

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

Priya Bahri (EMA), Tin Tin Htar Myint (Pfizer),
Emilie Karafillakis and Heidi Larson (LSHTM)

The communication guidance presented in these slides was authored by:

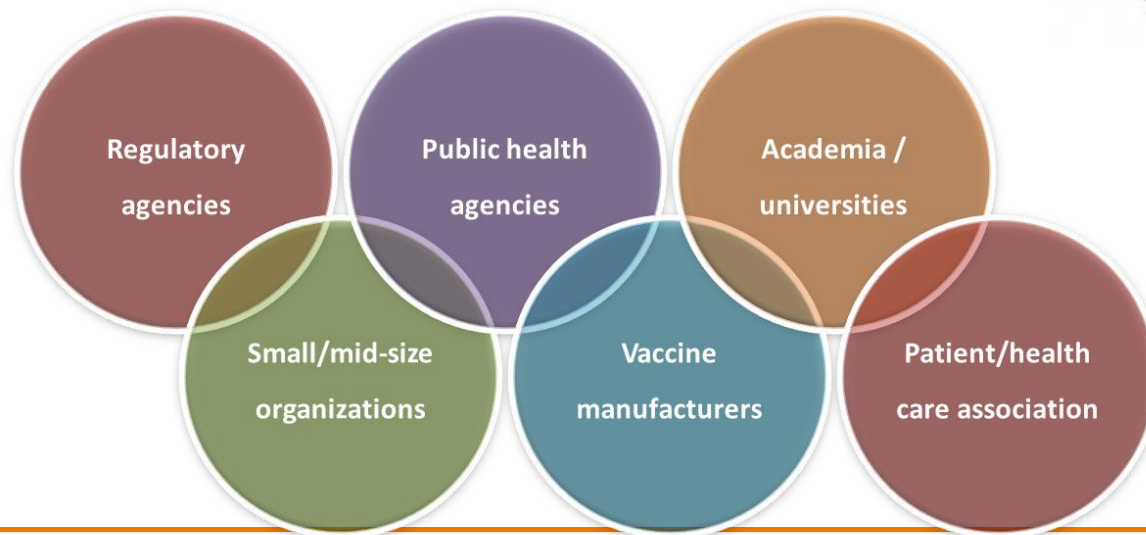
H Larson, E Karafillakis, A Yiangou, P Bahri, J Fogd, X Kurz, R Świerzewski, V Bauchau, T Derrough, G Plebani, H Nohynek, L Mollema, M Sturkenboom, M Tin Tin Htar, J Perez Gomez

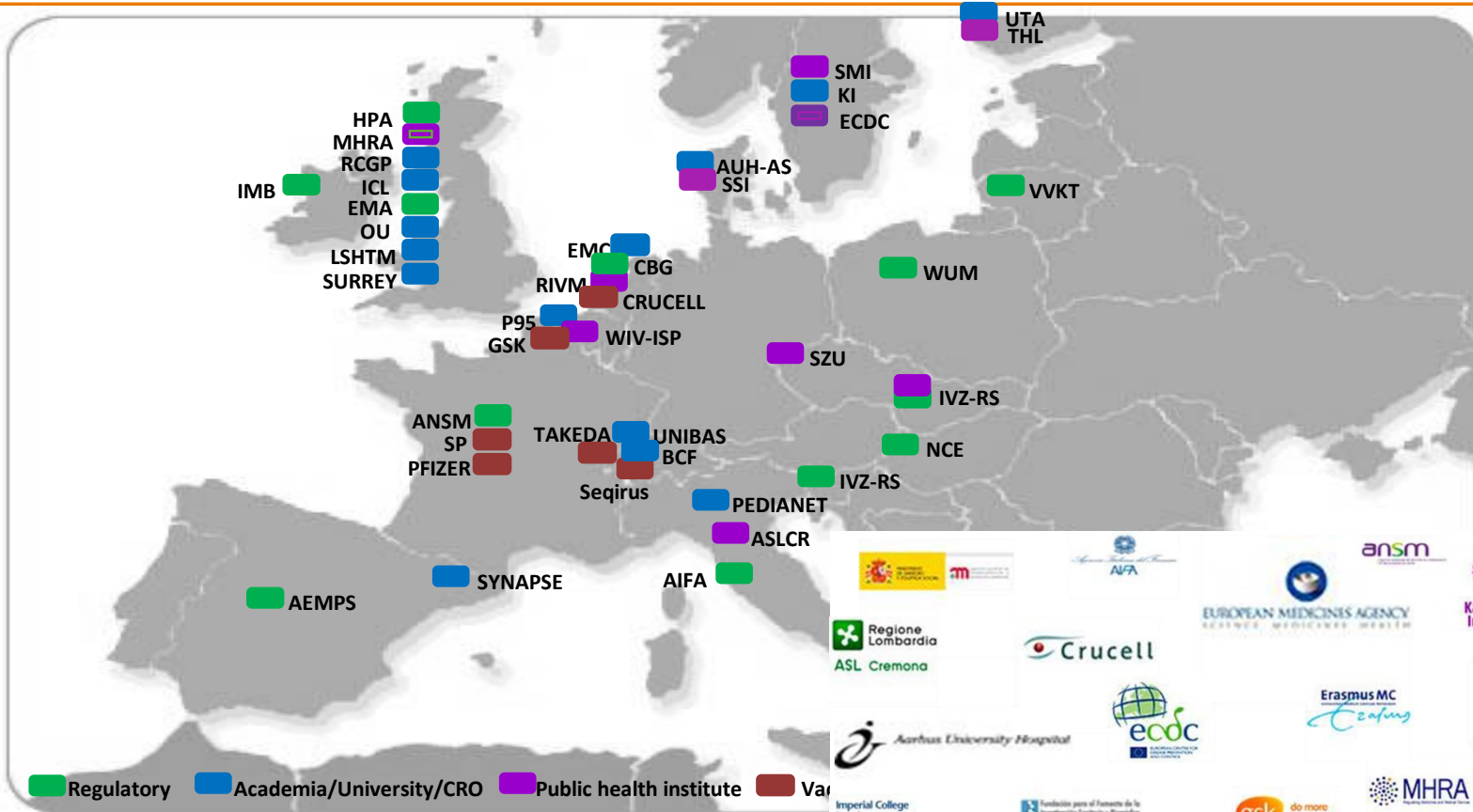
The ADVANCE project receives support from the Innovative Medicines Initiative (IMI) Joint Undertaking under the ADVANCE Grant Agreement n° 115557, resources of which are composed of financial contribution from the European Union's Seventh Framework Programme (FP7/2007-2013) and EFPIA companies' in kind 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.

The views expressed in this presentation may not be understood or quoted as being made on behalf of or reflect the position of the employers of the presenters.

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)





A collage of logos for various partner organizations, including regulatory agencies like EMA, ANSM, AIFA, and ECDC; academic institutions like Imperial College London, The Open University, and University of Surrey; pharmaceutical companies like Pfizer, Novartis, Takeda, and Sanofi Pasteur; and public health institutes like Karolinska Institutet and WIV. The logos are arranged in a grid-like fashion.

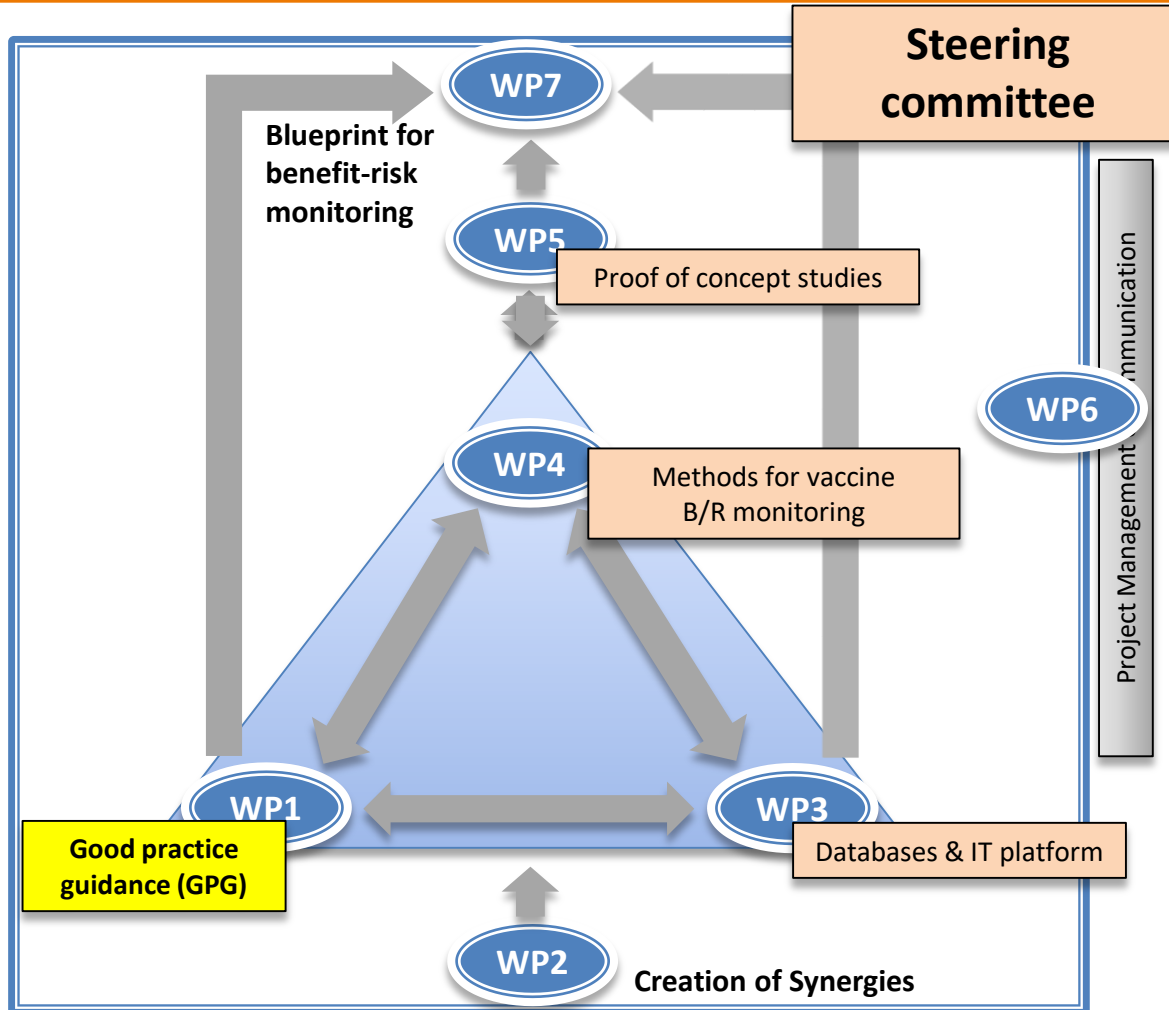
Vision



“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.**”



- ✓ Good practices guidance (GPG)
- ✓ Databases & IT platform
- ✓ Methods for B/R monitoring

Workshop

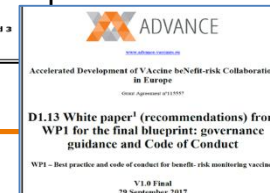
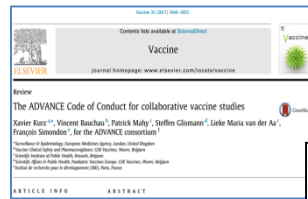
- Workshop on “Public-private collaborations and partnerships for vaccine benefit-risk monitoring in Europe: the **ADVANCE framework and governance principles**” at European Medicines Agency - London UK - March 2017

Reports

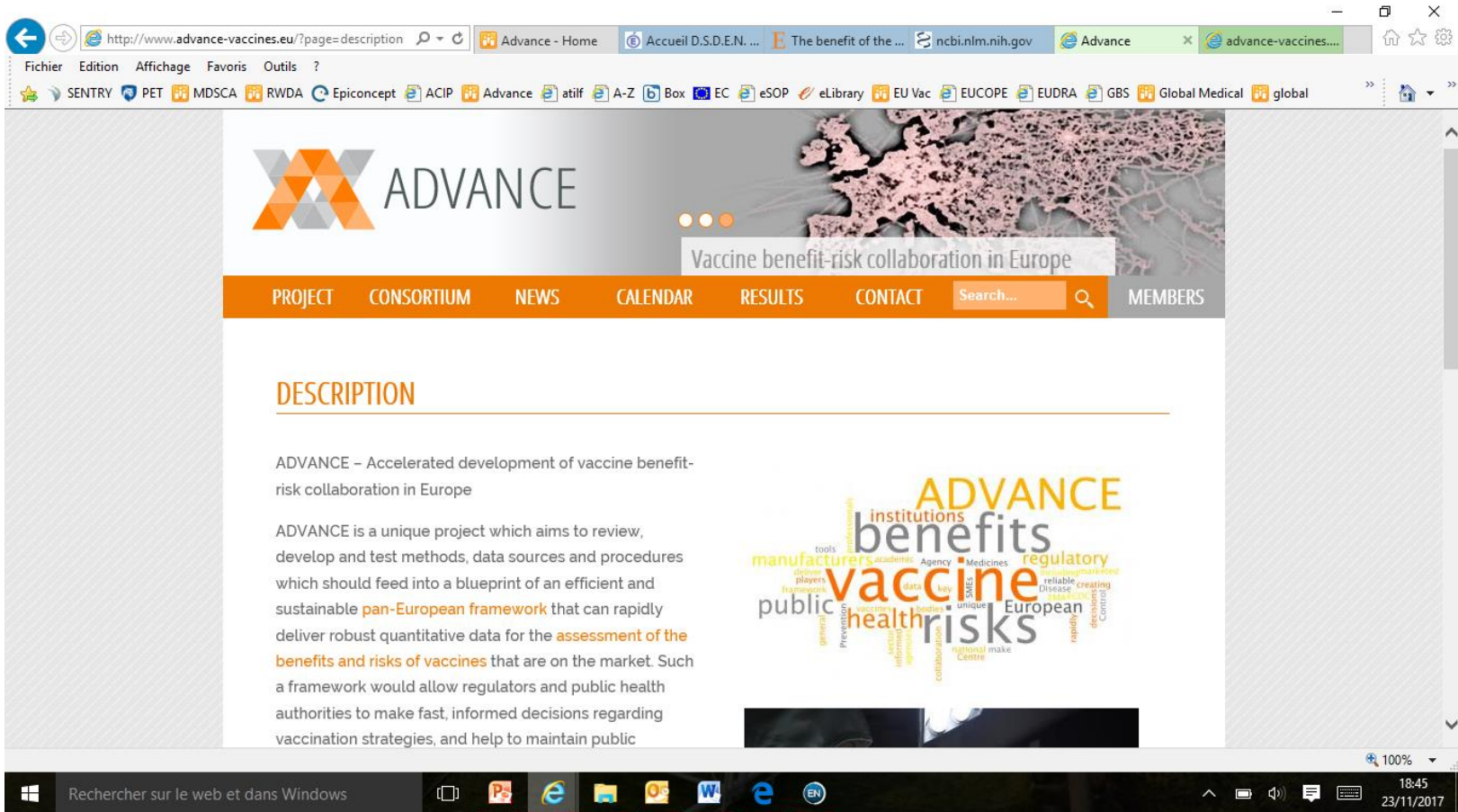
- Good Practice Guidance – Code of Conduct and Quality recommendation
- Final conceptual models for public-private interaction
- White paper (recommendations) for the final blueprint: governance guidance and Code of Conduct
- Communication strategies on vaccine benefits and risks: Guidance for public-private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

Publication

- The ADVANCE Code of Conduct for collaborative vaccine studies. Kurz, X., V. Bauchau, P. Mahy, S. Glismann, L. M. van der Aa and F. Simondon (2017). Vaccine 35(15): 1844-1855.



- <http://www.advance-vaccines.eu/?page=home>



The screenshot shows a web browser window displaying the ADVANCE website. The browser's address bar shows the URL <http://www.advance-vaccines.eu/?page=description>. The website header features the ADVANCE logo and a navigation menu with links for PROJECT, CONSORTIUM, NEWS, CALENDAR, RESULTS, CONTACT, and MEMBERS. A search bar is also present. The main content area is titled "DESCRIPTION" and contains the following text:

ADVANCE – Accelerated development of vaccine benefit-risk collaboration in Europe

ADVANCE is a unique project which aims to review, develop and test methods, data sources and procedures which should feed into a blueprint of an efficient and sustainable **pan-European framework** that can rapidly deliver robust quantitative data for the **assessment of the benefits and risks of vaccines** that are on the market. Such a framework would allow regulators and public health authorities to make fast, informed decisions regarding vaccination strategies, and help to maintain public

To the right of the text is a word cloud with the most prominent words being "ADVANCE", "benefits", "vaccine", "risks", "public health", "European", "regulatory", "institutions", "manufacturers", "academics", "Agency", "Medicines", "reliable", "disease", "creating", "electronic", "Control", "rapidly", "national", "Centre", "make", "collaboration", "unique", "data", "key", "framework", "players", "tools", "Prevention", "general", "set-up", "information", "collaboration", "national", "Centre", "make".

The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Rechercher sur le web et dans Windows", and several application icons. The system tray on the right shows the time as 18:45 and the date as 23/11/2017.

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:
 - ‘Vaccine dynamics’ (e.g. new products, schedules, changing disease epidemiology and at risk-populations/vaccine target populations)
 - New methods
 - Public-private collaboration (PPC)
 - To communicate with others based on listening, understanding audience profiles, interacting and trust-building
- => To develop specific and strategic guidance

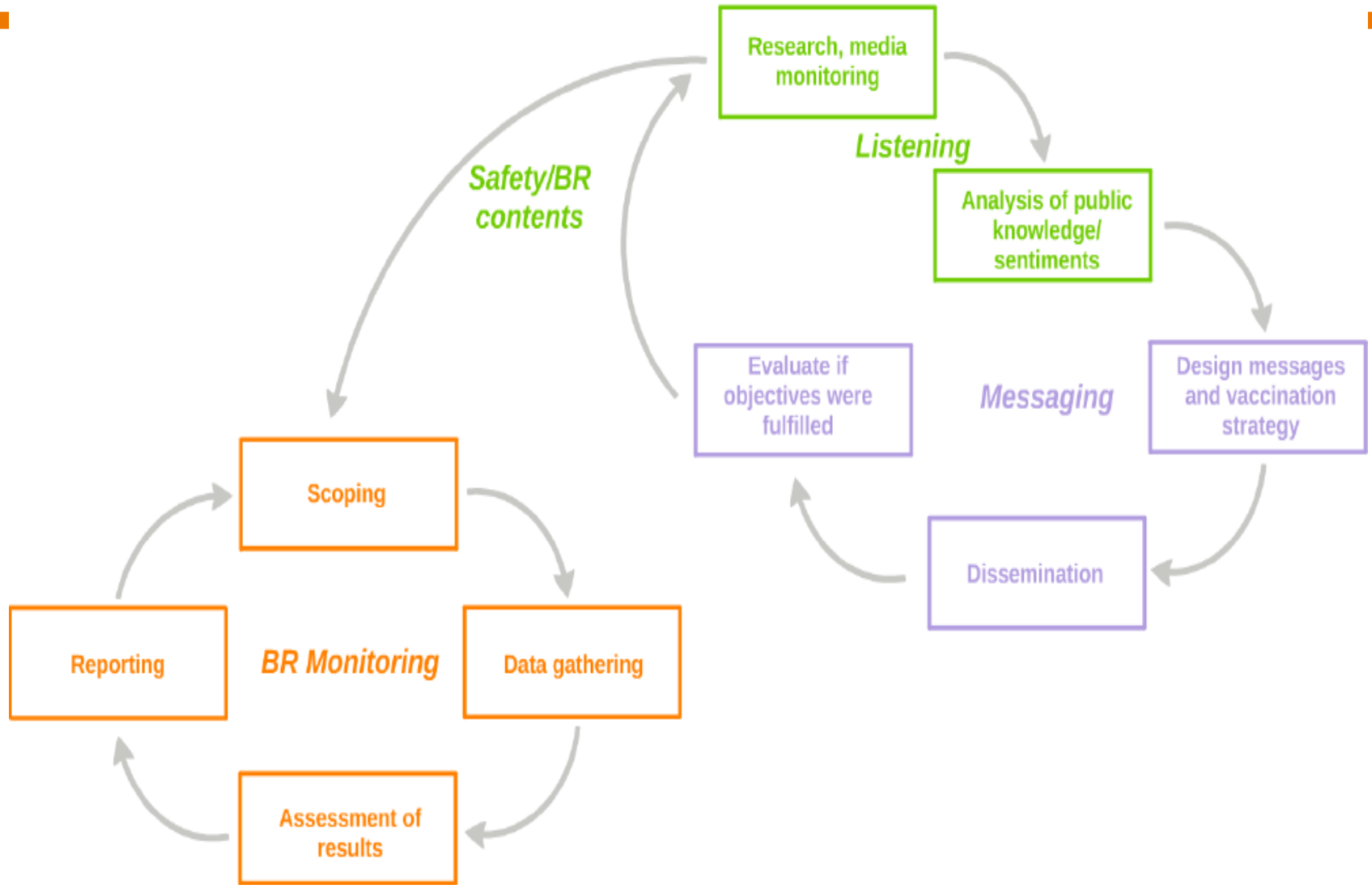


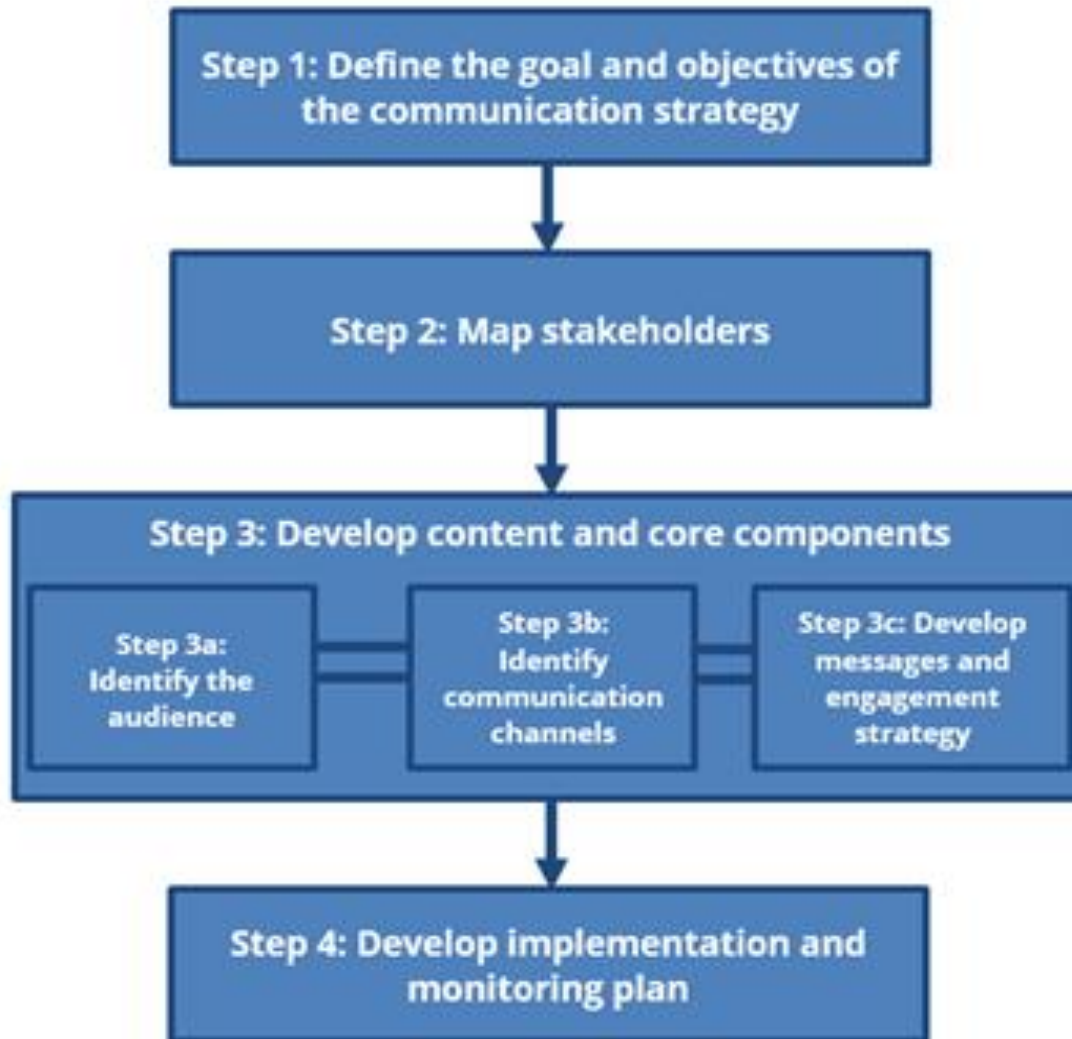
- Compilation of current guidance documents and surveys on guidance use by regulatory and public health authorities: **Need for guidance advocacy and links to established approaches**
- Literature review of studies on public vaccine sentiments in EU: **Sentiments are generally vaccine product-specific 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**

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.





- 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:
 - demonstrate that decisions about vaccination are based on robust valid BR data and ongoing BR monitoring
 - 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

- 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

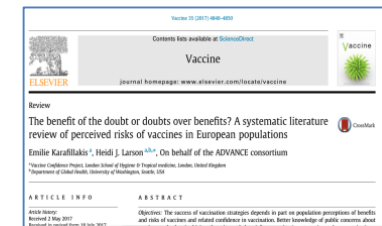
ADVANCE Guidance on Developing Communication Strategies on Vaccine Benefits and Risks:

<http://www.advance-vaccines.eu/?page=publications&id=DELIVERABLES>

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.

Bahri P, Fogd J, Morales D, Kurz X, on behalf of the ADVANCE consortium. Application of real-time global media monitoring and 'derived questions' for enhancing communication by regulatory bodies: the case of human papillomavirus vaccines. *BMC Medicine*. 2017; 15:91 (E-publication ahead of print 3 May 2017) [open access]



Thank you !