



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

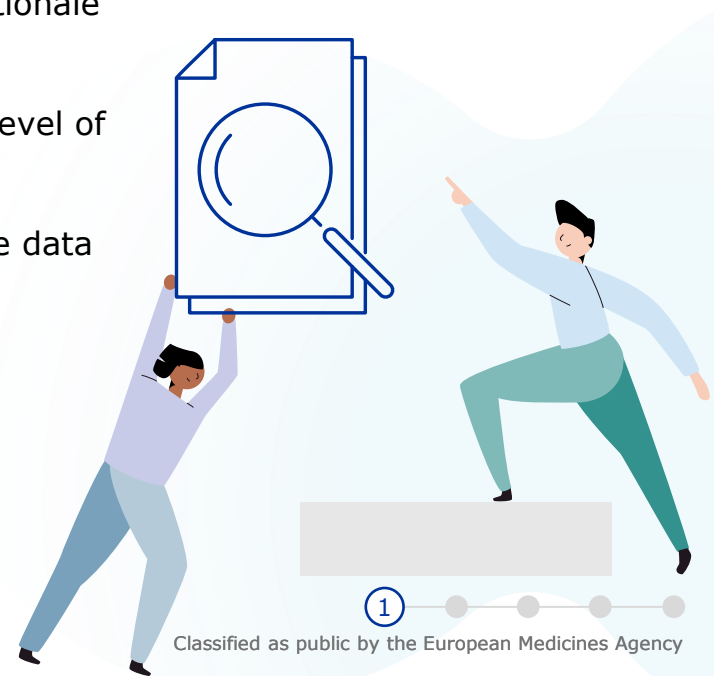
Transparency, engagement and communication

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The importance of transparency, good communication and engagement

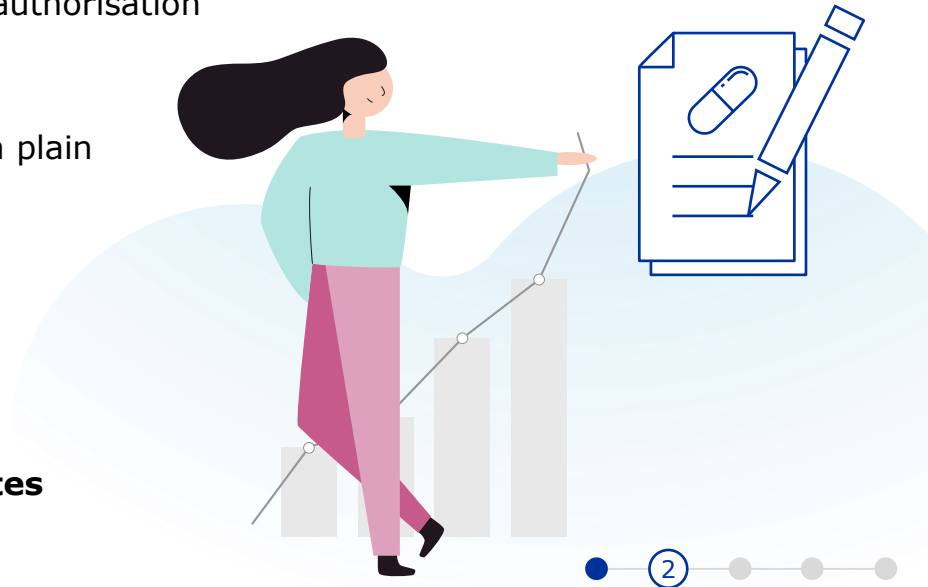
- More than ever, these remain priorities during a crisis
- The public needs to be able to **access data** and understand the rationale behind important decisions on vaccines
- **Extraordinary measures** have been put in place to enhance the level of transparency for COVID-19 medicines
- **Transparency** requires extra effort to communicate better, put the data into context and explain the science in plain language
- **Engagement** remains crucial:
 - actively listening to the public and our stakeholders
 - involving them in our activities



Enhanced transparency for COVID-19 vaccines

What information is being published ?

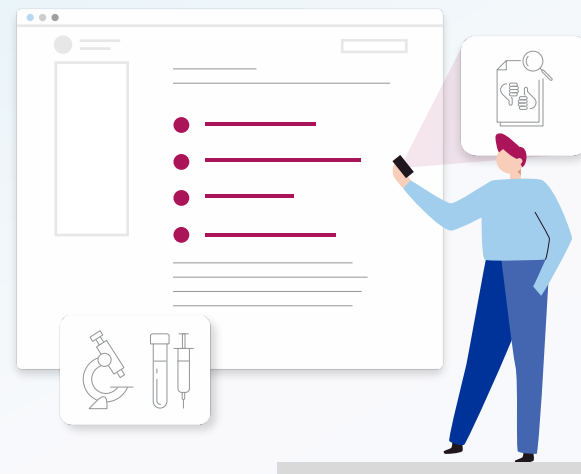
- Medicines that have received **EMA advice** during their development
- Committee **meetings highlights**, minutes and agendas
- Start of rolling review and applications for marketing authorisation
- **Product information** (all EU languages)
- An overview of the vaccine and why it is approved - in plain language (all EU languages)
- European Public **Assessment Report**
- Full **Risk Management Plan**
- **Clinical data** supporting marketing authorisation
- Changes post-authorisation and regular **safety updates**



Provision of information on COVID-19 vaccines

How are we communicating ?

- **New information** on development & approval of COVID-19 vaccines – specifically targeting the general public
- **Responding to queries** from members of the public and media
- **Press, public meetings & social media** on key developments
- **Media interviews** with experts
- Providing content for [European Vaccination Information Portal](#) and supporting the European Commission
- EMA/Member States' **safety communications**



Engagement and collaboration

Who are we working together with?

- Talking to **patients and healthcare professionals** in EMA's pandemic task force, regular meetings, user testing information materials
- **Working together** with [European Commission](#), ECDC, national medicines regulators
- Listening to **public concerns** on vaccines, to understand what people want/need to know and try to explain the science



The screenshot shows a webpage from the European Commission. At the top, there is the European Commission logo and a search bar. Below the header, a blue banner features the title "Safe COVID-19 vaccines for Europeans" and an illustration of diverse people. The main content area includes a video player showing a person wearing a face mask. To the right of the video, there is text stating: "A safe and effective vaccine is our best chance to beat coronavirus and return to our normal lives. The European Commission has been working tirelessly to secure doses of potential vaccines, that can be shared with all." Below the video, there is a "PAGE CONTENTS" section with two links: "Securing doses of future vaccines" and "Information about vaccination in the EU".

Latest updates on EMA's corporate website: COVID-19 pandemic

The screenshot shows the EMA website's COVID-19 pandemic page. At the top, there is the EMA logo and a search bar. Below the navigation menu, a large red banner features the text "COVID-19 pandemic" and "All info here >". To the right of the banner is a "QUICK LINKS" section with four items: "Latest updates", "Treatments and vaccines", "Guidance for developers and companies", and "COVID-19 vaccines: key facts". Below the banner, there is a row of six small icons representing different aspects of the pandemic response. The main content area features a large illustration of a woman pointing at a screen displaying a graph, with the text "EMA organises public meeting on COVID-19 vaccines". Below this illustration, there is a text block stating: "The meeting will take place on 11 December 2020 and will inform European citizens about the EU regulatory processes for the approval of COVID-19 vaccines." To the right of the main content, there are three smaller news items: "EMA organises public meeting on COVID-19 vaccines", "Joint strategy sets direction for EMA and EU medicines regulatory agencies to 2025", "EMA receives applications for two COVID-19 vaccines", and "EMA starts rolling review of Janssen's COVID-19 vaccine".

The infographic features the text "COVID-19 vaccines: development, evaluation, approval and monitoring" in a large, bold font. To the right of the text is an illustration of a woman in a red shirt and blue pants pointing at a large screen displaying various data visualizations, including a line graph, a bar chart, and a pie chart. Below the illustration is the EMA logo and the text "#COVID19vaccines".

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