



# Vaccination messages that stick in a digital age

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According to pharmaceutical students, vaccination hesitancy has risen over the last years due to the spread of fake news and conspiracy theories about the pharmaceutical industry.

# Immunisation campaigns

Every year, EPSA organises the **Immunisation Week** to raise awareness about pharmacists' role in the healthcare system as vaccination specialists.

**WEBINAR 28/4**  
**19.00-20.30 CEST**

Pharmacists and immunisation, protecting the future generation.

**Vaccines Europe** **PGEU**  
European Community Pharmacists

**IMMUNISATION WEEK**

**IMMUNIZATION WEEK 2020**

**Be WISE**

**IMMUNIZE**

Illustration of healthcare workers and virus particles.

Logos: Vaccines Europe, PGEU, EPSA, European Pharmaceutical Students Association, European Union.



# Summer University live Public Health Campaigns



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EPSA supports expanding the ability to vaccinate to all European pharmacists and calls universities to prepare students for the theory and practicals!



# Our priorities regarding vaccination:

- Educate pharmaceutical students as the future healthcare workforce: bridging the gaps in education
- Increasing health literacy within the population
- Involving students, their presence is important



# Our calls for action:

- Implement continuous professional education with vaccination practical courses
- Empower pharmaceutical students to take part in the working force to fight vaccination hesitancy
- Encourage universities to support pharmaceutical students' associations
- Integrate interprofessional collaboration in pharmaceutical courses



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