

How can vaccination levels be improved through better public dialogue?

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WHO Regional Office for Europe

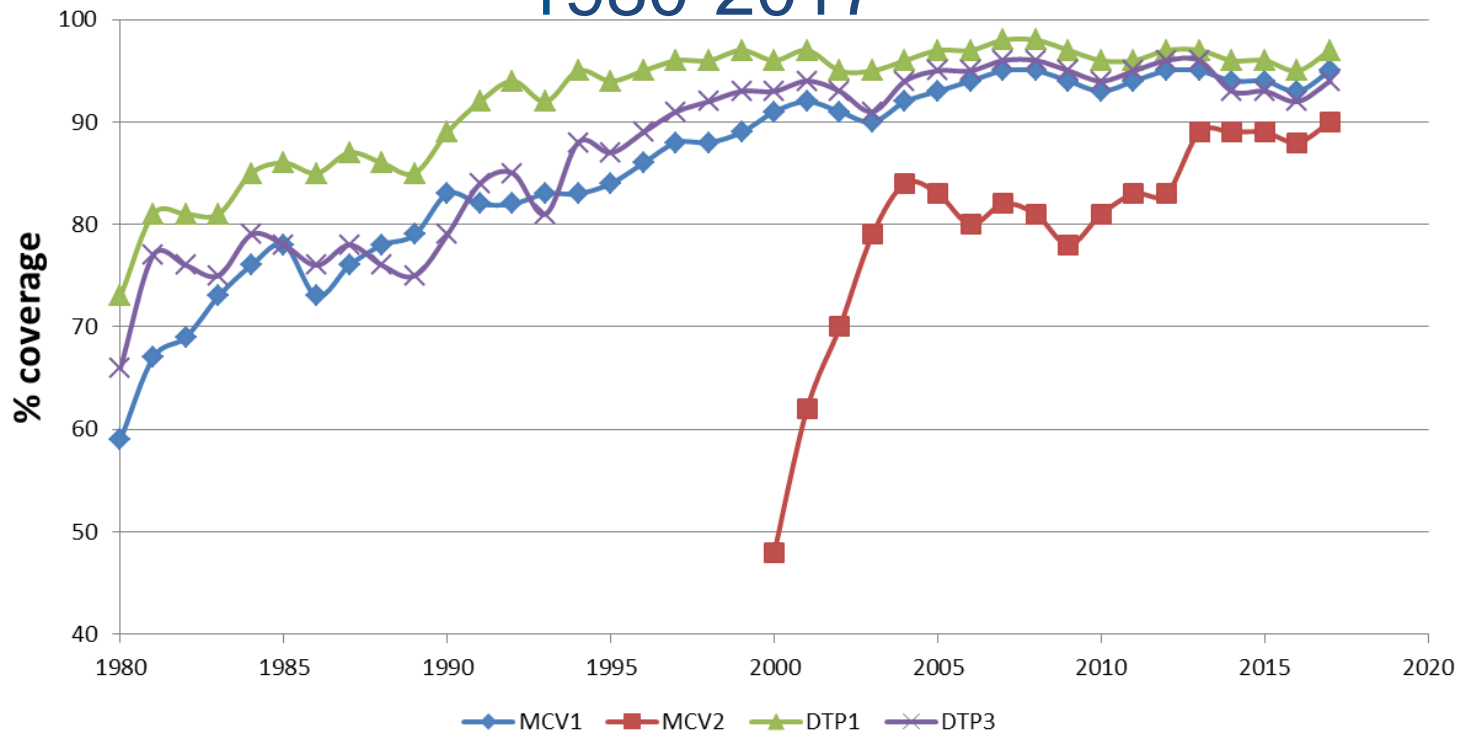


WHO Region of Europe

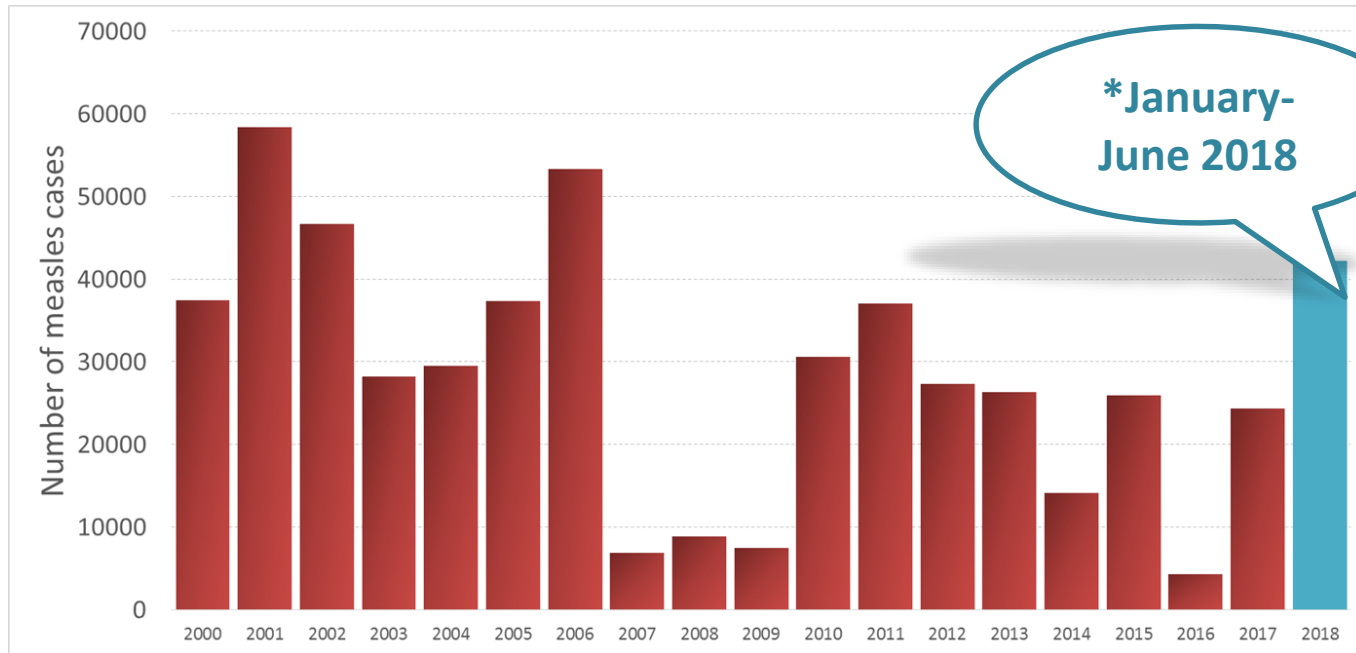
- 53 Member States
- 15 time zones
(capital cities -2 to +5 hr from Copenhagen)
- Population 900 Million
Infants 11 Million
< 5yr 55 Million
<15yr 157 Million



DTP and MCV vaccination European Region 1980-2017



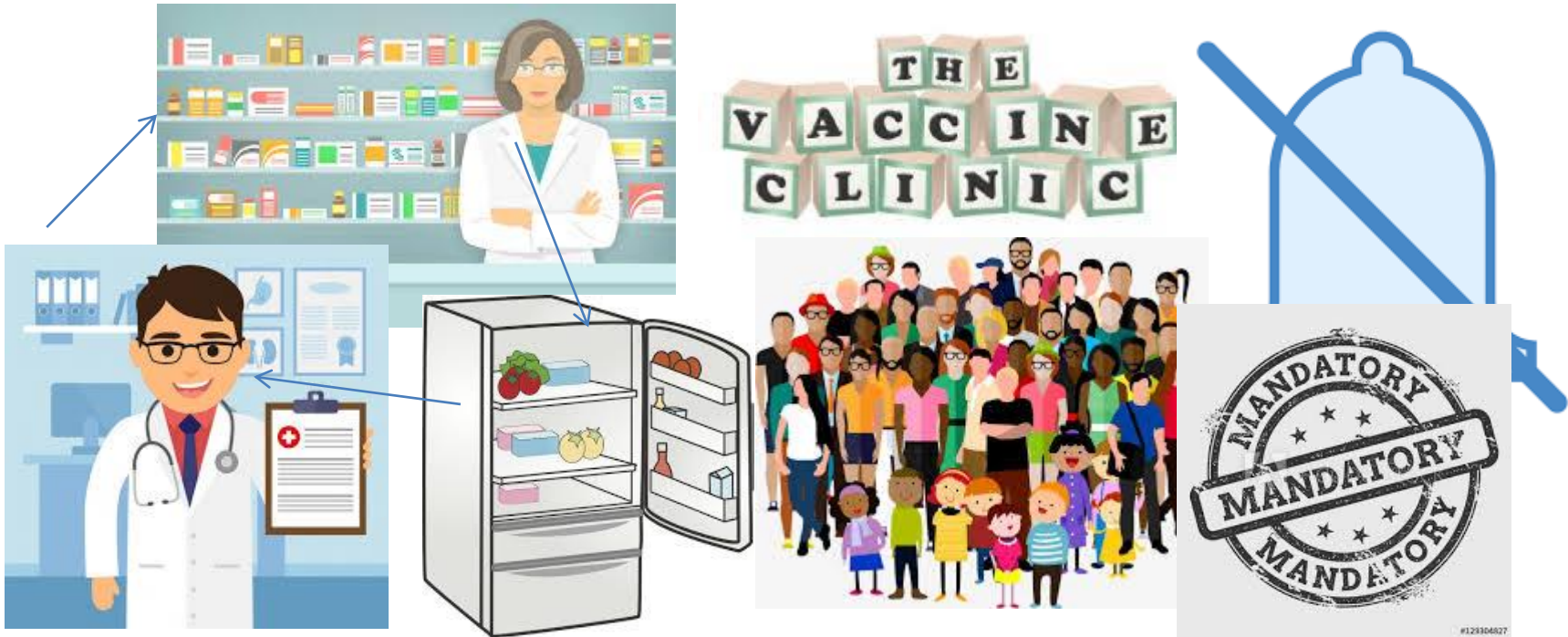
Number of measles in the WHO European Region, 2000-2018*



Vaccination demand: the challenges



Vaccination demand: the challenges



Vaccination demand: the challenges

Equity perspective

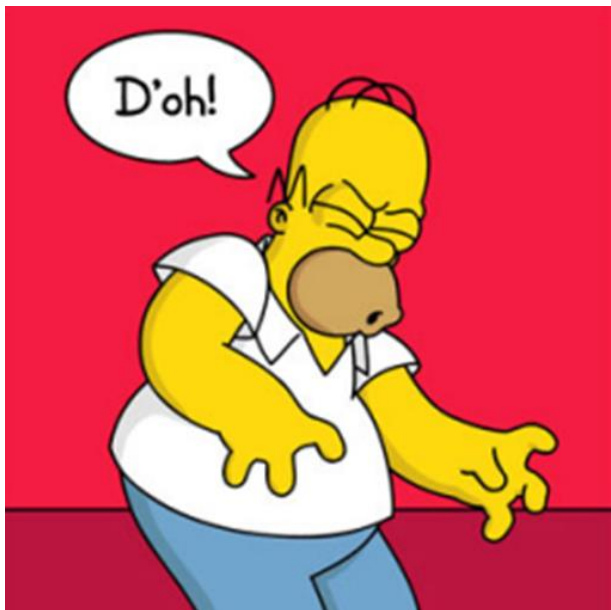


Vaccination demand: the challenges

Vaccine hesitancy

- Complex
- Context-specific
- Varies across time, place and vaccines





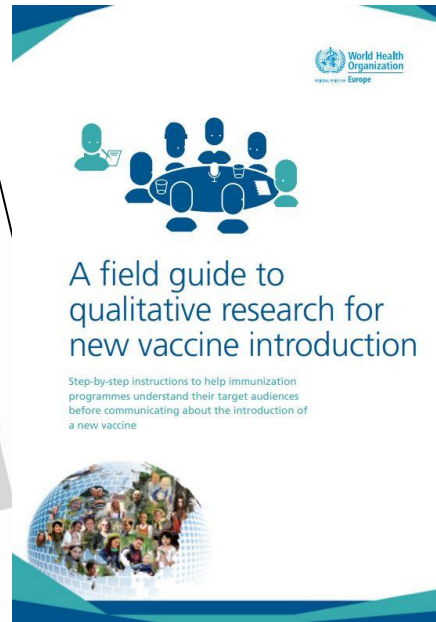
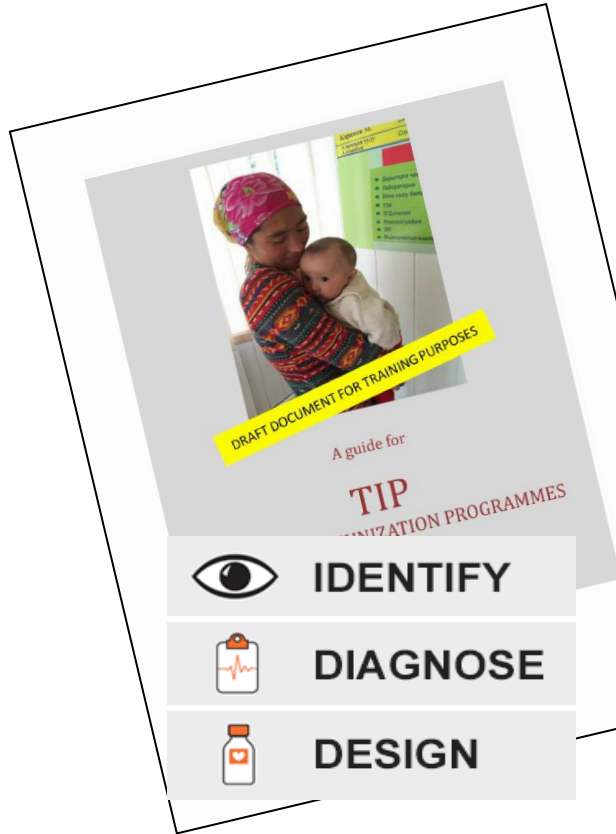
To fix a problem you
need to understand
what caused it...

Vaccination demand: the challenges





Tailoring Immunization Programmes (TIP) New Vaccine Introduction



A structured process

informed by behavioural science and theory

undertaken to understand enablers and barriers

with a view to defining

evidence-informed interventions to increase vaccination coverage

Tailoring Immunization Programmes projects

New Vaccine Introduction

Armenia
medical experts

Montenegro
health workers

Bulgaria
vulnerable/ Roma populations

Serbia
health workers/ hesitant parents

Romania
parents and health workers

Kyrgyzstan (rotavirus)
HCW, mothers, grandmothers,
community influencers.

Armenia (HPV)
HCW, Teenage girls, mothers, teachers

Moldova (HPV)
HCW, mothers, teachers, priests.

Georgia (HPV)
HCW, mothers, teachers, School nurses.

Fed. Bosnia and Herzegovina
health workers and parents

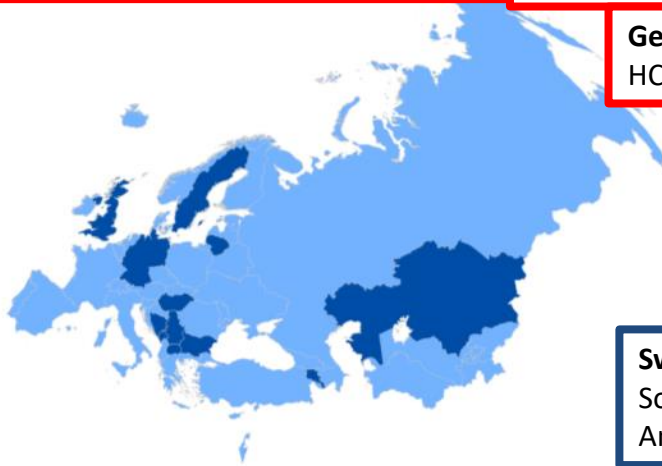
United Kingdom
orthodox Jewish Charedi community

Sweden
Somali community + migrants +
Anthroposofic community

Lithuania
pregnant women

Australia
vulnerable communities
Mauritania
parents and health workers

Country self-initiated
Germany, Finland, Ireland, Italy



Case ex 1: TIP: United Kingdom – Charedi community



Outcomes:

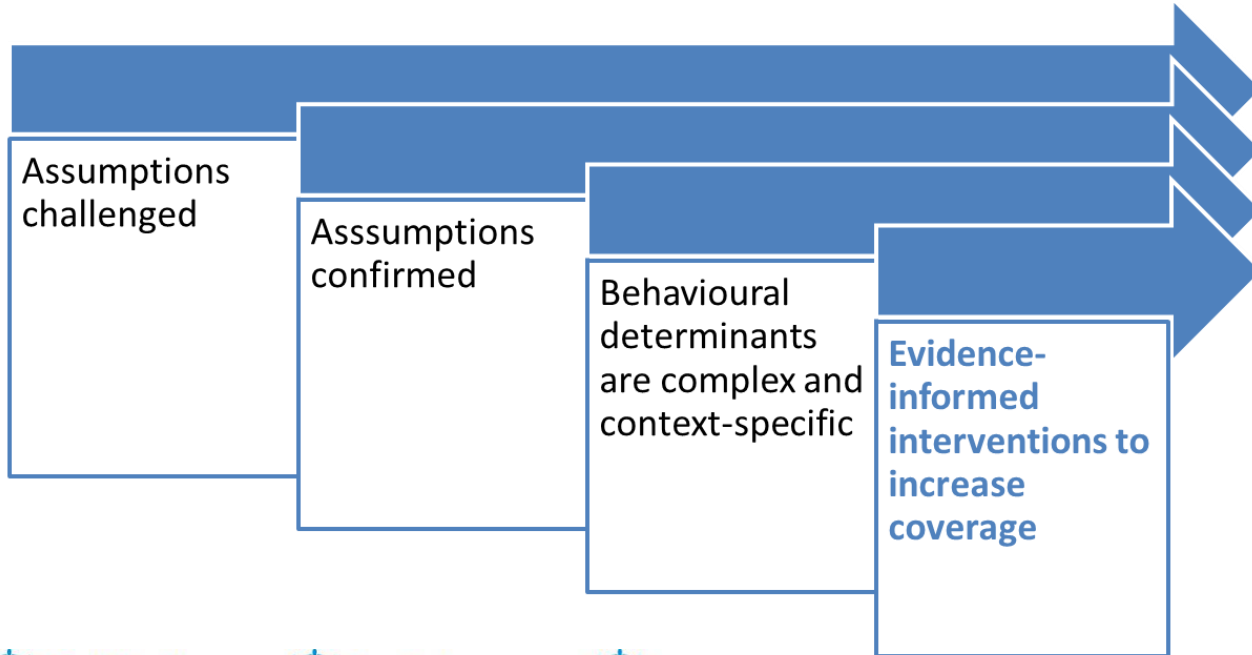
- High-level attention, prioritization and engagement, particularly Commissioners
- Active engagement from and substantially improved collaboration with leaders of an otherwise often closed community
- A positive trend has been observed in MMR vaccination coverage in the community

Case ex 2: New Vaccine Intro: Moldova



- **Outcomes:**
 - Targeted intervention for each defined target group
 - Community engagement with local NGO, Youth-Friendly Health Center 'Neovita' on communications with teachers, incl. routine discussion with girls and parents
 - Involvement of local, trusted family doctors at parents' meetings at schools.
 - High-level attention, prioritization and engagement.
 - Capacity building of NIP staff
 - 60% vaccination coverage

What did we learn?



What else?

Better data

Decision-maker attention,
commitment and investment

Strengthened intersectoral collaboration

Strengthened community relations



Critical for
sustainable
increase in
coverage

How can vaccination levels be improved through better public dialogue?

- Low uptake/hesitancy is complex and highly context-specific and target group specific.
- You need to understand the causes of a problem to address it.
- Knowledge does not predict behaviour
- Recipients are not always the problem - consider system weaknesses

THANK YOU

Email: niensensm@who.int

For further information: <https://www.euro.who.int/vaccine>

Twitter: [@WHO_Europe_VPI](https://twitter.com/WHO_Europe_VPI) Facebook: <https://www.facebook.com/WHOEuro>

The complexity

- **Service delivery – convenience, appeal, appropriateness**
- **Health worker education, knowledge, attitudes or ability**
- **False contraindications**
- **Poverty, health systems access**
- **Low health literacy**
- **Social and cultural norms and beliefs, social copying**
- **Inefficient monitoring of under-vaccinated**
- **Inefficient call and reminder systems**
- **Trust issues: programme response to vaccine safety events**
- **Trust issues: lack of due care in creating resilience, maintain trust**
- **Anti-vaxxers**
- **Hesitant parents of the past**