

# D5.9 Communication report of the study milestones arising from WP7 for the use of “layer 1” stakeholders

## DRIVE 116134-2 DEVELOPMENT OF ROBUST AND INNOVATIVE VACCINE EFFECTIVENESS

### [WP5 – Communications]

<b>Lead contributor</b>	Riia Järvenpää, Hanna Nohynek (6 – THL)
	riia.jarvenpaa@thl.fi
<b>Other contributors</b>	Topi Turunen (1 – FISABIO)

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**<sup>1</sup> Use one of the following codes:**

R: Document, report (excluding the periodic and final reports)  
DEM: Demonstrator, pilot, prototype, plan designs  
DEC: Websites, patents filing, press & media actions, videos, etc.  
OTHER: Software, technical diagram, etc.

**<sup>2</sup> Please choose the appropriate reference and delete the rest:**

PU = Public, fully open, e.g. web;  
CO = Confidential, restricted under conditions set out in Model Grant Agreement;  
CI = Classified, information as referred to in Commission Decision 2001/844/EC.

Description of Work	Version	Date
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## Document History

Version	Date	Description
V0.1	23 Jan 2019	Outline
V0.2	15 Feb 2019	First Draft
V0.3	18 Feb 2019	Second draft
V1.0	28 Feb 2019	Final version after SC review

## Publishable Summary

During the early phases of the DRIVE project in 2017–2018, the project has established a study governance model and performed a pilot study of influenza vaccine effectiveness (IVE). The study activities take place in a separate Work Package (WP7) consisting entirely of public partners.

The principal target audience for DRIVE communications has been described as “layer 1” and global and EU-level organizations and National Public Health Institutes (NPHIs).

The scientific outputs and milestones of DRIVE’s WP7 have been thoroughly documented and communicated to different stakeholders via multiple channels: e.g., social media, conferences, annual forum, webinar, newsletters and direct communication with the most relevant organizations. The results of influenza vaccine effectiveness studies – arguably the most important output – have also been adapted to different formats taking into account the needs of different stakeholder groups.

## Introduction

During the early phases of the DRIVE project in 2017–2018, the project has established a study governance model and performed a pilot study of influenza vaccine effectiveness (IVE). The study activities take place in a separate Work Package (WP7) consisting entirely of public partners.

The principal target audience for DRIVE communications has been described as “layer 1” and includes the European Centre for Disease Prevention and Control (ECDC), European Medicines Agency (EMA), World Health Organization (WHO), Strategic Advisory Group of Experts (SAGE), WHO Europe, Public Health Regulatory Bodies (PHRBs), Marketing Authorisation Holders (MAHs) / vaccine manufacturers, the Directorate-General for Health and Food Safety (DG SANTE), National Immunization Technical Advisory Groups (NITAGs) and National Public Health Institutes (NPHIs).

Here, we describe the fulfillment and dissemination of the WP7 deliverables and milestones in 2017–2018 (as presented in the Document of Action).

## Communication of milestones

### **MS21: Meeting with all stakeholders for the consultation process to meet the regulatory needs**

While each EFPIA partner of DRIVE is responsible for fulfilling their regulatory commitments, a joint regulatory working group has been operating under the leadership of IABS-EU to coordinate regulatory topics where they relate to the DRIVE consortium as a whole.

A meeting with the EMA Vaccines Working Party (VWP) was organized on 5 December 2018. The first annual report (D7.4) had been shared with VWP members as a pre-read. In the meeting, the DRIVE Coordinator presented the project and the key results.

### **MS22: Study protocols accepted by the Independent Scientific Committee**

It was agreed early on to use existing protocols during the pilot season of 2017/18 as the influenza data collection started only a few months after the launch of the DRIVE project. However, two generic research protocols were written during the pilot season by ISS (D7.1) and THL (D7.2) for use in the 2018/19 season. After a review round, the Independent Scientific Committee accepted them for publication in May 2018. These protocols were annexed in the first DRIVE call for tenders which resulted in several new research collaborators joining the project for the 2018/19 season.

The learnings of the pilot season were applied in an update of the codebook sections of the generic protocols. Thus, the protocols were only submitted to IMI after consultation of the newly joined study sites and the completion of this update in December 2018.

### **MS23: POC recruitment started**

During the pilot season of 2017/18, a multi-country study comprising one register-based cohort study in Finland and four test-negative design (TND) studies from Austria, Italy, and two regions in Spain was conducted. Influenza data collection started between weeks 40 and 47 depending on the site in question. In this pilot year, study sites used their own protocols for data collection.

### **MS24: First seasonal final report on conducted studies completed**

The study platform and the pilot year's methodology and results were presented at DRIVE's Annual Forum in Rome in September 2018 and described in detail in the full report (D7.4). Before its publication on the DRIVE website in December 2018 D7.4 was circulated to European Medicines Agency, European influenza experts (through the European Centre for Disease Control and Prevention) and IMI.

Besides, two summaries were prepared by WP5 of DRIVE to outline the key findings of D7.4:

- The "layer 1 summary" is a scientific text intended for public health and regulatory professionals: the primary target group of DRIVE as laid out in D5.4 Communications plan. The layer 1 summary includes the key findings and graphs.
- The "layer 2 summary" is a plain language summary intended for healthcare practitioners and society at large, the secondary target group of DRIVE. The layer 2 summary focuses on how and why brand-specific influenza vaccine effectiveness studies are conducted.

The summaries featured infographic about the DRIVE model. A news item was also published on the DRIVE website and LinkedIn, and tweets were used to increase awareness of the results. A news article regarding the report was included in the IMI newsletter and also published at the partner organizations channels. The National Institute for Health and Welfare published a blog post related to DRIVE-model in Finnish and English. DRIVE newsletter to relevant stakeholders will further distribute information about the pilot years' learnings.

### **D7.3 Report on feasible, novel and innovative approaches for measuring influenza VE**

D7.3 assesses several promising novel approaches in the influenza vaccine effectiveness field and considers whether they might be applicable to DRIVE studies. In doing so, D7.3 complements the assessment of research needs outlined in D1.1 (Multistakeholder research agenda).

The deliverable was published on the DRIVE website in December 2018. Web article of the report was published at the DRIVE website and shared at social media.

### **Other major dissemination activities for layer 1 regarding the study**

The first DRIVE Webinar aims to help external stakeholders familiarize themselves with the project, its status and the main results of the first DRIVE Annual Forum. More than dozen participants outside the consortium attended the webinar.

DRIVE project's study proceedings have been presented in several conferences, e.g., ESCAIDE (Malta 21.-23.11.2018), 10th H2020 Conference in (Toledo 20.11.2018) and European Public Health Conference (Ljubljana 28.11.2018). Web articles about the presentations were published at DRIVE website and shared in social media. The presentations and posters are publicly available at the DRIVE website.

## **Conclusion**

The scientific outputs and milestones of DRIVE's WP7 have been thoroughly documented and published at the DRIVE website. The project's outputs and their relation to the project's objectives are expressed at the communication products. Information regarding topics as data sources, methodology, governance model, analytical model, infrastructure and sustainability is openly available at the DRIVE website, which is continuously updated to meet the requirements of open and transparent science.

The communications products aim to follow EU guidelines for accessibility ("The information at the website should be Perceivable, Operable, Understandable, and Robust") and follow the GDPR requirements.

The results of influenza vaccine effectiveness studies – arguably the most important output – have also been adapted to different formats taking into account the needs of different stakeholder groups.

Infographics and several different communication channels have been used to share information with relevant stakeholders (layer 1) and also all the experts interested in influenza vaccine effectiveness studies. The communications channels include, e.g.:

- using Twitter for information dissemination, live reporting from events and engaging with the stakeholders
- LinkedIn is used to share information and to participate in the discussion in relevant groups (e.g., the IMI LinkedIn group)
- publishable presentations are uploaded to SlideShare
- internal and external newsletters
- the established communications channels of the consortium members are used to publish and share information.

IMI's communications have been engaged to ensure that the product's communications items follow the communications guidelines of IMI and H2020. IMI communications have actively shared information about the project's proceedings.

## Annexes

1. Results at the DRIVE website: <https://www.drive-eu.org/index.php/results/results-2017-18-season/>
2. DRIVE new articles e.g. covering the attendance at the seminars: <https://www.drive-eu.org/index.php/newsroom/>
3. DRIVE social media accounts:  
Twitter: [@drive\\_eu](https://twitter.com/drive_eu)  
LinkedIn: [DRIVE Project](#)  
SlideShare: [DRIVE\\_EU](#)