

# Seasonal influenza vaccination "Reframing the issue"

Monday, 4th November 2013

VENUE: Stockholm Waterfront Congress Centre, Meeting room C1



## AGENDA

**Chair:** Ülla-Karin Nurm, Senior Expert, Head of Section Communication Science Support Section, ECDC

**Moderator:** Franklin Apfel, Managing Director World Health Communication Associates

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| 10:30 – 11:00  | <i>Participants registration and welcome coffee</i>   |  |
| 11:00 – 11:10  | Welcome and overview of the day   | <b>Pasi Penttinen</b> , Acting Head of Disease Programme Influenza and Respiratory Diseases  |
| <b>Session 1 – Problem Statement and Perspective</b> |   |  |
| 11:10 – 12:00  | Available and future vaccines and their safety<br><br>Current vaccine effectiveness<br><br>Influenza in Europe: an overview   | <b>Kari Johansen</b> , Expert Vaccine-Preventable Diseases, ECDC<br><br><b>Esther Kissling</b> , Expert in vaccine effectiveness<br><br><b>Darina O’Flanagan</b> , Health Protection Surveillance Centre, Dublin, Ireland  |
| 12:00 – 13:30  | Discussion on influenza vaccine safety and effectiveness – personal perceptions   |  |
| 13:30 – 14:10  | <i>Buffet lunch</i>   |  |
| 14:10 – 14:40  | Feedback from discussion session  |  |
| <b>Session 2 – Vaccine acceptance</b>                |   |  |
| 14:40 – 15:30  | Measuring the vaccine confidence gap<br><br>Presentation of WHO toolkit addressing seasonal influenza vaccination uptake in healthcare workers<br><br>Presentation of the HProImmune project (Promotion of Immunization for Health Professionals in Europe)<br><br>Communicating on influenza vaccination – the communication challenge | <b>Heidi J. Larson</b> , Faculty of Epidemiology & Population Health London School of Hygiene and Tropical Medicine<br><br><b>Pernille Jorgensen</b> - WHO Regional Office for Europe<br><br><b>Agoritsa Baka</b> , KE.EL.P.NO - Center For Diseases Control And Prevention, Greece<br><br><b>Ülla-Karin Nurm</b> , Senior Expert, Head of Section Communication Science Support Section, ECDC |

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| 15:30 – 15:50 | <i>Coffee Break</i>                                       |   |
| 15:50 – 17:20 | Discussion on healthcare professionals' high refusal rate |   |
| 17:20 – 17:50 | Feedback from discussion session                          |   |
| 17:50 – 18:00 | <i>Closing remarks</i>                                    | <b>Ülla-Karin Nurm</b> , Senior Expert,<br>Head of Section Communication<br>Science Support Section, ECDC |