European Immunization Week

The initiative, achievements and future plans

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Why EIW?

Regional trends

- Large groups of high-risk unvaccinated children exist across the European Region.
- 600,000 newborns miss routine immunization every year.
- 32,000 young children every year die from vaccine-preventable diseases.
- Outbreaks of infectious diseases continue to spread in the European Region.
Why EIW?
Regional trends

- Remaining risk of a re-emergence of already eliminated diseases

  Public confidence in vaccines is affected by groups, web sites or the press questioning the necessity and safety of vaccination

- In times of competing health priorities, immunization in some countries loses political commitment
Why EIW?

Resolution EUR/RC55/R7

Urging all European Region countries

“to support, where appropriate, the implementation of an immunization week within the Region for advocacy to promote immunization”
Developing EIW

- Establish a framework for advocacy and communication at all levels to:
  - Raise awareness at all levels through advocacy and communication
  - Join forces to mobilize resources for immunization
  - Establish a mechanism for inter-country exchange of knowledge and experiences
  - Combine efforts and maximise synergy – through a common and coordinated approach

= European Immunization Week
Strategy

Goal

The long-term goal of European Immunization Week:

To increase the success of immunization programmes by:

- Raising awareness of the need and right of every child to be protected against vaccine-preventable diseases.
- Placing a special focus on vulnerable, high-risk groups.
Strategy
Planning and coordination

Coordination
WHO Regional Office for Europe.

Implementation
National working group - a forum for planning, discussion and resource mobilization
Involving sub-national and local levels – often quite decentralized

Partnership
Important regional and national partners support the planning and implementation of European Immunization Week.
Pilot initiative
October 2005

Belarus
Belgium
Hungary
Ireland
Italy (South Tyrol)
Russian Federation
Tajikistan
The former Yugoslav Republic of Macedonia
Serbia
European Immunization Week Pilot

General evaluation recommendations:

- To continue and expand the initiative
- To make European Immunization Week an annual initiative
- To involve more countries, making the initiative Region-wide initiative
- To change the timing of the week
Second EIW
April 2007

Albania
Armenia
Azerbaijan
Belarus
Belgium
Bosnia and Herzegovina
France
Georgia
Germany
Hungary

Ireland
Italy (South Tyrol)
Kazakhstan
Kyrgyzstan
Malta
Moldova
Romania
Russian Federation

Serbia
Slovakia
Tajikistan
The former Yugoslav
Republic of Macedonia
Turkey
Turkmenistan
Uzbekistan
Results 2007

Individual national challenges

FOCUS...

- Polio
- Measles and rubella
- New and underused vaccines
- Immunization quality and safety
- Travel vaccine
- Vulnerable, high-risk children and communities
- Young adults
- Women of child-bearing age

APPROACH...

- Information materials
- Outreach activities
- Boosting planned immunization activity
- Training, conferences, workshops etc.
- Parents
- Health professionals
- Decision makers
- Media
Results 2007

Synergy across a large Region

Slogan and logo widely used – almost all countries

Regional print materials widely used – modified to national language and context
Results 2007
High-level involvement

Danish Crown Princess Mary regional patron

First Lady Azerbaijan
President Romania
Ministers of Health
“Ambassadors”
Results 2007

Information to key target groups

- 124 different information materials developed
- 846 734 information products distributed in total
- 563 996 folders and leaflets distributed
- 22 370 fact sheets distributed
- 34 231 immunization cards updated
- 701 202 SMS messages sent out
- 7 371 radio, TV or newspaper messages/announcements sent out
- 106 web sites launched
Results 2007

Engaging key target groups

- 546,901 high-risk persons immunized
- 1,491,352 vaccinations provided in total
- 28 competitions held
- 226 workshops or conferences held
- 6,650 school lessons on immunization conducted
- 732 training sessions carried out
Results 2007

Positive and balanced media

23 countries engaged in media activities

Media activities across the Region included press conferences, competitions, workshops, releases...

Region-wide, positive and balanced media coverage!
Feedback from Member States

• “Would you recommend that your country participates in European Immunization Week next year?”: 100% YES

• “Overall, do you think that European Immunization Week 2007 was…”: “successful” (78%), ”partially successful” (22%).

• “Do you believe EIW will increase immunization coverage in specific groups” after one or a few years: 100% YES
Steps ahead

Sustaining successes and achievements, and consolidate engagement/enthusiasm from Member States.
Next EIW

- 21-27 April 2008
- 29 (+) countries expressed interest
European Immunization Week
Prevent Protect Immunize

www.euro.who.int/vaccine

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