DEVELOPING COMMUNICATION STRATEGIES ON VACCINE BENEFITS AND RISKS

ADVANCE GUIDANCE FOR PUBLIC–PRIVATE COLLABORATIONS

Fondation Mérieux, Les Pensières Center for Global Health, Veyrier-du-Lac, France
“Communicating Vaccine Benefit Beyond the Infection Prevented”
5 December 2017

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The ADVANCE project receives support from the Innovative Medicines Initiative (IMI) Joint Undertaking under the ADVANCE Grant Agreement n° 115557, resources of which are composed of financial contribution from the European Union's Seventh Framework Programme (FP7/2007-2013) and EFPIA companies’ in kind contribution. All authors have completed the ICMJE uniform disclosure form and declare that no support has been received from any organisation for the submitted work other than from the European Union's Seventh Framework Programme, and that there are no other financial or non-financial relationships with any organisation that could appear to have influenced the submitted work.

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Accelerated Development of VAccine beNefit-risk Collaboration in Europe

- Public-private partnership
- 5 year project (2013-2018)
- 47 public and private partners
- Funded by Innovative Medicines Initiative (IMI)

http://www.advance-vaccines.eu
Pan European Partnership
**Vision**

“Timely and best evidence on vaccine benefits and risk to support decision-making on vaccination in Europe.”

**Mission**

“To establish a Blueprint for a validated and tested best practice framework that could rapidly provide robust data on vaccine benefits and risks in Europe.”
WP4
Methods for vaccine B/R monitoring
WP5
Proof of concept studies
WP7
Blueprint for benefit-risk monitoring
WP1
Good practice guidance (GPG)
WP2
Creation of Synergies
WP3
Databases & IT platform

Steering committee

✓ Good practices guidance (GPG)
✓ Databases & IT platform
✓ Methods for B/R monitoring
GOOD PRACTICE GUIDANCE: CODE OF CONDUCT, GOVERNANCE, COMMUNICATION

• Workshop
  • Workshop on “Public-private collaborations and partnerships for vaccine benefit-risk monitoring in Europe: the ADVANCE framework and governance principles” at European Medicines Agency - London UK - March 2017

• Reports
  • Good Practice Guidance – Code of Conduct and Quality recommendation
  • Final conceptual models for public-private interaction
  • White paper (recommendations) for the final blueprint: governance guidance and Code of Conduct
  • Communication strategies on vaccine benefits and risks: Guidance for public-private collaborations

• Publication
MORE INFORMATION ...

- http://www.advance-vaccines.eu/?page=home
Guidance for Public-Private Collaborations on

“Developing Communication Strategies on Vaccine Benefits and Risks”
• To enable developing strategies for effectively disseminate results from vaccine benefit-risk monitoring to increase knowledge and basis for vaccine/vaccination decision-making

• To take into account the specifics:
  o ‘Vaccine dynamics’ (e.g. new products, schedules, changing disease epidemiology and at risk-populations/vaccine target populations)
  o New methods
  o Public-private collaboration (PPC)

• To communicate with others based on listening, understanding audience profiles, interacting and trust-building

=> To develop specific and strategic guidance
Preparations for guidance development

• Compilation of current guidance documents and surveys on guidance use by regulatory and public health authorities: Need for guidance advocacy and links to established approaches

• Literature review of studies on public vaccine sentiments in EU: Sentiments are generally vaccine product-specific and considerably driven by specific safety concerns

• Review of media monitoring studies and conduct of a new methods and utility study at EMA: Real-time listening to public debates identified current concerns including those of validity, integrity and accountability
Addressees of the guidance

For any institution involved in a PPC on BR of vaccines, e.g.:

- public health institutes
- supra-national/international health institutions
- regulatory authorities
- manufacturers
- patient organisations
- academic research institutes

While some guidance sections are common for all, others provide specific recommendations to different groups.
Vaccine BR communication process

Scoping

BR Monitoring

Reporting

Data gathering

Assessment of results

Safety/BR contents

Listening

Research, media monitoring

Analysis of public knowledge/sentiments

Evaluate if objectives were fulfilled

Messaging

Design messages and vaccination strategy

Dissemination
Steps of developing an institution-specific strategy

1. Define the goal and objectives of the communication strategy
2. Map stakeholders
3. Develop content and core components
   - Step 3a: Identify the audience
   - Step 3b: Identify communication channels
   - Step 3c: Develop messages and engagement strategy
4. Develop implementation and monitoring plan
Trust-building into PPC structure and outcomes

• Transparency of PPC, inc. data access
• Communication strategy based on social listening and interaction with stakeholders
• Communication strategy to include support healthcare professionals as the trusted advisor of individuals
• Communicate not only BR findings but also:
  o demonstrate that decisions about vaccination are based on robust valid BR data and ongoing BR monitoring
  o demonstrate the integrity of the researchers (e.g. PPC governance, responsibilities, code of conduct, quality management, management of conflict of interests)
• Give special consideration to communicating uncertainty
• Clarity and consistency of the communication content through coordination of communication across the PPC
How to use the guidance?

• Prepare an institution-specific communication strategy in parallel to preparing and conducting the BR research

• Adapt and integrate the strategy into institutional communication system and policies

• Keep the communication strategy up-to-date (new information on a safety concern, the vaccine BR, public debate and information needs, the disease epidemiology, etc.)

• Map and collaborate with stakeholders continuously

• Include an implementation, monitoring & evaluation plan (triggers, timings, audience-tailoring, stakeholder interaction, channels, practicalities, etc.),

• Evaluate the implementation and improve the strategies and plans
Communication-related journal publications under ADVANCE:

Karafillakis E, Larson H, on behalf of the for IMI-ADVANCE consortium. The benefit of the doubt or doubts over benefits?: a systematic literature review of perceived risks of vaccines in European populations. Vaccine. 2017; 35: 4840-4850.


http://www.advance-vaccines.eu/?page=publications&id=DELIVERABLES
Thank you!