

FACTSHEET

GOOD PRACTICE NAME: Immuniser Lyon

MAIN THEME: health care workers, vaccination, communication

SPECIFIC Sub-THEME: increasing the propensity of health-care workers to vaccinate, propensity to vaccinate, communication campaign

COUNTRY: France

KEYWORDS: vaccination, communication campaign, celebrity ambassadors

START DATE: May 2015

END DATE: May 2016

KEY OBJECTIVES: provide accessible, accurate and trustworthy information on vaccination to all citizens; encourage vaccination

WEBSITE: <http://www.immuniser-lyon.org/>

CONTACT PERSONS (email):

PROJECT INITIATORS: project partners included regional health agencies, the city of Lyon, hospitals, healthcare workers' representatives, patients' organisations, and vaccines companies, among others

IMPLEMENTED AT NATIONAL/LOCAL LEVEL: local level