



Tackling Effectively Vaccine Hesitancy in Europe

(www.vax-action.eu)



1 Introduction & Background

This is a 30 months project (dec2023-may2026), co-funded by the EU4Health program (101133273-EU4H-2022-PJ-5), coordinated by Universidade Nova de Lisboa, Portugal. The project's primary objective is to bridge the gap between academic evidence and its practical application, specifically emphasizing translational/implementation sciences. This will be achieved through targeted interventions addressing behaviors of specific groups (refusal, acceptance, hesitancy), training needs (focused on frontline healthcare workers), and information campaigns (aimed at promoting health literacy and countering misinformation). There is also a lack of dialoguing frameworks (theoretical, analytical, and methodological), and a limited scope of interventions:

- short length
- limited number of participants
- lack of evaluation (processes and outcomes)
- lack of public knowledge of evidence (processes and outcomes)
- need for greater involvement by policy-makers, lobbyists, etc.

Vax-Action is fully committed to filling these gaps and contributing to advancing translational/implementation sciences.

4 Targeted audiences

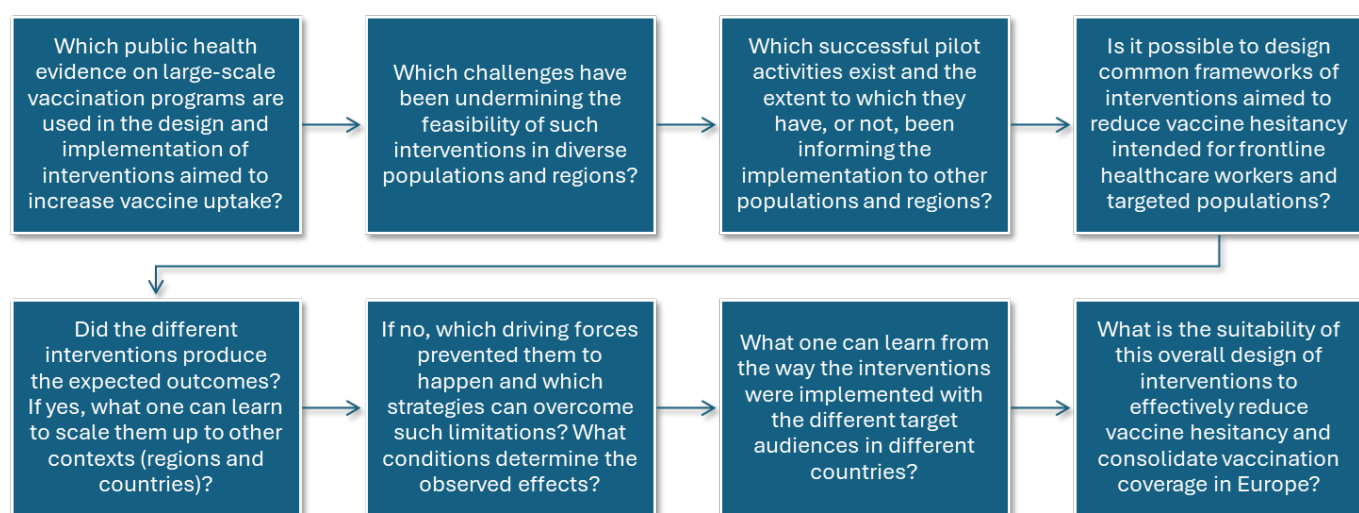
- Frontline healthcare workers (FHWs).
- Specific population groups (e.g., newly arrived migrants, hesitant parents, people of low socio-economic status)

5 Countries and targeted regions



Porto, PT | Paris, FR | Rome, IT | Bucureste, RM | Prague, CR

7 Key questions



8 To wrap-up

There is an urgent need for the implementation of tailored, evidence-based interventions embedded in specific contexts. Sustained research is necessary to support health authorities and decision-makers in understanding the types of interventions available, their effectiveness, how to translate effective solutions to new contexts, and how to learn from unsuccessful ones to create opportunities for improvement and redesign. The outcome should be the drawing of recommendations for embedding improvement and change, along with tailored dissemination and evaluation strategies. Our standpoint is that this approach is the way forward to scale up good practices in Europe and beyond, effectively tackling vaccine hesitancy.

2 Goal & Relevance

The goal is to support EU Member States and relevant stakeholders to implement a combination of tailored, evidence-based interventions aimed to reduce vaccine hesitancy. Its relevance is to contribute to policy making through sound theory, existing evidence, and best practices.

3 Methodologies

The project will use sound methods and innovation to address vaccine hesitancy interventions and its evaluations, including survey design, interviews and focus groups in five targeted regions, to address specific issues raised by recently approved vaccines for emergent diseases/infections/virus (Covid-19 and mpox) and loss of trust in long-standing vaccines included in national vaccination programmes.

6 Structure

three step process, six working packages

1. Research phase – Mapping of evidence and practice on vaccine hesitancy

- AIM: To identify the content and outcomes of interventions aimed to address vaccine hesitancy in the northern hemisphere to inform the design of a robust and cohesive action plan of interventions to reduce vaccine hesitancy in EU member states

2. Intervention phase – interventions design, implementation, and evaluation

- AIM: Building on the research phase, it aims to design, implement and evaluate tailored interventions aimed at frontline healthcare workers and targeted social groups in selected countries to inform the design of broader recommendations and toolkits to apply in other EU countries and elsewhere

3. Conclusion phase – communication and recommendation

- AIM: By providing target-country specific and EU-wide recommendations, it aims to engage relevant stakeholders in adopting effective changes and inform wider audiences

	WPs name	Objective	Time of completion
	WP 1 Management and coordination	To oversee project management, including scheduling meetings, monitoring progress, and evaluating outcomes. Responsible for financial management, writing and delivering progress reports, and ensuring compliance with national and European privacy and data protection laws. Also involved in implementing interventions, managing data, and overseeing responsible dissemination.	01.12.2023 – 30.05.2026
Phase	Research	WP 2 Europe-wide interventions mapping and critical appraisal	To identify the content and outcomes of interventions aimed to address vaccine hesitancy in the northern hemisphere to inform the design of a robust and cohesive action plan to reduce vaccine hesitancy in EU member states and beyond (aim of intervention stage – WPs 3, 4 and 5).
	Intervention	WP 3 Oversight of interventions and external evaluation	To oversee the overall consistency of tailored and evidence-based interventions designed for frontline health workers (WPs) and targeted populations (WPs) in the different target regions and to design and implement the external evaluation plan of those interventions.
		WP 4 Interventions targeting FHW for vaccine promotion towards hesitant users	To tailor, implement and evaluate interventions designed for frontline health workers (FHW) in five partner countries, which them to accompany vaccine hesitant users and patients
		WP 5 Intervention targeting vulnerable populations*	To tailor, implement and evaluate interventions designed to reduce vaccine hesitancy among targeted populations by addressing misconceptions and increasing knowledge about vaccines and related diseases.
Conclusion	WP 6 Recommendations, communication, dissemination, and exploitation	To engage in dialog with relevant stakeholders, providing target-country specific and EU wide recommendations to deal with vaccine hesitancy, distributing these recommendations and the project work and results widely to relevant audiences (public health and health care communities, EU and country specific stakeholders, and the broader public).	01.12.2023 – 30.05.2026

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