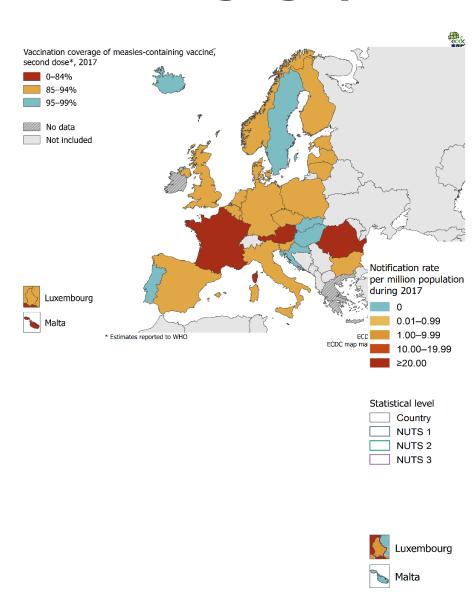


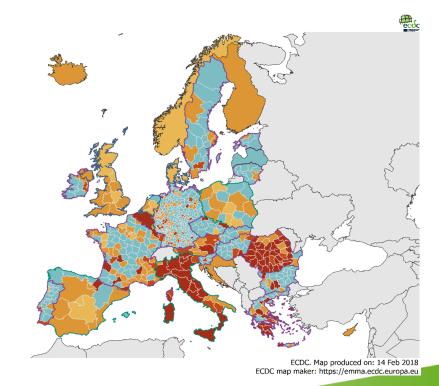
Working together to increase vaccination acceptance

Prof Mike Catchpole, Chief Scientist, ECDC 19 November 2018

A challenging epidemiological context





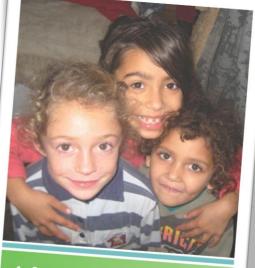


ECDC Engagement Initiatives

Science and people







Inform, protect, immunise: engaging underserved populations





Vaccine hesitancy among healthcare workers and their patients in Europe



TECHNICAL REPORT

Catalogue of interventions addressing vaccine hesitancy

ECDC Engagement Initiatives Science and people



General

- No group is entirely hesitant but pockets of hesitancy can be found in all population groups;
- Concerns about the possible formation of clusters of vaccine hesitant populations which might expand and affect the general public

Studies among healthcare professionals (HCP):

- Inconsistencies in perceptions about vaccination
- Most important concern: vaccine safety
- Important impact of anti-vaccination content on the media
- They believe it is their role to respond to patient hesitancy
- Attitude and knowledge of HCPs can influence their own vaccination uptake, their intention to recommend vaccination, and overall vaccination coverage

Science and people

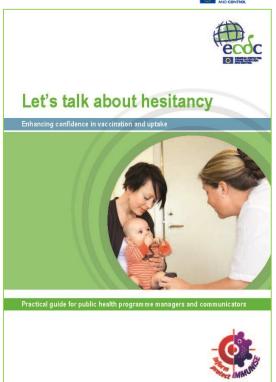


Feedback for consultation groups:

- ✓ Invest in education for physicians and nurses to communicate more efficiently and emphatically;
- ✓ Make remembering easier, e.g. efficient alert systems to remind people about vaccination;
- ✓ Include measles under broader concerns about children's health and support the role of mothers as key opinion leaders on health issues in their families;
- ✓ Address stigma and discrimination;
- ✓ Cooperate with outreach workers, e.g. Roma health mediators.

ECDC communication tools







* Guide 'Let's talk about protection' first version 2012 and revised edition 2016

Cultural adaptation projects in pilot countries ("Let's Talk About Protection")

- In: BG, CZ, EE, EL, HR, HU, RO and in AU, IT
- Content and format adaptation of the guide and flip book









ECDC multifaceted intervention pilot project in Bulgaria





ECDC Sharing data and knowledge



Stakeholders involvement:

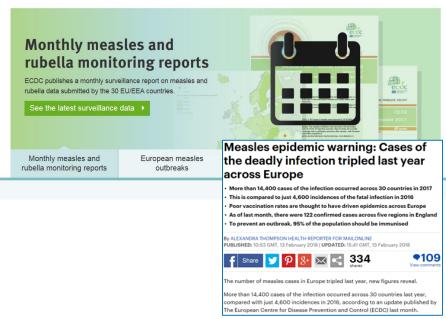
- ECDC Technical Advisory Group on increasing vaccination coverage
- Outreach professional organisations

Contributions to the actions outlined in the 2018 proposed Council Recommendation on Vaccination

Partnerships: with WHO-Europe in EIW and support to national campaigns. Technical partner in the 3-year EU Joint Action on Vaccination

Active participation in meetings and conferences

ECDC website, news items, social media, media queries





ECDC projects under development



- Technical report on HPV vaccine hesitancy in European populations
- Scoping review on the role of social media on vaccination decision-making
- European Vaccine Information Portal
- Training for public health and primary healthcare professionals on communication for increasing vaccination acceptance

Conclusions ...



- Vaccine hesitancy
 - A global problem that varies between and within countries and is context, time, place, program and vaccine specific
 - Complex and multi-layered, social behavioural phenomenon
- Multi-component strategies appeared to be more effective to maintain and improve vaccine uptake – adapted to context and specific determinants
- (Primary) healthcare professionals are KEY in motivating families to vaccinate their children
- Science, practice and policy need to work together
- Terminology needs to be positive and harmonised
- Time to act NOW



Thank you for your attention!

Visit: https://ecdc.europa.eu/en/immunisation-vaccines/communication-on-immunisation

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