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Sent: vendredi 4 décembre 2020 10:34
To: SANTE HSC COMNET
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Subject: DRAFT AGENDA: ComNet Audio COVID-19 Vaccination, 4 December, 10:30-12:30 CET

Dear [redacted]

Despite the importance of the topic, unfortunately we won't be able to participate at the audio due to the fact that today we are involved in all arrangements launching an advertising campaign focussed in remainder health recommendations against covid at the Christmas celebrations.

We are preparing answers to your questions, in order to provide information about our position in this issue.

Sorry again and we will look forward to receive the minutes

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Asunto: DRAFT AGENDA: ComNet Audio COVID-19 Vaccination, 4 December, 10:30-12:30 CET

Importancia: Alta

Dear Members of the HSC Communicators' Network,

Regarding our upcoming audio **on 4 December, 10:30-12:30 CET**, dedicated to risk communication on COVID-19 vaccination, please see below a proposed draft agenda for your input/comments, if any.

As announced at the Health Security Committee audio last week, the Commission is preparing a communication plan on COVID-19 vaccination, consisting of a series of communication actions and products in a toolbox (e.g. social media materials, factsheets, testimonials, updated webpages, etc.). These are intended to support national, regional and local authorities, experts, healthcare professionals, civil society and a wide range of other partners. The communication plan will aim to enhance confidence in COVID-19 vaccine's benefits, to show how vaccination can help a gradual return to 'normal life'. It will include, inter alia, information on the robustness of the authorisation process at EU level and the safety and efficacy of COVID-19 vaccines. The communication plan will be rooted in transparency, empathy and community engagement, with information presented in accessible, understandable and multilingual form. It will use the power of example and role models (e.g. prominent individuals including influencers and celebrities). This will NOT be an EU top-down communication campaign but rather a common "toolbox" of communication materials distributed to the stakeholders in an effort to build a form of alliance to support the smooth rollout of COVID-19 vaccination.

We would therefore like to get your input and feedback on the main risk communication needs/challenges that you may have and ideas of where you can be supported more. To structure the discussion, we propose the following four topics, but feel free to raise additional ones. **Regarding the questions in blue below, they are mainly intended to guide the discussion.** Here is the suggested draft agenda:

1. Opening and introduction (DG SANTE)
2. Commission communication toolbox (DG SANTE)
3. Discussion with Member States on main topics (*tour de table with Member States, so please be ready to share; organisations in brackets will provide main info for EU-level activities*):
 - a. Safety and efficacy of COVID-19 vaccines (EMA, ECDC) => Question: what materials/information regarding the efficacy and safety of COVID-19 vaccines would be most useful for you?
 - b. Vaccination/immunization roll out (DG SANTE, ECDC) => Question: given that this is Member States competence and may differ depending on national structures/organisation, what main challenges do you anticipate with regards to risk communication (e.g. information to citizens where to get the vaccine, questions on whether it will be mandatory/free of charge, questions regarding its transport and storage, etc.)?
 - c. Information to healthcare workers and other priority groups => Question: Do you envisage any targeted risk communication to healthcare workers, who would be key players in delivering the vaccination? If so, what form (e.g. leaflets, etc.) and with what information (e.g. on the safety and efficacy)? What about any other priority groups (e.g. police, teachers)?
 - d. Fighting disinformation (DG SANTE) => Question: what kind of main disinformation narratives are you coming across and what in your experience helps/would help to disprove them?

4. AOB

Feel free to send us any suggestions ahead of the meeting.
We are looking forward to discussing with you on Friday!

To register for the audio, please follow the link below:

Please register a bit in advance to allow for the smooth start of the meeting on time and to avoid last-minute technical glitches.

Best regards,
On behalf of the HSC Secretariat

[Redacted]

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[Redacted]

[Redacted]

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COVID-19: *Wash your hands often, keep physical distance, wear a mask, stay vigilant. We all have a role to play.*

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