

## Survey Results:

# Challenges & Solutions to Improve Access to Routine Pediatric Immunisation in Europe

Despite remarkable advances in reducing or eliminating diseases, routine pediatric vaccination rates globally are falling short of public health goals. This is especially true across Europe, where confidence in the safety and effectiveness of vaccines is among the lowest in the world.<sup>1</sup> In October 2022, the Excellence in Pediatrics Institute (EIP) with the support of Pfizer surveyed pediatric healthcare providers (HCP) and civic, advocacy and HCP stakeholder organisations about significant barriers and potential solutions to routine pediatric immunisation in Europe. Here's what we learned.

## TOP CHALLENGES TO VACCINATION

According to the World Health Organization (WHO), vaccine coverage plateaued over the last decade.<sup>2</sup>



In the new survey, **HCP respondents and stakeholder organisations** believe that the **greatest challenges among parents to get their young children vaccinated are:**

56%

Confusion around conflicting information about vaccines and which information sources can be trusted – was cited as the **greatest challenge** by 56% of respondents, of whom 24% further believe this would be “**very difficult to overcome**”

51%

Concerns about individual vaccine safety and adverse events – cited by 51% of respondents, of whom 15% further believe this would be “very difficult to overcome”

45%

Belief that vaccines are not relevant/necessary; lack of understanding about the dangers of VPDs – was also cited as a top challenge by 45% of respondents, of whom 21% further believe this would be “very difficult to overcome”

## MOST CONCERNING VACCINE-PREVENTABLE DISEASES

There has been a concerning increase in the incidence of vaccine-preventable diseases in Europe, especially repeated outbreaks of measles in countries like France, Greece, Italy and Romania.<sup>1</sup>

According to the new survey, HCP respondents and stakeholder organisations said the **top three most concerning vaccine-preventable diseases\*** among parents with children under 2 years of age were.

58%

Measles, Mumps & Rubella

55%

Meningococcal Disease

36%

Diphtheria, Tetanus & Acellular Pertussis

## SOLUTIONS TO ENCOURAGE ROUTINE VACCINATION

Survey respondents cited these potential guiding solutions to improve adherence to pediatric immunisation:

**Offer a compelling message** to drive parents to act on vaccination.

**Safety of vaccines** emerged as the most-compelling message theme to prompt parents to follow through with pediatric vaccination, followed by **vaccine effectiveness** and **burden of diseases**.

**Scientific innovation of vaccines** ranked as the least-compelling message.



**Identify the right messenger** to influence parents' decision-making.

58% of respondents believe that **HCPs** have the **greatest influence** on parents' decisions to vaccinate their child, followed - distantly - by family members (13%).

**HCPs** were also cited by 64% of respondents as **most credible**, whereas public health experts (11%) and government officials (6%) lagged in credibility.



**Deliver information through the right approach** to effectively reach parents about vaccination.

Respondents felt that the most effective way to reach parents about pediatric vaccination would be through **social media** (ranked #1), followed by **public service announcements** (#2). Text message and email ranked last.



### About the survey:

This quantitative, close-ended survey was fielded online by EIP and Prodege, with support from Pfizer, from October 6 through October 21, 2022, to the EIP member database of pediatric HCPs and a specified list of topic-relevant stakeholder organisations, including HCP, advocacy and civic groups in Europe. Questions were framed in the context of routine pediatric immunisations, with COVID-19 vaccinations excluded from the survey. The survey received over 100 valid and complete responses. This material was developed in collaboration with Excellence in Pediatrics Institute and Pfizer.



\* COVID-19 was not a response option.

<sup>1</sup> European Commission. State of Health in the EU Companion Report 2019. Available at: [https://health.ec.europa.eu/system/files/2019-11/2019\\_companion\\_en\\_0.pdf](https://health.ec.europa.eu/system/files/2019-11/2019_companion_en_0.pdf). Accessed September 2022.

<sup>2</sup> World Health Organization (WHO). Immunization coverage. Available at: <https://www.who.int/news-room/fact-sheets/detail/immunization-coverage>. Accessed August 2022.