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DATE & LOCATION

12.00 – 13.30

Thursday 5 October 2017

Conference Centre Room 2

*(online update: 28 Sept 2017)***ORGANISED BY***European Centre for Disease
Prevention and Control (ECDC)*

Addressing vaccine hesitancy in challenging times

Public trust in immunisation is an increasingly global health issue. Evidence on concerns and indecision about vaccination currently place Europe as the region with the least amount of confidence in vaccine safety. This is of concern not only for disease and outbreak control, but also for healthcare sustainability, and because of issues of health equity and social inclusion. As trust in media and governments is increasingly questioned, and we enter into a new 'post-truth' era, immunisation programmes face a new set of challenges which require novel targeted intervention strategies. Why are parents and healthcare professionals increasingly hesitant to vaccinate, and is there a link to the 'post-factual' era we are experiencing? What solutions can vaccination programmes implement to address this public health challenge?

Key objectives are to

- build understanding of the complex and multi-faceted nature of 'vaccine hesitancy', shed light on the 'knowns' & 'known unknowns';
- share country-based experience and identify possible solutions;
- discuss the role of healthcare professionals;
- prompt reflection on relevant priority action at both EU and national level.

This workshop aims to highlight the complex nature of vaccine hesitancy which calls for an inter-sectoral approach and requires good political leadership to create the right 'mix' of expertise from across sectors.

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