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EFPIA Japan

**EFPIA Japan Publishes "Communication Guidance for Vaccination"
to Facilitate Communications between Healthcare Professionals
and Vaccine Recipients**

TOKYO – 15 September 2021 – EFPIA Japan today published "Communication Guidance for Vaccination" on its website (efpia.jp/english-vaccines_work/).

The so-called vaccine gap between Japan and global standards, which was a major issue in vaccination in Japan, has been significantly improved in the last 10 years largely due to the efforts of the government and pharmaceutical industry. Amid the ongoing COVID-19 pandemic, the immunization of COVID-19 vaccines using new modalities is being rolled out at a full scale in the country. Because of the limited experience with these vaccines and the high infectivity of the virus, many people are interested in the efficacy and safety of the vaccines, and are receiving the vaccinations after accessing and understanding various information about the COVID-19 vaccines.

EFPIA Japan promotes building an environment where all generations, from infants to the elderly, are engaged in the prevention of infectious diseases (Life Course Immunization) in order to protect the health of the people and medical front from not only COVID-19 infections but also other infectious diseases. To create an environment where people can receive vaccinations with appropriate understanding of the significance of vaccinations, two-way communication between physicians and vaccine recipients is very important. To this end, EFPIA Japan has developed an unprecedented "Communication Guidance for Vaccination" for healthcare professionals with the cooperation of communication experts as well as physicians.

"Communication Guidance for Vaccination" consists of two parts
(Part 1) Dialogue examples when vaccination is given in doctor's office
(Part 2) Guidance commentaries on verbal and non-verbal communication

Link to the Guidance: http://www.efpia.jp/link/Vaccination_Communication_Guidance.pdf

Part 1 presents dialogue examples of communication when vaccination is given in a doctor's office, complemented by the points intended by the conversations. Part 2 provides more detailed explanations of Part 1, including communication about vaccine efficacy and adverse events. In addition, the guidance proposes how to create a favorable atmosphere by physicians in a doctor's office and waiting room, and suggests the two-way communication necessary to relieve the anxiety and tension that vaccinees may vaguely feel.

"Communication Guidance for Vaccination" has been developed with the cooperation of the following experts.

- Satoshi Iwata (Director, Infectious disease department, National Cancer Center Hospital)
- Nobuhiko Okabe (Chief, Kawasaki City Health and Safety Research Institute)
- Satoshi Kamayachi (Permanent member, Japan Medical Association)
- Mikihito Tanaka (Professor, Faculty of Political Science and Economics, WASEDA University)
- Hideaki Nagai (Director, National Hospital Organization Tokyo National Hospital)
- Kuniko Nakayama (Director, My family clinic)

(In Japanese alphabetical order)

EFPIA Japan will contribute to promoting an environment where people can receive inoculations with understanding of the significance of vaccinations by supporting the improvement of communication between physicians and vaccine recipients.

About EFPIA Japan (<http://efpia.jp/>)

Established in April 2002, EFPIA Japan represents 21 R&D-based European pharmaceutical companies operating in Japan. In 2020, combined sales from the member companies accounted for roughly 23% of the pharmaceutical market in Japan. The mission of EFPIA Japan is to "Contribute to healthcare and patients in Japan through the early introduction of innovative medicines and vaccines". EFPIA Japan aims to strengthen dialogue with decision-makers in order to improve Japanese healthcare for all.

About EFPIA (European Federation of Pharmaceutical Industries and Associations)

(<http://www.efpia.eu>)

EFPIA, EFPIA Japan's partner organisation, is headquartered in Brussels and represents the pharmaceutical industry operating in Europe. Through its direct membership of 36 national associations and 39 leading pharmaceutical companies, EFPIA provides the voice of companies



European Federation of Pharmaceutical
Industries and Associations

committed to researching, developing and bringing new medicines to improve health and quality of life around the world.

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