



EU Info Day

Royal Olympic Hotel – Athens, Greece

8 July 2014

Agenda



8:30-9:00 Registration

9:00-9:20 Welcome and scope of meeting

Prof. Athena Linos, *President of Prolepsis Institute*

Chair: Prof. Jenny Kremastinou, KEELPNO - Cristina Rota, ISS

9:20-9:40 Immunization and Prophylaxis of Healthcare Professionals in the Era of New Epidemics

George N. Pavlakis, MD, PhD, *Research Scientist*

9:40-9:55 HCW immunization: The importance for public health (PH)

Patricia Blank, *Senior Research Scientist, Institute of Social and Preventive Medicine, Medical Economics, University of Zurich*

9:55-10:10 ECOM project: Effective communication in outbreak management: development of an evidence-based tool for Europe

Dominic McVey, *Director, Word of Mouth Research Ltd*

10:10-10:25 Tailoring Influenza Immunization Programmes to Healthcare Workers (HCW)

Pernille Jorgensen, *Influenza & other Respiratory Pathogens, WHO Regional Office for Europe*

10:25-10:35 Discussion

10:35-11:00 Coffee Break

Chair: Daniela Pitigoi, Inst. Mattei Bals - Afroditi Veloudaki, Prolepsis Institute

11:00-11:15 ECDC overview on recent studies and tools on health communication

Ülla - Karin Nurm, *Senior Expert, Public Health Capacity and Communication Unit, ECDC*

11:15-12:15 HProImmune Project

- **11:15-11:30** Overview of initial vaccine selection, barrier research and best practices
Agoritsa Baka, *KEELPNO - Prolepsis Institute*
- **11:30-11:40** Survey results - Athanassios Petralias, *Prolepsis Institute*
- **11:40-11:50** Presentation of the Website Version of the Toolkit
Dina Zota, *Prolepsis Institute*
- **11:50-12:00** Presentation of a piloting experience - Cristina Rota & Valeria Alfonsi, *ISS*
- **12:00-12:15** Discussion



- 12:15-12:30 The UK HCW influenza vaccination campaign: impact and learning**
Robyn Palmer and Ruth Warden, Senior Programme Officers
- 12:30-12:45 Vaccination of health care workers in Greece**
Helena Maltezou, Head, Department for Interventions in Health-Care Facilities, KEELPNO
- 12:45-13:00 Discussion**
- 13:00- 14:00 Lunch Break**

Chair: Ülla - Karin Nurm, ECDC - Anastasia Pantazopoulou, Prolepsis Institute

- 14:00-14:15 Tell Me Project: Transparent communication in Epidemics:
Learning Lessons from experience, delivering effective Messages, providing Evidence**
Prof. Manfred Green, Haifa University School of Public Health
- 14:15-14:30 Promoting influenza vaccination behavior in health care workers:
An Intervention Mapping approach**
Birthe Lehmann, Work & Social Psychology, Faculty of Psychology and Neuroscience, Maastricht University
- 14:30-14:45 The World Medical Association (WMA) Campaign for Physician Immunization
to Prevent Influenza Outbreaks**
Tea Collins, Medical Advisor, WMA
- 14:45-15:00 An actor-network approach to the HCW influenza immunisation programme
in Wales 2009-2011**
Rachel Hale, University of Nottingham, Health Protection Research Group
- 15:00-15:15 Discussion**
- 15:15-15:45 Coffee Break**
- 15:30-16:00 The new Health Programme of the EU 2014-2020**
Ülla - Karin Nurm, ECDC
- 16:00-16:30 The way forward, gaps and identified needs- closing remarks**
Prof. Athena Linos & Agoritsa Baka



Co-funded by
the Health Programme
of the European Union



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