



THE ECOSYSTEM
OF EVIDENCE

Lessons learned in the pandemic
era and future challenges

10th International Conference for EBHC Teachers and Developers
10th Conference of the International Society for EBHC
Taormina, 25th - 28th October 2023

#EBHC2023



Vaccine communication training for healthcare providers

An IMMUNION initiative

Greet Hendrickx, Aurélie De Waele,
Sara Valckx, Brenda Janssens, Alba
Godfrey, Alison Maassen, Pierre Van
Damme

Centre for Evaluation
of Vaccination



University
of Antwerp

Background

- HCPs most trusted source of information concerning vaccination
- HCPs' recommendations influence patients' vaccination attitudes and behaviors



The healthcare provider as driver for vaccine uptake

(Borah & Hwang, 2021; Chung et al., 2017; Dubé et al., 2015; European Commission, 2019; Gallup, 2019; 2020; Gust et al., 2008; Olson et al., 2020; Shay et al., 2018; European barometer 488 (2019) – Europeans' attitudes towards vaccination)



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Background

- Vaccine Training Barometer
- Call to action
 - Develop evidence-based training initiatives on communication about vaccination for in-service HCPs
 - Revise curriculum for healthcare students

	Flemish sample	Spanish sample
Reported an increase in questions over the past 3 months prior to questioning	63%	68.4%
Feels confident to answer questions about vaccination	31.5%	21.6%
Received questions in the last 3 months that they could not answer	52.4%	41.5%
Gained sufficient knowledge through their standard education	11.4%	11.3%
Is willing to follow extra training	95.4%	96.6%



Background



IMMUNION

- 2-year project co-funded by the European Union's 3rd Health programme in 2021-2023
- Brought together members of the Coalition for Vaccination and partners working on vaccination across the EU, led by EuroHealthNet
- Goal: improve vaccine confidence and uptake by delivering better vaccine education to HCP and better information to the general public
- WP5: training and education
 - Goal: provide support to (future) HCP in terms of communication training to facilitate the communication between parents, patients, and HCP about vaccines in order to improve vaccine confidence & vaccine uptake



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Activities

- 1) Train-the-trainers general session
- 2) Train-the-trainers national sessions
- 3) Sessions on vaccination communication at congresses of HCP



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Train-the-trainers general session

- Target audience: Trainers of (future) HCP
- Aim: Provide evidence-based communication knowledge and tools to trainers, who can then carry this content forward in their trainings of HCP and/or students
- Outcome: better knowledge and confidence of (future) HCP to communicate about vaccines and to deal with questions about vaccination



Train-the-trainers general session

Chairs : Sara Valckx & Aurélie De Waele, University of Antwerp

- **Introduction** (10min) – Alison Maassen (EuroHealthNet)
- **Role of the HCP in the vaccination process and the importance of communication** (20min) – Brett Craig (WHO Euro)
- **Vaccine hesitancy in Europe** (20min) – Greet Hendrickx (University of Antwerp)
- **How to improve health literacy** (20min) – Pierre Van Damme (University of Antwerp), including materials from ECDC & WHO
- **How to communicate about vaccines + exercises** (75min) – Philipp Schmid (University of Erfurt, JITSUVAX)
- **Tips and tricks for teaching** (20min) – Max Willie Georgi (EPSA training coordinator)
- **Q&A** (15 min)
- **Closing**



<https://youtu.be/-oJTdD6FSus>



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Train-the-trainers general session

- Pre- and post-training survey
- 96,88% of attendees feel more confident to train other HCP after participating in the training
- Average increase in confidence of 22,53%
 - Confidence before the training – 62.19%
 - Confidence after the training – 84.72%



Train-the-trainers national session



Greece

70 participants

88% of attendees felt more confident to train other HCP after participating in the training

Average increase in confidence of 16,5%

Confidence before training: 65,6%
Confidence after training: 82,1%



Latvia

121 participants

86% of attendees felt more confident to train other HCP after participating in the training

Confidence before training:
37,9% rated 4 or 5/5

Confidence after training:
91,5% rated confidence 4 or 5/5



Romania

25 participants

91,95% of attendees felt more confident to train other HCP after participating in the training

Average increase in confidence of 28,95%

Confidence before training: 73%
Confidence after training: 91,95%

Sessions on vaccination communication at congresses of HCP

- Session at the Standing Committee of European Doctors (CPME) General Assembly in Brussels
- Dedicated online session for Council of European Dentists (CED)
- Session at the European Pharmaceutical Students' Association (EPSA) Autumn Assembly in Athens



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Limits

- Initiatives rolled out in a small number of selected countries + during selected events
- No RCT evaluation of effects
 - Measurement of self-rated confidence to train other HCPs



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Conclusions

- Providing HCPs with evidence-based communication guidelines is crucial to increase vaccine confidence in the public
- Approach of organizing general train-the-trainer session + local, tailored country sessions seems promising
- Recordings, reports and background materials freely available (<https://coalitionforvaccination.com/our-work/immunion-materials>) to encourage other trainers of HCP to create evidence-based tailored trainings

