

# Ensuring Adults in the EU get Vaccinated by Raising Awareness Online

## The Challenge

Vaccination coverage rates for adults across the EU continue to be lower than required, even for scheduled vaccinations.

<sup>1</sup> Awareness amongst adults in the EU continues to be low and a great deal of misinformation online means that often people are confused about what they are supposed to be receiving.

## The Solution

We took a digital-first approach and created the #VaccinAction campaign for roll out digital across owned social media channels.

The campaign consisted of 12 social media tiles alongside long form text and a social media playbook that could be disseminated to partners.

Through partnering with influential policy organisations, we created new cut through and engagement for the campaign.

We were able to evaluate the campaign through measuring engagement with the content across owned and partner channels.



12

Social tiles for use across 3 social channels

25

Patient organisations that fed into the design and delivery of the campaign

10k

Adults across the EU reached by the digital content developed

3

Robust partnerships that helped to drive engagement across content



## Take #VaccinAction and verify your #VaxFacts today!

Seasonal Influenza, also known as Flu, infects approximately ten to thirty per cent of Europe's population, and causes hundreds of thousands of hospitalisations across Europe.

**Influenza is completely preventable through vaccination** and helps protect high risk adults such as pregnant woman, elderly and healthcare workers from the disease. Do your part to protect yourself and those around you from diseases such as Seasonal Influenza.

Reference: Factbook about Seasonal Influenza, European Centre for Disease Prevention and Control, Link: <https://www.ecdc.europa.eu/en/seasonal-influenza/factbook>, December 19th 2023

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[www.activcitizenship.net](http://www.activcitizenship.net)

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The #VaccinAction 2023 campaign has been developed by the Active Citizenship Network in cooperation with national patient advocacy groups.



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Diseases such as influenza, meningitis, pneumonia, rubella, Covid-19 and hepatitis can all have serious health consequences. **Vaccination protects you and those around you from disease**, reducing the risk of diseases spreading among family members, schoolmates, colleagues, friends, neighbours, and other people in the community.

Reference: Benefits of vaccination for the community, European Vaccination Information Portal, Link: <https://www.evip.eu/en/about-us/what-we-do/for-the-community> (vaccination-vifs.eu), Access Date: 14/01/2023

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Did you know that elephants are pink?! If you didn't believe this, then why do you believe social media's views on vaccines over healthcare.

**Get the right information from the right source.**

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Did you know that watching too much TV gives you square eyes?! If you didn't believe this, then why do you believe your body is better at fighting disease without the help of vaccination?

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