

At the occasion of the [European Immunisation Week](#), I wanted to take a moment to let you know our plans in case you would like to make use of [our material](#) to get inspired and help us make the most of this important occasion.

Generally speaking, we're following the WHO/Europe lead using the official #EIW2023 hashtag, along with our own #UnitedInProtection campaign hashtag (and sometimes #EveryDoseCounts) to highlight the following key messages:

1. Every dose counts— Every vaccine dose counts to protect you and those you love
2. Timing matters— Follow the schedule, catch up as soon as possible on any missed doses
3. Have a vaccination conversation— Conversations about vaccination build understanding and motivation to follow vaccine recommendations and schedules

Commissioner Kyriakides issued a [joint statement](#) with WHO/Europe and UNICEF on Monday 24) and we will also have the [Health Security Committee](#) meeting dedicated to vaccination on Friday.

In addition, our common social media planning with ECDC and EMA for the week is as follows and our specific messaging is below*:

- Sunday 23: Vaccines protect you and those you love throughout your life
- Monday 24: Childhood vaccinations, as part of lifelong vaccination
- Tuesday 25: Teen and pre-teen vaccination, as part of lifelong protection – focus on HPV for boys and girls
- Wednesday 26: Routine and booster doses for the elderly, as part of lifelong vaccination
- Thursday 27: Healthcare professionals are amongst the most trusted sources of information when it comes to vaccination. Have a conversation today.
- Friday 28: Follow the schedule, catch up as soon as possible on any missed doses
- Saturday 29: Conversations build understanding and motivation to follow vaccine recommendations and schedules

In terms of assets, we will be using [material from the United In Protection campaign](#) – including the *new* measles material, but as we are constantly innovating, we will also launch a couple of new products 😊

This includes the first two volumes of our **comic book series** – for the moment in EN only, but other languages to follow:

[The amazing adventures of Syrgo and BC. Volume 1, Vaccines - Publications Office of the EU \(europa.eu\)](#)

[The amazing adventures of Syrgo and BC. Volume 2, Human papilloma virus vaccine - Publications Office of the EU \(europa.eu\)](#)

An **online teacher training course**: <https://academy.europa.eu/courses/vaccine-awareness-for-primary-and-secondary-education-professionals>

And of course, we will also take the opportunity to promote the [European Vaccination Information Portal](#).

Please don't hesitate to tag us @EU_Health or use our hashtags wherever relevant.

With kind regards,

Katie Owens

***DG SANTE MESSAGING**

Vaccination can protect you and your loved ones throughout your life.

#EveryDoseCounts: help spread the word about the benefits of vaccination during European Immunisation Week 2023!

#UnitedInProtection #EIW2023

Timely routine vaccination helps protect your child from diseases such as measles, mumps and rubella

Yet, over 1 million children in Europe missed their vaccinations during the pandemic

Talk to your health professional & catch up

#UnitedInProtection #EIW2023 #EveryDoseCounts

Vaccination of girls and boys against HPV can prevent infections, warts and cancer yet plenty of myths persist

Read our comic book and get the facts today

#UnitedInProtection #EIW2023

Vaccines are not only for children and teens.

During adulthood, many countries recommend vaccines or boosters for diseases such as COVID-19, flu, diphtheria or tetanus.

Get informed. Get vaccinated.

#UnitedInProtection #EIW2023

Understanding the importance of vaccination can save your life or the life of someone you love.

But don't just take our word for it.

Listen to these healthcare professionals from Bulgaria, Czechia and Slovenia tell us why we can and should be #UnitedInProtection

3 steps for better protection against vaccine-preventable diseases

1. Get informed: check EU/EEA vaccine schedules
2. Get prepared: talk to a healthcare professional
3. Get vaccinated: including all recommended doses & boosters

#UnitedInProtection #EIW2023 #EveryDoseCounts

Are you a teacher or parent who wants to start a conversation around health literacy?

Have a browse through our vaccination material and help empower kids to make well-informed choices about vaccination

#UnitedInProtection #EIW2023"