

Template for strategic vaccine type- and situation-specific vaccine safety communication plans (VacSCPs)

CIOMS Vaccine Safety Communication Plan

This CIOMS template can serve as a basis for communication plans regarding vaccine safety and be adapted for use by public bodies or other organizations with a role in communicating about vaccines. The template is part of the CIOMS Guide to Vaccine Safety Communication, which provides guidance and examples for building systems capable of effectively planning and conducting communication about the safety of vaccine products in a coordinated and collaborative approach involving multiple stakeholders.

(VacSCP) Vaccine product(s): *<insert names of concerned product(s)>*

** This template can be modified to suit context*

I. Situation and monitoring
Vaccine safety: <i><Describe briefly the benefit-risk profile of the vaccine(s), the use of the vaccine and its impact, and any safety concerns under surveillance, public debate or emerging.></i>
Epidemiology: <i><Describe key aspects and trends of disease epidemiology.></i>
Public: <i><Describe briefly the applicable considerations (see Chapter 2 of Guide) as well as other social and political considerations. Describe audiences and sub-audiences, their knowledge, attitudes and practices (KAP) and related concerns and information needs as well as media preferences. Describe stakeholders, including community/opinion leaders and cooperations. Describe the challenges and opportunities of communication in the given situation.></i>
Monitoring of public KAP, concerns, rumours and information needs: <i><Describe briefly monitoring activities to inform the VacSCP and keep it up-to-date during its development such as monitoring of the public debates in the media (using a defined list of media outlets to check daily, or using a media intelligence service or academic research departments), monitoring media queries and questions from the public to the organization, regular exchange with community/opinion leaders.></i>

II. Communication objectives <Describe briefly which KAPs in the audiences (e.g. vaccination target population, their carers, healthcare professionals, policy makers, information multipliers) and health outcomes are intended to be achieved through communication, including through addressing public concerns and information needs. The objectives should be specific and measurable.>

III. Strategic design of the communication intervention

Target audiences: <Define and prioritize target audiences (e.g. the vaccination target population, their carers, healthcare professionals, policy makers, information multipliers (such as learned societies) and others) with specifying their sub-segments (e.g. by community, healthcare setting), including the audiences' barriers and facilitators for achieving the communication objectives. Describe how audiences can make their concerns made known to the organization and participate in the communication design process.>

Change model: <Define the motivating factors that are to be strengthened and mechanisms that may be applied to overcome barriers, both for achieving the communication objectives.>

Key messages: <Formulate short and understandable key messages on vaccine risks, safety and safe use behaviours with supporting facts tailored for each target (sub-) audience and define a mechanism for user-testing. Contextualise the safety concern with exposure data/vaccination rates and the evidence on the benefit of the vaccine. Acknowledge public debate and concerns with respect and empathy.>

Communication tools and dissemination mechanisms in a mixed media approach: <Define the tools (e.g. written, visual or audio materials) to be used to carry the communication content and mechanisms to disseminate the content appropriate tailored to the target (sub-)audiences (e.g. printed materials to be handed out by healthcare professional, newsletter circulated by email or mobile to subscribers, article in a scientific journal or newspaper, community events, radio, television, website, social media platform).>

Interactions with journalists and community advocates/activists: *<Establish information telephone lines or online tools for questions by the public and, if necessary, schedule press conferences. Prepare and annex to the VacSCP talking points for responding to queries from the media and others promptly.>*

Timetable: *<Schedule drafting, stakeholder consultation, user testing, finalization, (repeated) dissemination and evaluation of the communication interventions, and define who is responsible for which task by which date.>*

Transparency provisions: *<Note which background information will be published or made available to members of the public upon request and have them available (e.g. assessment reports).>*

IV. Monitoring and evaluation *<Describe activities to monitor the dissemination and the intended and unintended impact of communication interventions, in particular the effectiveness in relation to the communication objectives, as well as any changes to the situation (e.g. the epidemiology of the disease to vaccinate against, public debate). Describe how the need, if identified by means of monitoring and evaluation, for improving communication and updating the VacSCP will be taken forward.>*