



### EU Info Day

Royal Olympic Hotel – Athens, Greece

8 July 2014

### Agenda



- 8:30-9:00 Registration**
- 9:00-9:10 Welcome and scope of meeting**  
Prof. Athena Linos, *President of Prolepsis Institute*
- 9:10-9:20 Greeting**  
Dr Leonidas Grigorakos, *Deputy Minister of Health, Greece*  
Dimitrios Lintzeris, *President, National Organization for Medicines*
- Chair: Prof. Jenny Kremastinou, KEELPNO - Cristina Rota, ISS*
- 9:20-9:40 Immunization and Prophylaxis of Healthcare Professionals in the Era of New Epidemics**  
George N. Pavlakis, MD, PhD, *Research Scientist*
- 9:40-9:55 HCW immunization: The importance for public health (PH)**  
Patricia Blank, *Senior Research Scientist, Institute of Social and Preventive Medicine, Medical Economics, University of Zurich*
- 9:55-10:10 ECOM project: Effective communication in outbreak management: development of an evidence-based tool for Europe**  
Dominic McVey, *Director, Word of Mouth Research Ltd*
- 10:10-10:25 Tailoring Influenza Immunization Programmes to Healthcare Workers (HCW)**  
Pernille Jorgensen, *Influenza & other Respiratory Pathogens, WHO Regional Office for Europe*
- 10:25-10:35 Discussion**
- 10:35-11:00 Coffee Break**
- Chair: Daniela Pitigoi, Inst. Mattei Bals - Afroditi Veloudaki, Prolepsis Institute*
- 11:00-11:15 ECDC overview on recent studies and tools on health communication**  
Ülla - Karin Nurm, *Senior Expert, Public Health Capacity and Communication Unit, ECDC*
- 11:15-12:15 HProImmune Project**
- 11:15-11:30** Overview of initial vaccine selection, barrier research and best practices  
Agoritsa Baka, *KEELPNO - Prolepsis Institute*
  - 11:30-11:40** Survey results - Athanassios Petralias, *Prolepsis Institute*
  - 11:40-11:50** Presentation of the Website Version of the Toolkit  
Dina Zota, *Prolepsis Institute*
  - 11:50-12:00** Presentation of a piloting experience - Cristina Rota & Valeria Alfonsi, *ISS*
  - 12:00-12:15** Discussion



**12:15-12:30 The UK HCW influenza vaccination campaign: impact and learning**

Robyn Palmer and Ruth Warden, NHS Employers

**12:30-12:45 Vaccination of health care workers in Greece**

Helena Maltezou, Head, Department for Interventions in Health-Care Facilities, KEELPNO

**12:45-13:00 Discussion**

**13:00- 14:00 Lunch Break**

*Chair: Ülla - Karin Nurm, ECDC - Anastasia Pantazopoulou, Prolepsis Institute*

**14:00-14:15 Tell Me Project: Transparent communication in Epidemics:**

**Learning Lessons from experience, delivering effective Messages, providing Evidence**

Prof. Manfred Green, Haifa University School of Public Health

**14:15-14:30 Promoting influenza vaccination behavior in health care workers:**

**An Intervention Mapping approach**

Birthe Lehmann, Work & Social Psychology, Faculty of Psychology and Neuroscience, Maastricht University

**14:30-14:45 The World Medical Association (WMA) Campaign for Physician Immunization to Prevent Influenza Outbreaks**

Tea Collins, Medical Advisor, WMA

**14:45-15:00 An actor-network approach to the HCW influenza immunisation programme in Wales 2009-2011**

Rachel Hale, University of Nottingham, Health Protection Research Group

**15:00-15:15 Discussion**

**15:15-15:45 Coffee Break**

**15:30-16:00 The new Health Programme of the EU 2014-2020**

Ülla - Karin Nurm, ECDC

**16:00-16:10 Closing Speech**

Dr Georgios Patoulis, Mayor, Municipality of Maroussi

President, Athens Medical Association & Hellenic Healthy Cities Network

**16:10-16:30 The way forward, gaps and identified needs- closing remarks**

Prof. Athena Linos & Agoritsa Baka



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