

EU2022.CZ



**Coalition for
Life Course
Immunisation**

Life course immunization and vaccination in adulthood – barriers and opportunities

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Expert conference on vaccination

Who are the Coalition for Life Course Immunisation (CLCI)?



*Coalition for
Life Course
Immunisation*

- We are a diverse network of expert individuals and associations from across Europe
- We are committed to preventing infectious disease by highlighting the benefits of life course immunisation
- Vaccines are not just for children – vaccines are an important part of daily life at all ages and stages

Our manifesto



1. Strong leadership
2. Make vaccination a societal good
3. Mobilise health care workers
4. Innovate access
5. Data-driven decisions
6. A broad coalition
7. Budget for prevention

7 STEPS TO LIFE-COURSE VACCINATION IN EUROPE

Vaccination can protect people of all ages. Here are 7 steps to delivering a sustainable approach to life-course immunisation.

1 STRONG LEADERSHIP

Europe needs strong leadership at all levels. We need to hear the voices of policymakers, healthcare professionals, and those who receive vaccines.



2 MAKE VACCINATION A SOCIETAL GOOD

Vaccination at all ages and stages of life must become the 'norm'. The societal benefits of vaccination must be reinforced to support demand from informed consumers.



3 MOBILISE HEALTH WORKERS

Healthcare professionals remain the most trusted group to deliver positive messages about vaccination - they need to be engaged to build public confidence.



4 INNOVATIVE ACCESS

Innovative actions are needed to increase access for citizens by broadening opportunities to receive information about vaccines - and for receiving vaccines themselves.



5 DATA-DRIVEN DECISIONS

Improved post-immunisation surveillance, data collection and research on the benefits of the life-course approach to vaccination are needed to support decision-making.



6 A BROAD COALITION

Industry, healthcare professionals, policymakers, patients and the general public must come together to deliver on our shared goal of increased vaccine uptake at all ages and stages of life.



7 BUDGET FOR PREVENTION

Vaccination remains a powerful and cost-effective way to prevent hospitalisation and lost working time. With healthcare budgets under pressure, vaccination needs a protected funding stream.



European Overview

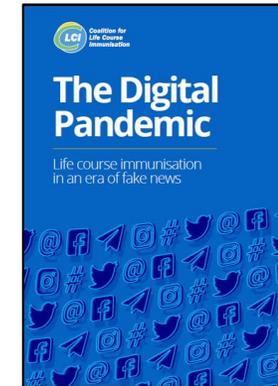


- **Europe is ageing**
 - 30% of EU population is over 55yrs, this is expected to rise to over 40% by 2050
- **Europe is not equitable**
 - COVID-19 vaccination has demonstrated the divide between the East and West of Europe
- **Europe diverges on policy and data**
 - Different recommendations and different methodologies in data collection make it hard to monitor uptake

Three main barriers to increasing uptake beyond childhood

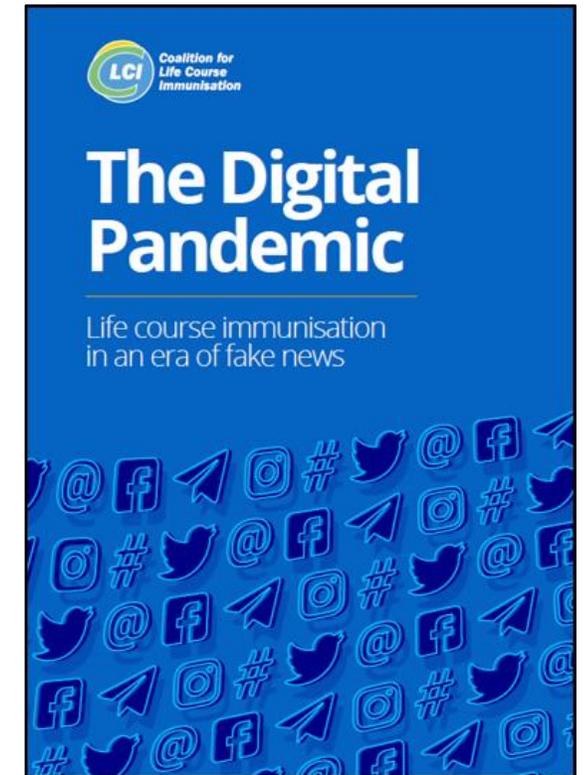


- Fake news – vaccination programmes face challenges from disinformation
- Poor and untargeted communication
- Financing – immunisation as a proportion of healthcare spending in Europe is low



Fake news is challenging vaccination programmes

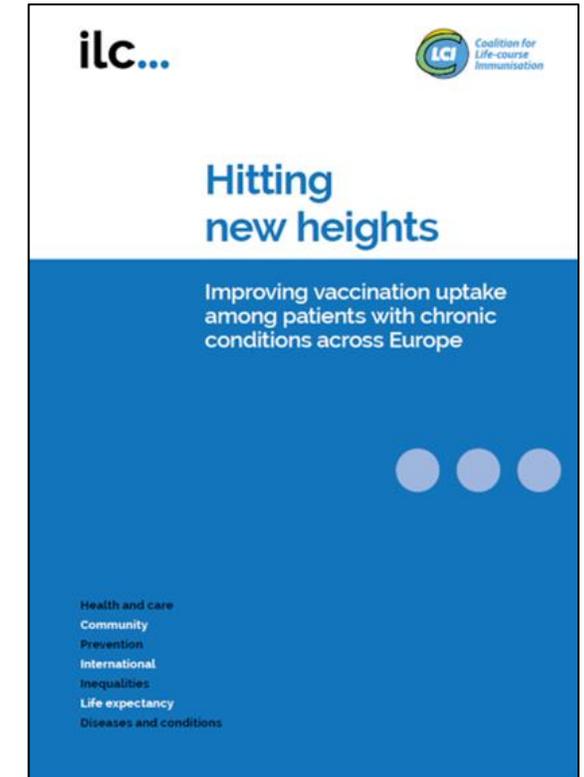
- Fake news accounts have gained over 10 million new followers since 2019
- Fake news is appealing because it's...
 - ❖ Emotional: it casts doubt
 - ❖ Positive messages need to be more powerful
 - ❖ Simplistic: it's understandable
 - ❖ Positive messages need to catch the imagination
 - ❖ Comforting: it provides certainty
 - ❖ Positive messages need to provide the reality



Uptake of routine vaccination remains low across Europe



- *Hitting new heights* report assesses routine immunisation in clinical risk groups
- Less than half receive a flu vaccine; only around ¼ get a pneumococcal vaccine
- Key barriers include:
 - ❖ Poor communication
 - ❖ A lack of political cohesion
 - ❖ Structural barriers
 - ❖ Personal reluctance



Immunisation spending is low across Europe

- **77% of EU countries spend less than 0.5% of health budgets on immunisation**
- **Only two countries spend more than 1% (Latvia and Luxembourg)**
- **Yet investing in immunisation is cost-effective: every €1 invested yields €4 of future economic revenue**



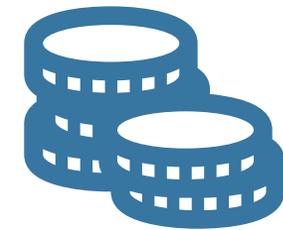
COVID & Beyond

Lessons from the pandemic and the future of life-course immunisation in Europe



What are the policy opportunities?

- **Better communication – we need tailored information and more engagement**
- **Broadened access – vaccines need to be easier to attain, both financially and geographically**
- **Increased spending on prevention – countries need to spend more on vaccination**



Better communication



- **Cross-sector stakeholders should produce targeted vaccine communication that encourages patients**
- **The EU should continue using dashboards to monitor uptake and keep citizens informed**
- **Relevant and impartial information must be relayed before fake news can take hold**



Broadened access



- **Removing socioeconomic, financial, and geographical barriers is key**
- **National governments should remove payments for routine vaccination**
- **They should also work with healthcare providers so that vaccination is accessible in multiple locations i.e., pharmacies**



Increased spending on prevention

- To prevent future pandemics, governments need to be better prepared by investing more
- It's not just COVID-19 – nearly 30 diseases can be prevented with vaccines today
- EU countries spend 0.4% on immunisation – this should be increased to 2.5%





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Thank you

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