

Improving communication to enhance Covid-19 vaccination uptake: insights from a 2025 survey of French primary health care workers

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Context

In 2024-2025, French Health Authorities organized two Covid-19 vaccination campaigns: a combined Flu/Covid-19 campaign in autumn, and an additional spring Covid-19 campaign targeting populations at higher risk. However, uptake for these campaigns remained modest, particularly during the spring campaign.

Assessing the determinants of this low uptake is of particular interest.

Objectives

covigie a consortium of non-governmental primary care organizations established during the first wave of Covid-19, conducted a survey among its network of primary health care workers (PHCWs).

The goal was to **assess their perceptions and acceptance of Covid-19 vaccination**, both for their patients and themselves.

Methods

The study used a dedicated platform enabling PHCWs to participate in targeted surveys.

An online survey (24 questions) was proposed to PHCWs between June and September 2025.

Participation was anonymous, and data were analyzed using Stata 11.2 software.

Sample characteristics

1,021 vaccinating PHCWs clicked on the survey link & **685 completed most of the key questions.**

Participants were predominantly **general practitioners (GPs) (56%) and pharmacists (35%)**, mostly women (58%) and aged between 40 and 60 (52%).

→ In 2024-25, 87% had received the influenza vaccine, and only **44% were vaccinated against Covid-19.**

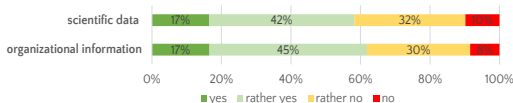
A good understanding of the Covid-19 infection

Most respondents (89% to 99% depending on the item) felt they had the medical information they need for their practice, except concerning epidemiological data (only 68% felt informed).

Results

But access to information can be improved

Respectively, only 62% and 59% of PHCWs reported having access to organizational information (required for implementing vaccination) and scientific data needed to assess the benefit/risk balance of available Covid-19 vaccines.



Additionally, 20% indicated they lacked some of the information needed to answer patients questions.

Finally, although health authorities remained the primary source of information (for 80% of PHCWs), their communication was deemed insufficient and unsatisfactory by 55% of respondents.

Discussion and Conclusion

This survey reveals a clear need for better scientific and organizational communication targeted at PHCWs, as well as stronger communication efforts related to Covid-19 vaccination campaigns.

Comparable results had already been highlighted in previous surveys on vaccination.

Bridging this communication gap seems essential, as numerous recent studies highlight the pivotal role of PHCWs in improving vaccination rates.

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Competing interests: Anne Mosnier declares participation in respiratory virus infection or vaccination advisory boards or lectures at meetings (CSL Seqirus, MSD, Novavax, Sanofi, Viatris) and invitation to conferences (Sanofi) as part of being an Open Rome employee and without any individual benefit. This study was funded by Sanofi.

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