VACCINE SAFETY NET

PRESENTATION OUTLINE

- What is the VSN and what are it goals

- VSN background

- Evaluation of websites

- Quick facts about the Network

- VSN outreach

- VSN based activities

- VSN visual identity and portal

- VSN Web Analytics project

- Why should I join?

WHAT IS THE VACCINE SAFETY NET (VSN)?

World Health Organization

The WHO established VACCINE SAFETY NET is a worldwide network of websites that provide reliable information on vaccine safety on the web.

VSN GOALS

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

❑ To **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.

VSN BACKGROUND

❑ Established in 2003 to counterbalance groups using the internet to question the utility of vaccination and websites providing unbalanced, misleading and alarming vaccine safety information

❑ A global network of websites, assessed by WHO, that provides reliable information on vaccine safety worldwide

❑ Key player: the GACVS, who defined the criteria for good information practices against which each website is evaluated
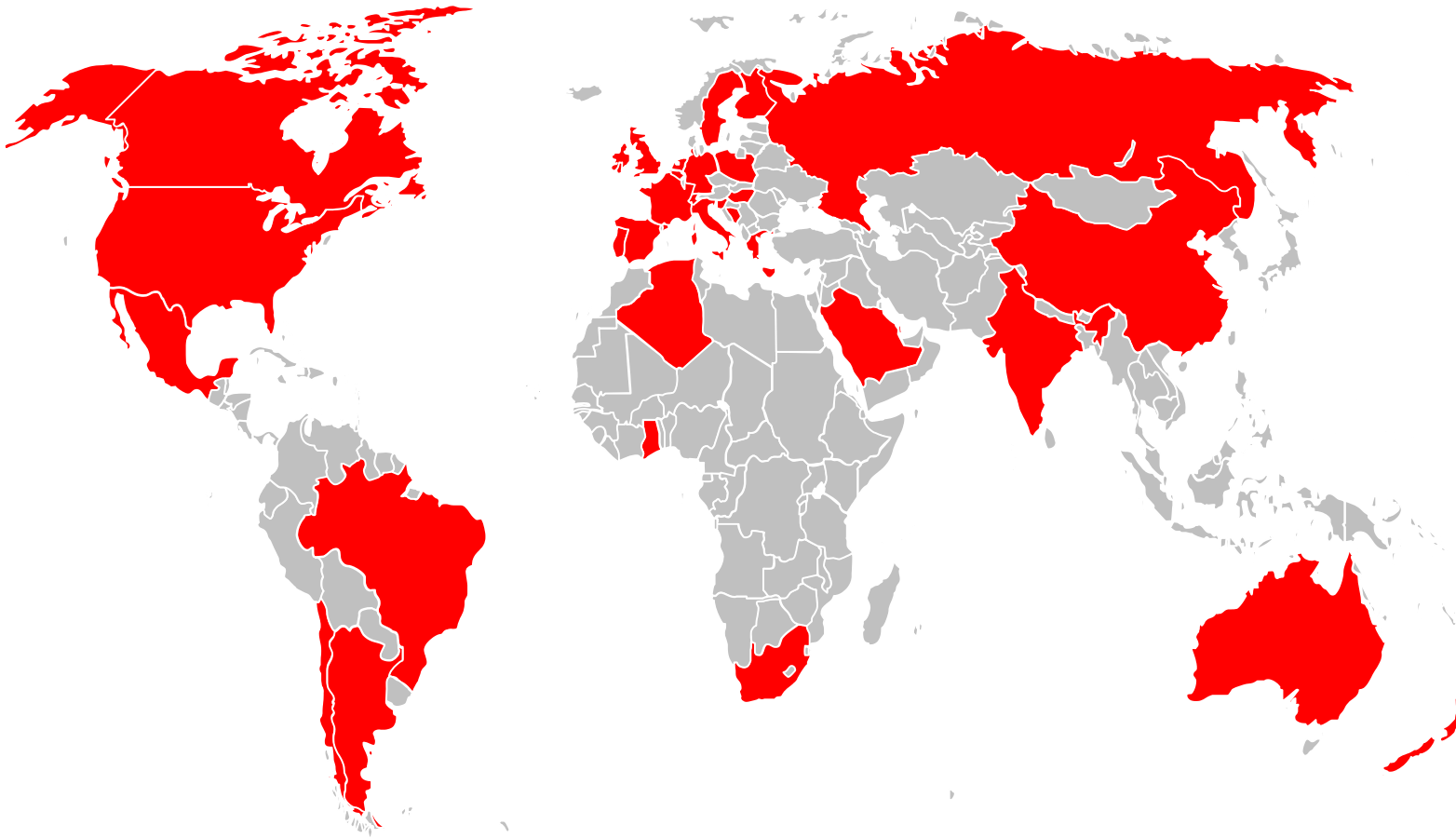
EVALUATION OF WEBSITES

❏ Websites are evaluated based on established criteria related to:

- Website's credibility and content (mandatory)

- Website's accessibility and design (desired)

❏ Process: candidate organizations can self-nominate or be nominated

❏ Preliminary screening: inclusion versus exclusion criteria

- INCLUSION: must meet 6 criteria, such as 1. Public health focus 2. If registration is required, must be free 3. Contain vaccine safety information 4. Contain evidence-based information 5. Provides balanced information – as defined by VSN: "unbiased information that presents all reasonable sides of a controversial issue in a fair way." 6. Professional in its presentation (writing, structure, navigation)

- EXCLUSION: Corporate websites and websites that are not updated regularly are excluded.

- FORMAL SCREENING: Completed by experimented assessors and monitored by the VSN Secretariat

QUICK FACTS ABOUT THE NETWORK

- The VSN network: 75 websites, from 34 countries across 6 WHO regions, providing information in 24 languages

- 20 candidates websites have been evaluated lately:

  - ✓ 9 are working on the implementation of their recommendations (Israel, Philippines, Switzerland, Tanzania, Turkey x 2, USA, Uzbekistan, Zimbabwe)

  - ✓ 11 requested additional time to implement recommendations (Albania, Estonia, Indonesia, Kenya, Malaysia, Nepal, Philippines, Serbia, Sri Lanka, Tanzania x2)

- 1 additional websites requested to join: Poland

VSN OUTREACH September 2019

VSN members: 75 from 34 countries providing reliable vaccine safety information in 24 languages

Country	N° of websites
Algeria	1
Argentina	3
Australia	5
Belgium	3
Bosnia and Herzegovina	2
Brazil	1
Canada	10
Chile	1
China	1
Croatia	1
European Union*	1
Finland	1
France	2
Germany	5
Ghana	1
Greece	1
Hungary	1
India	1
Ireland	1
Italy	3
Kingdom of Bahrain	1
Mexico	1
Netherlands	1
New Zealand	1
Poland	1
Portugal	1
Russian Federation	1
Saudi Arabia	1
Slovenia	1
South Africa	1
Spain	3
Sweden	1
Switzerland	3
United Kingdom	3
United States of America	10

VSN BASED ACTIVITIES

- ## VSN Visual identity
  - ongoing inclusion on members homepage, participate to cross linking strategy to improving Google ranking of VSN members' websites

- ## Portal management
  - Members knowledge and information sharing
  - Collaboration on topics of interest
  - Members' user survey and redesign plan

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

- ## Partnerships with global digital platforms
  - VSN referenced by Pinterest

- ## Innovation hub
  - Development of a vaccine safety chatbot

- ## Multilanguage roster of scientific reviewers
  - Call for volunteers to assist with evaluation of candidates

- ## Partners' collaborations
  - VSN-CDC digital vaccine safety information package
  - GAVI Be:Cause

- ## VSN & Social media
  @VaccineSafetyN

VSN VISUAL IDENTITY

PURPOSE

❑ Signal to visitors that the website meets the Vaccine Safety Net criteria

❑ Promote the Network and its members

USE

❑ Solely owned by the World Health Organization

❑ Can only be used by organizations whose websites have been validated by WHO as meeting the GACVS criteria for good information practices

The Immunisation Advisory Centre

Vaccine Safety Net Member — READ MORE

HPV Prevention and Control Board

clinicalpharmacist.gr ®

Immunize Immunisation Canada immunize.ca

Vaccine Safety Net Member — READ MORE

mesVaccins.net

Member of the Vaccine Safety Net

ΤΟ MOBILE APP ΤΟΥ ΚΛΙΝΙΚΟΣ ΦΑΡΜΑΚΟΠΟΙΟΣ.GR!

ΑΠΟΚΤΗΣΤΕ ΤΟ ΣΤΟ Google Play

Vaccine Safety Net Member

Immunize Canada is a proud member of the Vaccine Safety Net.

The Vaccine Safety Net is a global network of websites, evaluated by the World Health Organization, that provide reliable information on vaccine safety.

To learn more, visit **Vaccine Safety Net.** ▶

Vaccine Safety Net Member

EpiCentro — Il portale dell'epidemiologia per
a cura del Centro nazionale per la prevenzione dell'Istituto superiore di sanità

Εμβόλια

Malattie e condizioni di salute ⌄   Vivere in salute ⌄   Governance sa

JUDZKS
JAVNA USTANOVA DOM ZDRAVLJA KANTONA SARAJEVO
maj 30, 2018

murcia ⊕ salud
El portal sanitario de la Región de Murcia

Savjeti i novosti o zdravlju ▸ Vakcinacija   ○ Web ○ Sa

Vaccini e vaccinazioni / Home

Informazioni generali

- cosa sono e come funzionano i vaccini
- come viene sviluppato e commercializzato un vaccino
- malattie prevenibili da vaccino
- perchè vaccinarsi?

News
- ultimi aggiornamenti
- archivio

Vaccinazioni in Italia ▼

Coperture vaccinali

Vaccini e vaccinazioni

Sicurezza vaccinale e comunicazione: dell'Oms

27 ottobre 2016 - EpiCentro è nel Vaccine Safety... della sanità (Oms). Il network, nato nell'ambito della mira a fornire a operatori sanitari, istituzioni di salute accesso a informazioni scientifiche corrette e affi dei diversi Paesi. Dopo un percorso di valutazione, inf poichè adempie a tutti i criteri di buona pratica in mat

Vaccine Safety Net Member — READ MORE

Vsn   EpiCentro e Vsn   Siti del Network

Savjeti i novosti o zdravlju
» Trudnoća i bebe
» Djeca
» Mladi
» Žene
» Muškarci
» Treća dob
» Mentalno zdravlje
» Oralno zdravlje
» Zdravlje porodice
» Vakcinacija

Vakcinacija - imunizacija

Vaccine Safety Net Member — READ MORE

- O značaju vakcinacije
- Mehanizam djelovanja vakcina
- Klasifikacija vakcina
- Kontraindikacije za vakcinaciju
- Nepoželjne reakcije na vakcinu
- Vakcinama preventabilne zarazne bolesti
  - Tuberkuloza (TBC)
  - Hepatitis B

más noticias

Manual de VACUNAS · AEP
en línea

...acunación antimeningocócica: ...ema actualizado
...enovado el capítulo sobre las ...acunas frente a meningicocos ...e nuestro manual en línea

JORNADAS DE VACUNAS AEP
ALICANTE, 13 Y 14 DE ABRIL DE 2016
Jornadas de Alicante, 13 y 14 de abril
► Presentaciones descargables ◄

...a preocupante situación del ...arampión en Europa ...ltimas noticias sobre el aumento ...e casos de sarampión en el ...nuestro país

Continuum. Curso básico online
Del 7 de febrero al 7 de junio de 2018

Vaccine Safety Net Member — READ MORE

Web acreditada por la OMS

INDIAN ACADEMY OF PEDIATRICS
IAP Advisory Committee On Vaccines & Immunization Practices.
Welcomes You

VSN Social Media – @VaccineSafetyN

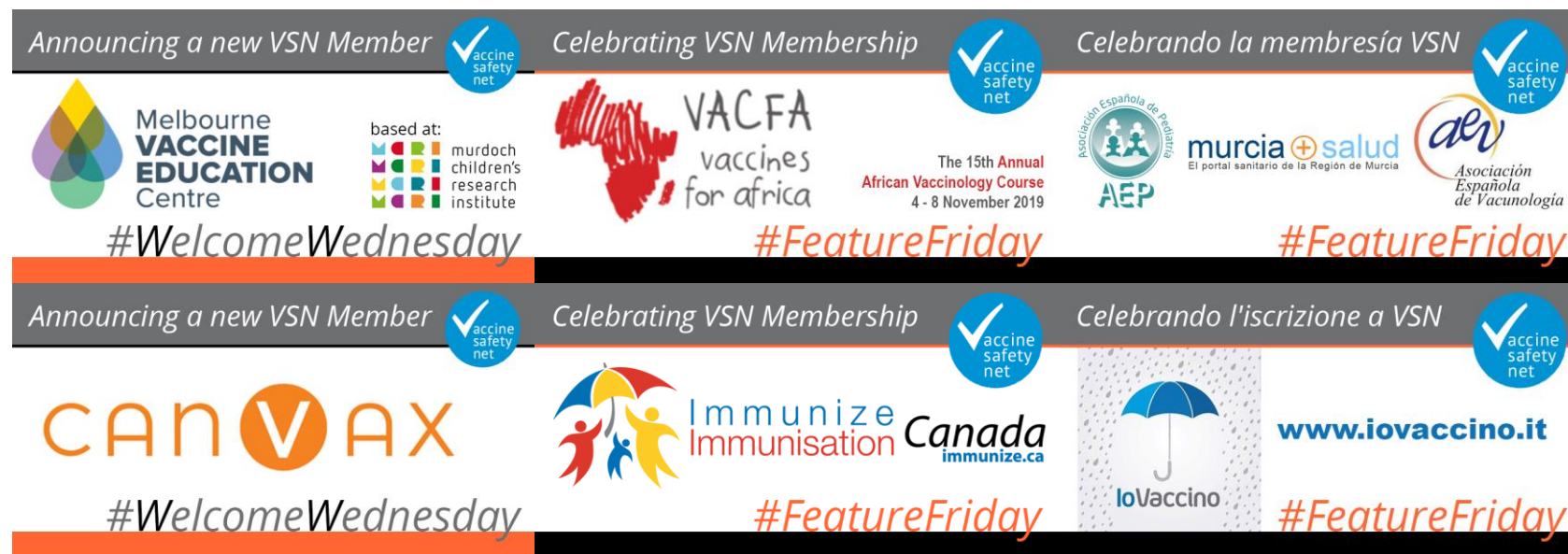World Health Organization

Vaccine Safety Net
@WHO_VSN

Replying to @WHO_VSN @VaccinesToday and 29 others
Make sure you get your vaccine information from reputable sources.

Look for the VSN member logo to make informed decisions from reliable evidence-based information.

Get the facts, get the vaccine.
#VaccinesWork

❑ Dedicated to communicating about the facts and benefits of vaccines by identifying local trustworthy information in different languages.

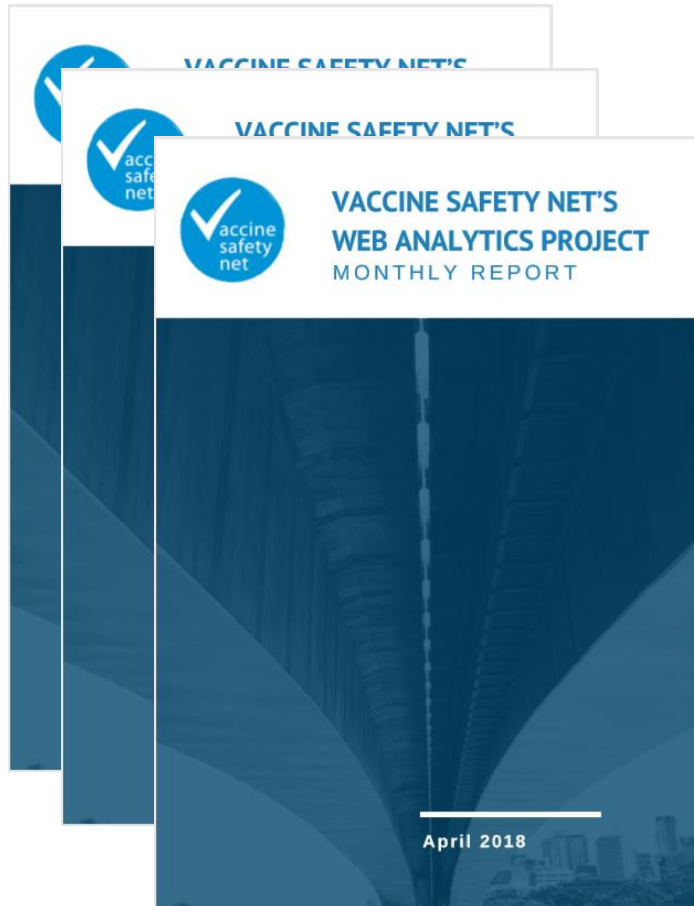❑ The accredited symbol for reliable vaccine information online.

Announcing a new VSN Member — Melbourne VACCINE EDUCATION Centre — based at: murdoch children's research institute — #WelcomeWednesday

Celebrating VSN Membership — VACFA vaccines for africa — The 15th Annual African Vaccinology Course 4 - 8 November 2019 — #FeatureFriday

Celebrando la membresía VSN — Asociación Española de Pediatría AEP — murcia + salud El portal sanitario de la Región de Murcia — Asociación Española de Vacunología — #FeatureFriday

Announcing a new VSN Member — CANVAX — #WelcomeWednesday

Celebrating VSN Membership — Immunize Immunisation Canada immunize.ca — #FeatureFriday

Celebrando l'iscrizione a VSN — IoVaccino — www.iovaccino.it — #FeatureFriday

VSN PORTAL – www.vaccinesafetynet.org

- The portal serves as the VSN's hub on the Internet with the following characteristics/goals:

  - A portal with a combined public and members-only area of the website.

  - Present and promote VSN

  - Present, promote and support the VSN members and their work

  - Facilitate and encourage exchange and collaboration among VSN members and relevant stakeholders

VSN WEB ANALYTICS PROJECT

❑ Start implementation: May 2017

❑ First report: November 2017

❑ Websites contributing: 30

❑ Call for new contributors

❑ Discuss way forward

Collect, manage, analyze, interpret, formulate and propose to WHO and VSN members data driven vaccine safety information and communication strategies

**VACCINE SAFETY NET'S
WEB ANALYTICS PROJECT**
MONTHLY REPORT

April 2018

WHY SHOULD I JOIN?

- My website will be assessed by WHO against GACVS criteria for good information practices and recommendations will contribute to enhance my website's as per the latest standards

- As member of the VSN, my website will be listed on the WHO website and the VSN portal (credibility & visibility) and regularly be promoted on social media through the **@VaccineSafetyN** twitter account

- I will be allowed to display the VSN banner as seal of verified vaccine safety information – posting this banner on my homepage will contribute to a cross-linking strategy, which affects the ranking of my website on google search

- As member of the VSN, I will have access to centralized, most up to date, vaccine safety information that I will be able to re-use on my own website and share it with my audience

- As member of the VSN, I will be able to exchange with worldwide stakeholders, have access to the latest best practices and guidance on how best communicate the safety of vaccine, participate in network-based projects on vaccine safety information and communication strategies