



European
Commission

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Ladies and Gentlemen, Dear Colleagues,

As you know, vaccination is a key priority not only for me but also for the whole Commission as it is undoubtedly one of the greatest medical achievements in history, saving globally between one and three million lives every year.

However, we see unfortunately a worrying trend in vaccination coverage and undesirable resulting effects. Misconceptions about vaccination and about the seriousness of diseases like measles shifted in increased mistrust and fear of possible side effects. Complacency has also an important negative effect. Vaccines have been so effective that we do not think the diseases they prevent will affect us. Acceptance and effectiveness of vaccination programmes depend on solid scientific evidence, strong political leadership and changing public perception of vaccination, but also engagement of healthcare professionals.

One of the key objectives of the Council Recommendation on strengthening vaccination is to bring together European associations of healthcare workers and international organisations to commit to delivering accurate information to the public, promoting vaccination, combating myths and exchanging best practice.

By joining efforts, the Coalition on vaccination will be able to leverage power and influence of single partners to strengthen engagement of a broad range of health providers. It will allow sharing

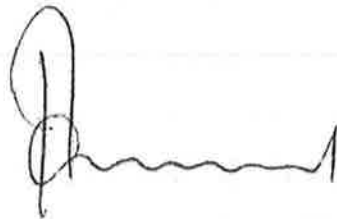
of resources and information, generating innovative ideas, and building cross-border relationships among national and local initiatives.

Establishing and using communication channels between partner organisations could help to communicate information faster and more effectively across the EU - quickly reaching people and delivering messages through a trusted source. And finally, yet importantly, this Coalition could facilitate and leverage cooperation with mass media as a means to provide accurate and consistent information to strengthen forces to counter disinformation about vaccination and vaccines.

I wholeheartedly welcome this initiative, which will hopefully contribute galvanising efforts across the EU to strengthen expertise, role and responsibility of health professionals to engage in and advocate vaccination with a view to increasing acceptance and uptake of vaccines. I count on your support.

I regret not being able to be with you today but I wish you successful and productive discussions and I look forward to joining you in the future.

Yours sincerely,

A handwritten signature in black ink, featuring a large, stylized initial 'P' followed by a series of connected loops and a final vertical stroke.