

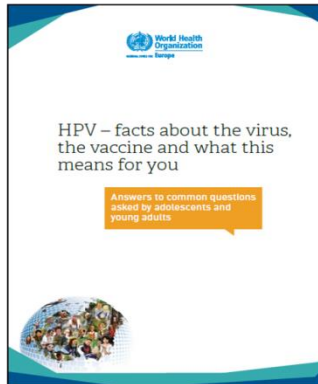
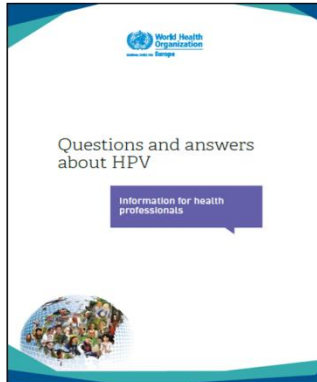
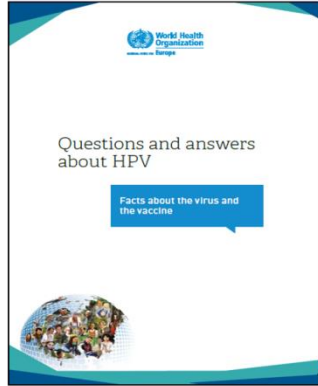
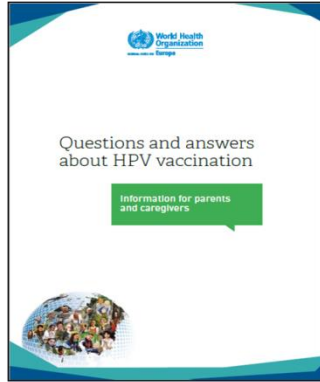
A young child with light-colored hair and a small bow is being held by an adult. The child's eyes are closed, and they appear to be resting or sleeping. The adult's hands are visible, gently holding the child. The background is dark and out of focus.

# WHO Regional Office for Europe Vaccine-preventable Diseases and Immunization programme (VPI)

Working with countries and partners to achieve a European Region free of vaccine-preventable diseases, where the benefits of vaccination are equitably extended to all through tailored, innovative strategies.

# HPV: responding to crisis

HPV Q&As for selected audiences:



## How the HPV vaccine works

WHO Regional Office for Europe

9 months ago • 3,373 views

This video uses infographics to show how the Human Papillomavirus (HPV) causes cervical cancer, how the HPV vaccine works, and how it works



## HPV and cervical cancer – a personal story

WHO Regional Office for Europe

8 months ago • 3,663 views

Louise's life completely changed when she was diagnosed with cervical cancer. In this video she shares her experiences and thoughts



## Surveillance of side-effects of the HPV vaccine

WHO Regional Office for Europe

9 months ago • 936 views

This video uses infographics to explain how authorities monitor for side-effects of the HPV vaccine. The video is available in English and French



## Как работает ВПЧ-вакцина

WHO Regional Office for Europe

8 months ago • 776 views

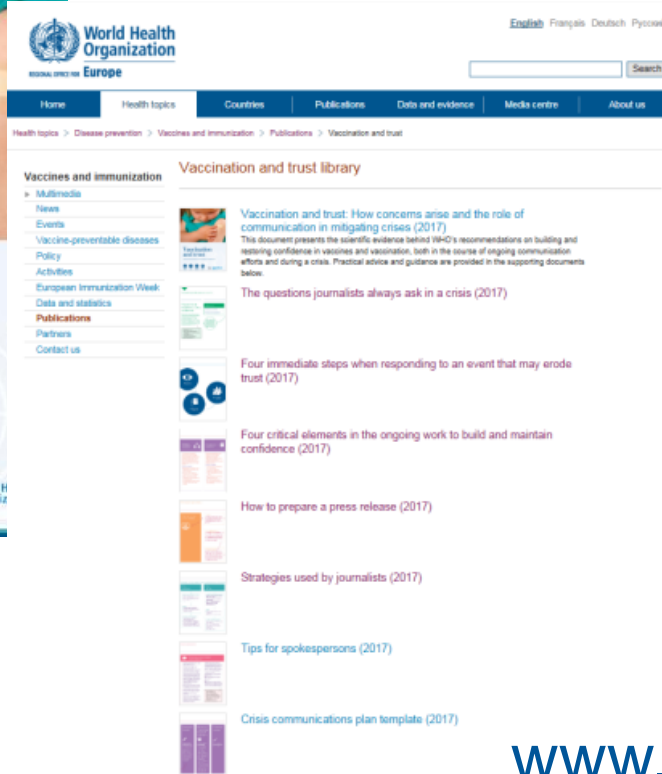
Благодаря инфографике предлагаемый видеофильм и инфографика объясняют, как ВПЧ-вакцина может прогрессировать в рак шейки матки

<http://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/communication-and-advocacy/questions-and-answers-about-hpv-vaccination>

– and preparing for introduction...



# Being prepared for a safety crisis



Programme planning  
and coordination

Crisis preparedness  
and response  
capacity

Messages and  
reaching out to the  
public

Media – ongoing  
relations and crisis  
response

[www.euro.who.int/vaccinetrust](http://www.euro.who.int/vaccinetrust)

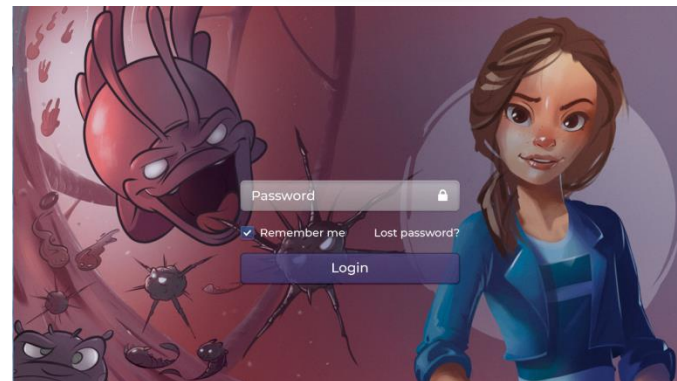
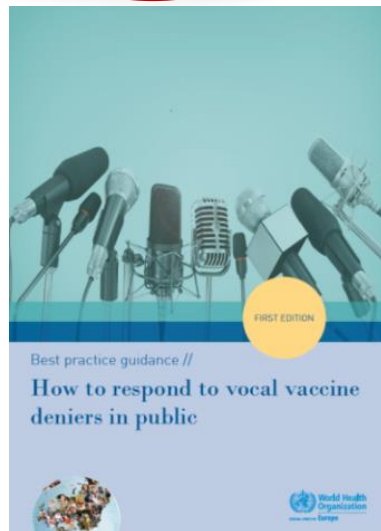
# Acceptance and demand



Responding to  
vaccine  
deniers

Intersectoral  
health education  
project

Behavioural insights: the  
Tailoring Immunization  
Programme (TIP) approach





# Acceptance and demand



Annual advocacy  
event

Regional advocacy platform  
to promote vaccination

- Web
- New online forum
- Reports
- Social media
- Immunization Highlights
- WHO EPI Brief



## WHO trainings for health care professionals on vaccine safety and contraindications

- Aim: prepare confident key trainers and provide training materials to educate front line medical workers
- Main topics:
  - Monitoring of vaccines' safety during pre-licensing and post-licensing period
  - WHO recommendations on contraindications and supporting evidence
  - Basics of AEFI classification and causality assessment
  - Routine and new vaccines' impact

## Characteristics of materials developed

- Materials available in both *english* and *russian*
- Slides, discussion cases, teaching manual for slides, training manual, support videos...
- Different configurations: 1 day course (8-10 h) / 1.5 days / 2 day course (15-18h)
- Clear facts / self-explicative / reliable sources
- Cover specific national / regional / local gaps & myths



