

To: [redacted] [redacted] [redacted] @rivm.nl]
Cc: [redacted] [redacted] [redacted] [redacted] @rivm.nl]; [redacted] [redacted] [redacted] @rivm.nl]; [redacted]
From: [redacted] [redacted]
Sent: Wed 12/23/2020 8:40:56 AM
Subject: RE: Antw: the VITAL flyer
Received: Wed 12/23/2020 8:40:57 AM

Hallo [redacted]

Oké dankjewel, doe ik dat!

Hartelijke groet,

[redacted]

Van: [redacted] [redacted] <[redacted]@rivm.nl>

Verzonden: dinsdag 22 december 2020 22:08

Aan: [redacted] [redacted] <[redacted]@rivm.nl>

CC: [redacted] [redacted] <[redacted]@rivm.nl>; [redacted] [redacted] <[redacted]@rivm.nl>; [redacted] [redacted] <[redacted]@rivm.nl>

Onderwerp: Antw: the VITAL flyer

Hi [redacted]

De flyer niet zelfstandig sturen naar KNMG en federatie of wie dan ook in dit stadium, maar naar [redacted] [redacted] [redacted] [redacted] [redacted] [redacted] Zij en haar collega's kunnen inschatten hoe en of ze de folder gebruiken. Ik heb [redacted] [redacted] hierbij alvast in cc gezet.

Groet, [redacted]

Van: [redacted] [redacted] <[redacted]@rivm.nl>

Datum: 22 december 2020 om 20:26:38 CET

Aan: [redacted] [redacted] <[redacted]@rivm.nl>

Onderwerp: FW: the VITAL flyer

Hallo [redacted]

Onderstaande e-mail heb ik van [redacted] ontvangen en bevat links naar de flyers die ontworpen zijn naar aanleiding van de kwalitatieve review.

De flyers hebben tot doel om in te haken op de vaccinatiecampagne tegen Covid-19.

Is het een idee als ik de onderstaande voorbeeld e-mail in het Nederlands stuur naar de KNMG en diens federatiepartners (LHV, Verenso, etc.)?

Zodat zij deze kunnen verspreiden onder hun leden, die deze nieuwe inzichten vervolgens kunnen benutten in de communicatie met hun patiënten omtrent het Covid vaccin.

Hartelijke groet & fijne feestdagen!

[redacted]

Van: [redacted] [redacted] <[redacted]@fhi.no>

Verzonden: maandag 21 december 2020 10:15

Aan: [redacted] [redacted] [redacted] <[redacted]@fhi.no>; [redacted] [redacted] <[redacted]@rivm.nl>; [redacted] [redacted] <[redacted]@uib.no>

CC: [redacted] [redacted] [redacted] <[redacted]@fhi.no>

Onderwerp: SV: the VITAL flyer

Yes please, [redacted] [redacted] and I have been distributing worldwide over the weekend, but please feel free to do the same, for instance, to colleagues within FHI.

All the best, 5.1.2e

And here's an updated version of the email below with the links added, in case you want to use this:

Communicating to the public about vaccines and using digital strategies to promote vaccine uptake: Information for planners and implementers

Based on evidence from systematic reviews, Cochrane Effective Practice and Organisation of Care (EPOC) has prepared three information leaflets for health systems planners and implementers involved in developing vaccine communication strategies, including in the COVID-19 context.

The leaflets can be found here:

- [Vaccination communication between healthcare workers and older adults: Implementation considerations](#)
- [Communicating with the public about vaccines: Implementation considerations](#)
- [Effects of digital interventions for promoting vaccination uptake](#)

The first leaflet provides prompts and questions for planners implementing communication strategies between healthcare workers and older adults. The leaflet is based on the findings of a review of qualitative research soon to be published by Cochrane EPOC.

EPOC staff have also prepared two additional leaflets for the OECD's COVID-19 Global Evaluation Coalition. One of these leaflets presents prompts and questions for planners implementing communication strategies for all target groups, including parents, older adults and healthcare workers and is based on four systematic reviews of qualitative research. The third leaflet presents what we know about the effectiveness of digital strategies to promote vaccine uptake and summarises evidence from four systematic reviews on this topic.

Governments worldwide are currently planning the rollout of COVID-19 vaccines. Communication to the public is an important part of these and other vaccination strategies.. We hope that these leaflets will help implementers plan vaccination communication strategies in their setting.

With best wishes,

Fra: 5.1.2e, 5.1.2e, 5.1.2e <5.1.2e @fhi.no>
Sendt: mandag 21. desember 2020 10:12
Til: 5.1.2e, 5.1.2e <5.1.2e @fhi.no>; 5.1.2e, 5.1.2e <5.1.2e @rivm.nl>; 5.1.2e, 5.1.2e <5.1.2e @rivm.nl>; 5.1.2e @uib.no
Kopi: 5.1.2e, 5.1.2e, 5.1.2e <5.1.2e @fhi.no>
Emne: SV: the VITAL flyer

Congratulations, this looks really nice.

Do I understand you correctly – that we should disseminate this now?

5.1.2e

Fra: 5.1.2e, 5.1.2e <5.1.2e @fhi.no>
Sendt: fredag 18. desember 2020 21:02
Til: 5.1.2e, 5.1.2e, 5.1.2e <5.1.2e @fhi.no>; 5.1.2e, 5.1.2e <5.1.2e @rivm.nl>; 5.1.2e, 5.1.2e <5.1.2e @uib.no>
Kopi: 5.1.2e, 5.1.2e, 5.1.2e <5.1.2e @fhi.no>
Emne: the VITAL flyer

Dear all,

Please find the final flyer presenting the implementation considerations from the VITAL review. I think it looks rather nice, thanks to colleague 5.1.2e

Please feel free to disseminate widely. We will be disseminating this together with the two other vaccine-relevant briefs we just

published as part of a Norad/OECD commission. I'm copying and pasting the email I'll be sending below in case there are parts of it you want to re-use when forwarding the flyer to interested parties.

All the best, 5.1.2e

Email:

Communicating to the public about vaccines and using digital strategies to promote vaccine uptake: information for planners and implementers

Based on evidence from systematic reviews, Cochrane Effective Practice and Organisation of Care (EPOC) has prepared three information leaflets for health systems planners and implementers involved in developing vaccine communication strategies, including in the COVID-19 context.

The leaflets can be found here:

- [Vaccination communication between healthcare workers and older adults: Implementation considerations](#) (add link)
- [Communicating with the public about vaccines: Implementation considerations](#) (add link)
- [Effects of digital interventions for promoting vaccination uptake](#) (add link)

The first leaflet provides prompts and questions for planners implementing communication strategies between healthcare workers and older adults. The leaflet is based on the findings of a review of qualitative research soon to be published by Cochrane EPOC.

EPOC staff have also prepared two additional leaflets for the OECD's COVID-19 Global Evaluation Coalition. One of these leaflets presents prompts and questions for planners implementing communication strategies for all target groups, including parents, older adults and healthcare workers and is based on four systematic reviews of qualitative research. The third leaflet presents what we know about the effectiveness of digital strategies to promote vaccine uptake and summarises evidence from four systematic reviews on this topic.

Governments worldwide are currently planning the rollout of COVID-19 vaccines. Communication to the public is an important part of these and other vaccination strategies.. We hope that these leaflets will help implementers plan vaccination communication strategies in their setting.

With best wishes,