



World Health  
Organization

# Vaccine Safety Net



*"Les Pensières"*  
Fondation Mérieux Conference Center  
Veyrier du Lac – France  
4-6, Decembre, 2017

# The information



Nowadays, what is our obvious reaction when we look for information?

# The World Wide Web



# What's the VSN?



A global network of websites, **evaluated by the WHO**, that provide reliable **information on vaccine safety**

# About VSN



## MISSION

To help internet users find reliable information on vaccine safety.

## VISION

Reliable, understandable, evidence-based information on the safety of vaccines is available on the web and readily found by all.

## GOALS

✓ **Facilitate** easy access to reliable, understandable, evidence-based information on the safety of vaccines for internet users, regardless of their geographic location and language.

✓ **Collaborate** at an international level to increase awareness about vaccines, reduce vaccine hesitancy and strengthen confidence in vaccines by:

- seeking to better understand internet users' needs, behaviours and preferences;
- providing reliable information tailored to users' needs;
- communicating vaccine safety information through a diversity of digital channels.

# Quick facts



since  
2003

55  
member  
websites

150+  
million  
visitors

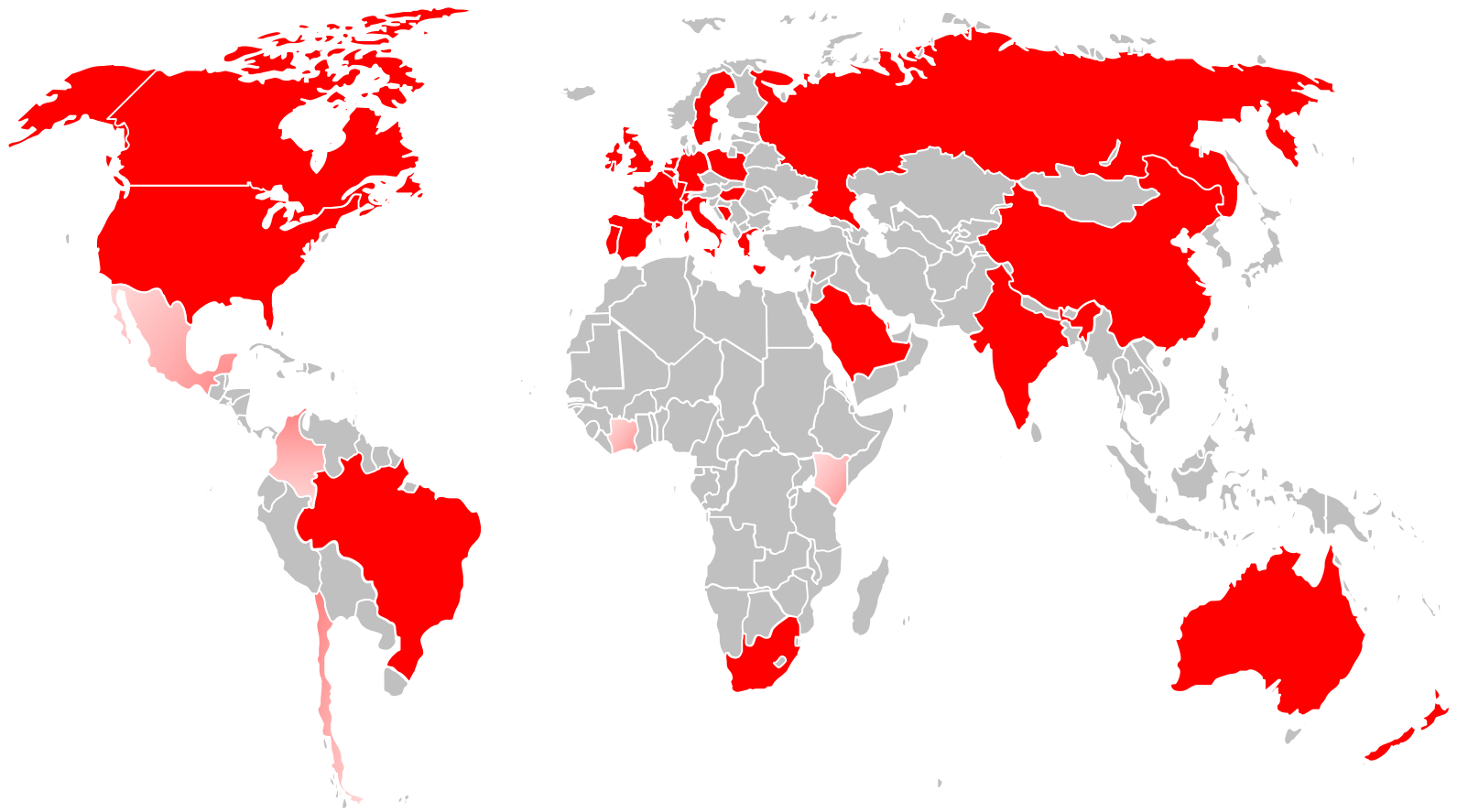
27  
countries

15  
languages

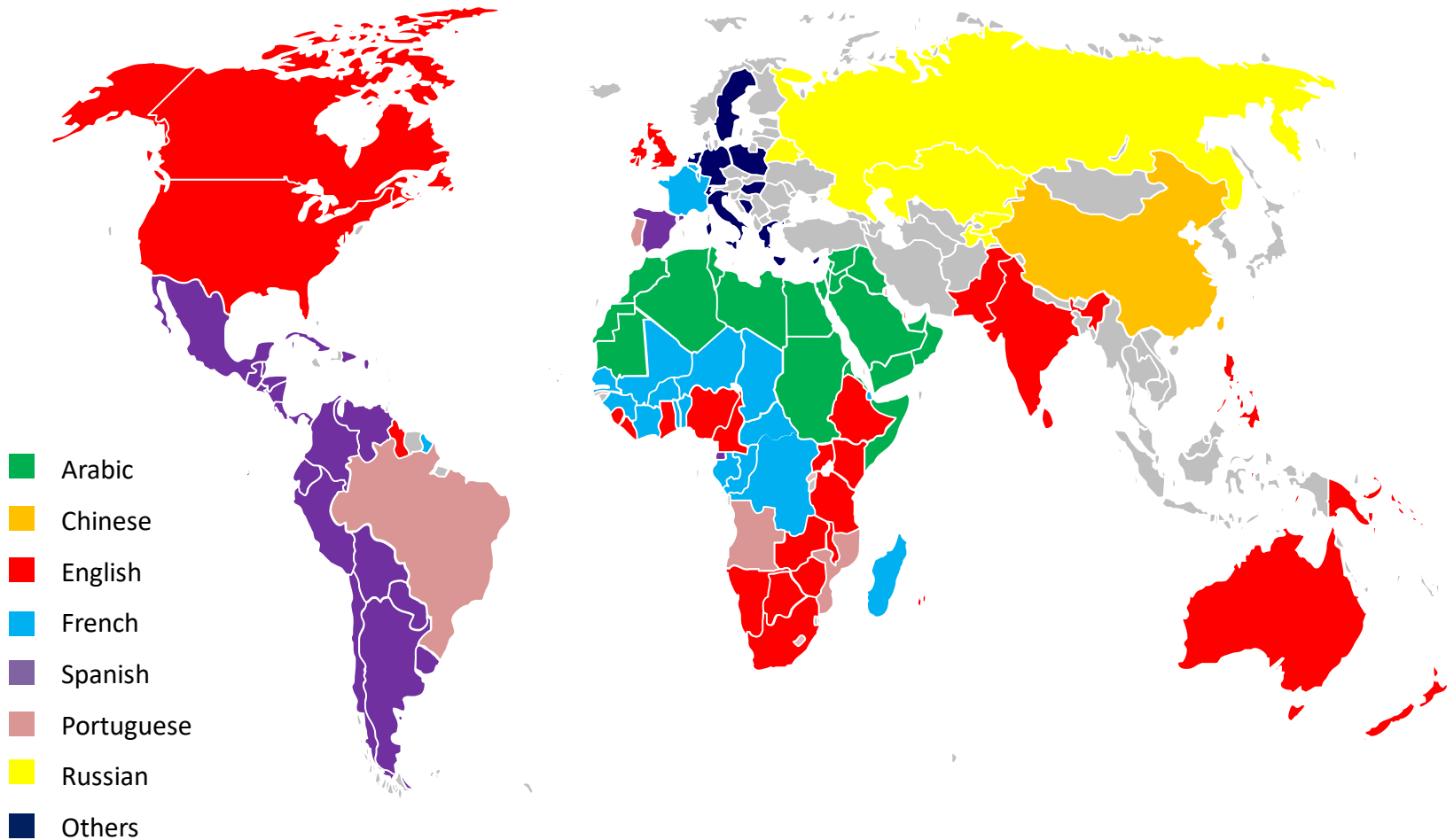
and  
growing



# Countries

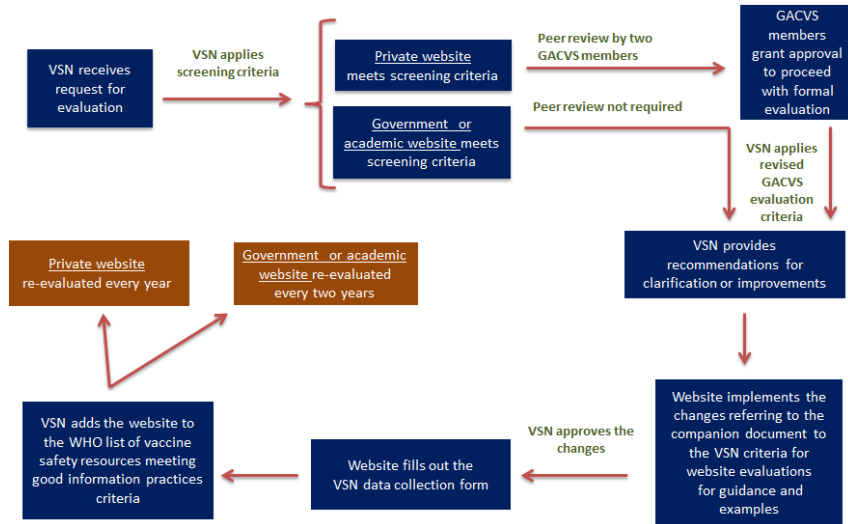


# Targeted languages outreach





# Expansion of the network



- WHO evaluation process

**COMPANION DOCUMENT**  
Revised criteria for good information practices for websites with vaccine safety content<sup>1</sup>  
Version dated 16 June 2017



World Health Organization  
**VACCINE SAFETY NET  
EVALUATION FORM FOR WEBSITES**  
REVISED 26 November 2016

This form should be used for preliminary assessment of websites and for website evaluations and re-evaluations.<sup>1</sup>

**GENERAL INFORMATION**

BASIC INFORMATION	
1) Website URL	
2) Name of organization	
3) Name of website (if different from name of organization)	
4) Type of organization: e.g. government agency, academic institution, professional association, etc.	<input type="checkbox"/> Identified during a targeted search for potential VSN candidates <input type="checkbox"/> Recommended by WHO staff or external partner (please provide details) <input type="checkbox"/> Direct request from website owner/manager <input type="checkbox"/> Other (please provide details)
5) How was this website brought to the attention of the VSN team?	<input type="checkbox"/> This website is already a VSN member <input type="checkbox"/> Preliminary Assessment <input type="checkbox"/> Evaluation <input type="checkbox"/> Re-evaluation <input type="checkbox"/> Special request for evaluation by VSN member e.g. due to website re-launch or addition of significant amount of new vaccine safety content
6) Type of evaluation	
7) URGENCY of evaluation	
8) Name of consultant	

<sup>1</sup> Please note that the numbers on this form (in **bold green**) refer to the numbers on the official list of VSN evaluation criteria for websites.

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- Guide for implementing criteria
- Self evaluation form

# Information package



- **Tailor made inclusion of vaccine safety information on the website**

- by type of institution
- by type of targeted audience
- by national/regional challenges and needs
- by cultural specific



- **Core information package**

- containing general information on vaccines, vaccine-preventable diseases, adverse events following immunization, Q & A, e-learning course on vaccine safety basics

- **Capacity building and sustainability**

- accessibility to continuously updated vaccine safety information
- tips to improve website's credibility, content, accessibility & design

# VSN visual identity



## Labels



Ce site respecte [les principes](#) de la charte HONcode. [Vérifiez ici.](#)



Vaccine Safety Net Member  
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## Kedves Látogató!

Üdvözljük a VACSATC - Oltásbiztonság honlapon!

Az Oltásbiztonság honlap célja, hogy a biztonságos immunizáció témakörben minél több információt a lakosság részére, magyar nyelven. A honlapot az Egészségügyi Világszervezet (WHO) a hiteles és tájékoztatás követelményeinek megfelelő forrásként [ismeri el.](#)

A VACSATC a honlap kialakítását támogató európai projekt angol mozaikszava, mely az alábbi szavakból áll: Vaccine safety - Oltásbiztonság, Attitudes - Álláspontok, Training - Képzés, Communication - Kommunikáció.



### A Look at Each Vaccine

Address: Chloëra, Daphne, Intense and perfume  
Apparatus: 4  
Capacity: 10  
View all +

Pharmaceuticals: Polio, Rabies, Rotavirus, Shingles  
View all +

Dr. Offit's Weekly Column  
Paul A. Offit, MD, Director of the Vaccine Education Center, is a weekly columnist for The Daily Beast. Read his latest column and view an archive of his articles.

Our Team  
Meet Our Team

Vaccine Safety Net Member  
Our website meets the criteria for credibility and content as defined by the Global Alliance of Organizations for Vaccine Safety.

murciaosalud  
Localización: Privado >> Vacunaciones  
Inicio: 19/09/2017

Inicio | Biblioteca Virtual | Centros Sanitarios | Formación | Legislación Sanitaria

### Vacunaciones

- Calendarios de vacunación
- Información de vacunas
- Prácticas y protocolos de vacunación
- Información para viajeros internacionales
- Vacunación escolar
- Condominios prevacunales
- Notificación de efectos adversos presuntamente relacionados con la vacunación
- Publicaciones de la Compañía
- Informes
- Acceso al Programa PROSAN (Enlace externo)
- Oficina Nacional de Recursos de la Agencia Española de Medicamentos y Productos Sanitarios (Enlace externo)
- Oficina de Vacunas de la Agencia Española de Medicamentos y Productos Sanitarios (Enlace externo)
- Solicitud de certificación de datos vacunales
- Solicitud de cambio de domicilio en el registro de vacunas y otros programas de salud pública
- Grupos

### SBIM

Atualização científica, reciclagem profissional, elaboração de calendários e manuais, atuação junto aos órgãos públicos, participação nas decisões do Programa Nacional de Imunizações (PNI), regulamentação da atividade, respeito à ética e, fundamentalmente, a valorização permanente das vacinas como ferramenta vital em saúde pública, têm sido os objetivos maiores da Sociedade Brasileira de Imunizações (SBIM).

### GloboNews: Diluição da vacina contra a febre amarela – 24/07/2017

Publicado: 26 Julho 2017  
Última Atualização: 27 Julho 2017

Pesquisa realizada pela Fiocruz conclui que o imunobiológico é eficaz mesmo quando diluído em 50 vezes.

Leia mais...

### Alergo Imuno - Inscrições com desconto

Publicado: 02/07/2017

### Eventos

- 12/09/2017 - 15/09/2017  
XX Congresso Brasileiro de Infectologia
- 12/09/2017 - 14/12/2017  
Sala de Vacinação – Curso Online
- 27/09/2017  
II Jornada Pernambuco SBIM de Imunizações
- 29/09/2017 - 30/09/2017  
XXXI Curso de reciclagem pediátrica

### Rediteljstvo

Sprječite da vam djeca postanu ovisna o video

## Vakcinacija - imunizacija

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- O značaju vakcinacije
- Mehanizam djelovanja vakcina
- Klasifikacija vakcina
- Kontraindikacije za vakcinaciju
- Regulativni aspekti na vakcinu
- Vakcinama preventibilne zarazne bolesti
  - Tuberkuloza (TBC)
  - Hepatitis B
  - Dječija paraliza (poliomijelozis)
  - Difterija ili guštočija (difterija)
  - Tetanus
  - Veliki kšholi/Progavac (pertusis)

### Programa de vacunación

Esta página web reconocida por la Organización Mundial de la Salud (OMS) (enlace externo) por adherirse a las buenas prácticas informativas (credibilidad, contenido, accesibilidad y diseño).

¿Quieres saber? Responsabilidad de los contenidos

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## VACSATC

Magyarország

www.vaccinesafetynet.org

### Nyitólap

- Magunkról
- Aktualitások
- Archívum
- Information in English

### Lakossági oldalak

- Védőoltással megelőzhető betegségek hazánkban
- Gyermekkori védőoltások
- Felnőtteknek ajánlott védőoltások
- Klinikai védőoltási tanácsadók
- Influenza
- A védőoltásokról közérthetően
- Védőoltások bevezetése és főbb változásai Magyarországon

### Szakmai oldalak

- Védőoltási Módszertani Levél 2017
- Alapelvek a védőoltások alkalmazásával kapcsolatban

## VaccinarSi

Informarsi sulle vaccinazioni

Homepage SEI IN: / HOMEPAGE CERCA

Hai un dubbio o non trovi risposte a questi specifici e vuoi essere indirizzato ai siti più pertinenti? **SCRIVICI**

fimp Federazione Italiana Medici Pediatrici  
FIOMMG Federazione Italiana Medici Generalisti  
Società Italiana di Pediatria  
Vaccine Safety Net Member  
SBIM Società Brasileira de Imunizações

## The Immunisation Advisory Centre

on Saturday

Vaccine Safety Net Member  
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# Research projects



## *FUTURE AMBITIONS - CALL FOR PROJECTS*

### Background of projects

1. understanding of the actual challenges of providing credible information on vaccine safety using digital means
2. ideas with a high impact on communication of vaccine safety information

**Duration** 6 months – 1 year

### Assessment criteria

- Innovation
- Relevance / applicability
- Contribution to VSN



### Benefits for the researcher/affiliated institution

- Opportunity to present the findings of the project during a WHO lunchtime seminar
- Benefit from increased visibility
- Dissemination of findings through VSN channels and published in relevant scientific journals

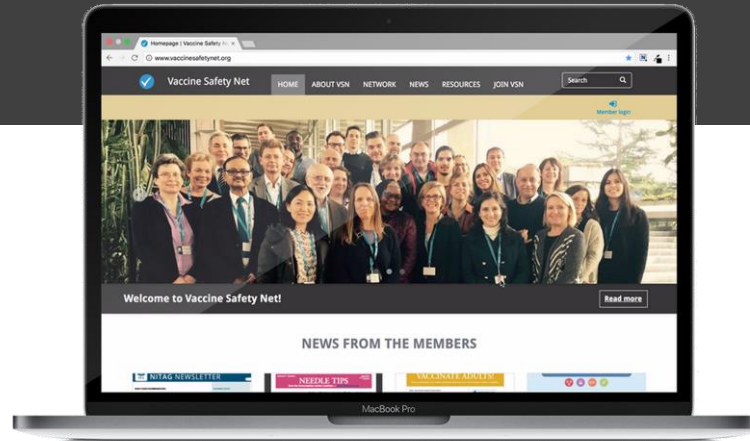
# Research project - the VSN web analytics



Collect, manage, analyze, interpret, formulate and propose to WHO and VSN members data driven vaccine safety information and communication strategies based on VSN members' websites web analytics



# VSN portal



## Public section:

- ✓ About VSN
- ✓ Members overview
- ✓ Each member has its own page
- ✓ Cross-linking to member websites
- ✓ 'Power Search' - search all member websites in one search
- ✓ News / Resources
- ✓ How to join

## Members only section:

- ✓ Discussion forum
- ✓ Groups & projects spaces
- ✓ Library
- ✓ Gallery
- ✓ Calendar
- ✓ Wiki
- ✓ Personal profile pages
- ✓ Notifications
- ✓ Email digest

<http://www.vaccinesafetynet.org/>

# VSN annual meeting



## Outcomes

- Strengthened links between members of the Network
- A SWOT analysis performed and a project work plan defined
- A mission and vision articulated
- A visual identity and users' guide presented
- A portal presented and final inputs gathered before launching
- The web analytics project presented and participating modalities agreed upon
- A plan of action for future collaborations
- An advisory group with suggested membership established
- Next steps and follow up mechanisms agreed upon

## Objectives

- revisit the past decade of VSN, the network's significance and potential for the future as well as expectations from members
- share views and experiences from different websites, countries and regions
- discuss innovations in managing vaccine safety information and digital communication and explore new frontiers in vaccine safety intelligence

Next VSN meeting  
in June 2018 in...  
Les Pensières!!



# Strengths and opportunity



- Global, commitment, expertise, technical know how, ideas, leadership
- Community building and knowledge sharing
- Mutual promotion and increased visibility by cross linking
- Opportunity for worldwide coordination and collaboration on vaccine safety communication and information strategies
- Outreach (estimated 150 million visitors per month)
- Innovation
- Research
- Mutual support

# Summary of ongoing VSN activities



## • Expansion of the network

- 56 members, from 27 countries providing information in 15 languages
- Members' profiles: academic, governmental, grass-root, platforms / information repository, professional associations and private non-profit
- Candidates in the pipeline: websites from South America, Africa and from South-East Asia

## • Portal management

- Members knowledge and information sharing
- Collaboration on topics of interest
- Members user survey and redesign plan
- Vaccine Safety Communications e-library

## • Research projects

- Web analytics
- Plan for ongoing opinion surveys implemented across the Network

## • Multilanguage roster of scientific reviewers

- Call for volunteers to assist with evaluation of candidates

## • Social media evaluation tool

- Call for proposal to develop evaluation criteria for good information practices for social media

## • Academic collaborations

- Research projects - concept note

## • VSN public newsletters

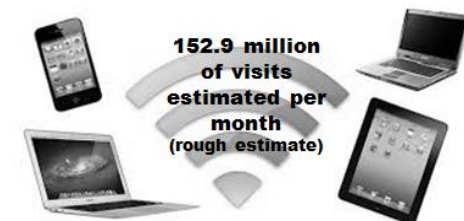
- Twice a year, next in December 2018

## • Visual identity

- ongoing inclusion on members homepage, participate to the cross linking strategy and improving google ranking of VSN members websites

## • Next meeting

- June 2018



# VSN secretariat



*Smaragda Lamprianou, Scientific consultant, WHO*



*Isabelle Sahinovic  
VSN coordinator, WHO*



*Alma Sokolovic-Rasmussen, Communication consultant,  
WHO*

# VSN Advisory Group



Robert Pless  
SACVS & USVA AS  
chair, PNAE



Alberto Jozzi  
OPSB



María Álvarez-Pasquín  
Spanish Vaccinology  
Association



Gary Finnegan  
Vaccines Today



Sarah Loring  
Vaccine Knowledge  
Project



César Delasco Muñoz  
Spanish Vaccinology  
Association



Catharina De Kat  
WHO EURO



Samantha Vanderslott Vaccine Knowledge  
Project



Lucas Paseiro Garcia  
Spanish Vaccinology  
Association



Suleman Malik  
UNICEF



Jane Sidudu  
CDC

# Call for collaboration



Join forces  
and share  
intelligence  
for the  
public good

# Thank you

