



**World Health
Organization**

REGIONAL OFFICE FOR

Europe

EIW 2016 Communications Package

EUROPEAN IMMUNIZATION WEEK
24-30 April 2016 Prevent Protect Immunize



European
Immunization
Week

Introduction

European Immunization Week is 24-30 April 2016.

The aim of this annual campaign is to increase vaccination coverage by drawing attention to and increasing awareness of the importance of immunization, with a special focus on vulnerable groups.

The week will also be celebrated in other WHO regions and globally as World Immunization Week (WIW). The global theme of the week is: **“Close the immunization gap.”**

At regional level, EIW 2016 will highlight progress being made towards elimination of measles and rubella, while also pointing to the remaining gap between those who are protected and those who sadly remain vulnerable to these diseases.

This communications package is designed to support EIW stakeholders, by providing them with consistent messages with which to:

- develop EIW materials,
- communicate with the media, health professionals, decision-makers and the general public.

Please select the messages that apply to your particular immunization priorities and/or challenges – or use alternative messages that are more relevant to your specific needs.

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Global theme

Close the immunization gap

Key messages for the European Region

1. Success in many countries demonstrates that measles and rubella can be eliminated from all countries in the European Region.

2. Increased **awareness** and **commitment** are needed to close the immunization gap and maintain momentum towards elimination.

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Key message 1:

Success in many countries shows that measles and rubella can be eliminated from all countries in the European Region

- Over 30 countries in the European Region have shown that it can be done. These countries interrupted measles and/or rubella transmission as of the close of 2014.
- All countries can achieve this milestone – now is the time to close the remaining immunization gap in the European Region.

(Conclusions of the Regional Verification Commission on Measles and Rubella Elimination per country based on 2014 reporting will be announced before EIW.)

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Key message 2:

Increased awareness and commitment are needed to close the immunization gap and maintain momentum toward elimination

Immunization is a right and responsibility for everyone.

- ❑ **Parents:** Thanks to immunization, most parents of young children in the European Region today have never seen a case of measles or rubella. Educating parents about vaccines and the diseases they prevent is crucial to maintain confidence in vaccines.
- ❑ **Underimmunized adults:** Measles and rubella affect people of all ages. Historic gaps in immunization services have led to pockets of susceptibility among adults who may not be aware that they are at risk.
- ❑ **Health care workers:** Parents trust the advice of health professionals. Keeping health professionals well informed about the benefits and risks of vaccines will empower them to choose and promote immunization.
- ❑ **Policy-makers:** To achieve elimination, the remaining endemic countries must improve disease surveillance, put sufficient policies in place and commit the necessary resources to achieve over 95% coverage in every population group.

Resurgence of measles and rubella will remain a constant threat wherever immunization gaps persist.

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Communications resources

Available on the WHO Regional Office website
(www.euro.who.int/eiw2016)

- *European Vaccine Action Plan 2015-2020*
- Immunization resource centre (materials for health workers and the general public)
- Immunization advocacy library (tools for policy-makers and health authorities)
- Background document: *Why is EIW important?*
- *EIW Guidelines for PR and working with the media*
- Infographics on measles and rubella
- EIW 2016 templates for meeting folders, posters and websites/social media (in English, French, German and Russian)

Additional resources to be posted on the Regional Office website for EIW 2016 include:

- press release on the status of measles and rubella
- top news story
- infographic on the status of measles and rubella elimination in the European Region
- fact sheets in English, French, German and Russian languages and other advocacy tools

Available on the WHO headquarters website:

- **global materials with the “Close the immunization gap” theme**
<http://www.who.int/campaigns/immunization-week/2016/event/en/>

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Make sure to visit the EIW campaign forum for ongoing updates about the 2016 initiative and to connect with other EIW stakeholders:

eiw.euro.who.int

Your feedback is welcome!

The EIW team invites you to take the EIW forum survey:

https://www.research.net/r/EIW_forum

For questions or comments, please write to us:
eiw@euro.who.int

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