

Immunization is one of the most effective public health interventions of our time.

The global population is rapidly ageing, resulting in growing numbers of older people, and those with underlying chronic conditions, leading to a higher risk of serious complications from vaccine-preventable diseases (VPDs) among this demographic.

Diminished vaccine confidence has disrupted routine immunization, thereby **undermining the effectiveness and public health benefits** of vaccination programs.

The expert meeting ‘**Improving Vaccine Confidence in the Most Vulnerable Populations**’ gathered experts in public health, alongside experts in immunization and health policy to discuss and determine **tangible actions to improve vaccination confidence**, and in turn, uptake rates in the most vulnerable populations across Europe.

To address the multi-layered barriers to vaccine confidence, a holistic approach, including targeted immunization communication strategies, immunization guidelines specific to older adults, disaggregated data collection, the prioritization of vaccination across the health workforce, and a life course approach to immunization can help shape policies and combat low vaccination coverage.



Expert meeting
Improving Vaccine Confidence in the Most Vulnerable Populations
Brussels, Belgium