



Everything you need to know
about flu

[Learn more](#)



Vaccines Today is an online platform for discussing vaccines and vaccination. It strives to provide an interactive forum for debate as well as serving as a source of reliable information

Gary Finnegan
Editor, Vaccines Today

@vaccinesToday

PLAY BOOK



1 Just do it!
Go to where
your audience
is & engage



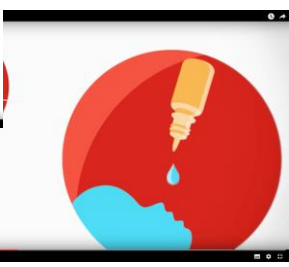
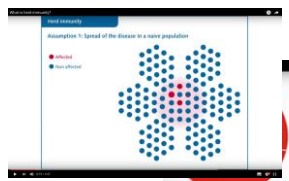
2 Communicate
and network with
the passion of an
NGO



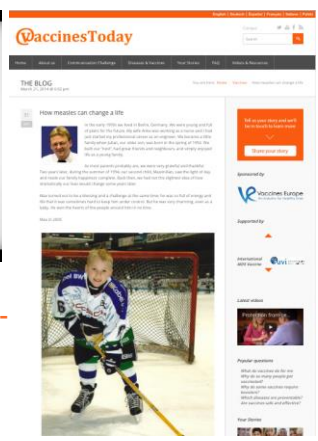
3 Apply the rules of journalism to
find interesting stories and tell
them clearly



4 Review what works
and react accordingly



5 What works: No single answer – first-
person stories, informational videos,
content with strong photos/video



6 Earn credibility by
playing with a
straight bat

7



Vaccines Today
— <http://www.vaccinestoday.eu/>

Language: English with some material in French, German, Spanish, Italian and Polish.

Audience: the general public as well as material for policymakers and health professionals.

Vaccines Today is an online platform for discussing vaccines and vaccination launched in March 2011. The portal is sponsored by Vaccines Europe, a trade association of vaccine manufacturers. It strives to provide an interactive forum for debate as well as serving as a source of reliable information.

Show it by getting external
endorsements i.e. WHO, Health on the
Net, immunisation coalition

THE BLOG

March 21, 2014 @ 6:02 pm

You are here: [Home](#) > [Vaccines](#) > How measles can change a life

31

How measles can change a life

Jan



In the early 1990s we lived in Berlin, Germany. We were young and full of plans for the future. My wife Anke was working as a nurse and I had just started my professional career as an engineer. We became a little family when Julian, our older son, was born in the spring of 1992. We built our "nest", had great friends and neighbours, and simply enjoyed life as a young family.

Tell us your story and we'll
be in touch to learn more



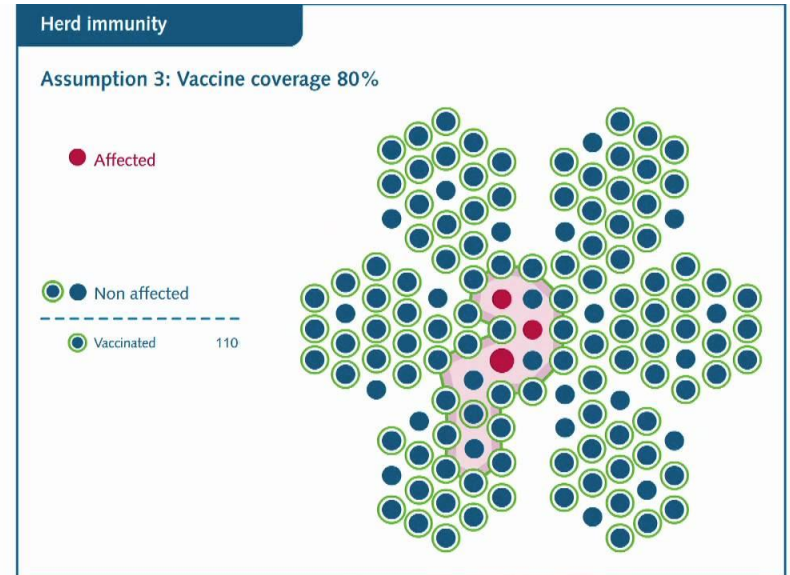
Share your story

- Most popular article
- A father's testimony about his son who developed SSPE in his teens after contracting measles at the age of six months

Vaccines Today: How measles can change a life <http://www.vaccinestoday.eu/vaccines/how-measles-can-change-a-life/>
(Accessed 4/4/2016)

@vaccinesToday

- YouTube views: 100,000
- Most popular video:
What is Herd Immunity?
26,000 views
- When we post new videos, traffic increases
- **Top ranked result** on Google for ‘What is herd immunity?’



@vaccinesToday PLAY BOOK



1 Just do it!
Go to where
your audience
is & engage



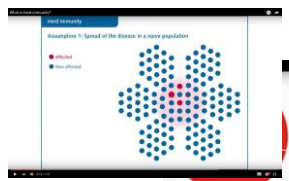
2 Communicate
and network with
the passion of an
NGO



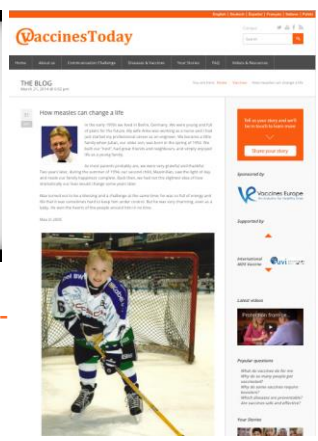
3 Apply the rules of journalism to
find interesting stories and tell
them clearly



4 Review what works
and react accordingly

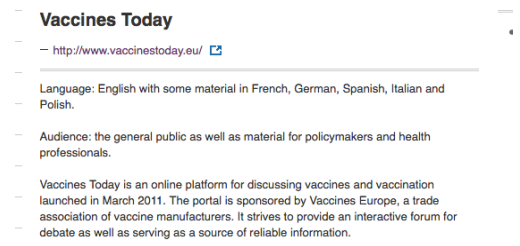


5 What works: No single answer – first-
person stories, informational videos,
content with strong photos/video



6 Earn credibility by
playing with a
straight bat

7 Show it by getting external
endorsements i.e. WHO, Health on the
Net, immunisation coalition





World Health
Organization

and statistics

Media centre

Publications

Countries

Programmes and projects

About WHO



Search

Global Vaccine Safety

Vaccines Today

Share

<http://www.vaccinestoday.eu/>

Languages: English with some material in French, German, Spanish, Italian and Polish

Audience(s): The website provides content for the general public as well as material for policymakers and health professionals.

Website description: Vaccines Today is an online platform for discussing vaccines and vaccination launched in March 2011. The portal, sponsored by Vaccines Europe, strives to provide an interactive forum for debate as well as serving as a



- **Credibility**

- **Health on the Net (HoN) certification**

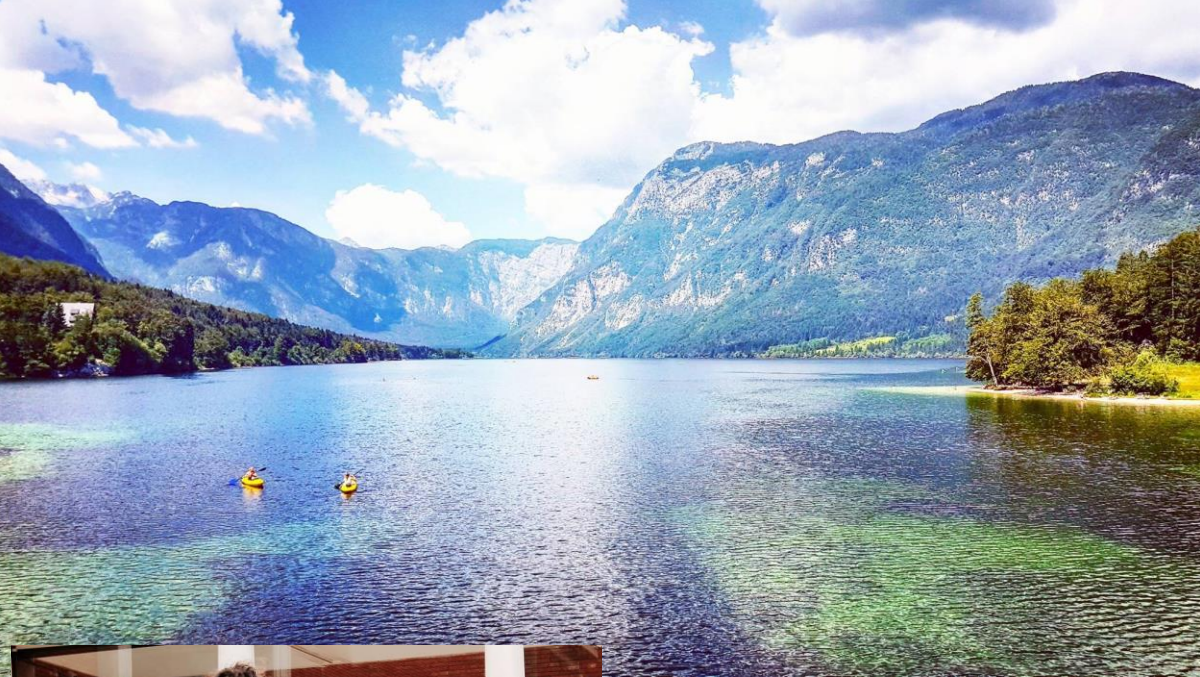
Independent endorsement

- Authoritative
 - Complementarity
 - Privacy
 - Attribution
 - Justifiability
 - Transparency
 - Financial disclosure
 - Advertising policy



Supporters section





@vaccinesToday PLAY BOOK



1 Just do it!
Go to where
your audience
is & engage



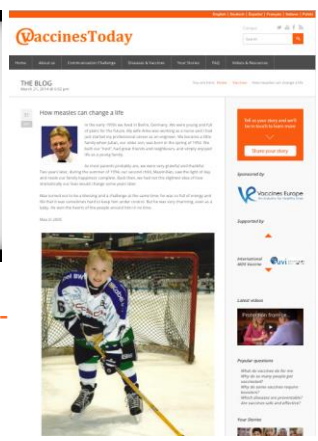
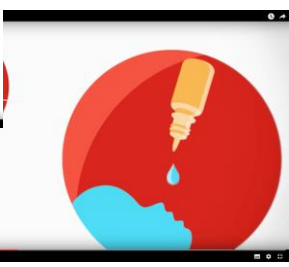
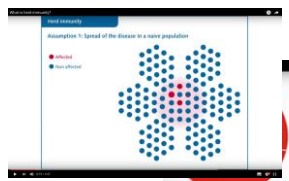
2 Communicate
and network with
the passion of an
NGO



3 Apply the rules of journalism to
find interesting stories and tell
them clearly



4 Review what works
and react accordingly



5 What works: No single answer – first-
person stories, informational videos,
content with strong photos/video



6 Earn credibility by
playing with a
straight bat

7 Show it by getting external
endorsements i.e. WHO, Health on the
Net, immunisation coalition



Global Vaccine Safety

Vaccines Today

- <http://www.vaccinestoday.eu/>
- Language: English with some material in French, German, Spanish, Italian and Polish.
- Audience: the general public as well as material for policymakers and health professionals.
- Vaccines Today is an online platform for discussing vaccines and vaccination launched in March 2011. The portal is sponsored by Vaccines Europe, a trade association of vaccine manufacturers. It strives to provide an interactive forum for debate as well as serving as a source of reliable information.