



@vaccinesToday communicationchallenge

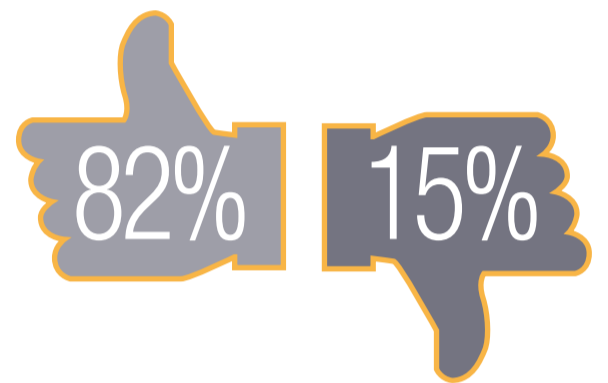
[What it's all about...]

Students! Would you like to improve public health and win a €1,000 prize, a vaccinology course, a trip to Brussels and have your concept brought to life?* If so, then the Vaccines Today Communication Challenge is for you.**

[Why?]

PERCEPTIONS AROUND VACCINATION ARE MIXED

Based on a study (http://www.evm-vaccines.org/pdfs/Brochure_survey.pdf) in France, Germany, Italy, Spain and the UK



[What we're looking for...]

A **FUN** AND **CREATIVE**
COMMUNICATION CONCEPT TO:



Enhance awareness

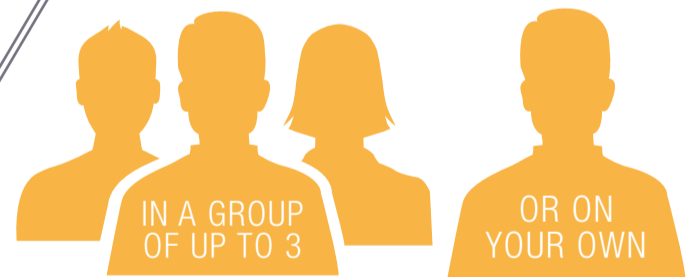
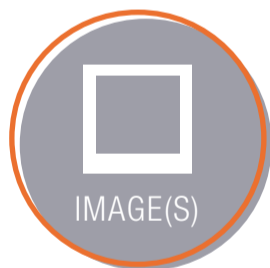


Improve acceptance



Communicate the importance of vaccinations

Submit your concept as a:



[Prize for the winning entry...]



PRE-REGISTER FOR THE CHALLENGE NOW AT www.vaccinestoday.eu/commchallenge
AND GET READY TO SUBMIT YOUR CONCEPT BETWEEN SEPTEMBER 1ST AND OCTOBER 14TH, 2012

*If feasible, the concept will be implemented **This award only applies to EU residents