

ECDC Digital Event for European Immunization Week, 28 April 2025

Tools and methods to facilitate vaccination acceptance and uptake, a social and behavioural science approach

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ECDC Operational Support “Tools and methods to promote vaccination acceptance and uptake”



Social and behavioural science approach, focus on 5Cs Model

Survey tool to identify barriers and facilitators of vaccination

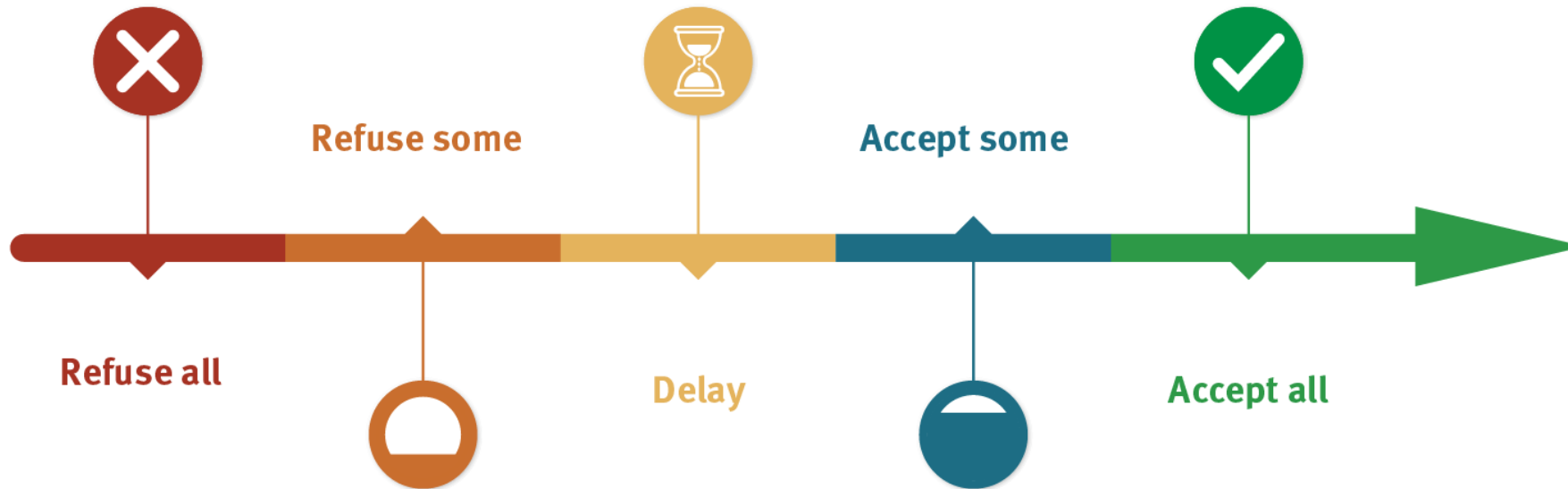
Supplementary qualitative approaches

EU/EEA background and epidemiological context for vaccination

WHO 5-step framework for designing interventions

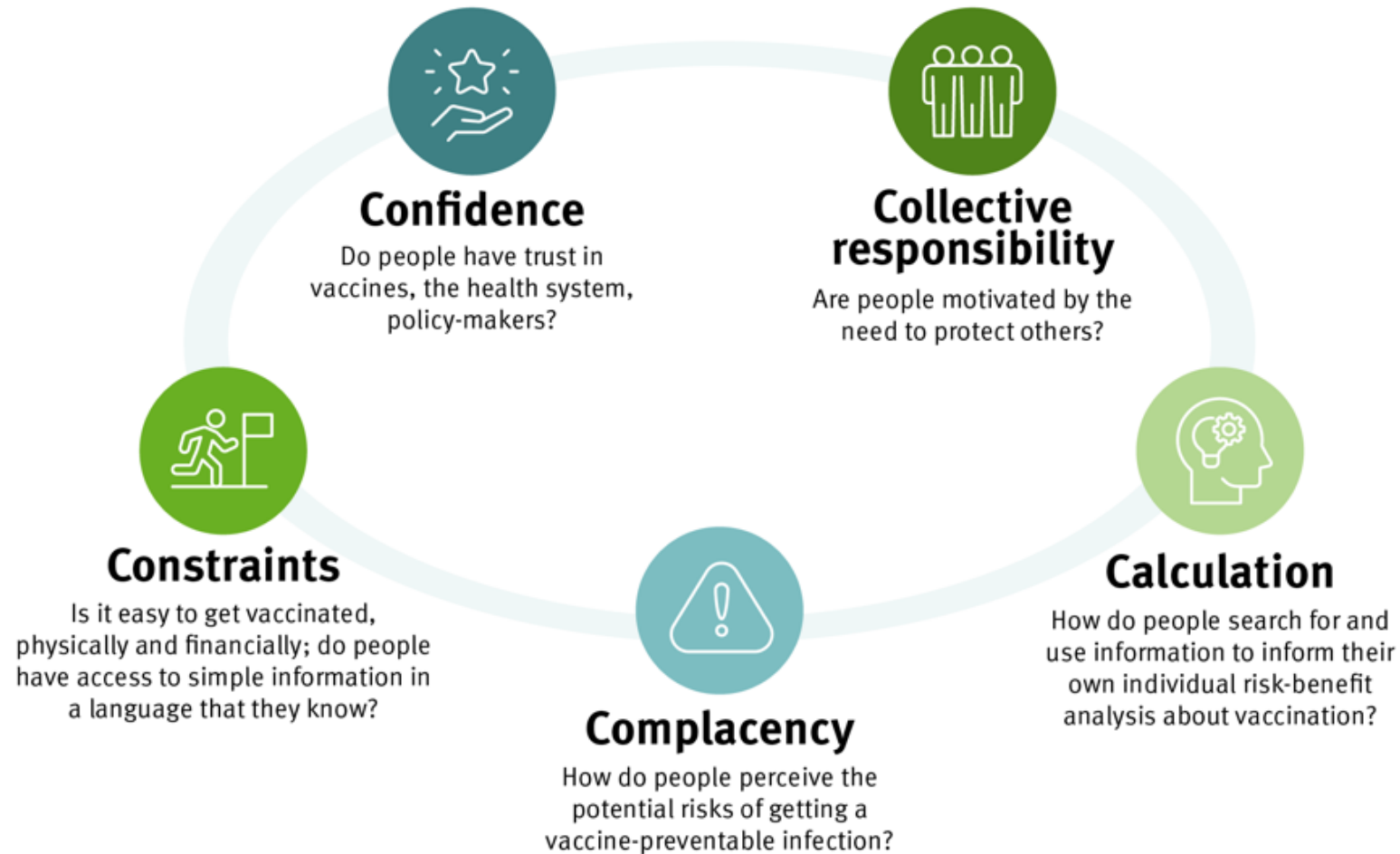
Library of national and sub-national interventions implemented in EU/EEA

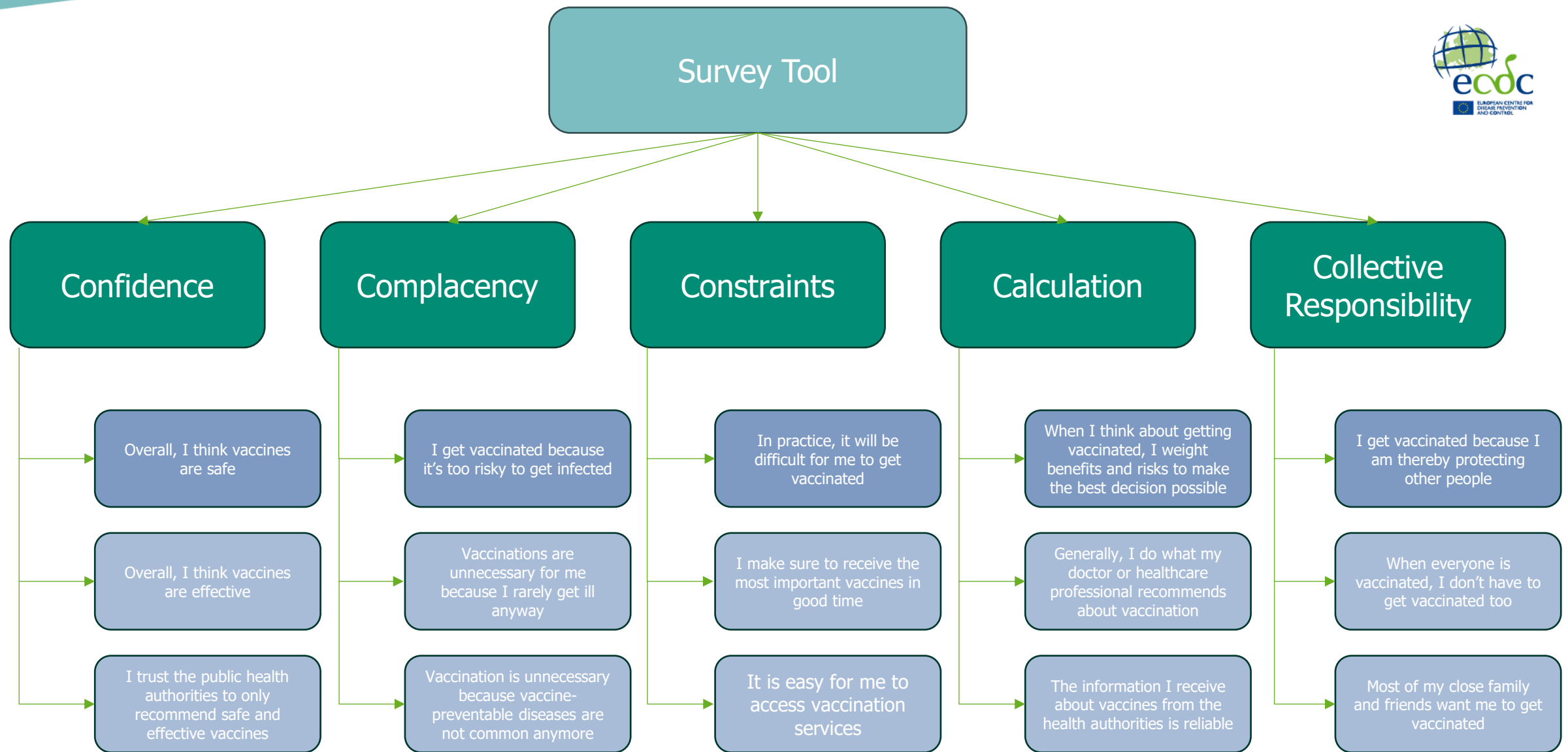
The continuum of vaccination acceptance



- Social and behavioural science approaches support the diagnosis of barriers and facilitators of vaccination, and the development of strategies and interventions that can move people towards green.

Tools and methods are categorised by the 5Cs Model





Library of interventions: Example 1

Support for open dialogue ahead of vaccination

- Qualitative research done in the country indicated some healthcare personnel did not know how they could meet parents' specific questions and concerns.
- The intervention included educational materials for healthcare personnel to support an open dialogue with parents ahead of vaccination, based on a 5-step "motivational interviewing" approach.
- **5Cs addressed: Confidence, Complacency**



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Library of interventions: Example 2

Vaccinating marginalised groups in rural settings

- Barriers to vaccination against COVID-19 identified amongst marginalised groups in a rural areas, including low awareness of the benefits of vaccination and spread of misinformation.
- With local representatives as vaccination ambassadors, the campaign included targeted information, mobile vaccination teams, extra vaccination days at hospitals and a telephone booking line in multiple languages.




VIDEOSPOT - Vakcinačná kampaň RÚVZ Rožňava [Vaccination campaign of the Rožňava Regional Health Office]

- **5Cs: Complacency, Constraints**



ASK THE EXPERT

ECDC Lighthouse Community event: tools and methods to promote vaccination acceptance and uptake

 Lighthouse team -  Community

 30 April 2025 15:00 - 15:45 (CEST)

 Add to calendar +

 Online

ENROLL

<https://prevention.ecdc.europa.eu/>

Scan to join the ECDC Lighthouse

