EURO1 ROADMAP - SCOPE

- Who for
  - European countries

- Objective
  - Increase flu vaccine coverage

- Ownership
  - WHO-EU
  - Assumed by each country
EURO 2 ROADMAP - STEPS

- **Value proposition**
  - sales pitch
  - Broad health value – healthy aging

- **Map stakeholders**
  - Build the team
  - NITAG model

- **Map what has worked**
  - Best practices
  - Go beyond vaccination
EURO 2 ROADMAP - STEPS

- ID Key drivers & barriers of flu vaccination
  - by segment
  - Using standardised, psychometrically validated tool

- Vaccination uptake
  - Secure national level commitment to adopt ECDC coverage methodology

- List target audiences

- Solution matrix
  - What works by target audience, channel, message
  - Develop detailed implementation plan with budget, resources etc
  - Living doc
## Social & behaviour change intervention matrix

<table>
<thead>
<tr>
<th></th>
<th>Individual</th>
<th>Community/Group (mothers, HCPs, etc)</th>
<th>Society/norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainstream media</td>
<td></td>
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<tr>
<td>Social media</td>
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<td>HCWs</td>
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<td>Peers (family &amp; friends)</td>
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EURO 2 ROADMAP – IMPLEMENTATION PLAN

- M&E
  - Uptake
  - Social barometer
  - Attitudinal barometer (standardised tool)
  - Uptake

- Team,
- governance,
- structure,
- R&R
Social media monitoring

- Discussions on vaccination by sentiment over time (June 2011 to Oct. 19 2011) in all sources (i.e. news, blogs, social media, forums) worldwide