The Vaccine Safety Net is a World Health Organization (WHO) initiative that aims to improve global dissemination of balanced evidence-based vaccine safety information via the internet.

Through the VSN, WHO identifies websites that provide information on vaccine safety and evaluates them against good information practices criteria established by the Global Advisory Committee on Vaccine Safety (GACVS). Institutions whose websites meet the criteria are invited to participate in the VSN, and are added to the WHO list of vaccine safety websites meeting good information practices criteria. Information regarding the Vaccine Safety Net, including the GACVS criteria and a list of VSN members can be accessed at: http://www.who.int/vaccine_safety/initiative/communication/network/vaccine_safety_websites/en/

The VSN Newsletter aims to disseminate news and information regarding the VSN, foster communication and synergy among VSN members, and promote good information practices for websites providing information on vaccine safety. The newsletter can be accessed at: http://www.who.int/vaccine_safety/initiative/communication/network/vaccine_safety_websites/en/index3.html

VSN news

Update on the revised GACVS criteria for assessing websites with vaccine safety content

The VSN revised criteria for good information practices for vaccine safety websites were endorsed by the Global Advisory Committee for Vaccine Safety (GACVS) on 17 September 2015.

The revised criteria and a detailed guidance document aimed at assisting VSN candidates and members to adequately address each criterion, will be posted on the WHO VSN webpage. http://www.who.int/vaccine_safety/initiative/communication/network/vaccine_safety_websites/en/index1.html

WHO will provide VSN members with three months’ written notice before the new criteria go into effect.

In addition to the GACVS, the VSN working group consulted a cross-section of VSN members during the development of the revised criteria and the guidance document. WHO gratefully acknowledges the valuable feedback provided by:

- Lucie Marisa Bucci
  Senior Manager, Immunize Canada
- Gary Finnegan
  Editor, Vaccines Today
- Yvonne Morrissey
  Information Officer, National Immunisation Office of the Health Service Executive of Ireland
- Charlotte Moser
  Assistant Director, Vaccine Education Center at The Children’s Hospital of Philadelphia

Update on the VSN web metrics monitoring project

WHO recently surveyed VSN members to gather information on their current use of web metrics and explore the feasibility of developing a common approach for VSN members to collect and share with WHO for analysis, a set of web metrics. Web metrics have a number of useful applications, including informing on the behaviors and information needs of website users. A global view of the performance of web information resources could assist participating VSN members to develop data driven vaccine safety communication strategies.

We are pleased to report that 67% of VSN members participated in the survey. The results of the survey will be shared with VSN members in October 2015. No individual website’s data will be shared with the group, instead the survey results will be presented in aggregate.

If you would like additional information regarding the web metrics monitoring project, please contact gys@who.int

Web metrics (or analytics) is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage and improving website effectiveness. They include data collected anonymously as users visit a website such as how long they visit the site, which pages they visit, and how long they stay on a page.
VSN member digest

The VSN member digest contains submissions by VSN members. The authors alone are responsible for the views expressed in this section, and they do not necessarily represent the views or policies of the World Health Organization.

VSN members are invited to contribute news items and articles. Instructions for submitting articles can be accessed at: http://www.who.int/vaccine_safety/initiative/communication/network/vaccine_safety_websites/en/index3.html

Campaigns and initiatives

Asociación Española de Vacunología (AEV) launches an integrated evidence-based vaccine marketing campaign

Contributed by: María-José Alvarez Pasquín, Website Director, Asociación Española de Vacunología (AEV) and César Velasco, New Technologies Board Member, Asociación Española de Vacunología (AEV)

The Asociación Española de Vacunología (AEV) is preparing to implement an integrated evidence-based strategy to promote vaccine safety and efficacy information online. AEV is creating a new layout and user experience on our website, www.vacunas.org. As part of this process AEV is updating the information about each human vaccine, including safety issues specific to each one. The new material will be user-friendly and provide the general public and healthcare professionals with the most current information about vaccines in Spanish. Vaccine safety information will be a major component of the website; effectively communicating the safety profiles and new challenges for each vaccine preventable disease is critical. The website will also be mobile friendly and will contain videos and links to interactive material.

The vaccine marketing campaign will be launched in the first quarter of 2016 and will run for six months. The campaign will include the promotion of the new content and website design in our social media channels: AEV has strong social media activity on Twitter and Facebook, and recently started implementing Instagram and a blog on vaccines around the globe. Automatization of posts and tweets as well as a complete integration of our YouTube channel in each of the vaccine profiles will help reach the general public. The impact of the new content and layout will be monitored and evaluated with a before and after study. AEV plans to publish the results of the campaign in a scientific journal.

AEV would be pleased to share the drafts, design and operational plans for the marketing campaign with interested parties upon request. If you wish to learn more about AEV’s vaccine marketing campaign please contact María- José Alvarez Pasquín (mjavarezp@vacunas.org) or César Velasco (cvelasco@vacunas.org).

Tools and applications that facilitate dissemination of web-based vaccine safety information

New expert video series addresses common vaccine safety concerns

Contributed by: Charlotte A Moser, Assistant Director, Vaccine Education Center at The Children’s Hospital of Philadelphia

The Vaccine Education Center at The Children’s Hospital of Philadelphia (VEC) is pleased to announce a new video series, “Talking about Vaccines with Dr. Paul Offit.” Brief (2 to 3 minute) videos featuring Dr. Paul Offit, Director of the VEC, address common vaccine-related questions. Divided into two subgroups, the videos have been posted on YouTube and will also be made available on DVD.

- **Vaccine Safety and Science**
  https://www.youtube.com/playlist?list=PLUv9oht3hC6TTYk6FbWQWDS-9r-KGRGZ
  Videos in this series address common vaccine safety concerns including whether natural infection is better than vaccination; whether flu vaccine can cause the disease; whether aluminum in vaccines is safe and the difference between injecting and ingesting aluminum; whether fetal cells are used to make vaccines; whether it is harmful to delay or space out vaccines; whether vaccines cause autism; and other common questions.

- **Age Groups and Vaccines**
  https://www.youtube.com/watch?v=hypTVwUo_IY&list=PLUv9oht3hC6QqIb9oDNOrRtdSjtpG0b
  This video series addresses common concerns including whether the MMR vaccine is safe; whether babies get too many vaccines; whether combination vaccines are safe; whether vaccines during pregnancy are safe; why the influenza vaccine needs to be given annually; and whether adults who recently got the shingles vaccine need to avoid contact with infants.

Both series are available for order on DVD and provide opportunities for viewing individual videos or playing all videos in a loop for convenient use in a waiting room or during a session with parents.

To access the new expert video series, please visit http://vaccine.chop.edu/resources and select “Videos and DVDs.”

To order the series on DVD, please visit http://apps.chop.edu/service/vaccine-education-center/profOrder.cfm#additional_materials
WHO tools and resources

Chinese version of the WHO e-learning course on vaccine safety basics will be available soon

The WHO Global Vaccine Safety group is pleased to announce that the Chinese version of the online e-learning course on vaccine safety basics will soon be available online.

The course covers the basics of vaccine safety and is designed to serve a broad range of professionals including health professionals, national regulatory staff and immunization staff. This is an especially valuable resource for existing or prospective VSN members who wish to add additional vaccine safety information to their websites.

The course materials will be uploaded to the website in October 2015 and will be accessible at the following URL: [http://www.who.int/vaccine_safety/zh/](http://www.who.int/vaccine_safety/zh/)

WHO gratefully acknowledges the Chinese National Center for Adverse Drug Reaction (ADR) Monitoring for translation of the e-learning course materials into Chinese, and the panel of technical experts from WHO Western Pacific Regional Office and the Chinese National Immunization Program for review of the translation.

For further details, please contact the Global Vaccine Safety team at gvsr@who.int

目标
本教程的目标是建立从事与疫苗安全性问题有关工作的专业人员之间的知识共享。专业人员包括护士、助产士、社区保健工作者、药剂师、医生及免疫规划或者技术官员。

- 疫苗
- 免疫接种后的不良事件
- 疫苗安全性利益攸关者
- 药物警戒学
- 交流
Spotlight on Murcia Salud

In order to underscore the diversity of the VSN and recognize each member’s efforts to provide users with high-quality information on vaccine safety, this newsletter will highlight a different member in each edition. This month VSN shines the spotlight on Murcia Salud, a member since 2004.

The Murcia Salud site, established in 2004, aims to be an essential source of scientific public health information for the Autonomous Community of the Region of Murcia (Spain). The website includes official vaccination schedules, publications of interest, information about vaccination campaigns and immunization coverage, links to other websites, interest and question and answer pages, the concept, effectiveness and safety of vaccines. The Murcia Salud website is maintained and exclusively funded by the Regional Government of Murcia.

In this article, the Murcia Salud website team provided insight into Murcia Salud’s visitor profile, content review procedure, new content, and a new feature that enhances user experience.

How many users access your site each month, and what are the most frequently visited sections?

The website receives about 12,500 visitors per month with the majority of these visits originating from Argentina, Colombia, Guatemala, Mexico and Spain.

The most frequently visited pages relate to our guidance and protocols (vaccination of splenectomized patients, catch up immunization schedule, and vaccine thermostability), European immunization schedules, and news about international travel (outbreaks of vaccine preventable diseases).

Describe your website’s content review procedure.

The section related to vaccines is reviewed and updated by members of the Health Protection Service and the Immunization Programme of Murcia as needed, and particularly when relevant scientific papers are published or when modifications to the immunization program are introduced. All three members of the website team are equally engaged in content development and review, and decisions are reached by consensus.

Have you recently added any new content or features to your website?

In terms of new content, Murcia Salud recently added a section with information and guidance for the school immunization program. This section provides information for children, parents, teachers and health workers with the aim of improving access to general information and enhancing the safety of the school immunization process.

The newest features we have introduced are (1) the ability to request personal immunization records (and to have them delivered via e-mail), regardless of age, and (2) the capability to report any alleged vaccine adverse event by electronic means. In addition, any citizen of the Autonomous Community of the Region of Murcia can change their personal information (name, address, etc.) through our website.

Describe an aspect of the website of which you are particularly proud.

We are particularly proud of the guidelines and protocols section (http://www.murciasalud.es/pagina.php?id=31274&idsec=826) and of the new function that enables users to conveniently request and receive their personal vaccination record by electronic means (http://www.carm.es/web/pagina?IDCONTENIDO=1957&IDTIPO=240&ESTILO=servicios&ESTILO_CANAL=servicios&NO_MBRECANAL=Vacunaciones&IDIMAGEN=672&RASTRO=c361Sm3326).

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