Vaccine communication training for healthcare providers
An IMMUNION initiative
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

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

• **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
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 sessions

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