

D5.4 Development of the communications plan

DRIVE

Development of Robust and Innovative Vaccine Effectiveness

WP5 – Communication

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|---------|------------------|---------------|
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Publishable summary

This is the second draft to lay out the DRIVE overall communications plan. It includes the major elements which were agreed upon in the project proposal phase and further elaborated in the kick-off meeting. It will evolve as the plans, facts findings and decisions made in the other DRIVE work packages mature. A final working version is expected for February 2018.

1. Strategy Overview

1.1 Background

Influenza is a major public health problem, responsible for 50 million episodes of mild clinical disease, 150 thousand hospital admissions and 40 thousand deaths in the EU every year.

Vaccines are the cornerstone of preventing influenza but their effectiveness can vary each year, across recipient groups and according to the pattern of virus circulation.

Each year the World Health Organisation (WHO) recommends adaptations to influenza vaccines based on extensive surveillance of strains in circulation worldwide. Influenza vaccine compositions are updated accordingly to provide optimal protection for the population.

Annual influenza effectiveness evaluation is often not timely or extensive enough to measure accurately the actual benefit of vaccination for various populations and to guide public health measures during an influenza season. Capacity for better and faster assessment and communication of vaccine effectiveness is also needed for pandemic preparedness.

Sufficient sample sizes and geographical coverage are needed for IVE studies to allow the vaccine type- and brand-specific analyses that have been requested in the new guidance on influenza vaccines from the European Medicines Agency (EMA), the agency for the evaluation of medicines in the EU.

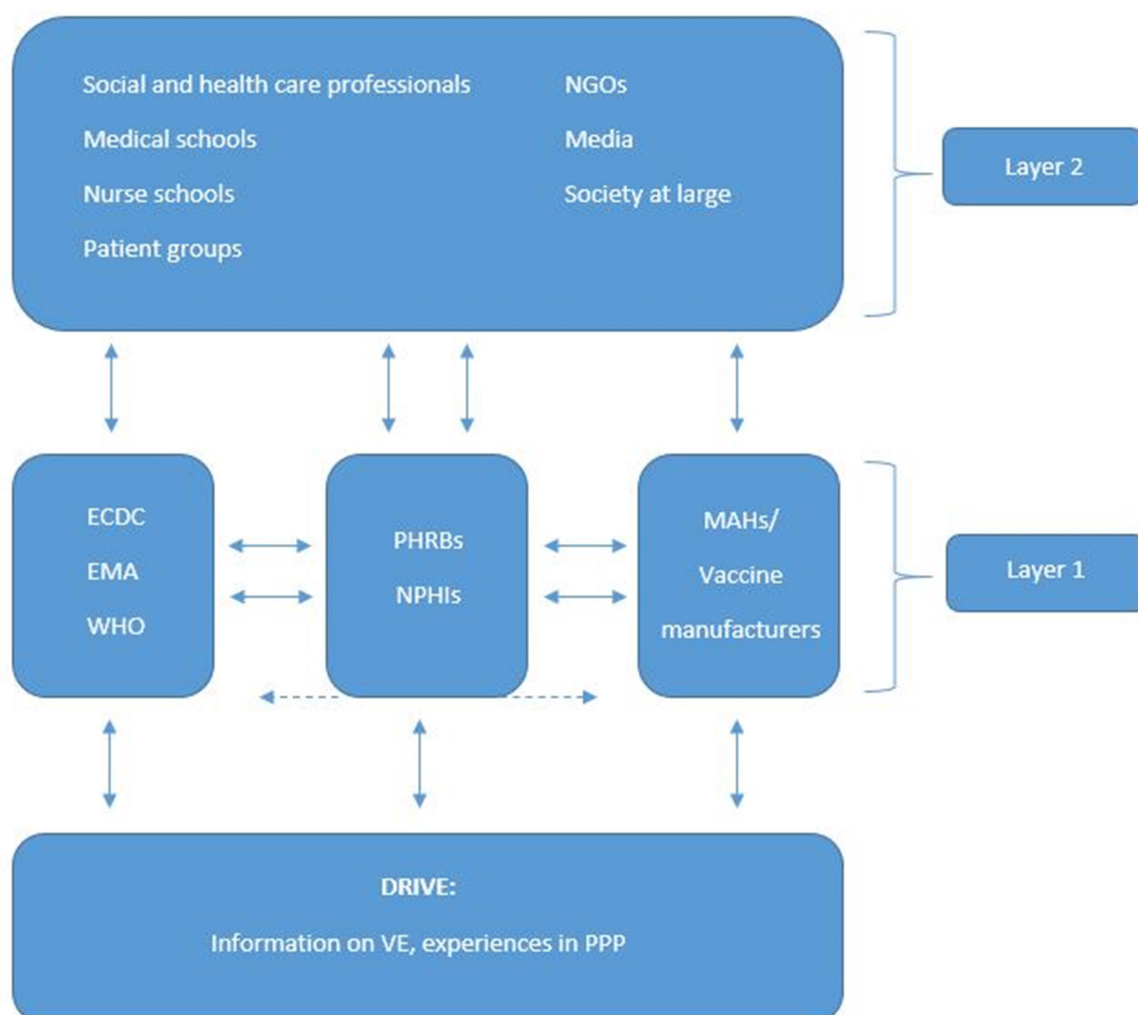
DRIVE promotes improved European cooperation with the intent to overcome these challenges.

1.2 Overall Project Objective

- To enable public and private stakeholders to work together in collaboration to achieve Vaccine Efficacy (VE) studies for various influenza vaccines available on the European market.
- Reach the capacity to perform vaccine brand-specific effectiveness studies that are sustainable
- Ultimately establish a platform for joint influenza vaccine effectiveness evaluation that will have a positive impact on European citizens' health.

1.3 Target Audiences

- **Layer 1:** (Statutory Stakeholders) – Primary target group
 - o ECDC, EMA, WHO, Strategic Advisory Group on Experts (SAGE), WHO Europe, Public Health Regulatory Bodies (PHRBs), Marketing Authorisation Holders (MAHs)/vaccine manufacturers, DG Santé, National Immunization Technical Advisory Groups (NITAGs), National Public Health Institutes (NPHIs)
- Layer 2:** (non-statutory stakeholders) – Secondary target group, end-users
 - o Social and health care professionals, medical schools, nursing schools, NGOs, high-risk patient groups, media, general public



1.4 Communication Goals

1. To obtain and maintain acceptance by relevant stakeholders of the Governance of DRIVE studies
2. To effectively develop and execute communications to different stakeholder groups of the progress and results of DRIVE

1.5 Communication Objectives

| Objectives | Activities | Date |
|--|--|--------------------------|
| Establish identity of DRIVE | Logo and visual identity developed | Done |
| | Core key messages for DRIVE | Done |
| | Development of templates to DRIVE consortium members | January 2017 |
| | Webpage set up ready for website | Done |
| | Production of overview document for project | Done |
| | Public announcement of the project, with direct communication to stakeholders | End January 2017 |
| | DRIVE website goes live | January 2017 |
| | Twitter account goes live | To be reviewed |
| | Publicise commencement of IVE studies | November 2018 |
| | Publish first results obtained | January – September 2019 |
| | Comms plan finalized | February 2017 |
| | Webinar held for consortium to demonstrate the comms plan and processes for external comms | February 2017 |
| T5.1: Establish procedures of external communication of DRIVE | Gather input from stakeholders via survey | Start January |
| | Create SOPs | End January |
| T5.2: Establish two-way communication lines between DRIVE and layer 1 stakeholders | Development of initial stakeholder database | December |

| | | |
|--|---|--|
| T5.3: Establish tools for layer 1 stakeholders | Develop tools to meet needs of stakeholders | January-March 2019 |
| T5.4: Disseminate mid- and end-seasonal study results to layer 1 and 2 stakeholders in close interaction with national PHRBs | Direct communication to stakeholders | TBA- pending study design confirmation |
| | Publish on website | |
| | Disseminate at conferences and workshops | |
| | Publish in journals | |
| T5.5: Disseminate info on knowledge gaps needing future R&D efforts arising from studies designed in DRIVE to MAHs/vaccine manufacturers | As above- TBA | January – March 2019 |
| T5.6: Investigate among the stakeholders the value of the existing solutions | Conduct a survey of stakeholders following dissemination of results | April – December 2018 |
| T5.7: Develop synergies with related initiatives | Identify and leverage opportunities from Consortium consultation | Ongoing and underway |

1.6 Key Messages

1. Influenza is a major public health problem, responsible for 50 million episodes of mild clinical disease, 150 thousand hospital admissions and 40 thousand deaths in the EU every year. DRIVE will develop a platform to better evaluate the value of influenza vaccination in Europe.
2. DRIVE aims to establish best practices to obtain comprehensive, scientifically robust vaccine effectiveness results in a public-private partnership.
3. Brand-specific influenza vaccine effectiveness results are required by the regulatory authority and are best obtained in the context of a public-private partnership.
4. The DRIVE governance has been established to ensure scientific independence and transparency of involvement of all partners.

1.7 Desired Actions

Layer 1 stakeholders:

- Become aware of work of DRIVE
- Engage with DRIVE and work with the project, e.g. by participating in scientific discussions and sharing their IVE results for the joint analysis
- Disseminate results to layer 2 stakeholders to communicate the benefit of vaccination, through providing information on effectiveness.
- Feedback to DRIVE with suggestions, opinions or concerns throughout
- Collaborate on other existing and related European initiatives

Layer 2 stakeholders

- Become better informed on the benefit of influenza vaccination
- Use the data to make better informed decisions on vaccine usage and other related resources such as antiviral stock
- Increase confidence in the quality of information provided on vaccine effectiveness

1.8 Potential obstacles

Evaluating influenza vaccine effectiveness is an inherently complex topic. When reporting results of the pooled or meta-analyses, numerical estimates alone may be misleading if the many factors influencing them (e.g. different study settings, endpoint variables, confidence intervals) are not adequately addressed in the discussion. DRIVE will develop a "points to consider" document (deliverable 4.6) to help guide the interpretation of IVE results.

The potential European stakeholders of DRIVE have different legal contexts, experiences and ways of working regarding public-private partnerships. The participation of the private sector in DRIVE may raise doubts about the validity of the scientific results or the perceived loss of independence for the participating institutions. To alleviate any concerns, DRIVE will inform its stakeholders of the benefits of the PPP model, the transparency and scientific independence of its study component and the governance model being developed.

2. Communication Platforms

2.1 Communication Channels, Target Audience & Message Frequency

1. National & international events (Workshops & Conferences)

- Attendance at approx. 3 per year
- Conferences to be identified through consultation with the Consortium and confirmed by Feb 2018
- Attendance at smaller workshops as and when opportunity occurs
 - i. Target audiences: Layer 1 & layer 2

2. Peer reviewed journals

- As results become available
 - i. **Target audiences:** Layer 1 & layer 2

3. DRIVE website

- Update with results as they come in
- **Target audiences:**
 - i. Layer 1
 - ii. Layer 2 – visible to layer 2 but not tailored for

4. Press releases

- One per year
- As and when relevant to promote exciting developments, e.g. publication of papers in peer reviewed journals
- **Target audiences:** Layer 1

5. Digital marketing

- The results of the survey will dictate the digital channels we use, including newsletter, Twitter, LinkedIn and other social platforms
 - i. **Target audiences:** Layer 1

6. Vimeo

- Once meeting schedule established, Consortium to agree on meetings to be videoed
- Videos of agreed meetings recorded for transparency
- Target audiences: Layer 1

7. Dissemination materials, e.g. brochures, posters

- Overview/factsheet to provide information about DRIVE
- Target audiences: Layer 1 & Layer 2

2.2 Key Milestones

2017

- Kick-off meeting for DRIVE
- Established brand identity
- DRIVE presented at ESCAIDE 2017, 6–8 Nov, Stockholm, Sweden

2018

- Officially launch DRIVE publically
- First results from season 2017/18 studies
- Preparing for the influenza season 2018/19

3. Activities

3.1 5 year overview of comms tasks

| | | Year 1 ¹ | | | | Year 2 | | | | Year 3 | | | | Year 4 | | | | Year 5 | | | |
|------|---|---------------------|----|----|----|--------|----|----|----|--------|----|----|----|--------|----|----|----|--------|----|----|----|
| | | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| T5.1 | Establish the procedures of external communication of DRIVE | | | | | | | | | | | | | | | | | | | | |
| T5.2 | Establish two-way communication lines between DRIVE and the "layer 1" stakeholders | | | | | | | | | | | | | | | | | | | | |
| T5.3 | Establish tools for "layer 1" stakeholders | | | | | | | | | | | | | | | | | | | | |
| T5.4 | Disseminate the mid and end-seasonal study results gradually to "layer 1" and to "layer 2" stakeholders in close interaction with national PHRBs | | | | | | | | | | | | | | | | | | | | |
| T5.5 | Disseminate information on knowledge gaps needing future R&D efforts arising from studies designed in DRIVE to MAHs / vaccine manufacturers in particular | | | | | | | | | | | | | | | | | | | | |
| T5.6 | Investigate among the stakeholders the value of the existing solutions | | | | | | | | | | | | | | | | | | | | |
| T5.7 | Development of synergies with related initiatives | | | | | | | | | | | | | | | | | | | | |

¹The Project started on the 1st July 2017.

4. Results & Targets

KPIs to be identified once communication channels finalised following survey results

| | Year 1 | Year 2 | | Year 3 | | Year 4 | | Year 5 | |
|---------------------------------|--------|--------|----|--------|----|--------|----|--------|----|
| Platform | Q4 | Q2 | Q4 | Q2 | Q4 | Q2 | Q4 | Q2 | Q4 |
| Website Traffic | | | | | | | | | |
| Average monthly unique visitors | | | | | | | | | |
| Number of pages per visit | | | | | | | | | |
| Proportion return visits | | | | | | | | | |
| Downloads of content | | | | | | | | | |
| Online Goals | | | | | | | | | |
| Signed up for email updates | | | | | | | | | |
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