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Improving Flu Vaccination Uptake: EU Country Policies and Communication Strategies

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Introduction

- Flu is underestimated
- Worldwide approx. 3-5 million cases of severe illness & 250,000-500,000 deaths
- Vaccination → most effective way of prevention



Objectives

- communication strategies in a few Member States (AT, DE, IRL, MT, UK) and the EU itself
- coherence of political recommendations & actions
- research gaps and recommendations





Methods

- Policy research
 - to identify the recommendations and payment mechanisms
- Quantitative content analysis, including message framing
 - to explore communications used



Findings

- Recommendations:
 - Austria has the most, Malta the least
- Payment Mechanisms:
 - Only Austria requires out of pocket payments
- Communication:
 - ECDC offers a communication toolkit
 - Only the UK offers a guide for campaigns
 - Germany, Ireland and the UK provide communication materials openly accessible
 - Malta and Austria do not offer any communications



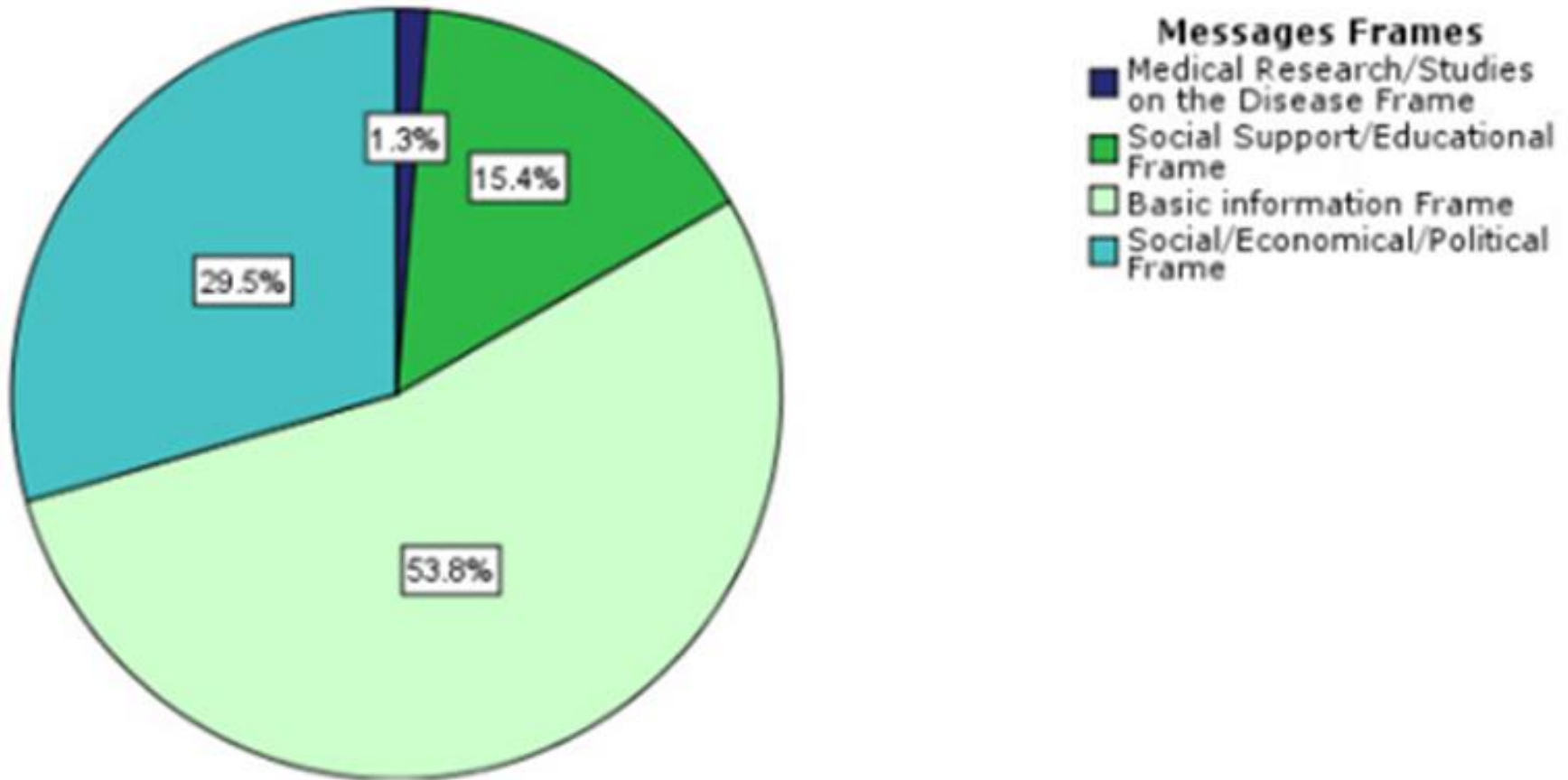


Findings

- Additionally:
 - ADD (Assess, Do, Describe) framework
 - Guide to create and improve effective health communications



Findings



Discussion

- Recommendations, payment mechanisms and communications taken are mostly coherent in the UK, Germany and Ireland, but not for Malta and Austria
- Mainly safe channels (one-way communication) are provided
 - Channels instead of strategies
 - No platform for anti-vaccination movement
- Purposefully use of frames



Conclusion

- Full strategies are needed!
- Communications have to be evidenced-based and targeted



Recommendations

- Coherence of recommendations, payment mechanisms and communications
- Development of communication strategies with guidance of the ECDC communication toolkit and the ADD framework

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