



**PGEU GPUE**

Pharmaceutical Group of European Union  
Groupement Pharmaceutique de l'Union Européenne

## **Coalition for Vaccination European Vaccination Advocacy Campaign** **Social Media Toolkit - Pharmacists**

### **About the Coalition for Vaccination**

The Coalition for Vaccination brings together European associations of healthcare professionals and relevant students associations in the field. It was convened by the European Commission in 2019. The Coalition aims to support delivering accurate information to the public, combating myths around vaccines and vaccination, and exchanging best practices on vaccination.

The Pharmaceutical Group of European Union ([PGEU](#)) is one of the co-chairs of the European Coalition for Vaccination together with the European associations of Medical Doctors (CPME) and Nurses (EFN).

### **General information**

The Coalition for vaccination is organizing a **European Vaccination Advocacy Campaign** for and by healthcare professionals in order to commit to delivering accurate information to the public, combating myths and exchanging best practice on vaccination. This campaign will be organised around the [European Immunization Week](#) (20-26 April 2020) and will mobilise many European and national healthcare professional organisations.

### **Target audiences**

Healthcare professionals and students:

- Pharmacists
- Medical doctors
- Nurses
- Other healthcare professionals including dentists

### **Key messages**

- **Your initiative matters!**  
By encouraging your patients to get vaccinated, providing them pro-actively with understandable and factual information on the importance of vaccination and addressing their potential questions and concerns, you are not only protecting your patients but also the other members of your community.
- **Your vaccination matters!**  
By correctly vaccinating yourself, you are not only protecting yourself from potentially injuring and life-threatening preventable diseases, but you also help to protect the vulnerable risk groups within your patient community.
- **Our commitment matters!**  
It is crucial that all healthcare professionals working across the different healthcare settings correctly vaccinate themselves. Like this, we can form one joint shield of

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protection for our patients against vaccine-preventable diseases and lead by example. Be the vaccination heroes of your community!

## **Communication Materials**

For the purpose of the campaign, PGEU made three main videos and ten short social media videos. The videos are aimed at increasing awareness of pharmacists' and other healthcare professionals' roles in combating communicable diseases and myths related to the vaccines as well as maintaining the health of the communities they serve.

The videos are translated and the English subtitle is displayed on all original videos. The French and German subtitles are provided as an option on the video.

Communication and technical materials will be published on:

- The [PGEU website](#)
- The [PGEU YouTube playlist](#):
- Websites of PGEU member organisations
- Websites of Coalition for Vaccination organisations

### YouTube Videos:

1. [Coalition for Vaccination Campaign - Your initiative matters!](#)
2. [Coalition for Vaccination Campaign - Your vaccination matters!](#)
3. [Coalition for Vaccination Campaign - Our commitment matters!](#)

### Social Media short videos:

1. Your advice matters!
2. Facts matter!
3. Your initiative matters!
4. Your vaccination matters!
5. Protecting your patients matters!
6. Be the vaccination heroes of your community!
7. Protecting yourself matters!
8. Your example matters!
9. Our commitment matters!
10. #VaccinesWork

You can download the short videos via this link: <https://we.tl/t-UghNT9DNFu>

## **Hashtags**

The official hashtags for the European Vaccination Advocacy Campaign are **#VaccinesWork**, **#CoalitionForVaccination** and of course **#EIW2020**.



**Social Media:**

Social Media will be used to engage with healthcare professionals and the general public as well as to spread the key messages of the campaign. Videos and stories of community pharmacists and other healthcare professionals will be made available through PGEU's social media channels.

Facebook: <https://www.facebook.com/PGEU-Pharmaceutical-Group-of-the-European-Union-190325604391273/>

Twitter: <https://twitter.com/PGEU>

Youtube: [https://www.youtube.com/playlist?list=PLIPhGOx0j89C\\_rLdiEpJNOxL9h8B4tZlq](https://www.youtube.com/playlist?list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq)

**Timeline:**

- The release of the video spots and key messages on the starting day of the European Immunization Week 2020 (20 April 2020) will mark the launch of the advocacy campaign.
- The peak of the campaign will be during the European Immunization Week 2020 (20-26 April). During this week, all the video spots and key messages will be promoted actively and repetitively as part of (social media) posts on the above mentioned dissemination channels as a joint effort between all participating Members of the Coalition and their respective member organisations (where applicable).

Following the European Immunization Week, the advocacy campaign materials will be re-circulated regularly on social media.

**Example messages for social media:**

**Twitter**

	Tweets	Materials
1	<p>📣 This week marks the European Immunisation Week!</p> <p>Join us in raising awareness of the importance of #vaccination &amp; healthcare professionals role in combating vaccine-preventable diseases. #VaccinesWork #CoalitionForVaccination #EIW2020</p> <p>👉 <a href="https://www.pgeu.eu/publications/coalition-for-vaccination/">https://www.pgeu.eu/publications/coalition-for-vaccination/</a></p>	<p>Social Media short video: #VaccinesWork Your initiative matters!</p>



		Our commitment matters!
2	<p>As #healthcare professionals we have a crucial role in combating myths about #vaccines by providing patients with understandable &amp; factual information on the importance of #vaccination &amp; addressing their questions &amp; concerns. #CoalitionForVaccination</p> <p style="text-align: center;"></p> <p style="text-align: center;"><a href="https://www.youtube.com/watch?v=uhpPOYjSR7Q&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=1">https://www.youtube.com/watch?v=uhpPOYjSR7Q&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=1</a></p>	<p>YouTube Video link: Coalition for Vaccination Campaign - Your initiative matters!</p> <p>Social Media short videos: Your advice matters! Facts matter! Your initiative matters!</p>
3	<p> #Immunisation through #vaccination is the best defence against serious, preventable diseases. By correctly vaccinating yourself, you aren't only protecting yourself, but also the vulnerable risk groups within your patient community! #VaccinesWork #CoalitionForVaccination</p> <p> <a href="https://www.youtube.com/watch?v=dCPHJSF9qlo&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=2">https://www.youtube.com/watch?v=dCPHJSF9qlo&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=2</a></p>	<p>YouTube video link: Coalition for Vaccination Campaign - Your vaccination matters!</p> <p>Social Media short videos: Your vaccination matters!</p>



		Protecting your patients matters! Protecting yourself matters! Your example matters!
4	<p>Our commitment matters! It is crucial that all #healthcare professionals working across the different settings lead by example &amp; correctly vaccinate themselves. Be the #VaccinationHeroes of your community! #VaccinesWork #CoalitionForVaccination</p> <p> <a href="https://www.youtube.com/watch?v=m5bPY-Djys0&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=3">https://www.youtube.com/watch?v=m5bPY-Djys0&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=3</a></p>	<p>YouTube video link: Coalition for Vaccination Campaign - Our commitment matters!</p> <p>Social Media short videos: Facts matter! Your advice matters! Our commitment matters!</p>

**Facebook**

	Posts	Materials
1	<p> This week marks the European Immunisation Week!</p> <p>Join us in raising awareness of the importance of vaccination, and the crucial role healthcare professionals have in the fight against communicable diseases!</p>	<p>Social Media short videos: Your initiative matters!</p>



	<p>#VaccinesWork #CoalitionForVaccination #EIW2020</p> <p>👉 <a href="https://www.pgeu.eu/publications/coalition-for-vaccination/">https://www.pgeu.eu/publications/coalition-for-vaccination/</a></p>	<p>Our commitment matters! #VaccinesWork</p>
2	<p>✔ Immunisation through vaccination is the best defence against serious, even deadly, preventable diseases.</p> <p>👉 By encouraging your patients to get vaccinated, providing them pro-actively with understandable and factual information on the importance of vaccination and addressing their potential questions and concerns, you are not only protecting your patients but also the other members of your community. Your initiative matters!</p> <p>#VaccinesWork #CoalitionForVaccination #EIW2020</p> <p>📺 <a href="https://www.youtube.com/watch?v=uhpPOYjSR7Q&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=1">https://www.youtube.com/watch?v=uhpPOYjSR7Q&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=1</a></p>	<p>YouTube Video: Coalition For Vaccination Campaign - Your initiative matters!</p> <p>Social Media short videos: Your advice matters! Facts matter! Your initiative matters! #VaccinesWork</p>
3	<p>✔ Vaccination prevents between 2 and 3 million deaths in the world every year.</p> <p>👉 As healthcare professionals by correctly vaccinating yourself, you are not only protecting yourself from potentially injuring and life-threatening preventable diseases, but you also help to protect the vulnerable risk groups within your patient community.</p> <p>Your vaccination matters! #VaccinesWork #CoalitionForVaccination #EIW2020</p> <p>📺 <a href="https://www.youtube.com/watch?v=dCPHJSF9qIo&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=2">https://www.youtube.com/watch?v=dCPHJSF9qIo&amp;list=PLIPhGOx0j89C_rLdiEpJNOxL9h8B4tZlq&amp;index=2</a></p>	<p>You Tube Video - Coalition For Vaccination - Your vaccination matters!</p> <p>Social Media short videos: Your vaccination matters! Protecting your patients matters! Be the vaccination heroes of your community!</p>



4	<p><input checked="" type="checkbox"/> Healthcare professionals play a crucial role in delivering facts based on scientific evidence and increase public awareness about the benefits of immunisation.</p> <p>👉 Our commitment matters! No matter the healthcare setting you are working in, it is crucial to encourage fellow healthcare professionals working within your community to get vaccinated and form one joint shield of protection for your vulnerable patients against vaccine-preventable diseases.</p> <p>Be the vaccination heroes of your community!</p> <p>#VaccinesWork #CoalitionForVaccination #EIW2020</p> <p> <a href="https://www.youtube.com/watch?v=m5bPY-Djys0&amp;list=PLIPhGOx0j89C_rLdiEpjNOxL9h8B4tZlq&amp;index=3">https://www.youtube.com/watch?v=m5bPY-Djys0&amp;list=PLIPhGOx0j89C_rLdiEpjNOxL9h8B4tZlq&amp;index=3</a></p>	<p>You Tube Video - Coalition For Vaccination - Our commitment matters!</p> <p>Social Media short videos: Protecting yourself matters! Your example matters! Our commitment matters!</p>
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**Engagement:**

PGEU encourages all the member associations, European healthcare organisations, community pharmacists and other healthcare professionals to join the campaign, to upload the provided communication materials on their own websites and share these through their social media channels.

When posting on social media, do not hesitate to engage with PGEU by using tags:

- Twitter: @PGEU
- Facebook: @PharmaceuticalGroupOfEuropeanUnion

and hashtags: #VaccinesWork , #CoalitionForVaccination and #EIW2020