

with them with difficulty. Experts in vaccination and communication of the ASL Roma 4 (Staff) have organized the project 'To school of prevention: the vaccinations' to oppose the misinformation and to improve the scientific communication on vaccinations toward the teen-agers, because they are the today's beneficiaries and will be the decisional protagonists of tomorrow.

Methods

The project, started on November 2016, is a design competition for the students of the communication and partner-sanitary and artistic high school. The competition foresees 1 winner for the following theme: a graphic design of vaccination for children, one for teen-agers and a short film on the vaccination anti-HPV. The Staff has preliminarily met teachers, local authorities, journalist and, being the buyers of the artistic products, has described the project and provided scientific vaccination informations to the students. Class students of the high school who did not participate in competition made a first selection by choosing three elaborates by category and students of secondary school of four countries with the lower vaccination coverage, choose the winners. The winning jobs will be used on the informative brochure of ASL.

Results

The works submitted were 17 and the Staff could communicate with more than 600 students of the high school and 700 students of the secondary school as well as with the teachers, contributing in this way to the formation of a critical consciousness in young people and knowing better their tastes and their need for information.

Conclusions

The involvement of new generation is necessary to speak their language and will help the public health in the next years.

Key messages:

- Public health practitioners must involve new generations in the planning of intervention's vaccine prevention.
- Public health practitioners have a positive duty to promote new ways of communication to encourage to the vaccinations to get better vaccine coverage.

'To school of prevention: the vaccinations', project in the ASL Roma 4

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Background

The vaccinations are victims of their success. The growing skepticism of part of population on vaccines due to some deceptive information around their uselessness and dangerousness on the web. The teen-agers love communicating through web, while the sanitary ones usually communicate