

# Communication Toolkit for the Coalition for Vaccination Campaign 2020

*This toolkit supports the members of the Coalition for Vaccination, the national medical associations and other interested parties to participate in the 2020 advocacy campaign.*



**COALITION FOR  
VACCINATION**  
by European Healthcare Professionals

## Contents

|  |          |
|--|----------|
| <b>1- What is the Coalition for Vaccination and its online campaign? .....</b> | <b>2</b> |
| <b>2- How to take part in the campaign.....</b>                                | <b>3</b> |
| Videos and images.....   | 3        |
| Hashtags to be used .....  | 3        |
| Messages to be shared on social media along the campaign videos.....           | 4        |
| Messages to be shared on social media along a selection of images .....        | 5        |
| Social media accounts of the Coalition members .....                           | 7        |
| <b>3- Contacts .....</b>   | <b>8</b> |

## 1- What is the Coalition for Vaccination and its online campaign?

Welcome to the communication toolkit of the [Coalition for Vaccination](#)'s advocacy campaign to promote the uptake of vaccines among healthcare professionals and their patients. This campaign is launched online across Europe simultaneously with the European Immunization Week of the WHO Europe on 20 April 2020.

The Coalition for Vaccination brings together nearly 20 European associations of healthcare professionals and relevant student associations in the field. It was convened by the European Commission in 2019. The Coalition aims to support delivering accurate information to the public, combating myths around vaccines and vaccination, and exchanging best practices on vaccination. It is co-led by the Standing Committee of European Doctors (CPME), the European Federation of Nurses Associations (EFN) and the Pharmaceutical Group of the European Union (PGEU).

The online campaign is made by healthcare professionals to healthcare professionals. Therefore, both the provider and the target group know each other's patient groups, professional environments, and the challenges they meet in their daily work in relation to vaccination.

This toolkit, produced by CPME, is made primarily for medical doctors. EFN has produced a toolkit for nurses and PGEU for pharmacists. The toolkit provides example posts to be linked to the campaign videos and images. All the campaign materials are easy to access and share on your organisation's social media channels and website.

The first week of the Coalition for Vaccination's online campaign goes hand in hand with the WHO's European Immunisation Week between 20 and 26 April 2020. However, the Coalition's campaign continues until the end of 2020, so you will have plenty of time to participate.

We invite you to use the campaign materials and raise awareness on vaccination uptake among healthcare professionals - in your professional or personal life, at individual or collective level.

## 2- How to take part in the campaign

You can take part by sharing the campaign videos and the images. Please find direct links to the videos and a download link for the images below. Please note that this toolkit's social media post examples contain shortened web addresses (url) of the videos.

### Videos and images

The first video addresses how medical doctors can promote an increased uptake of vaccines among patients and caretakers, responding to their questions and concerns.

**VIDEO 1:** <https://www.youtube.com/watch?v=dsCZQ9qcbB4&>

The second video addresses how medical doctors can promote an increased uptake of vaccines among medical doctors themselves.

**VIDEO 2:** <https://www.youtube.com/watch?v=PWSyCaQCTGo>

The third message addresses how medical doctors can promote an increased uptake of vaccines among nurses or pharmacists.

**VIDEO 3:** <https://www.youtube.com/watch?v=u2Ak290oGI8>

Please download the image frames using the following link: <https://bit.ly/34DZ6QP>

### Hashtags to be used

The Coalition for Vaccination has its own hashtag, but it is recommendable to use also the widely used vaccination hashtags launched by the WHO. Using relevant hashtags helps to increase engagement, get more attention and attract new followers.

**#CoalitionForVaccination**

**#VaccinesWork**

**#ImmunizeEurope** (during the European Immunisation Week)

## Messages to be shared on social media along the campaign videos

You will find below some tailor-made social media posts to be shared along the campaign videos. Please note that these messages can be adapted freely based on the different social media channels you use (Twitter, Facebook, Instagram, LinkedIn). The videos are on CPME's YouTube channel.



### Messages to be shared with Video 1:

Example 1: Immunisation through #vaccination is the best protection we have against serious, even deadly, diseases. As doctors, our role is to reassure our patients that vaccines are safe and effective. #VaccinesWork [👉 https://bit.ly/3a9aiWE](https://bit.ly/3a9aiWE)

Example 2: Communicating scientific evidence-based facts about #vaccination in a clear and understandable way is fundamental. Doctors have a vital role to play in raising awareness of people. #VaccinesWork [👉 https://bit.ly/3a9aiWE](https://bit.ly/3a9aiWE)

Example 3: By encouraging your patients to get vaccinated, you are not only protecting them but also the other members of your community. #Herd\_Immunity only works when the majority of people in the population are immunised. #VaccinesWork [👉 https://bit.ly/3a9aiWE](https://bit.ly/3a9aiWE)

Example 4: Patients might have questions, concerns & fears about vaccine safety, often based on a lack of trust and exposure to myths. Remind them to get information only from a healthcare professional or official national channels. #VaccinesWork [👉 https://bit.ly/3a9aiWE](https://bit.ly/3a9aiWE)

### Messages to be shared with Video 2:

Example 1: By correctly vaccinating ourselves, we are protecting ourselves & our patients from potentially injuring and life-threatening preventable diseases. #VaccinesWork [👉 https://bit.ly/3a99PDS](https://bit.ly/3a99PDS)

Example 2: #Immunisation through #vaccination is the best protection we have against serious diseases. History has proved this. Vaccine development & administration have been a significant intervention to eradicate infectious diseases in modern times. #VaccinesWork [👉 https://bit.ly/3a99PDS](https://bit.ly/3a99PDS)

Example 3: #Vaccination should be regarded as a social responsibility and not an individual choice. We, as doctors, can provide a good example for other people by vaccinating ourselves first. #VaccinesWork [👉 https://bit.ly/3a99PDS](https://bit.ly/3a99PDS)

Example 4: #Doctors have a vital role to play in encouraging #vaccination uptake & raising awareness. Adequate vaccination coverage protects the whole community, especially the vulnerable risk groups within your patients. #VaccinesWork [👉 https://bit.ly/3a99PDS](https://bit.ly/3a99PDS)

### Messages to be shared with Video 3:

Example 1: Healthcare professionals have a responsibility to protect and promote individuals' health, especially that of the most vulnerable people. It is a collective interest to be vaccinated.

#VaccinesWork  <https://bit.ly/2RYI9N5>

Example 2: No matter the healthcare setting you are working in, it is crucial to encourage your colleagues to get vaccinated. It is a social responsibility and not an individual choice to be vaccinated. #VaccinesWork  <https://bit.ly/2RYI9N5>

Example 3: #Vaccination is the best means of protection we have against preventable, serious, communicable diseases. We as doctors, nurses, pharmacists & others in contact with patients must be vaccinated according to our own national vaccination schedules. #VaccinesWork  <https://bit.ly/2RYI9N5>

Example 4: #Vaccination of healthcare professionals protects particularly the elderly, the sick and those with low immune defences. We as professionals have a responsibility to protect together those who cannot be vaccinated. #VaccinesWork  <https://bit.ly/2RYI9N5>

### Messages to be shared on social media along a selection of images

You will find below some tailor-made social media posts to be shared along the image frames which you can download [here](#). Please note that these messages can be adapted freely based on the different social media channels you use (Twitter, Facebook, Instagram, LinkedIn).



### Messages to be shared with Image 1:

Example 1: #Vaccination is the best protection we have against preventable diseases! #VaccinesWork #CoalitionForVaccination

Example 2: Our role is to reassure our patients that #vaccines are safe and effective! #VaccinesWork #CoalitionForVaccination

### Messages to be shared with Image 2:

Example 1: Communicating facts about #vaccination in a clear and understandable way is important! #VaccinesWork #CoalitionForVaccination

Example 2: #Doctors have a vital role to play in raising awareness on #vaccination! #VaccinesWork #CoalitionForVaccination

**Messages to be shared with Image 3:**

Example 1: Protect your patient, protect your community! #VaccinesWork #CoalitionForVaccination

Example 2: Herd immunity only works when most people are immunised! #VaccinesWork  
#CoalitionForVaccination

**Messages to be shared with Image 4:**

Example 1: Let's protect ourselves from preventable diseases! #VaccinesWork  
#CoalitionForVaccination

**Messages to be shared with Image 5:**

Example 1: Let's protect our patients by vaccinating ourselves! #VaccinesWork  
#CoalitionForVaccination

**Messages to be shared with Image 6:**

Example 1: Let's be good examples for others! #VaccinesWork #CoalitionForVaccination

**Messages to be shared with Image 7:**

Example 1: It is a collective interest to be #vaccinated! #VaccinesWork #CoalitionForVaccination

**Messages to be shared with Image 8:**

Example 1: Encourage your healthcare colleagues to get #vaccinated! #VaccinesWork  
#CoalitionForVaccination

## Social media accounts of the Coalition members

To maximise the outreach of your posts on Twitter, Facebook and LinkedIn, we invite you to tag in your posts/tweets also the members of the Coalition for Vaccination. Please find below a list of their social media accounts.

| Organisation  | Twitter        | Facebook                            | LinkedIn  |
|---|----------------|-------------------------------------|---|
| Standing Committee of European Doctors (CPME)             | @CPME_EUROPA   | @StandingCommitteeofEuropeanDoctors | <a href="https://www.linkedin.com/company/13026028">https://www.linkedin.com/company/13026028</a> |
| European Federation of Nurses Associations (EFN)          | @EFNBrussels   | @EFNBrussels                        | -   |
| Pharmaceutical Group of the European Union (PGEU)         | @PGEU          | @PGEU                               | <a href="https://www.linkedin.com/company/16243955">https://www.linkedin.com/company/16243955</a> |
| European Association of Senior Hospital Physicians (AEMH) | @aemheurope    | -                                   | <a href="https://www.linkedin.com/company/848299">https://www.linkedin.com/company/848299</a>     |
| European Council of Medical Orders (CEOM)                 | @CEOM_EU       | -                                   | <a href="https://www.linkedin.com/company/3020118">https://www.linkedin.com/company/3020118</a>   |
| European Federation of Salaried Doctors (FEMS)            | -              | @fems2014                           | <a href="https://www.linkedin.com/company/1136218">https://www.linkedin.com/company/1136218</a>   |
| European Junior Doctors (EJD)                             | @ejdpwg        | @europeanjuniordoctors              | <a href="https://www.linkedin.com/company/11677729">https://www.linkedin.com/company/11677729</a> |
| European Medical Students' Association (EMSA)             | @emsa_europe   | @emsa_europe                        | <a href="https://www.linkedin.com/company/981354">https://www.linkedin.com/company/981354</a>     |
| European Union of General Practitioners (UEMO)            | @uemo_europe   | @uemo_europe                        | -   |
| European Academy of Paediatrics (EAP)                     | @EAPaediatrics | European Academy of Paediatrics     | <a href="https://www.linkedin.com/groups/4684610/">https://www.linkedin.com/groups/4684610/</a>   |
| Excellence in Pediatrics Institute (EIP)                  | @EIP_Institute | @ExcellenceinPediatricsInstitute    | -   |

|  |                 |                           |   |
|--|-----------------|---------------------------|---|
| Council of European Dentists (CED)                   | @CEDentists     | -                         | -   |
| European Association of Hospital Pharmacists (EAHP)  | @EAHPtweet      | @EAHP.eu                  | <a href="https://www.linkedin.com/company/5087133">https://www.linkedin.com/company/5087133</a>   |
| European Nursing Student Association (ENSA)          | @ensanetwork    | @ensanetwork              | -   |
| European Pharmaceutical Students' Association (EPSA) | @EPSA_Online    | @EPSA_Online              | <a href="https://www.linkedin.com/company/1000628">https://www.linkedin.com/company/1000628</a>   |
| European Specialist Nurses Association (ESNO)        | @esno_web       | -                         | -   |
| European Midwives Association (EMA)                  | @EMidwives      | @europeanmidwives         | -   |
| Active Citizenship Network                           | @activecitnet   | @activecitizenshipnetwork | -   |
| Federation of European Academies of Medicines (FEAM) | @FedEuroAcadMed | -                         | <a href="https://www.linkedin.com/company/28641700">https://www.linkedin.com/company/28641700</a> |
| ThinkYoung   | @ThinkYoungNGO  | @ThinkYoung               | <a href="https://www.linkedin.com/company/651964">https://www.linkedin.com/company/651964</a>     |
| Vienna Vaccine Safety Initiative (ViVI)              | @Vi_VIorg       | -                         | -   |
| European Commission / DG SANTE                       | @EU_Health      | -                         | -   |

### 3- Contacts

Mr Markus Kujawa  
 CPME EU Policy Adviser  
[markus.kujawa@cpme.eu](mailto:markus.kujawa@cpme.eu)

Ms Miriam D'Ambrosio  
 CPME Communication Officer  
[miriam.dambrosio@cpme.eu](mailto:miriam.dambrosio@cpme.eu)

[www.cpme.eu](http://www.cpme.eu)

[https://twitter.com/CPME\\_EUROPA](https://twitter.com/CPME_EUROPA)

<https://www.facebook.com/StandingCommitteeofEuropeanDoctors>

<https://www.youtube.com/channel/UCV0WLoGkrkWZYyQQaN2NX1Q>