

# WHO/EURO and ECDC training/communication material for HCW

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# Disclaimer

- Due to other commitments ECDC could attend this meeting or join via Skype.
- Following presentation is based on information provided by ECDC regarding their activities in the area of hesitancy and HCWs empowerment in addressing hesitant behaviours.



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[Home](#) > [Infectious diseases & public health](#) > [Immunisation and vaccines](#) > [Communication](#)  
> [Communication guides on immunisation](#)

← [Communication](#)

**Communication guides on immunisation**

[Communication research on immunisation](#)

[Communication toolkit on immunisation](#)

## Communication guides on immunisation



Publication

### Let's talk about protection: enhancing childhood vaccination uptake

public health guidance - 25 Apr 2016

Helping parents to understand vaccination and supporting their choice to get their children protected is one of the most important aspects of the work of a primary healthcare professional.

📄 [Let's talk about protection](#) - EN - [PDF-3.15 MB]



## Let's talk about protection

Extending childhood vaccination uptake



Communication guide for healthcare providers



### Publication

## Let's talk about protection: enhancing childhood vaccination uptake

public health guidance - 25 Apr 2016

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🔍 health communication | immunisation | Vaccine Preventable Diseases Programme



## Let's talk about hesitancy

Building confidence in vaccination and uptake



Technical guide for public health programme managers and communicators



### Publication

## Let's talk about hesitancy: enhancing confidence in vaccination and uptake

technical guidance - 25 Apr 2016

This guide provides practical evidence-based and peer-reviewed advice for public health programme managers and communicators involved with immunisation services. It identifies ways to enhance people's confidence in vaccination and addresses common issues which underlie vaccination hesitancy.

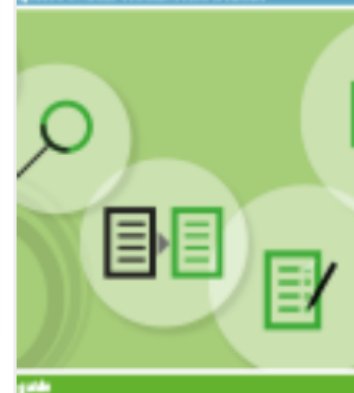
📄 [Let's talk about hesitancy: enhancing confidence in vaccination and uptake](#) - EN - [PDF-1.02 MB]

🔍 Europe | health communication | immunisation |



## Translation is not enough

Technical guidance, guide for health communication materials



guide

### Publication

## Translation is not enough: cultural adaptation of health communication materials

technical guidance, guide - 25 Apr 2016

This guide introduces a five-step, stakeholder-based approach to adapting health communication materials. It describes how countries can take any health communication material and create adapted products which reflect national or local realities, needs and assets without losing the scientific correctness, core concepts and messages of the original version.

📄 [Translation is not enough: cultural adaptation of health communication materials](#) - EN - [PDF-576.22 KB]

🔍 Europe | health communication | immunisation |



### Publication

## Measles and rubella elimination: communicating the importance of vaccination

technical report - 5 Aug 2014

The goal of this project is to support EU Member States in their fight against measles and rubella. This report should enable Member States to engage in effective, evidence-based risk communication.

📄 [Measles and rubella elimination: communicating the importance of vaccination](#) - EN - [PDF-1.07 MB]

🔍 congenital rubella | Europe | health communication |





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< Communication

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Communication research on immunisation

**Communication toolkit on immunisation**

## Communication toolkit on immunisation



Consequences of rubella in a community where people were not vaccinated (example from the Netherlands in 2004/2005).

20 % of the pregnancies can result in spontaneous abortion and stillbirth/foetal death.

Data

### Communication toolkit on immunisation: How to increase immunisation uptake

communication toolkit

This ECDC communication toolkit aims to support EU/EEA countries in their communication initiatives to increase immunisation uptake, in particular childhood vaccination. It provides template materials that health authorities can adapt to develop their own communication initiatives, in line with national, regional or local strategies and needs.

📄 EU/EEA | Europe | health communication | 📄

📄 health communication | immunisation | vaccine preventable disease



# Materials



Data

**Infographic: Protect unborn babies from rubella**  
infographic, toolkit material - 1 Apr 2016



Data

**Infographic - Measles is a serious disease**  
infographic, toolkit material - 9 Jul 2015



Data

**Leaflet - Measles is a serious disease**  
brochure, toolkit material - 9 Jul 2015



Data

**Leaflet - What is community immunity?**  
brochure, toolkit material - 9 Jul 2015



Data

**Leaflet - Evaluating Internet sources of immunisation information**  
brochure, toolkit material - 9 Jul 2015



Data

**Leaflet - The immunisation visit**  
brochure, toolkit material - 9 Jul 2015

- Besides providing materials for HCP ECDC has also organised training in different countries.