

# Valuing Vaccines



**COVID-19 has put a spotlight on vaccines like never before. That is why the Association of the British Pharmaceutical Industry (ABPI), the trade body for the research-based pharmaceutical industry in the UK, has launched a new campaign called #ValuingVaccines.**

The campaign aims to explain how vaccines are discovered, the industry's role in creating them, the strict regulations that surround the process, and the success of vaccines in tackling diseases.

We all know that vaccination programmes are vulnerable to fear and misunderstanding. Late last year the UK lost its 'measles-

free' status from the World Health Organisation (WHO), and globally cases nearly tripled in the first seven months of 2019. This prompted the UK Prime Minister, Boris Johnson, to call on health leaders to take "decisive action" and renew their efforts to ensure 95% of the population receives two doses of the measles, mumps and rubella (MMR) vaccine.

By getting the facts out there in the #ValuingVaccines campaign, the ABPI wants to help tackle misinformation about vaccines generally and put the UK in the best place to beat coronavirus.

## Did you know that, for example,

- Thanks to vaccination, the last confirmed case of rubella in Wales was in 2005.
- 20 million cases of measles have been prevented in the UK since the introduction of the measles vaccine.
- Vaccines have eliminated polio, diphtheria and congenital rubella from the UK.
- The first five years of the shingles vaccine programme has seen 49,000 fewer GP visits and 1,800 fewer hospitalisations for shingles and its complications.



**The MMR vaccine has made once common childhood infections extremely rare in Wales today**

SOURCE: Public Health Wales - <https://phw.nhs.wales/topics/measles/wales-measles-and-rubella-elimination-task-group-action-plan-2019-2021/> (p.5)

Continued overleaf

Every year, 2 to 3 million lives are saved across the world through immunisation. After clean water, vaccines are the greatest public intervention for reducing infectious diseases and deaths<sup>1,2</sup>. This is why pharmaceutical companies are constantly researching new vaccines to protect us all.

Vaccines are used as a preventative measure in healthy individuals to protect the body against a particular disease. They have eliminated polio, diphtheria and congenital rubella from the UK – helping to reduce the burden of infectious diseases<sup>3</sup>. In fact, five lives are saved by vaccination every 60 seconds<sup>4</sup>.

With the global population of people aged 60 and older growing, vaccination has become a key component of healthy ageing. In the first five years of the shingles vaccine programme, there have been over 49,000 fewer GP visits and over 1,800 fewer

**Protecting against HPV can prevent 7 types of cancer including mouth, throat and cervical cancers.**

**– HPV vaccination was introduced in 2008.**

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SOURCE: NHS, HPV vaccine overview and PHE vaccination timeline, 2019.

hospitalisations for shingles and its complications, saving the NHS an estimated £10.5 million<sup>5</sup>.

The economic impact of vaccination is broad. Vaccination has delivered huge public health benefits for a relatively small investment. The cost of buying vaccines is just 0.3% of the total UK health budget<sup>6</sup>. In addition, the return on investment of public health interventions averages around £14 for every £1 spent<sup>7</sup>. Without vaccination, 1.6 million school days are missed every year and vaccination helps to prevent loss of productivity through illness and absence from work<sup>8,9</sup>.

If you want to find out more about #ValuingVaccines and how you can support the campaign on social media, please visit our website: [www.valuingvaccines.org.uk](http://www.valuingvaccines.org.uk)

**Vaccines are monitored over their lifetime by the UK's independent medicines regulator, the MHRA**

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SOURCE: United Vaccines Group, How vaccines are tested, licensed and monitored, 2019.

**The value to society of the first ten NHS vaccines was**

**£6.6 billion a year**

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SOURCE: Estimates from Department of Health, CMO Annual Report 2007.

**There are 69 vaccines in Phase III development including**

**10 vaccines for cancer**

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SOURCE: Brassel, S., Neri, M., O'Neill, P. and Stauten, L., Realising the Value of Vaccines in the UK: OHE Consulting Report, London: Office of Health Economics, 2020.

**Thanks to vaccination, the last confirmed case of rubella in Wales was in 2005.**

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SOURCE: Public Health Wales.

<sup>1</sup> Global Immunisation Factsheet (WHO, Jan 2018)  
<sup>2</sup> Andre, F.E. et al. Vaccination greatly reduces disease, disability, death and inequity worldwide (Bulletin of World Health)  
<sup>3</sup> Why vaccinate? (PHE, April 2018)  
<sup>4</sup> Rappuoli, R., Pizza, M. et al, Vaccines, new opportunities for a new society Proceedings of the national academy of sciences of the United States of America, 2014  
<sup>5</sup> Vaccine update (PHE, September 2020)  
<sup>6</sup> DHSC Annual Report and Accounts, Budget 2018: What this means for health and social care (Kings Fund, November 2018)  
<sup>7</sup> Prevention is better than cure (DHSC, 2018)  
<sup>8</sup> MSD, Data on file: GB-WX-00068, 2020  
<sup>9</sup> European Scientific Working Group on Influenza (Economic impact of seasonal influenza, March 2018)

## Evidence sessions on the UK's withdrawal from the European Union (EU) in Westminster and Cardiff Bay



*Rick Greville gives evidence to the Welsh Parliament EAAL Committee*

During October 2020, the ABPI was called to give evidence by both the Welsh Affairs Committee of the UK Parliament and the External Affairs and Additional Legislation Committee of the Welsh Parliament. On both occasions, the ABPI was represented by Dr Rick Greville, Director for ABPI Cymru Wales and Distribution & Supply Chain.

### Welsh Affairs Committee

On 8 October, Rick discussed with the Welsh Affairs Committee the pharmaceutical industry's views on the UK's withdrawal from the European Union (EU) and how it could change the way in which businesses trade with the EU bloc and with non-EU countries.

Rick emphasised that a comprehensive trade deal was the best outcome. However, with time running short there was a need for technical agreements that could benefit both sides. Discussion followed with members of the Committee, during which Rick outlined some of the real concerns that, without a mutual recognition agreement, the complexity of medicines supply from Europe would become incredibly complicated and there would be a need to test all imports.

Rick went on to reiterate that the pharmaceutical industry had repeatedly stressed the very real difficulties associated with uncertainty and that there were still huge information gaps that needed to be filled. However, in respect of potential shortages, he was able to explain how the current system operated and that, to date, Brexit had not caused any supply issues. Preparedness for the end of transition by the ABPI and its members included preparation for trader readiness; work around shipping logistics with increased ferry capacity; and industry was making sure there was six weeks' stock on UK territory at the point of formal Brexit.

### External Affairs and Additional Legislation Committee

A week later, on 15 October, the ABPI was asked to provide evidence to the External Affairs and Additional

Legislation Committee at the Welsh Parliament, as part of their inquiry on preparedness in Wales for the end of EU transition. There was the opportunity for a further rehearsal of some of the key issues around a mutual recognition agreement for medicines supply as well as discussions around supply chain and stockpiles.

Following a question on the contribution of the Welsh Government, Rick noted that there was a need for the Welsh and UK Governments to engage around supply preparedness, and to manage supply by ensuring patients have the confidence not to demand a surge in their medicines to the end of 2020. He was supportive of the actions taken so far by the Welsh Government, though he did say that legal responsibility for most ABPI supply issues did reside with the UK Government, so it was critical the two governments engaged continuously.

# Womenspire 2020

The ABPI was really proud, once again, to sponsor the Chwarae Teg Womenspire – Women in STEM Award. As with everything in 2020, the Womenspire Awards could not take place face to face at St Fagan's Museum of Welsh Life, as planned. Instead, the team at Chwarae Teg, alongside their media partners at ITV Wales, were able to deliver an amazing ceremony online.

The good news was the ceremony was watched by more than 30,000 people on Twitter and Facebook, with the stream itself reaching an audience of almost 115,000 people! Hundreds of comments and shares were received throughout the night and you can take a peek at the event here:

<https://www.youtube.com/watch?v=pylLrxnXpbM&feature=youtu.be>

This award celebrates the women who are building Wales through advancing in their own career journey and making a real difference to the STEM sectors in Wales. All our finalists were doing this in some way. You can see their stories in their own words here <https://youtu.be/KmBihKSvquw> and below.

## Hannah Pearce Neath

Hannah is a mum of two children and the creator of Big Bang UK. A qualified Civil Engineer, she previously worked in the construction industry as a Senior Engineer on highly technical and challenging projects. In March 2010 she was taken into hospital with meningitis. This changed Hannah's life forever. No longer able to do the job she loved, Hannah developed a new way to pass on her passion for STEM. She created Big Bang UK to encourage and inspire the younger generations into STEM-related careers. By running STEM labs and holiday camps, Hannah has worked with lots of young children, leaving them enthused and excited about STEM. She loves to help unlock a child's imagination and support them to see that anything is possible.



Hannah



Lisa

## Tenovus Virus Tinkerers Cardiff

Working for Tenovus Cancer Care, Bethan and Lisa had an idea to make people aware of the ground-breaking research being undertaken by Tabitha at Cardiff University. They approached Ceri and Ellie from Exitus Escape Rooms in Cardiff. The team came together to develop the Tenovus Virus Tinkerers Escape Room. Bringing science to life, visitors need to keep the lab working by solving puzzles to enable changes in the DNA of specific viruses, and train them to attack cancer cells instead of healthy cells. This is exactly what Tabitha does in her lab. The coming together of skills to create this experience promotes STEM and advancements in cancer research to the wider public. Ceri and Ellie donate 5% of all bookings to Tenovus. Innovative, creative and a first for Wales, the Tenovus Virus Tinkerers show what can be achieved with a variety of different skillsets.

## Amy Rattenbury Glyndwr University, Wrexham

Amy is thriving as a lecturer in BSc (Hons) Forensic Science at Glyndwr University. Her passion for uncovering the truth started at a young age. By the age of 22 she was teaching, empowering and encouraging students to learn scientific skills; her passion for her students radiates from her. Amy is an unofficial mentor to many and a fantastic role model for encouraging women into STEM roles. A believer in giving her students a practical experience and learning in different contexts, Amy is undertaking a PhD in Education. Although she is not originally from North Wales, Amy recognises the importance of engaging with the community around her in the Welsh language and ensures that this is built into the outreach work that she and the team undertake.



Amy

TURN OVER FOR OUR WINNER...

## Womenspire 2020



Youmna

And, our winner, who will be encouraging other women into these disciplines and supporting women to progress is:

### Dr Youmna Mouhamad, Swansea University

Originally from Mayotte, Youmna is currently a technology transfer fellow at Swansea University, working on the improvement of current collection in solar cells, when she is not salsa dancing, of course! She is passionate about equality and empowering young people. As a member of the Swansea Soapbox science committee, she promoted gender equality in STEM. This inspired her to create the College of Engineering BAME network, which delivered educative talks on racial equality and secured funding for a leadership course tailored to BAME students. Using her innovation skills, Youmna founded Myana Naturals, a start-up focusing on an innovative applicator for afro hair.

As well as coverage on ITV News and in the Western Mail and WalesOnline, Youmna received coverage in France, due to her Mayotte origins. You can see the article here: <https://la1ere.francetvinfo.fr/mayotte/youmna-mouhamad-fait-briller-mayotte-grande-bretagne-878498.html>

The ABPI is looking forward to working with Youmna in 2021, to continue our work to support women in STEM right across Wales.

## Research must be for everyone, says ABPI President

In its second annual clinical trials report, the ABPI is calling for the research community to work with Governments, funders and the public to tackle issues around diversity and inclusion in research.



### This is essential, says ABPI President Haseeb Ahmad:

"I speak a lot about how companies and society need to be more progressive in their approach to diversity – this is as true for clinical research as it is for everything else.

From shaping the design of a clinical trial to recruiting the right patients – all members of the public from all backgrounds should have the opportunity to be involved and engaged with research. This not only ensures that new medicines

and treatments are developed with the patient in mind, but that the research findings are representative of society.

In particular, the COVID-19 pandemic has reinforced the need to address the under-representation of black, Asian and minority ethnic (BAME) groups in research, who have been disproportionately impacted by the disease<sup>i</sup>. In a study investigating the differences in engagement with medical research across ethnic groups, BAME groups were less likely to participate – with occupation, education, health, attitudes to medical science and belief all identified as contributing factors<sup>ii</sup>.

To improve the participation of BAME groups in research, as well as their broader involvement and engagement, we urgently need to rethink how we conduct research<sup>iii,iv</sup>.

The National Institute for Health Research (NIHR) Clinical Research Network's INCLUDE project developed new guidance to facilitate best practice in the design, funding, approval and delivery of research for under-served groups<sup>v</sup>.

Pharmaceutical companies are also playing their part, with TransCelerate Biopharma, a group of global biopharmaceutical companies establishing a clinical trial diversification initiative to enhance the racial and ethnic diversity of clinical trial populations<sup>vi</sup>.

Much more needs to be done on such a deep-seated problem, however. There is no doubt that a key pillar of ethical research is delivering maximum benefit for all. By opening up research and being more inclusive, we can truly improve how we research and develop medicines and vaccines so that they better meet the needs of patients worldwide.

We are committed to collaborating with the health research sector, Government, patients and the public, to ensure we continue working towards that goal."

<sup>i</sup> [https://www.thelancet.com/journals/lanres/article/PIIS2213-2600\(20\)30228-9/fulltext](https://www.thelancet.com/journals/lanres/article/PIIS2213-2600(20)30228-9/fulltext)

<sup>ii</sup> <https://pubmed.ncbi.nlm.nih.gov/27174778/>

<sup>iii</sup> <https://www.nihr.ac.uk/blog/ensuring-ethnic-diversity-in-covid-19-research/25160>

<sup>iv</sup> <https://centreforbmehhealth.org.uk/resources/toolkits/>

<sup>v</sup> <https://www.nihr.ac.uk/documents/ensuring-that-covid-19-research-is-inclusive-guidance-from-the-nihr-crn-include-project/25441>

<sup>vi</sup> <https://www.transceleratebiopharm.com/initiatives/clinical-trial-diversification/>

# Disclosure UK: further detail for 2019 published

Late in November 2020, updated 2019 data was published on the Disclosure UK database.

Disclosure UK is the public, pharmaceutical industry-led transparency database which details 'transfers of value', made to UK healthcare professionals (HCPs) and healthcare organisations (HCOs) by pharmaceutical companies. Values for research and development (R&D) are always published in aggregate.

Values for non-R&D collaborations are broken down and published against individually named HCPs and HCOs, where data protection law allows. The non-R&D breakdown for 2019 was delayed due to the COVID-19 pandemic.

Disclosure data is normally published annually at the end of June, but this year the process was disrupted by the pandemic. In June 2020, the [ABPI](#) published all of the 2019 data in aggregate, which minimised pressure on NHS workers, hospitals and other NHS organisations as they responded to the first wave of the COVID-19 pandemic. This meant that the non-R&D portion of the 2019 data was not broken down by individual HCPs and HCOs (where relevant) until today.

The updated 2019 data shows:

- **£542.9 million has been disclosed by pharmaceutical companies for 2019, compared with £508.1 million for 2018.**
- **£381.9 million of this was spent on R&D, compared with £377.3 million in 2018.**
- **£160.9 million of this was spent on non-R&D collaborations with HCOs and HCPs in 2019, vs £130.8 million in 2018. Much of this increase was due to payments to HCOs.**

The non-R&D money was spent on the following categories:

- **Registration fees – £3.6 million (vs £3.5 million in 2018)**
- **Sponsorship agreements with HCOs/3rd parties – £34.1 million (£28.9 million)**
- **Travel and accommodation – £10.4 million (£9.8 million)**

- **Donations and grants to HCOs – £44.2 million (£26.2 million)**
- **Fees – £56.6 million (£50.5 million)**
- **Related expenses agreed in the fee for services or consultancy contracts – £7.5 million (£6.8 million)**
- **Joint working – £4.6 million (£5.2 million)**

In 2019, an estimated 55.9% of healthcare professionals (HCPs) agreed for the payments they receive from pharmaceutical companies to be made public on Disclosure UK, a slight decrease from 57.2% in 2018. However, of £160.9 million spent on non-R&D collaborations in 2019 with HCPs or HCOs, £139 million (or 86.4%) is disclosed against a named person or organisation.

## Richard Torbett, Chief Executive of the ABPI, said:

"Disclosure UK is a critical part of the industry's commitment to operating openly and transparently. We're very proud of our work with healthcare professionals and organisations, and it's now more important than ever for us to work with the NHS to create the treatments and vaccines people need.

We will continue to explore new ways to encourage healthcare professionals to agree to being named on Disclosure UK and seek the support of NHS leaders and regulators on this.

I'd like to thank all the companies, healthcare professionals and organisations who worked with us to manage publication in this difficult year."

## Haseeb Ahmad, President of the ABPI, said:

"Creating new medicines can only be done in collaboration with healthcare professionals, organisations and industry, as we've seen throughout the pandemic.

Transparency in how we work together enhances understanding about how together we can change people's lives.

I look forward to continuing to work across industry and with our partners to provide this clarity."

In 2020, the ABPI published a 'Step Up' leaflet for HCPs co-branded with the Welsh Government and professional bodies, encouraging HCPs to agree to be named on Disclosure UK. The leaflet is also available to download in Welsh.

## Looking forward to 2021...

As we move towards the end of 2020, we are pleased that the first vaccine for COVID-19 has been approved for use by the UK's independent regulator, the Medicines and Healthcare Products Regulatory Agency (MHRA).

As our Chief Executive, Dr Richard Torbett, said in response to the news:

"The approval for the Pfizer / BioNTech vaccine in the UK is great news and another milestone in the fight against COVID-19. That people in the UK will be among the first to be offered a vaccine is a testament to the timely and dedicated work of our world-class health regulator, the MHRA.

With a number of new vaccines on the horizon, it's exciting to see that the scientific partnerships forged earlier in the year may finally be starting to lead us out of this pandemic."

2021 will also see a Welsh Parliamentary election. If you are interested in finding out more about the views of the ABPI and our members on where the new Welsh Government should be heading, our [2021 Manifesto for Medicine](#) is available on our website.

In the meantime, we'd like to take this opportunity to wish you all a very merry Festive Season and a Happy New Year!

For further information about any of the issues in this Bulletin or about ABPI Cymru Wales, please contact:

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