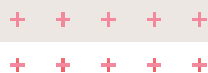


# European Immunization Week

23-29 April 2023

## Communications Package



## Background and theme

This year's European Immunization Week (EIW) kicks off a "year of immunization," in which we bring awareness to a concerning global decline in vaccination rates and the need for children in particular to catch up on any missed doses.

In alignment with the "big catch-up," the overarching theme to be used by WHO and global partners, the WHO Regional Office for Europe has produced a suite of materials emphasizing the importance and rationale of national vaccination schedules, and encouraging dialogue between people and healthcare professionals on the topic of vaccines. In addition, 2023 is the 75th anniversary of the World Health Organization, and we plan to use the week to highlight some of WHO's accomplishments in the area of vaccines.

## Key messages

### "Every Dose Counts," "Timing matters" #EveryDoseCounts

- Every country's national routine immunization schedule is designed to ensure that each child is protected from potentially serious vaccine-preventable diseases when they need it most.
- National routine immunization schedules are based on how children's immune systems respond to vaccines at various ages and when they are most at risk for disease.
- For most vaccine-preventable diseases, more than one dose of vaccine is needed to achieve and sustain optimal protection. Every dose in the immunization schedule is timed to build or maintain protection. Missing or delaying any dose increases the risk of infection and serious illness.
- Many children in the WHO European Region are not up to date with their vaccinations as recommended in their countries' vaccination schedules.
- Since the start of the COVID19 pandemic, over 1.2 million children in the WHO European Region have missed a vaccination to protect them against measles, mumps, rubella (MMR).
- Measles is especially dangerous for young children, and cases are increasing in the WHO European Region.
- Timing matters, so vaccinate on time and catch up any missed doses as soon as possible.
- Every dose counts to protect you and those you love.

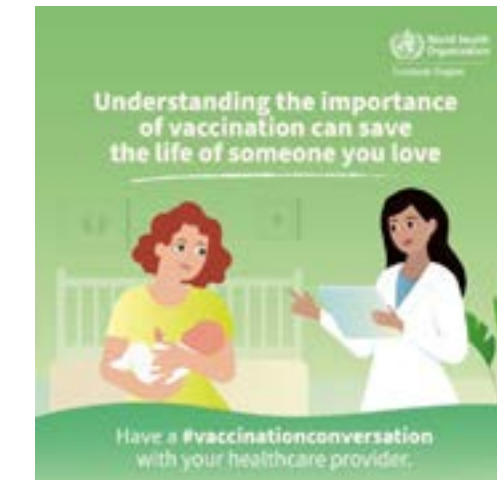
### "Have a vaccination conversation" #vaccinationconversation

- Parents want the best for their children, and many have questions or concerns about vaccination.
- Your child's healthcare provider is there to help. Have a vaccination conversation to address any concerns.
- Understanding the importance of vaccination can save your life or the life of someone you love. Have a vaccination conversation with a healthcare provider to get the facts.
- Conversations about vaccination between parents/guardians and health professionals builds trust and motivation to follow vaccine recommendations and schedules.

## WHO75

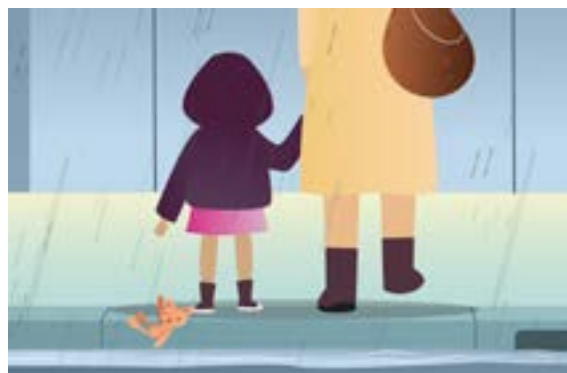
- The WHO European Region has been free of endemic polio since 2002.
- In the WHO European Region:
  - Rubella cases declined from 621 039 in 2000 to 77 in 2021.
  - Tetanus cases declined from 412 in 2000 to 43 in 2021.
  - Pertussis (whooping cough) cases declined from 53,675 in 2000 to 2160 in 2021
  - Mumps cases declined from 243,344 in 2000 to 3415 in 2021.
- HPV vaccination of girls aged 9-14 greatly reduces their risk of developing cervical cancer later in life. In the United Kingdom, one of the first countries to introduce the vaccine, HPV vaccination has almost eliminated cervical cancer in women born since 1 Sept 1995.
- Today 45 (of 53) countries in the WHO European Region have made HPV vaccination available to all girls aged 9-14 and 10 countries offer the vaccine to boys.

## Social media tiles



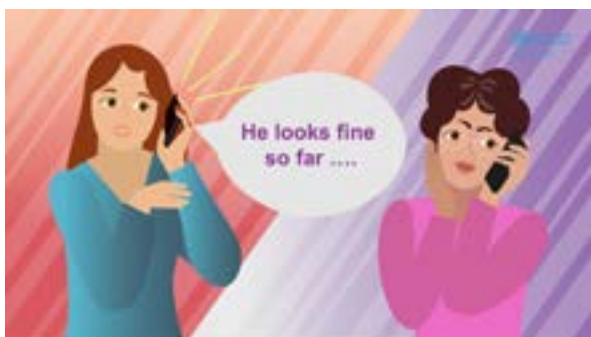
## “Timing matters” animation

The timing matters animation depicts a mother and her child as they make their way to a clinic to be vaccinated. On the way, the mother has to protect her child in time from the rain, from oncoming traffic, from losing a beloved toy. When she arrives at the clinic to vaccinate her child according to the schedule, she is doing one more timing-based action to protect the safety and happiness of her child.



## “Vaccination conversations” animations

The “vaccination conversations” series is designed to increase risk perception regarding vaccine-preventable diseases, and to encourage people to bring their personal concerns or questions about vaccination to a healthcare provider. The animations are produced in PowerPoint to be adaptable to many languages and contexts. Once translated/adapted, users can export the translated/adapted slides as a video.



## Factsheets

As part of this year’s EIW package, a set of 4 factsheets has been designed for a general audience covering basic disease and vaccination information for: polio, human papillomavirus (HPV) and cervical cancer, measles, and hepatitis B.



## Materials access

All materials in this package as well as additional materials for European Immunization Week can be accessed on Canto [here](#).

For more information about EIW visit the [WHO/Europe EIW webpage](#).