



# **Rapporteur's report panel discussion** 'Strategies for improving awareness and trust in public'

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## Three policy options:

- monitor the web / social media to understand concerns / allegations on vaccination.....
- sponsor infotainment programs and documentaries
- use social media as a low cost way to run awareness campaigns

## General remarks

- The "*battle field*" is on the net now
- Negative voices need be countered, so we need to be there
- Not everybody has access to internet in our countries ( $\pm 50\%$  in Eu27;  $\pm 60\%$  in Who Euro countries ) = social media should be part of communication strategies, as a complement to "normal/ traditional communication", but not replace
- No option in isolation amongst the menu of 7 policy options proposed => their use depend on the situation we are in, or the target we want to reach
- Every conversation counts
- Each Ms must establish the profile of their population => target groups
- Need to get training on social media for health professionals
- Develop online learning tools for GP's and nurses
- A vision of common goals at EU level needed

# The use social media as a low cost way to run awareness campaigns (1)

- Social media : a two way to communicate, cultivating engagement, all parties need to listen carefully to each other
- It's a context of concerns , how to best address concerns
- Need to know where the conversation is going on ( avoid empty rooms)
- Different Groups of users :
  - ✓ 1) the under served (e.g. illegal immigrants)
  - ✓ 2) the over served ( who want to only share the benefits not the risks)
  - ✓ 3) the middle users (who just want the best for their children) => all their needs require adequate and pragmatic answers

## The use social media as a low cost way to run awareness campaigns (2)

- Who should be active on social media and provide information and answers
  - ✓ Everybody in society, health professionals, scientists, microbiologists networks, mothers to mothers forums, parents blogs,....
  - ✓ ( institutions not always the best placed : could be counter productive)
- Need to de-mystify the social media =need to build a voice of response => how to build influence => content and networking
- Issue of trust, conflict of interest (e.g. Vaccine industry)
- Issues of trust and awareness about vaccines=> make use of motivated Health professionals

## **The use social media** as a low cost way to run awareness campaigns (3)

- Role models => identify gate keepers ( the one who have the best influences on health professionals
- How to communicate:
  - ✓ communicate positive elements / experiences => talk about why people get vaccinated, what drives their decisions
  - ✓ need to be ready at any time to enter a discussion, provide accurate information
  - ✓ avoid communicating fear
  - ✓ talk in languages people use and understand
  - ✓ for addressing healthcare workers the approach must be more nuanced, more detailed, they need to be confident on what they say
- Follow methodologies of social media and also adapt when social media change

## **Monitor the web / social media** to understand concerns / allegations on vaccination

- The context is important: there are needs to better understand web noises and their impact, however one should not give too much importance on what is going on, on the internet
- Monitor => listen => understand => engage discussion => getting them more compelled and engaged
- Important to stress that health authorities, healthcare professionals and parents are all on the same side: the child's health is what counts.

## ***Sponsor infotainment programs and documentaries***

- A one way communication
- Modelling behaviours= replicate somebody else's behaviour, normalize a behaviour
  - Examples
    - 1) telenovelas in South America countries
    - 2) showing pop stars vaccinating their children
- Vaccination should also be in this area: with a focus on the protection provided by vaccination, rather than address safety of vaccines ( the accent given by anti-vaccine groups)





**Thank you for your attention**

