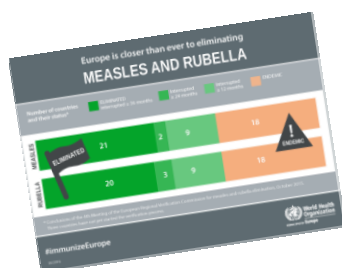
Public seminar on measles and rubella elimination

VPI collaborated with the London School of Hygiene & Tropical Medicine to organize a full-day expert seminar on 20 September 2016 whose objectives were to show how far the European Region has come and what remains to be done to achieve regional elimination; examine how some countries have overcome barriers to elimination and how others may learn from these strategies; review recent advances in our understanding of measles elimination, attitudes towards vaccination and accurate measurement of vaccine safety.

Experts in disease control, health policy, epidemiology, behavioural science and the media shared their experiences and discussed the way forward during a full day of presentations and a panel discussion. Based on these discussions and interviews with key participants conducted in parallel, a video (in English and Russian) with key messages to policy-makers is being developed and will be launched together with the 2016 report of the Regional Verification Commission for measles and rubella elimination on 30 January 2017. The audio material is also being used to develop a podcast on measles and rubella elimination to be launched during EIW 2017.

It is envisioned that this event will become the first in a series of annual public meetings on priority topics.

Ensuring a regional platform for promotion of immunization



Measles and rubella elimination target advocacy

With the second target date for measles and rubella (MR) elimination passed by the end of 2015, advocacy and messaging is critical to maintain awareness, interest and momentum in the Region. This is particularly important since this target was met by some countries – but not all.



WHO-IDEA has developed an advocacy and communications strategy for the MR elimination target defining messaging and stipulating a range of advocacy activities, including a symposium and debate at the London School of Hygiene and Tropical Medicine, **United Kingdom**, on 20 September 2016 (see above).

The key messages are further supported by information products including infographics, banners and news stories on the EURO website. A press release announcing progress towards measles and rubella elimination based on the conclusions of the 2015 RVC meeting was launched upon publication of the meeting report in April 2016. Measles and rubella elimination was also the main focus of European Immunization Week 2016 (see above).

European Vaccine Action Plan (EVAP) promotion

VPI's 2015 annual report *Immunization Highlights* (in English and Russian:

<http://www.euro.who.int/en/health-topics/communicable-diseases/poliomyelitis/publications/2016/immunization-highlights-2015>)

illustrates how the programme's activities and priorities correspond to the EVAP objectives set by the Member States. The 2016 annual report will be combined with a mid-term EVAP progress review and launched in Q2 2017.

A mapping illustration showing how EVAP's goals and objectives align with and contribute to Agenda 2030's Sustainable Development Goals (SDGs) is being

developed and will soon be posted on the EURO intranet site as part of a toolkit on the SDGs.



Publications and reports

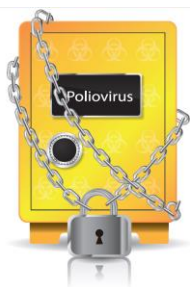
WHO-IDEA also facilitated the finalization, editing, layout and online posting of all technical meeting reports, including ETAGE, RCC and RVC annual reports. Support was also provided for publication of a Russian language version of a book on biosecurity produced by the Danish Centre for Biosecurity and Biopreparedness.

WHO-IDEA is continuously expanding a library of approved images for use in publications and VPI web pages. In 2016, a professional photographer documented EIW activities and the measles outbreak and response in Romania, thereby filling important gaps in the Regional Office's corporate image library.

Website

WHO/Europe's website and social media accounts are important channels through which VPI informs the public and other stakeholders about vaccine-preventable diseases, immunization-related developments in the Region, WHO guidance and recommendations and other aspects of VPI work.

The web pages of the VPI programme are well visited, with over 100,000 page views to the "Vaccines and immunization" (V&I) site and over 50,000 page views to the disease-specific sites in 2016. The V&I site continues to be among the most visited health topics on the WHO/Europe website.



Maintaining and improving the website is a continuous process. Over 25 news items and other new content were produced by WHO-IDEA in 2016, including the regular posting of information on the Ukraine polio outbreak and response activities. In addition, several improvements were made, including consolidation of pages for better navigation, replacement of images, creation of a standalone EIW event subsite for 2016, restructuring of the publications section, expansion of information and resources on POSE exercises, TIP projects, the OPV switch and poliovirus containment. As the most important reflection of VPI's work, the publication pages of all subsites were translated and made available in Russian (<http://www.euro.who.int/ru/health-topics/disease-prevention/vaccines-and-immunization/publications>). The ongoing revision process is informed through consultations with VPI team members, the WHO/Europe web team and an external user experience review.

Social media

The VPI twitter account (@WHO_EUROPE_VPI) continues to grow in reach and followers. Engagement with influential individuals, organizations and professional associations significantly increases the number of people receiving our messages. Twitter is especially effective in spreading positive messages and directing traffic to publications, features and news on our websites, posts on the Immunize Europe Forum and to useful external news and resources. While the account is maintained throughout the year, peak activity takes place during events of special importance to VPI, including EIW, World Hepatitis and World Polio Days and the Regional Committee Meeting. A social media package distributed to Member States prior to EIW 2016 included sample posts for Facebook and Instagram, which were translated into several European languages. This package contributed to unprecedented visibility on social media for the campaign. For example, in April 2016, over 7000 tweets containing the #EIW2016 hashtag were sent or retweeted by over 3000 contributors. The EIW messages reached the accounts of over 6 million twitter users. Tweets in Spanish were especially popular.



Further outreach

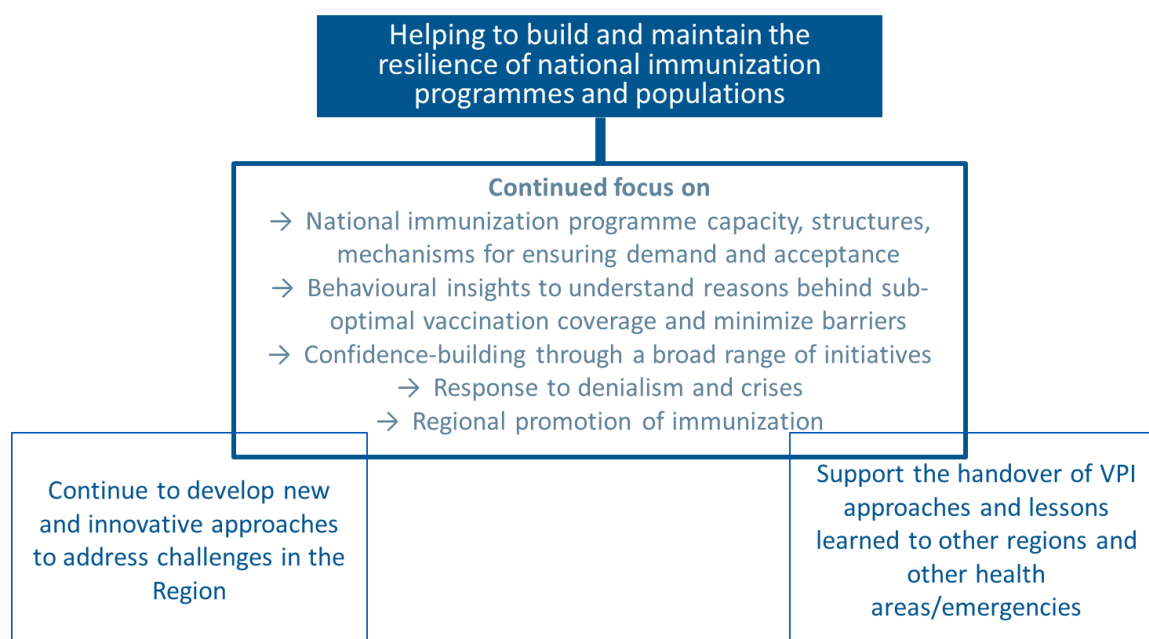
WHO-IDEA contributes regularly to the WHO Global Immunization Newsletter, which is available online and disseminated to WHO's global network (<http://www.who.int/immunization/gin/en/>).

Updates on VPI publications and important announcements are sent regularly to the VPI email network, which includes approximately 900 immunization stakeholders. This resource has been improved through clean-up and migration to the mailchimp platform, which facilitates better maintenance and enables recipients the opportunity to subscribe or unsubscribe to the list.

Continued work in 2017

Responding to requests for support from Member States and the challenges in the Region, WHO-IDEA will continue to develop new approaches, tools and guidance within the priority areas, while at the same time further refining and disseminating existing tools and support mechanisms.

Fig. 3: WHO-IDEA focus in 2017



Promoting WHO/Europe tools and approaches in other regions

Based on lessons learnt in the European Region, WHO-IDEA will scale up the handover of successful tools and approaches to other regions, including low-income settings and to other health areas, including emergencies. Areas where WHO headquarters are planning to adopt or adapt EURO tools and approaches for global use include:

- TIP behavioural insights approach
- Confidence-building and crisis response package
- Guidance on responding to vocal vaccine deniers
- HPV introduction and crisis response package
- Template and guidance for national immunization websites
- Immunization communication review methodology

WHO-IDEA will work together with WHO headquarters and other WHO regional offices to ensure the necessary transfer of knowledge, including through participation in the planning and facilitation of a planned sub-regional training workshop on vaccine confidence-building and crisis response in the Western Pacific Region in March 2017, through a global TIP workshop expected to take place in Q1 2017, and through WHO-IDEA's active participation in the global Vaccine Safety Network.