

THE ECOSYSTEM OF EVIDENCE

Lessons learned in the pandemic era and future challenges

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#EBHC2023

Vaccine communication training for healthcare providers An IMMUNION initiative

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Centre for Evaluation of Vaccination



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)







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 Spanish	
	sample	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



























- 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

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 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







Activities

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





Train-the-trainers general session

- <u>Target audience:</u> 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







#E8HC2023

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)
- https://youtu.be/-oJTdD6FSus

Vaccine Confidence in

United thy of Anthropy

- **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











Europe.

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%

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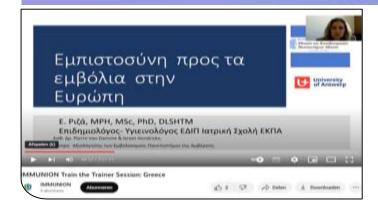




Train-the-trainers national session

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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%



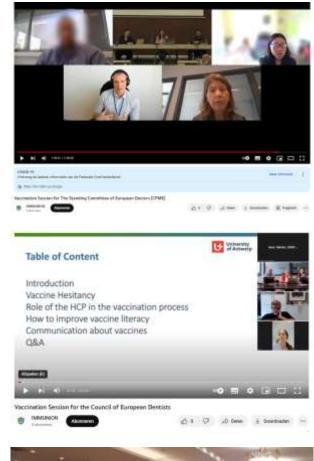






Sessions on vaccination communication at congresses of HCP

- 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





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





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





