

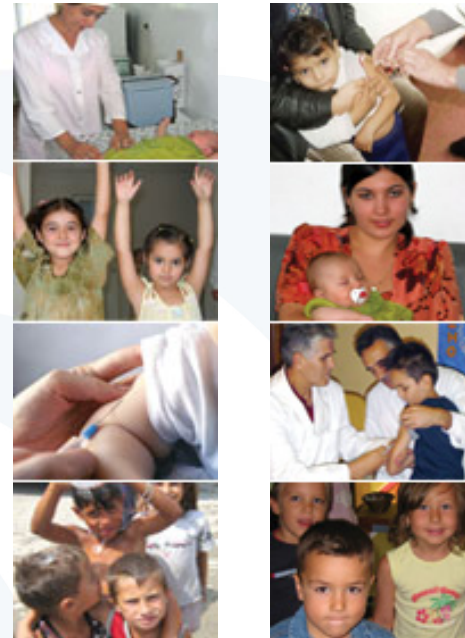


European Immunization Week

Prevent Protect Immunize



European Immunization Week 2008



Eric Laurent

Regional Adviser a.i.

Vaccine Preventable Diseases and Immunization

World Health Organization Regional Office for Europe

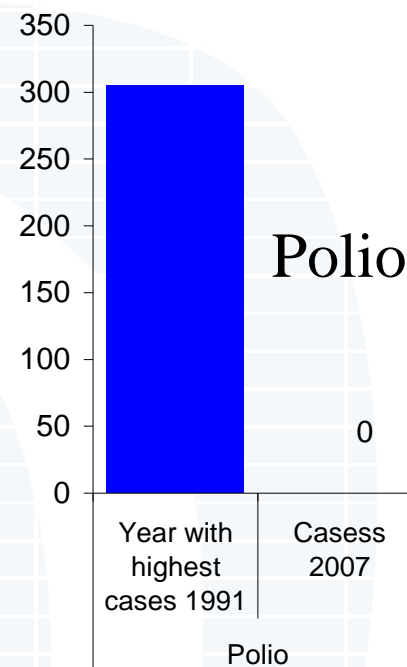
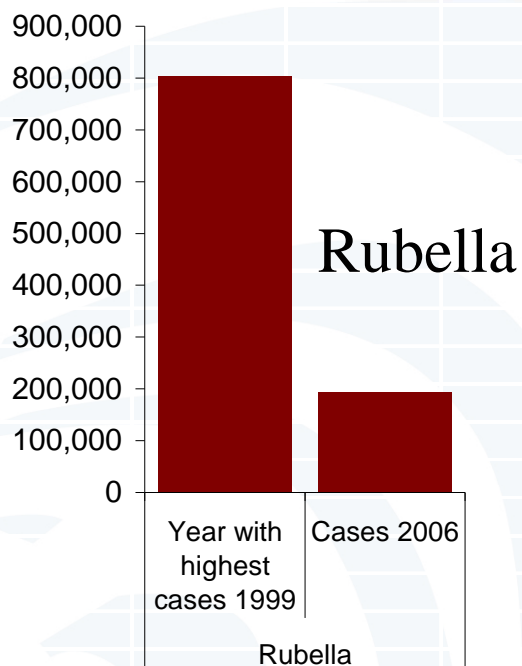
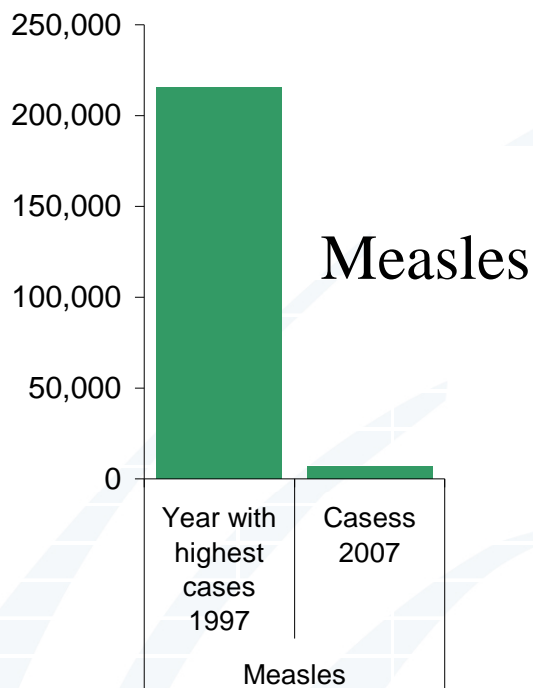


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Immunization saves lives, and diseases can be eliminated...



Reported cases in WHO European Region

... but in times of competing health priorities, immunization is losing political commitment

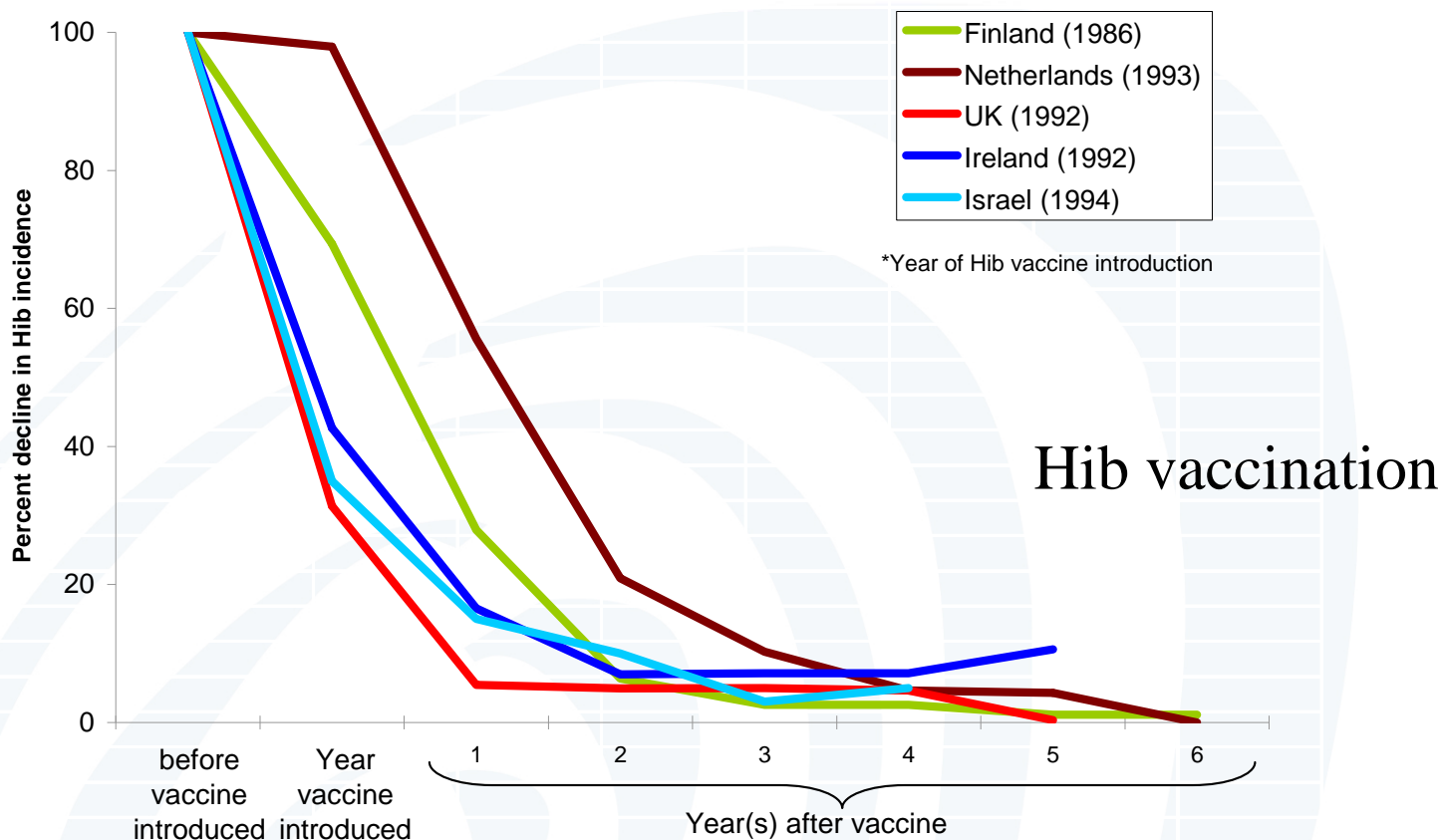


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New vaccines introduction leads to diseases sharp decrease...



... but not all countries of the Region yet benefit



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Immunization is a basic right... but not accessible to all

Large groups of high-risk unvaccinated children still exist across European Region, who tend to be the most vulnerable

600,000 newborns miss routine immunization every year

32,000 young children die every year from vaccine-preventable diseases



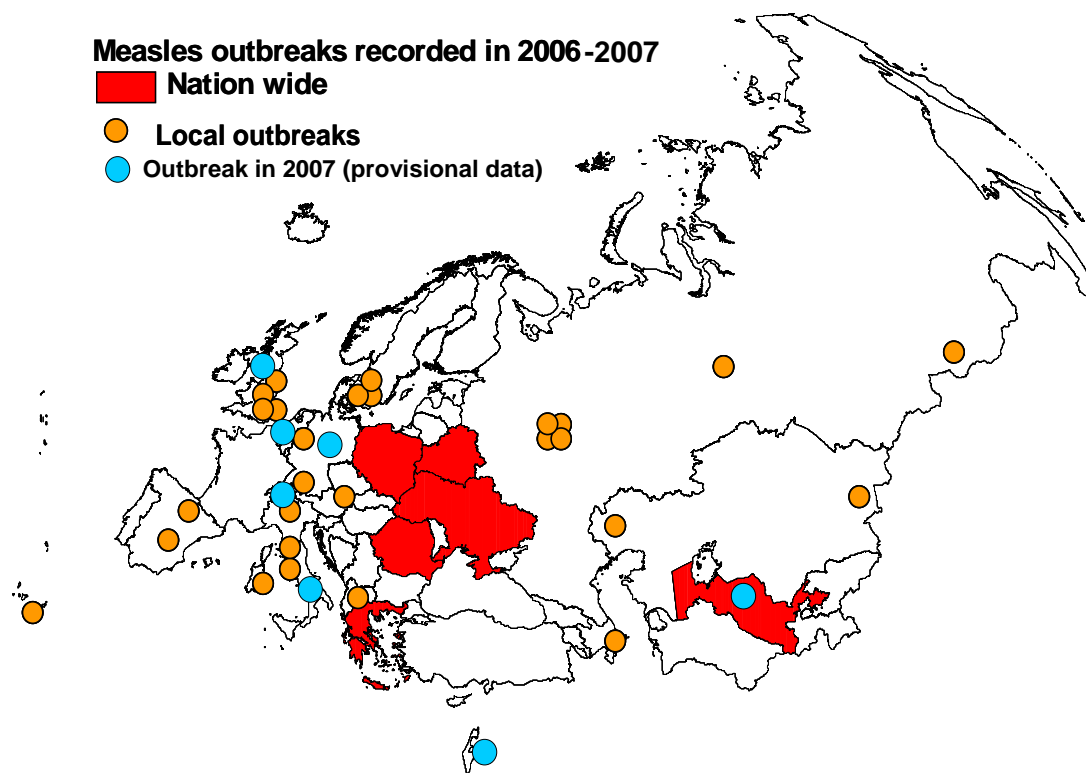


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Outbreaks of infectious diseases pose a serious threat...



... continuously spreading in the European Region, with the risk of a re-emergence of already eliminated diseases



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Public confidence in vaccines is affected by groups, web sites or the press questioning the necessity and safety of vaccination

Google™

vaccination press release

Søg

[Avanceret søgning](#)
[Indstillinger](#)

Søg: på nettet sider på dansk sider fra Danmark

Nettet

Søgeresultaterne 1 - 10 ud af ca. 491.000

Tip: [Søg efter resultater på Dansk alene](#). Du kan ændre dine sprogindstillinger i [Indstillinger](#)

[CDC Press Release - February 27, 2008](#)

27. feb 2008 ... **Press Release **CORRECTION**** ... CDC's Advisory Committee Recommends Influenza **Vaccination** for Children 6 months ... **Press Release** Library ...
www.cdc.gov/od/oc/media/pressrel/2008/r080227.htm - 20k - [Cached](#) - [Lignende sider](#)

[CDC - Media Relations - Press Release - June 29, 2006](#)

29. jun 2006 ... **Press Release** Library ... For Immediate **Release** June 29, 2006, Contact: ...
The ACIP recommendation also allows for **vaccination** of girls ...
www.cdc.gov/od/oc/media/pressrel/r060629.htm - 17k - [Cached](#) - [Lignende sider](#)
[Flere resultater fra www.cdc.gov »](#)

[Vaccination Liberation Information](#)

PRESS RELEASE ***. August 1, 2006. Re: \$20000 **Vaccine** Offer Increased to \$75000. To Whom It May Concern: As of August 1, 2006, I have increased the ...
www.vaclib.org/links/jockslinks.htm - 38k - [Cached](#) - [Lignende sider](#)



European Immunization Week

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In response... the European Immunization Week (EIW)

- Boost awareness to increase vaccination coverage
- Inform and engage target groups - parents, health professionals, political decision makers
- Combine efforts and maximise synergy – through a common and coordinated approach
- Place a special focus on vulnerable, high-risk groups
- Foster inter-country exchange of knowledge and experience



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Commitment of the 53 Member States

The 2005 WHO Regional Committee for Europe resolution EUR/RC55/R7 ... urged Member States to commit themselves and give high priority to achieving the measles and rubella elimination targets for 2010 ... **to support the implementation of an immunization week for advocacy to promote immunization ...**



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Strategy

European Immunization Week (EIW)

Coordination

- WHO Regional Office for Europe

Implementation

- National working group - a forum for planning, discussion and resource mobilization
- Involving sub-national and local levels

Partnership

- Important regional and national partners support





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Results EIW 2007

FOCUS

Measles and rubella
New and underutilised vaccine
Immunization quality and safety
Travel vaccine

Vulnerable, high-risk
children and communities
Young adults
Women of child-bearing age

APPROACH

Information materials
Outreach activities
Boosting immunization activity
Training, conferences, workshops

Parents
Health professionals
Decision makers
Media



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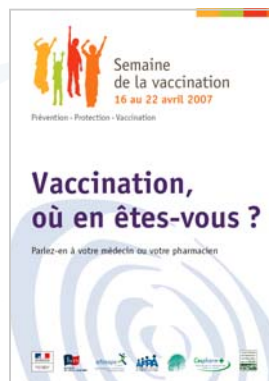


Results EIW 2007

Synergy across a large Region

Slogan and logo widely used – almost all countries involved

Regional printed materials widely used – modified to national language and context





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Results EIW 2007

High-level involvement



- ❖ Danish Crown Princess Mary
- ❖ President of Romania
- ❖ First Lady of Azerbaijan
- ❖ Ministers of Health
- ❖ “Ambassadors”



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Results EIW 2007

Information to key target groups

- ➔ 124 different information materials developed
- ➔ 846,734 information products elaborated
- ➔ 563,996 folders and leaflets distributed
- ➔ 22,370 fact sheets provided
- ➔ 34,231 immunization cards updated
- ➔ 701,202 SMS messages sent out
- ➔ 7,371 radio, TV messages or newspapers
- ➔ 106 web sites launched





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Results EIW 2007

Engaging key target groups

- ➔ 546,901 high-risk persons immunized
- ➔ 1,491,352 vaccinations provided in total
- ➔ 28 competitions held
- ➔ 226 workshops or conferences held
- ➔ 6,650 school lessons on immunization conducted
- ➔ 732 training sessions carried out





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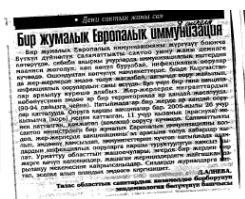
Results EIW 2007

Positive and balanced media

23 countries engaged in media activities

Media activities across the Region included press conferences, competitions, workshops, releases

Region-wide, positive and balanced media coverage



В РТ началась европейская неделя иммунизации

Европейская неделя иммунизации стартовала 16 апреля в Таджикистане. Как отметил на состоявшейся по этому случаю в Душанбе пресс-конференции директор Национального центра иммунизации РТ Шамсулло Джобиров, в 1992-1995 годах в республике отмечались случаи массового заболевания детей корью, паротитом, туберкулезом, но благодаря работе медиков по иммунизации уровень заболеваемости удалось снизить.

По его словам, плановая иммунизация против таких заболеваний как дифтерия, туберкулез, столбняк, коклюш, полиомиелит и гепатит В ежегодно спасает жизни более 3 миллионов во всем мире. «Между тем, в большинстве стран труднорастворимые группы населения по причине низкого уровня доступа к иммунизации, в том числе, остаются восприимчивыми ко многим инфекциям, которые можно предупредить путем иммуни-



зации», отметил Ш.Джобиров. «В нашей республике в их число входят люди, проживающие в отдаленных и труднодоступных горных районах или сельской местности, перемещенные лица». Европейская неделя иммунизации пройдет до 22 апреля. Иммунизация подлежат дети в возрасте с 2 до 6 лет.



Предупреждать дешевле, чем лечить

В Таджикистане в последние годы наблюдается рост заболеваемости корью, паротитом, туберкулезом и столбняком. Это связано с тем, что в республике не все дети получают необходимые прививки. В результате этого увеличивается нагрузка на систему здравоохранения, что приводит к значительным затратам на лечение.

Поэтому важно уделять внимание профилактике заболеваний. Для этого необходимо проводить регулярные кампании по иммунизации населения. Это позволит снизить уровень заболеваемости и избежать серьезных последствий для здоровья детей.

Европейская неделя иммунизации в Таджикистане

В Таджикистане стартовала Европейская неделя иммунизации. В рамках этой акции будут проводиться различные мероприятия, направленные на повышение информированности населения о важности вакцинации. Также будут организованы семинары для медицинских работников и родителей.

Целью акции является снижение уровня заболеваемости корью, паротитом, туберкулезом и столбняком. Для этого необходимо обеспечить доступность вакцин для всех слоев населения, особенно в отдаленных районах.





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Feedback from Member States

- “Would you recommend that your country participates in European Immunization Week next year?”: **100% YES**
- “Overall, do you think that European Immunization Week 2007 was...”: **”successful”** (78%), **”partially successful”** (22%)
- “Do you believe EIW will increase immunization coverage in specific groups” after one or a few years: **100% YES**



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Steps ahead - EIW 2008 and beyond...

Sustaining successes and achievements, and consolidate engagement/enthusiasm from Member States





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Participating Countries EIW 2008

33 Member States involved this year





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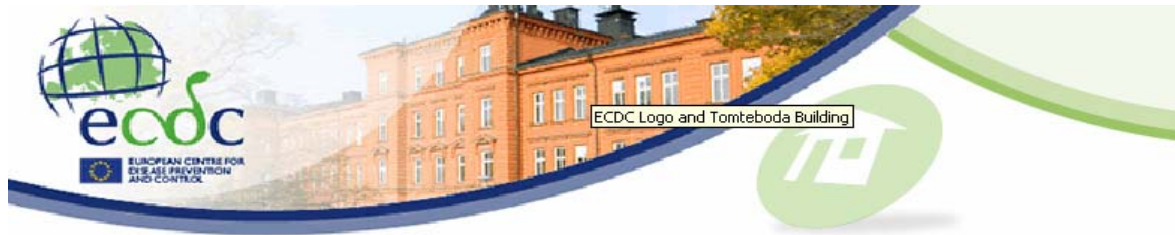
EIW 2008 opening launch

Danish Crown Princess Mary, as WHO EURO Patron and WHO Regional Director will launch the EIW 2008 in Slovenia, as Slovenia holds the current EU presidency

Crown Princess speech:

“ As a mother I want to ensure that my children have every opportunity to grow up healthy, and vaccinated against those diseases that can so easily be controlled. As patron I want to ensure that this opportunity is given to every child in the European Region, and that we also reach those vulnerable groups that continue to exist.”

Amongst our European Partners involved



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Vaccines & Immunisation - V&I news

V&I News - Bi-weekly update on Vaccines and Immunisation

The aim of this publication is to provide regular news and brief highlights of activities and programs in the area of vaccine preventable diseases in Europe. It will be available only in electronic format on the ECDC web site. If you like to be included in a distribution list in order to receive the next issues directly into your mailbox, please send a mail to vaccine@ecdc.europa.eu.

V&I News – ECDC Newsletter on Vaccines and Immunisation

number 42 – 9 April 2008




V&I News


Bi-weekly Newsletter on Vaccines and Immunisation

number 42 – 9 April 2008

CEE/CIS



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CHILDREN IN THE MEDIA: FOCUS ON ARMENIA

CHILDREN AS MEDIA CONSUMERS AND PRODUCERS


Three different workshops within nine days are on the agenda in the Armenian capital Yerevan from April 7-15, 2008.

Children will produce a series of OneMinuteJr videos during these workshops.

[Follow the Daily Diary](#)

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MULTIMEDIA



NEWS FROM THE REGION PUBLICATIONS RESOURCES

Immunization week not only in European Region



Hospitals Safe from Disasters

WORLD DISASTER REDUCTION CAMPAIGN
2008 - 2009

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Vaccination

Vaccination Week in the Americas 2008

Vaccination Week in the Americas, which takes place each year in April throughout the Western Hemisphere, is an initiative of the countries of the Americas and the Caribbean to revitalize the political commitment to vaccination and promote a culture of prevention. In 2008 VWA is celebrating its 6th anniversary. Since its inception, Vaccination Week in the Americas has immunized almost 200 million individuals.



VWA 2007 Fifth Anniversary

More than 195 million people vaccinated over 5 years.

The commitment of 45 countries and territories of the Region.

More than 45 launching events along trilateral and bilateral borders.



European Immunization Week

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Ireland - a strong partner since 2005

We would like to wish a successful
2008 Immunization week





European Immunization Week

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21-27 April 2008

www.euro.who.int/vaccine

email: vaccine@euro.who.int

