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[REDACTED] 5.1.2e [REDACTED] @ec.europa.eu]; [REDACTED] 5.1.2e [REDACTED] @ec.europa.eu [REDACTED] 5.1.2e [REDACTED] @ec.europa.eu]
From: [REDACTED] 5.1.2e [REDACTED] @ec.europa.eu
Sent: Tue 12/1/2020 11:08:55 AM
Subject: DRAFT AGENDA: ComNet Audio COVID-19 Vaccination, 4 December, 10:30-12:30 CET
Received: Tue 12/1/2020 11:08:56 AM

Dear Members of the HSC Communicators' Network,

Regarding our upcoming audio **on 4 December, 10:30-12:30 CET**, dedicated to risk communication on COVID-19 vaccination, please see below a proposed draft agenda for your input/comments, if any.

As announced at the Health Security Committee audio last week, the Commission is preparing a communication plan on COVID-19 vaccination, consisting of a series of communication actions and products in a toolbox (e.g. social media materials, factsheets, testimonials, updated webpages, etc.). These are intended to support national, regional and local authorities, experts, healthcare professionals, civil society and a wide range of other partners. The communication plan will aim to enhance confidence in COVID-19 vaccine's benefits, to show how vaccination can help a gradual return to 'normal life'. It will include, inter alia, information on the robustness of the authorisation process at EU level and the safety and efficacy of COVID-19 vaccines. The communication plan will be rooted in transparency, empathy and community engagement, with information presented in accessible, understandable and multilingual form. It will use the power of example and role models (e.g. prominent individuals including influencers and celebrities). This will NOT be an EU top-down communication campaign but rather a common "toolbox" of communication materials distributed to the stakeholders in an effort to build a form of alliance to support the smooth rollout of COVID-19 vaccination.

We would therefore like to get your input and feedback on the main risk communication needs/challenges that you may have and ideas of where you can be supported more. To structure the discussion, we propose the following four topics, but feel free to raise additional ones. **Regarding the questions in blue below, they are mainly intended to guide the discussion.** Here is the suggested draft agenda:

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Feel free to send us any suggestions ahead of the meeting.
We are looking forward to discussing with you on Friday!

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Please register a bit in advance to allow for the smooth start of the meeting on time and to avoid last-minute technical glitches.

Best regards,

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