



European Immunization Week

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# 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



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## 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



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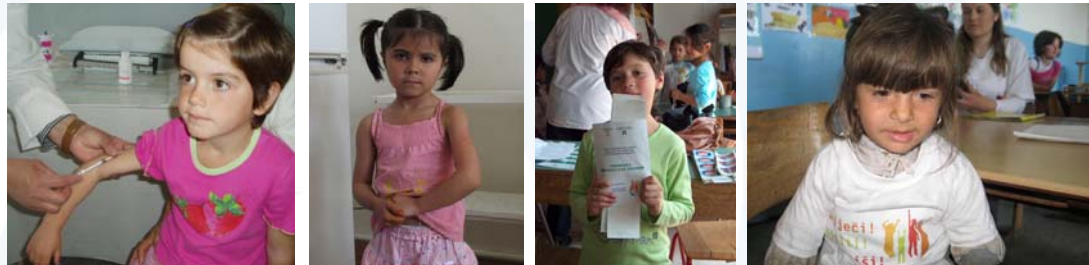
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## Why EIW? Resolution EUR/RC55/R7

Urging all European Region countries

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





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## 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

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# 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.



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# 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.





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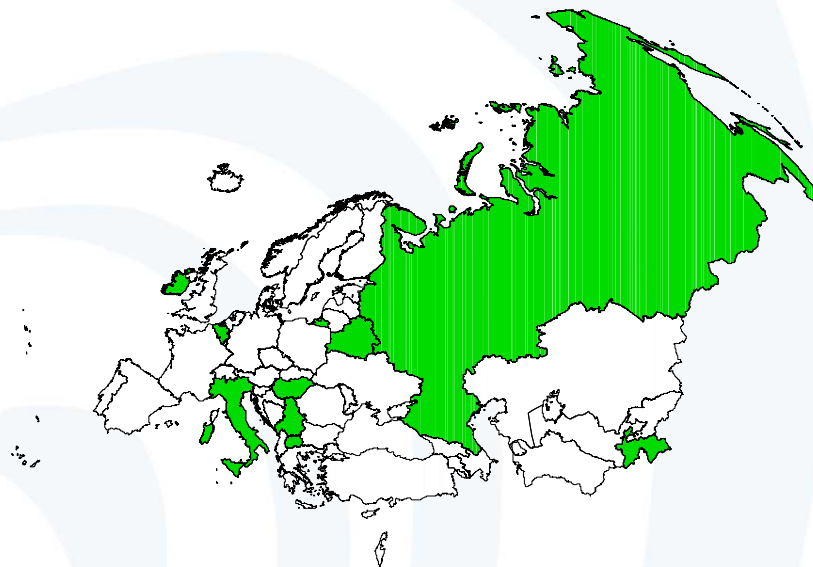
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# Pilot initiative

October 2005

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







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# 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



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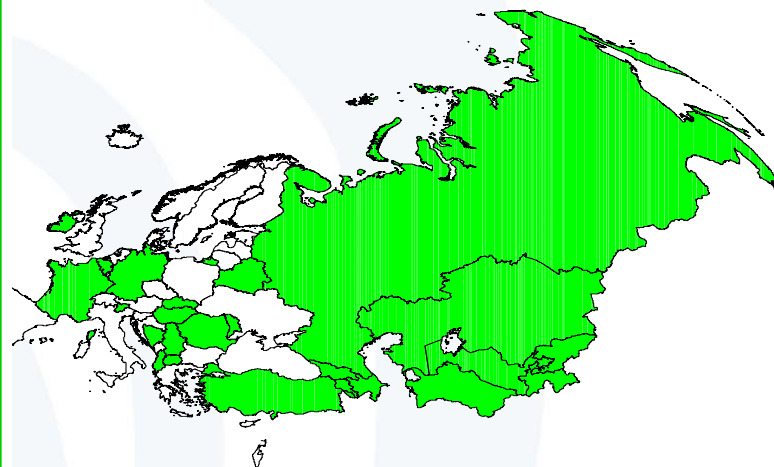
# Second EIW

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





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**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**



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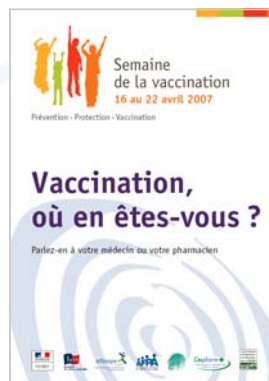


Results 2007

# Synergy across a large Region

**Slogan and logo widely used – almost all countries**

**Regional print materials widely used – modified to national language and context**





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**Results 2007**

## **High-level involvement**

**Danish Crown Princess Mary regional patron**

**First Lady Azerbaijan**

**President Romania**

**Ministers of Health**

**“Ambassadors”**





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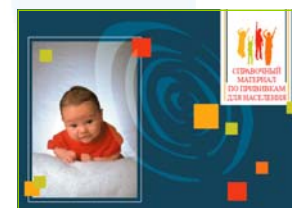
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## Results 2007

# 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







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**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







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## 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!



### В РТ началась европейская неделя иммунизации

Европейская неделя иммунизации стартовала 16 апреля в Таджикистане. Как отметил на состоявшейся по этому случаю в Душанбе пресс-конференции директор Национального центра иммунизации РТ Шамсуло Дюбиров, в 1992-1995 годах в республике отмечались случаи массового заболевания детей корью, паратифом, туберкулезом, в благодаря работе медиков по иммунизации уровень заболеваемости удалось снизить.



По его словам, плановая иммунизация против таких заболеваний как дифтерия, туберкулез, столбняк, коклюш, корь, полиомиелит и гепатит В. ежегодно спасает жизни более 3 миллионов во всем мире. «Между тем, в Таджикистане, в отличие от большинства стран труднорастворимые группы населения по-прежнему лишены доступа к вакцинации, и, таким образом, остаются восприимчивыми ко многим инфекциям, которые можно предупредить путем иммуни-

зации», отметил Ш.Дюбиров. «В нашей республике в их число входят люди, проживающие в отдаленных и труднодоступных горных районах или сельской местности, переменно-ликая». Европейская неделя иммунизации пройдет до 22 апреля. Иммунизация подхватит дети в возрасте с 2 до 6 лет.





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# 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**





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## Steps ahead

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





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# ► Next EIW

- 21-27 April 2008
- 29 (+) countries expressed interest





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**[www.euro.who.int/vaccine](http://www.euro.who.int/vaccine)**

**[vaccine@euro.who.int](mailto:vaccine@euro.who.int)**