



# *Communication and Training*

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**Sustainable EU vaccination actions through pre- and in-service educational activities in medical and paramedical curricula on vaccines and vaccination programs in Europe**

**Greet Hendrickx, University of Antwerp**



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# Different components of the work

- ★Part 1: Assess the need of in-service training of health care professionals (HCP)
- ★Part 2: Assess the need of pre-service training for medical and para-medical students
- ★Part 3: Develop Standardized training curriculum and guidelines for learning outcomes and workload of in-service and pre-service vaccine training
- ★Part 4: Pilot-testing of standardized training module



## Part 1: Assess the need of in-service training of health care professionals

# Vaccine training barometer

= Survey to assess the need of in-service training of health-care providers in-service



**Aim/outcome:** On-line survey

[https://uantwerpen.eu.qualtrics.com/jfe/form/SV\\_50vcwojdB9TpLg1](https://uantwerpen.eu.qualtrics.com/jfe/form/SV_50vcwojdB9TpLg1)

1. to assess the need for vaccine training in HCP
2. to monitor the confidence of the HCP to communicate about vaccines
3. to collect questions HCP could not answer

Available in Dutch, English, Spanish (and many more languages)

Pilot test:

- Flanders (Belgium) in Feb '20/Jan '21 – Spain Jan '21 (respondents: BE 821 - ES 298)



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# Result Pilot tests

## Need for Vaccine Training in HCP



Results (Jan 2021)

### Second Round Flanders

#### Input of 820 HCP



Ph 22%-MD 16% - N44% - Oth 16%

- **31.2%** feels confident to answer questions about vaccines
- **11.1%** gained sufficient knowledge through their standard education
- **94.8%** is willing to follow extra courses
- **52.1%** got questions in the last 3 months that they could not answer

### First round Spain

#### Input of 295 HCP



Ph 23%-MD 16% - N 9% - Midw 52%

- **21.7%** feels confident to answer questions about vaccines
- **52.5%** gained sufficient knowledge through their standard education
- **91.5%** is willing to follow extra courses
- **36.9%** got questions in the last 3 months that they could not answer

# Vaccine training barometer

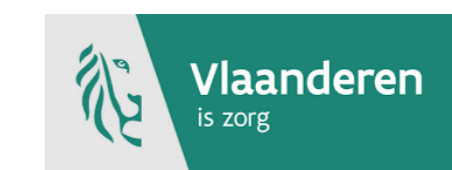


= Survey to assess the need of in-service training of health-care providers in-service

**Conclusion:** the Vaccine Training Barometer is a valuable and sustainable tool for monitoring the need for training amongst healthcare providers involved in vaccines delivery.

## Sustainable outcome:

- **Barometer** can be/is used in **future projects** (National – European e.g. **IMMUNION** / Coalition for vaccination) – results see website
- Barometer for vaccine confidence
- Collection of un-answered questions (input Fact check)
- **Input** for dedicated training and communication tools >> **Curriculum**

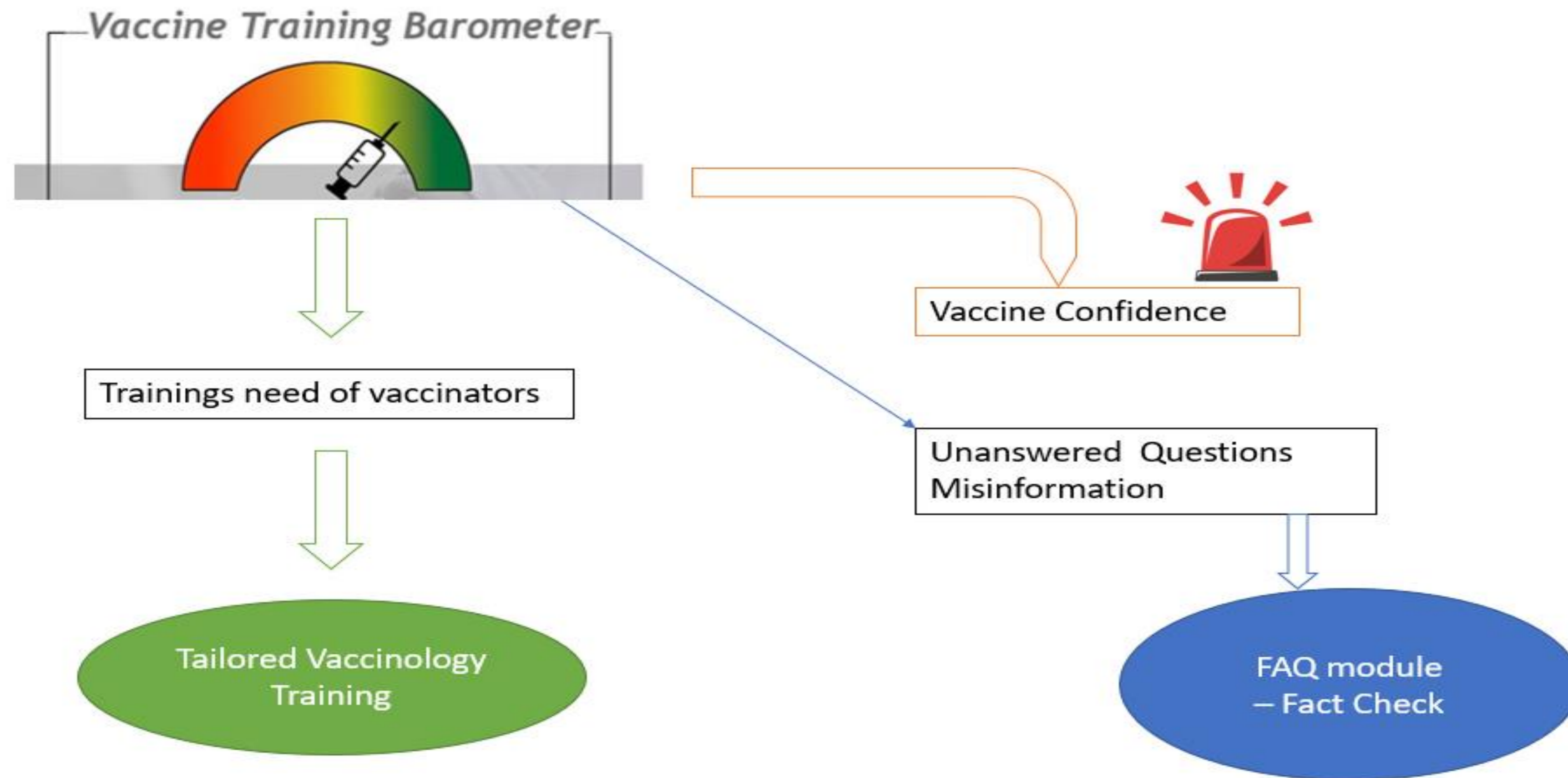


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# Future use of the Vaccine Training Barometer



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## Part 2: Assess the need of pre-service training for medical and para-medical students

After descriptive statistical analysis of 3515 responses on the EU JAV student survey

- Vaccination status of Students
- Student's knowledge
- Attention given to vaccination in their curriculum
- Student's attitude towards vaccines and vaccination
- Student's vaccine confidence
  - More than 1/3 students don't feel confident to reply on questions about vaccines
  - **Half of the Medicine**, nurses and especially pharmacy student indicate that an extended module on vaccination in their education curriculum as well as trustworthy website on diseases, vaccine recommendation and schemes could help to increase their confidence to answer questions on vaccines.



**Outcome supported the development of the curriculum**



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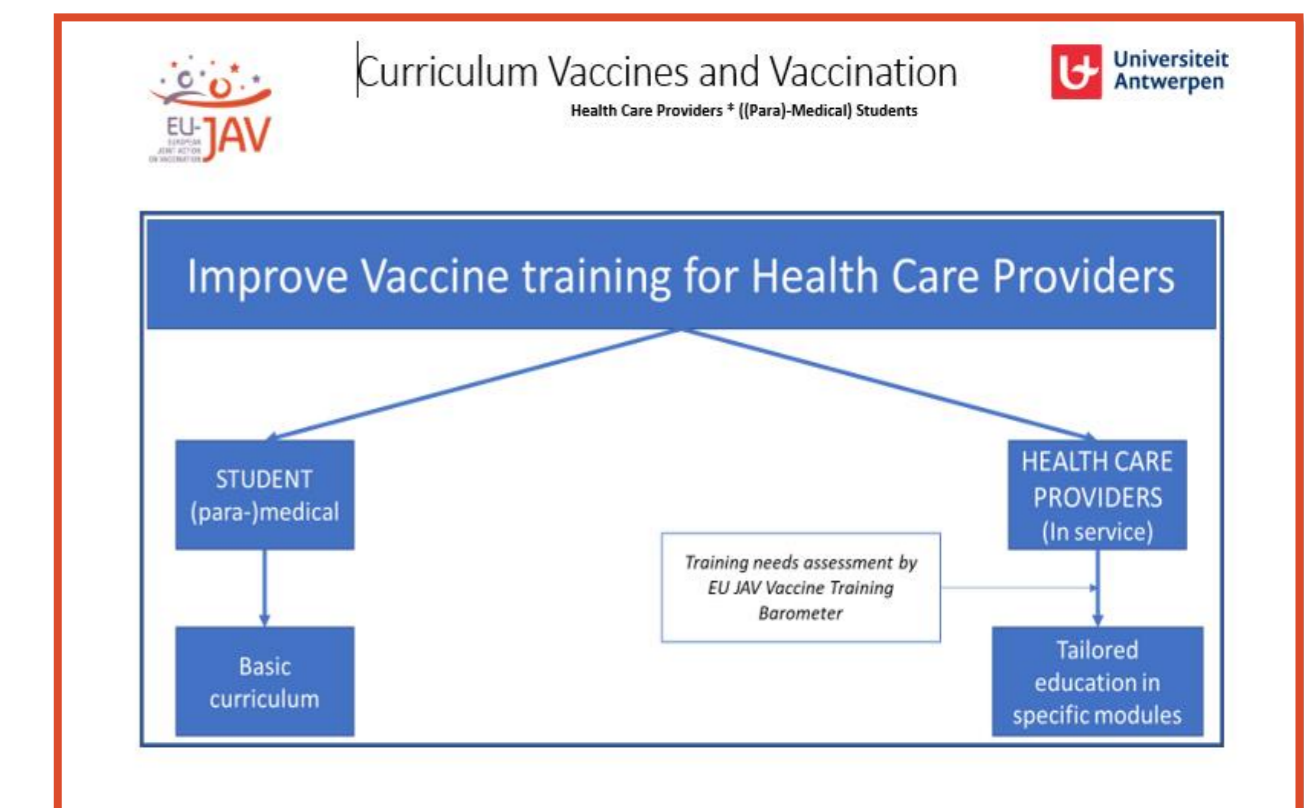
## Part 3: Develop Standardized training curriculum and guidelines for learning outcomes and workload of in-service and pre-service vaccine training

### Based on:

- Standardized survey among Pharmacy, Medical, Nurse and Midwife students (>5000 respondents)
- Vaccine training Barometer
- List of training on vaccinology

### Aim/outcome:

- **Overview of Vaccinology education for European students**
- Improve in-service and pre-service (medical/para medical students) vaccine training >> **Curriculum**



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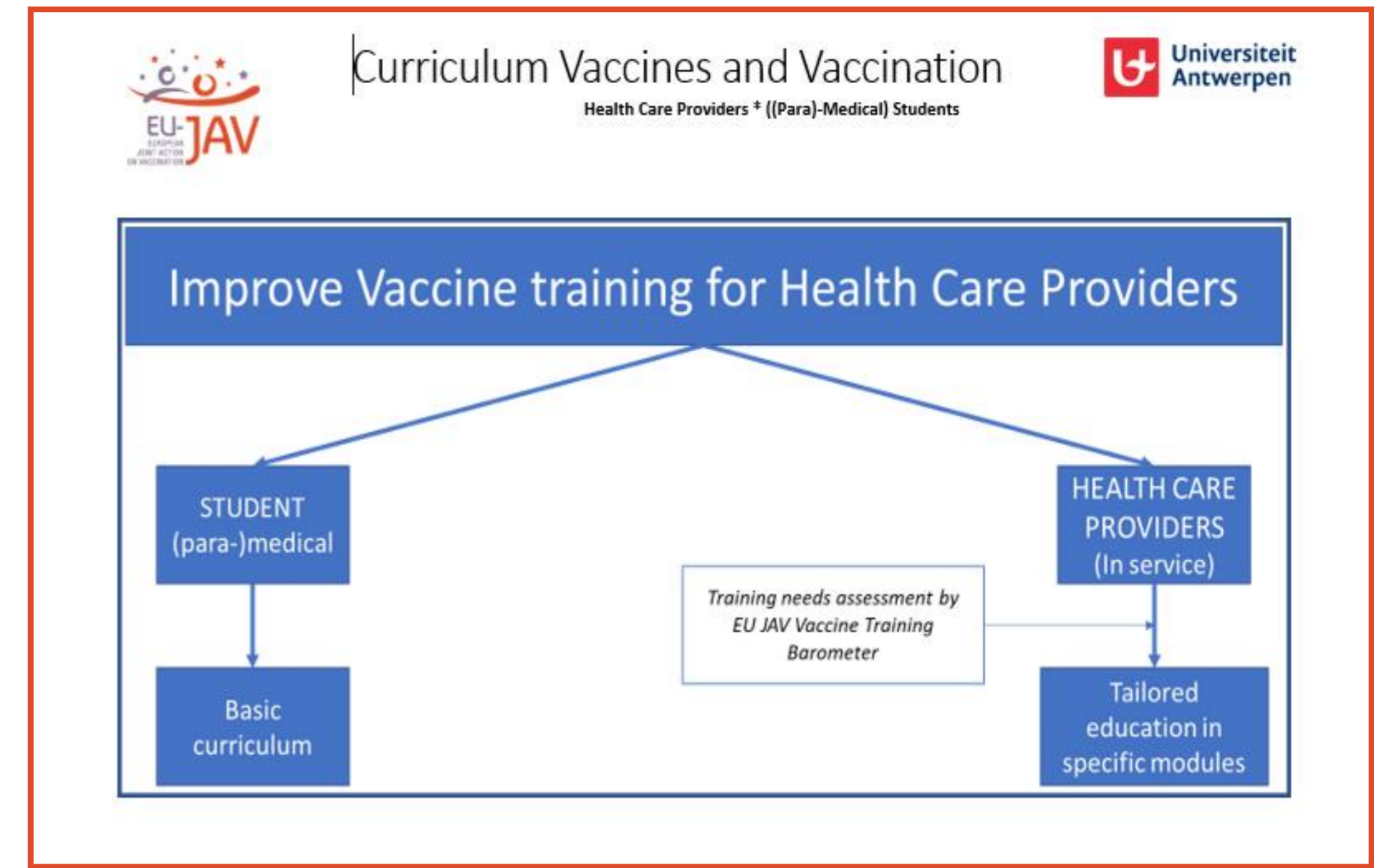
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# Standardized training **Curriculum** and guidelines for learning outcomes and workload of in-service and pre-service vaccine training

## Sustainable outcome:

### • Curriculum Vaccines and Vaccination

- **Module 1:** Rationale, context and history of immunization
- **Module 2:** Immunology/ immunopathology
- **Module 3:** Key aspects vaccine safety, development, quality
- **Module 4:** Vaccine preventable diseases
- **Module 5:** Immunization policies and schedule
- **Module 6:** Future perspectives
- **Module 7:** Understanding, active listening and communication about vaccines
- **Module 8 :** Practical skills



<https://www.uantwerpen.be/en/research-groups/centre-for-evaluation-vaccination/research/research-projects/eu-jav/curriculum/>

		Training Content			
Module	Topic	Target group	Minimum Content Basic Curriculum	MAXIMUM content In depth Education	Learning outcome
		<b>STU</b> (student/ pre service)  <b>HCP</b> (Health care provider/ In-service)	<i>This represents the minimum material that all trainers/curriculum managers should include in STU/HCP training, to be presented in the format and order most suitable to the students' existing knowledge and needs</i>	<i>This represents material which may be presented additionally to STU/HCP, depending on existing knowledge of students (based on assessment) and their anticipated role in delivering vaccines.</i>	

## Part 4: Pilot-testing of standardized training module

31 August – 7 September 2021, the 12th edition of the Summer School on Vaccinology in Antwerp, Belgium

- 5 full course days based on curriculum vaccines and vaccination, theoretical as well as practical
- 21 participants from 15 different countries
  
- A course APP was used to share the course content and to evaluate each session
  
- Each session was positively evaluated – some additional comments were taken into consideration to improve the curriculum



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# Sustainable outcome

## Curriculum Vaccine and Vaccination

<https://www.uantwerpen.be/en/research-groups/centre-for-evaluation-vaccination/research/research-projects/eu-jav/curriculum/>

- Rationale, context and history of immunization
- Immunology/ immunopathology
- Key aspects vaccine safety, development, quality
- Vaccine preventable diseases
- Immunization policies and schedule
- Future perspectives
- Understanding, active listening and communication about vaccines
- Practical skills

## Survey tools

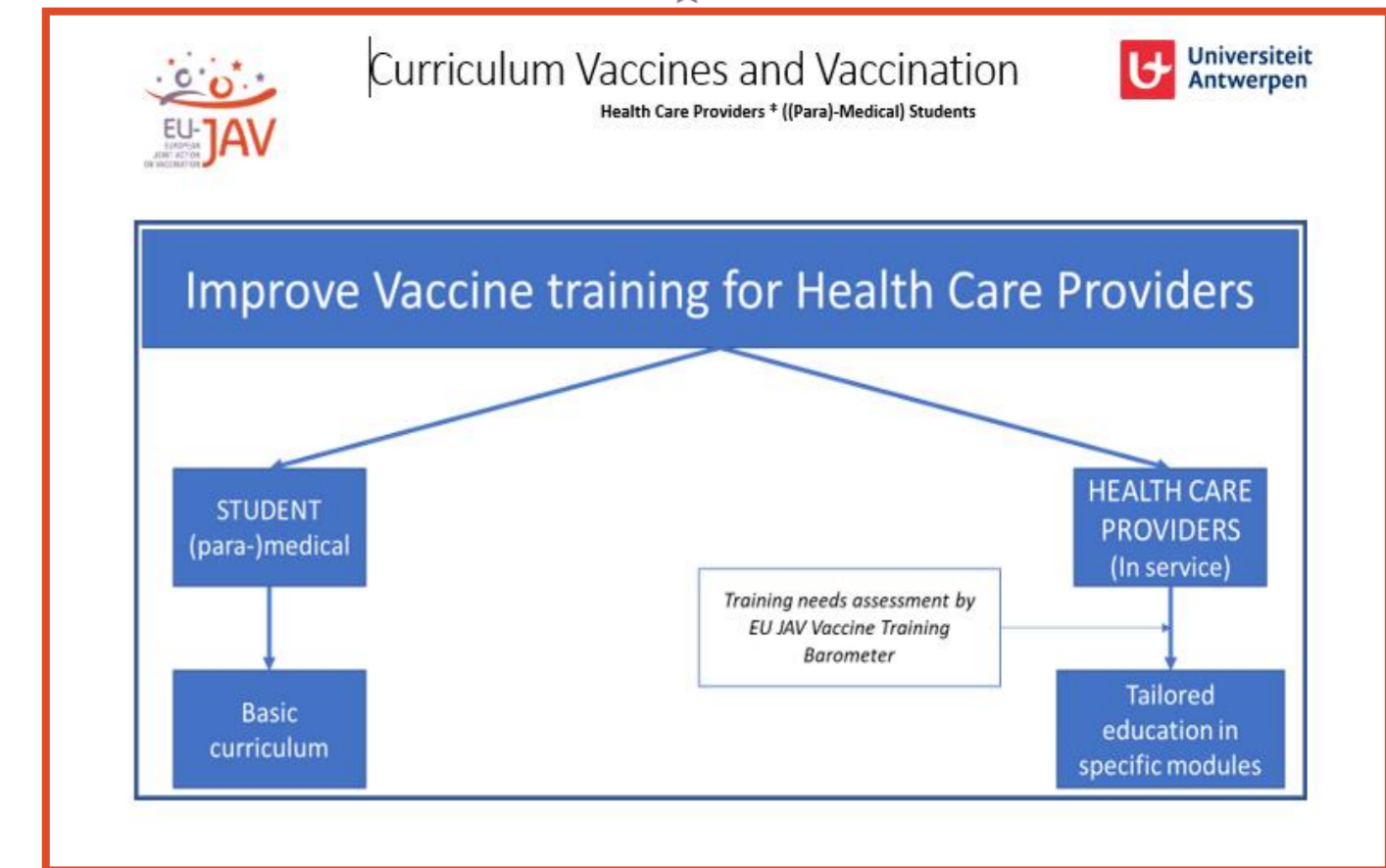
- Vaccine training barometer
- Student survey



## Training module for in-service and pre-service training

IMMUNION COALITION FOR VACCINATION  
Train the trainers module communication on vaccination

Module (with reference to existing training) based on curriculum will be disseminated





## Strategy of communication towards European young people

*2019 European Schools' Competition & 2021 European Youth Competition*

Ginevra Papi,  
Association of European Cancer Leagues



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# 2019 European Schools' Competition

- **Timeline:** launch March, shortlisting/public voting/winner announcement in April (during European Immunization Week)
- **Eligibility:** Competition open to students aged 7-18 years old living and attending school in the WHO European Region
- **Categories:** Mini Heroes (7-10 y/o), Junior Heroes (11-14) & Senior Heroes (15-18)
- **Aim:** Creation of Public Service Announcements (PSAs) in groups of 3 targeting their peers.
- **Type of submissions:** posters & short videos
- **Focus:** Hepatitis B (HBV) & Human papillomavirus (HPV) vaccines as per the message within [www.cancercode.eu](http://www.cancercode.eu)
- **Social media dissemination** (Facebook & Twitter)
  - Impressions: 111,400 | Engagements: 17,700
- **Submissions:** 40 entries from 10 countries
- **Prizes:** headphones/e-reader/mini drone + 200€ voucher teacher voucher to organise an educational activity on vaccination.



# SCHOOL COMPETITION

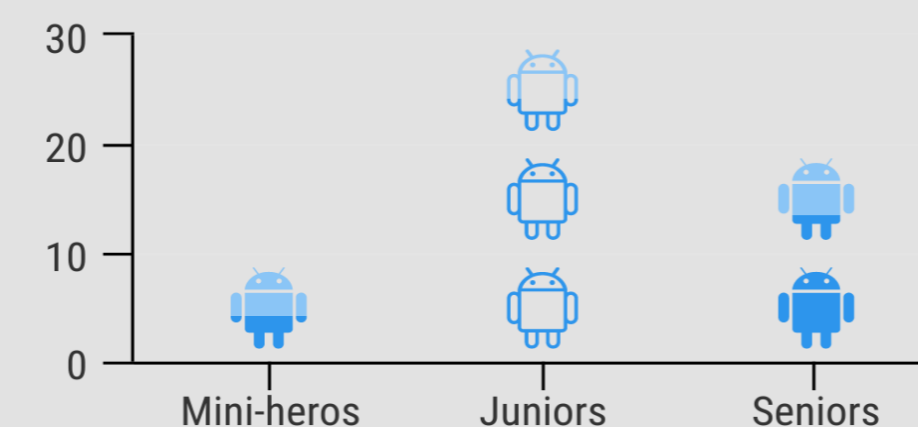
**REDUCE YOUR CANCER RISK:  
BE WISE, IMMUNISE**



## Dissemination & awareness raising in Europe



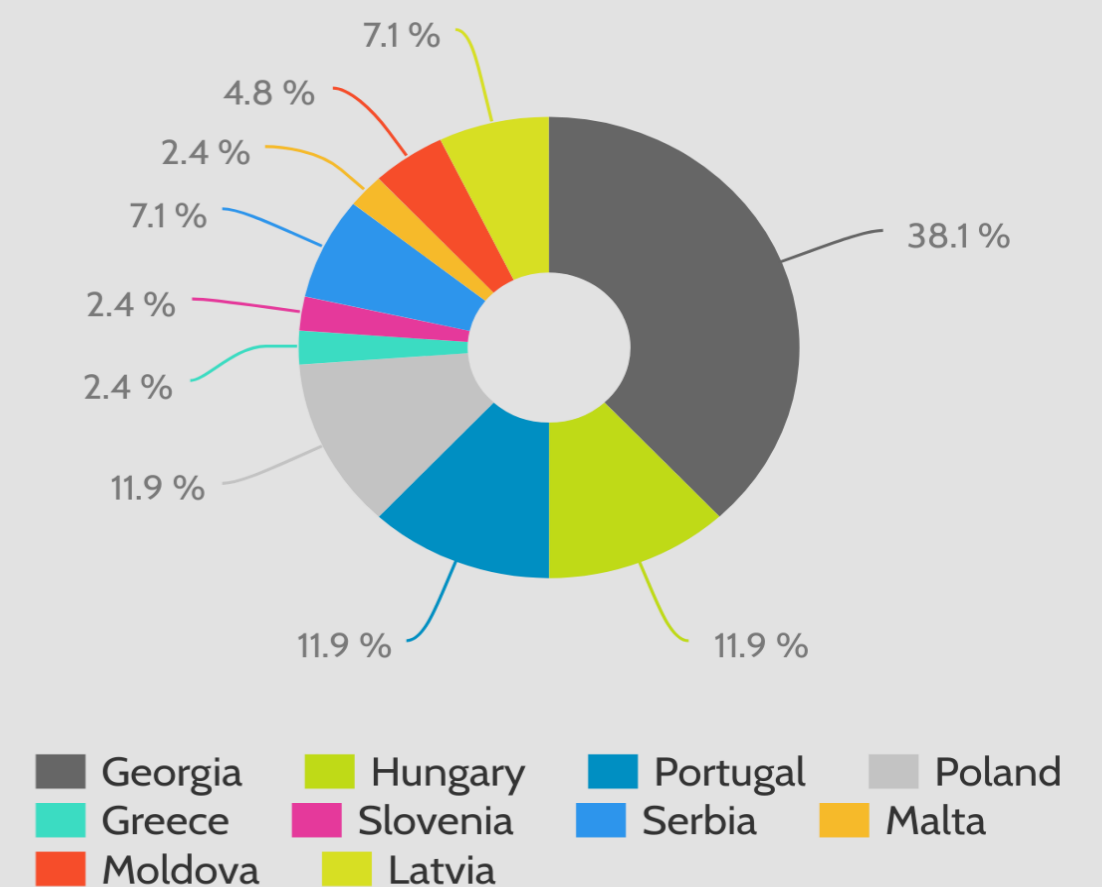
## Age categories



## Posters & videos



## Participating countries



All posters and videos needed to be related to message 11 of the European Code Against Cancer related to Hepatitis B and Human papillomavirus (HPV). [www.cancercode.eu](http://www.cancercode.eu). Messages were required to be in line with information on vaccinating against Hepatitis B and HPV as provided by WHO



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# 2021 European Youth Competition

- **Timeline:** launch March, shortlisting April, winner announcement in May (during European Week Against Cancer)
- **Eligibility:** Competition open to students aged 25 years old or less living in the WHO European Region
- **Categories:** Creativity & Case-studies
- **Aim:** Creation of Public Service Announcements (PSAs) targeting their peers & design of potential interventions to promote HPV in local settings
- **Type of submissions:** infographics/posters, digital stickers, GIFs memes, short videos & case-study presentations
- **Focus:** Human papillomavirus (HPV) vaccines as per the message within [www.cancercode.eu](http://www.cancercode.eu)
- **Social media dissemination** (Paid ads on Instagram & Facebook + Twitter)
  - Impressions: 463,424 | Engagements: 7,667
- **Submissions:** 85 entries from 21 countries
- **Prizes:** gift voucher for an educational course, conference, smart watch, bike or sport shop.
- **Other activities:** Instagram live session with WHO Ambassador for cancer, webinar on HPV with invited expert, creation of a video about HPV...

**4 FACTS ABOUT THE HPV VACCINE**

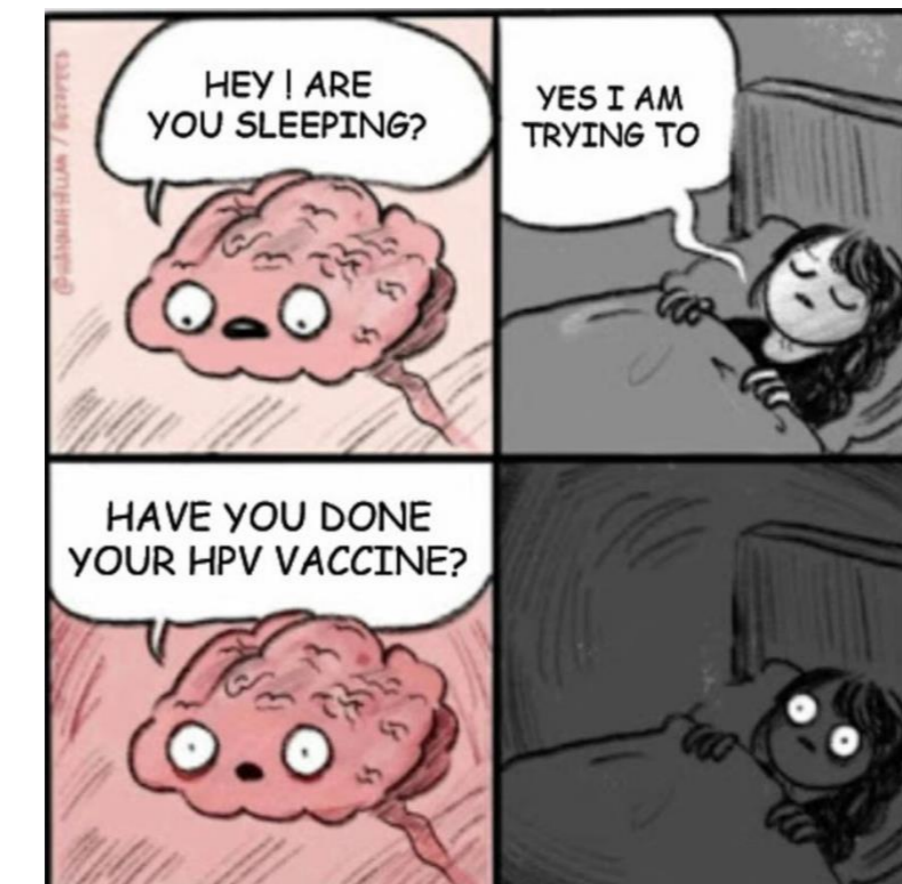
**1 THE HPV VACCINE PROTECTS FROM CANCER**  
There are more than 200 types of HPV, however, only a few of them can cause cancer. HPV is responsible for virtually all cases of cervical cancers in women and other types of cancers in women and in men. HPV vaccines protect against the types of HPV that are most likely to cause cancer.

**2 THE HPV VACCINE IS SAFE**  
Over 12 years of monitoring and research have shown that HPV vaccines are very safe and do not cause significant side effects or carry serious health risks. HPV vaccines are made from one protein of the HPV virus that is not infectious, meaning that it cannot cause HPV infections and cancer.

**3 THE HPV VACCINE IS FOR EVERYONE**  
HPV can infect both men and women. In men, HPV can cause genital warts and different cancers (genitals, throat, and mouth). The HPV vaccines protect both females and males from HPV-caused infections and cancers.

**4 THE HPV VACCINE PROTECTS LONG-TERM**  
Once vaccinated, a person develops antibodies that give strong and long-lasting protection from HPV infections covered by the vaccination. People that initiate vaccination at ages 9-15 are administered two doses of the vaccine and people older than 16 administered 3 doses.

Learn more at: <https://www.europeancancerleagues.org>



**HPV Vaccine: Truth vs Myth**

**MYTH: HPV vaccine causes infertility.**  
TRUE: There is no evidence to suggest that the HPV vaccine causes fertility problems. On the other hand, not getting HPV vaccine leaves people vulnerable to HPV-related cancers. People who develop cancer caused by HPV could require treatment that may limit their ability to have children.

**MYTH: Only girls need to get the HPV vaccine.**  
TRUE: HPV can infect both men and women. In men, HPV can cause genital warts and different cancers (genitals, throat, and mouth). A man with HPV can also transmit the virus to his sexual partner(s) without knowing.

**MYTH: HPV vaccine only works if administered to boys and girls below 12 years old.**  
TRUE: The HPV vaccine is most effective when administered to people before they become sexually active. HPV vaccination is therefore recommended in early adolescence, aged 9-14 years. People above 14 who were not vaccinated previously, may still decide to get the HPV vaccine based on discussion with their clinician.



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## Lessons learnt for the future

- Free competitions with prizes provide a unique way to engage and motivate young individuals, enabling them to gain knowledge and understand the importance of vaccination while fighting myths and disinformation.
- Capitalising on and linking our communication actions to European Immunization Week helped to amplify our messages and build a relationship with WHO/Europe.
- ECL Youth Ambassadors were instrumental in promoting the Competition among schools in their countries and raising awareness of the importance of vaccination among their peers – peer-to-peer communication worked well!
- Whilst schools offer unique settings to promote vaccine uptake and reach out to teachers and parents, the increasingly sensitive nature of the topic of vaccination stopped many schools from promoting the competition and requesting parents' agreement for the activity.
- As vaccination misinformation is prevalent on social media, entries' public voting and dissemination were done via social media channels: to reach students where they spend the most time, and to counteract messages from anti-vaccine groups. Public voting is good only if the goal is the widest dissemination of messages, as entries that are more popular might win over those with higher quality.

## Value

- Young people and the general public got to know EU-JAV indirectly.
- Messages in support of the HBV and HPV vaccines were widely promoted and disseminated on social media.
- Some considerations as to the value of Europe-wide competitions focusing on vaccination can be made.
- Some lessons learnt about the Europe-wide competitions focusing on vaccination can be drawn.
- A benchmark/ point of reference to assess future competitions can be established.



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# *Communication and Training Discussion*



*Markus KUJAWA, Standing Committee for European Doctors (CPME),  
Georgia ORPHANOU, Cyprus Association of Cancer Patients and Friends (PASYKAF)  
Bolette SØBORG, Danish Health Authority*

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