

EMA launches new advisory group on vaccine confidence

29 April 2026

International panel of high-level experts will support EMA's efforts to strengthen trust in vaccines

News Human Medicines Vaccines

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EMA has set up a new advisory group on vaccine confidence, which will advise the Agency on issues related to vaccine hesitancy and help guide its actions to increase science outreach in this area. This panel, made up of over 20 high-level European and international experts, meets for the first time on 29 April.

> *"Vaccine hesitancy is a growing global threat to public health. When public trust declines, infectious diseases can reemerge, putting lives at risk. EMA has a vital role to play in sharing fact-based and transparent data, clearly explaining the science behind vaccine approvals to support informed decision making.*
>
> *The establishment of this new group, bringing together some of the most recognised voices on vaccine confidence, is an important step forward in strengthening our efforts to rebuild trust, protect communities and save lives."*
>
> — EMA's Executive Director, Emer Cooke

The advisory group on vaccine confidence will meet quarterly. It includes academics, representatives of healthcare professionals, medical societies and patient organisations, as well as public health bodies. Its composition and terms of reference are published on EMA's website. For each meeting, meeting summaries will be made available.

The main objectives of the advisory group are to:

- advise on and contribute to the environmental analysis related to the status of vaccine hesitancy
- advise on EMA's ongoing initiatives to increase vaccine confidence
- contribute to improving EMA's communication to the public

on the benefits and risks of vaccines
- help amplify the Agency's science outreach and public health messages

The advisory group on vaccine confidence is part of EMA's Vaccine Outreach Strategy, a wider approach to increase knowledge and trust in the quality, safety and effectiveness of vaccines, and empower the EU public and healthcare professionals to take well-informed vaccination decisions.

Actions include identifying and addressing public concerns that may affect confidence, collaborating with healthcare professionals and public health initiatives, as well as developing communication materials and campaigns on vaccines.

For example, EMA has developed scientific communications jointly with EU medical academies and has collaborated with the European Academy of Paediatrics on the first edition of a new communication tool to support vaccine literacy, the Vaccine Essentials. The advisory group will advise on further issues of Vaccine Essentials. In addition, EMA regularly participates in communication campaigns such as European Immunisation Week and publishes key facts on vaccine-preventable diseases on its website, including to respond to concerns, questions and false claims circulating online.

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Advisory group on vaccine confidence

Vaccine-preventable diseases: key facts

Vaccine Essentials: Supporting vaccine literacy

Vaccines: concerns, questions and false claims

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