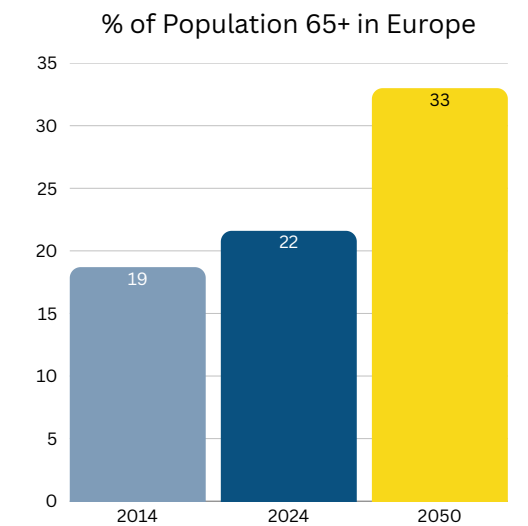


Strategies for Improving Adult Vaccination Coverage Across Europe: Preventing Pneumococcal Disease to Promote Healthy Ageing

BACKGROUND

Older adults bear a disproportionate share of the burden caused by the most common vaccine-preventable infectious diseases, while vaccination lags significantly far behind the coverage rates needed to effectively protect the population.



Europe's demographic shift: Adults 65 years and older are an increasingly large segment of the population. [1]

Pneumococcal disease: 12–13% 30-day mortality for older adults in hospital; chronic comorbidities in >90%. [2]

Adult Vaccination: Coverage rates across Europe are too low for most respiratory infectious diseases, compounded by unreliable data. Investment in adult vaccination has 19x returns, reaching up to 33x for vaccination against pneumococcal disease. [3]

METHODOLOGY

15 initial practices identified from Overcoming Obstacles to Vaccination project database

3 selected for deeper evaluation based on data availability, diversity and access to local experts

Literature review to establish scientific baseline for practice effectiveness

Semi-structured interviews with (5–10) experts to obtain actionable insights for each practice



RESULTS

EHMA Handbook: Strategies for improving vaccination coverage rates in adult populations

DENMARK

Digital reminder scheme

The scheme for older adults is effective at increasing influenza vaccination rates by 0.6–0.9%, sustained across seasons. Its main strengths are scalability, low cost, and benefit across subgroups. [4]

FRANCE

Pharmacy vaccination

An increase in vaccine coverage when pharmacists were involved in any part of the immunization process. [5]
Reduced costs per adult influenza and pneumococcal vaccination by 16–26%. [6]

AUSTRIA

Policy advocacy for adult pneumococcal vaccines

As of July 2025, the Austrian Ministry of Health recommends cost-free immunisation of all children, and adults from the age of 51. [7]



EUROPE

EHMA CALL TO ACTION

Establishing a European Vaccination Coverage Target of 75% for Pneumococcal Disease in Adults

Directed at EC, WHO, and ECDC



[1] ECDC Survey Report 2024

[2] ECDC Pneumococcal Surveillance Report for 2022

[3] Office of Health Economics, 2024

[4] N. Johansen et al., 2024

[5] Isenor et al. 2016

[6] Romero-Mancilla et al. 2023

[7] Österreichische Agentur für Gesundheit und Ernährungssicherheit - Pneumococcus

TIME TO TAKE ACTION ON ADULT VACCINATION