

How can vaccination levels be improved through better public dialogue?

Heidi J Larson, PhD

Director, The Vaccine Confidence Project

“Vaccination challenges and EU cooperation. What is the way forward?”

FEAM 19 November 2018

Brussels



LONDON
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Better “public dialogue” or dialogue *with* the public?

WHICH Public? Publics are highly polarized

WHERE? Dialogue is needed at multiple levels

WHAT? Knowing *what* to talk about means listening in order to understand the issues –
Need evidence to inform conversations

WHO? Dialogue implies two (“dia”) or more sides

Who is talking to Who?

Dialogue will be different with Health Care Professionals than with, for instance, the media, citizens or patient groups

HOW? Dialogue is happening in multiple channels: face-to-face, social media, community meetings, GP practices, formal/informal



The “dialogue” challenge



Now for the first time, several doctors express their concerns -

The Vaccinated Girls - 2015 Documentary

Broadcast on TV2Danmark. In Danish with English subtitles.

DENMARK



Irish HPV vaccine victim Rebecca



A protest against 11 mandatory vaccines in front of the Health Ministry in Paris

September 16, 2017

FRANCE

IRELAND

Emotions are strong



ROMANIA

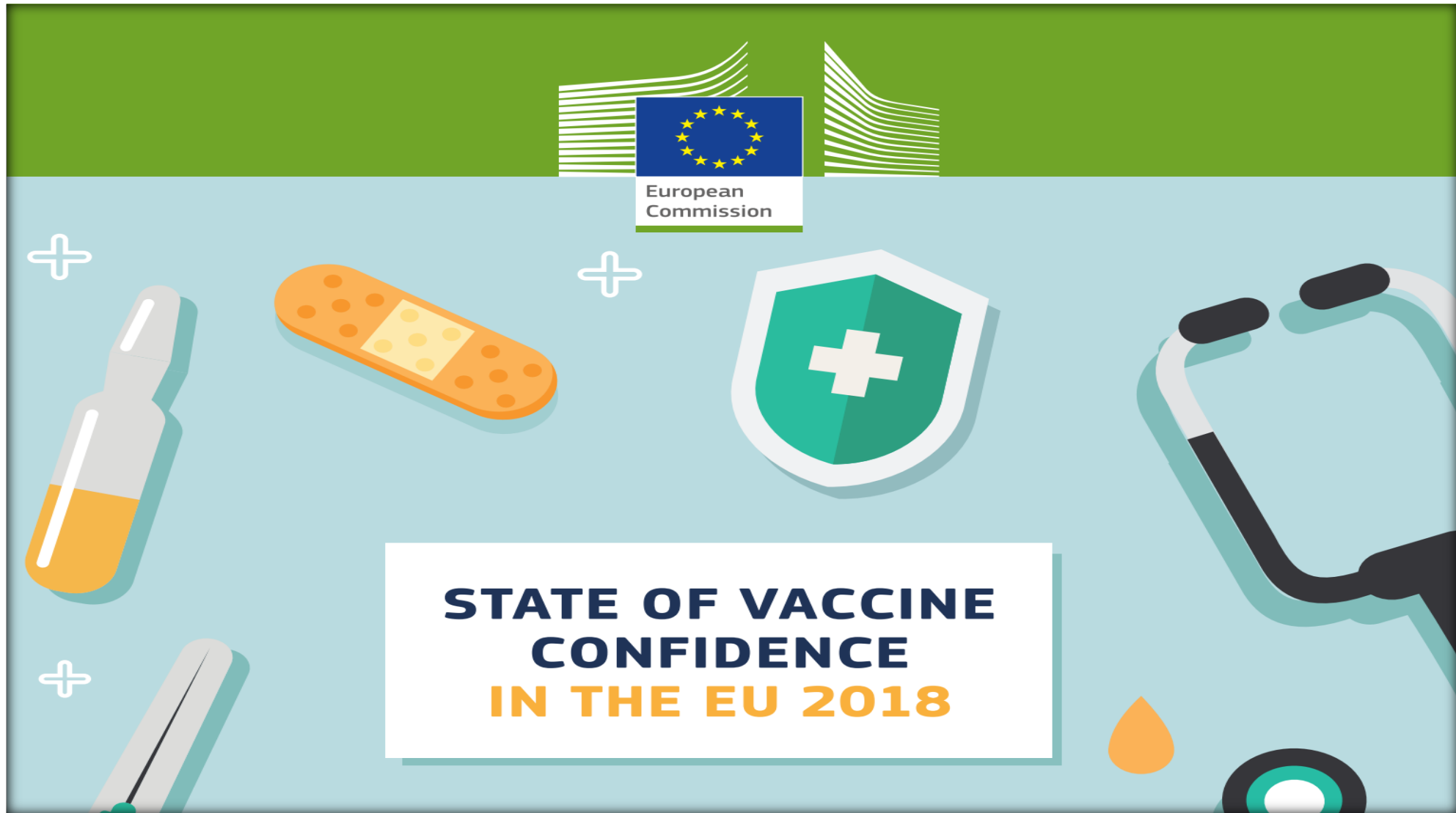
ITALY

“Vaccines are NOT safe!...Know the risks!”

<http://www.feedler.ro/feed/7208497--cluj-reactie-raed-arafat-despre-panourile-antivaccin-uitati-va-la-ce-s-a-intamplat-cu-copiii-afectati-de-rujeola-lipsa-vaccinari-a-fost>

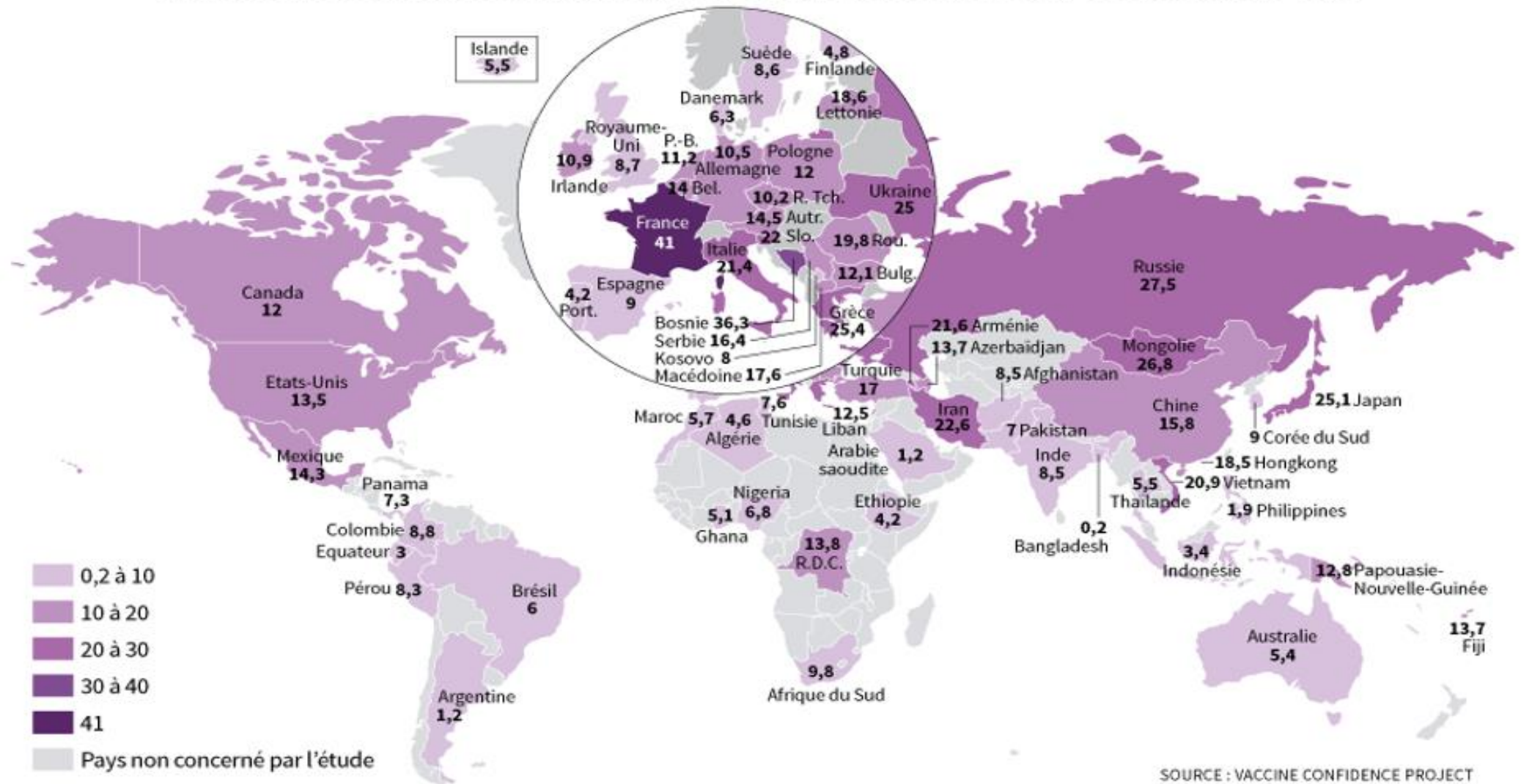
Need to understand the issues

What is driving perceptions and anxieties?



Do you believe vaccines are safe?

PART DE RÉPONDANTS EN DÉSACCORD AVEC L'AFFIRMATION « JE PENSE QUE LES VACCINS SONT GLOBALEMENT SÛRS », EN %



SOURCE : VACCINE CONFIDENCE PROJECT

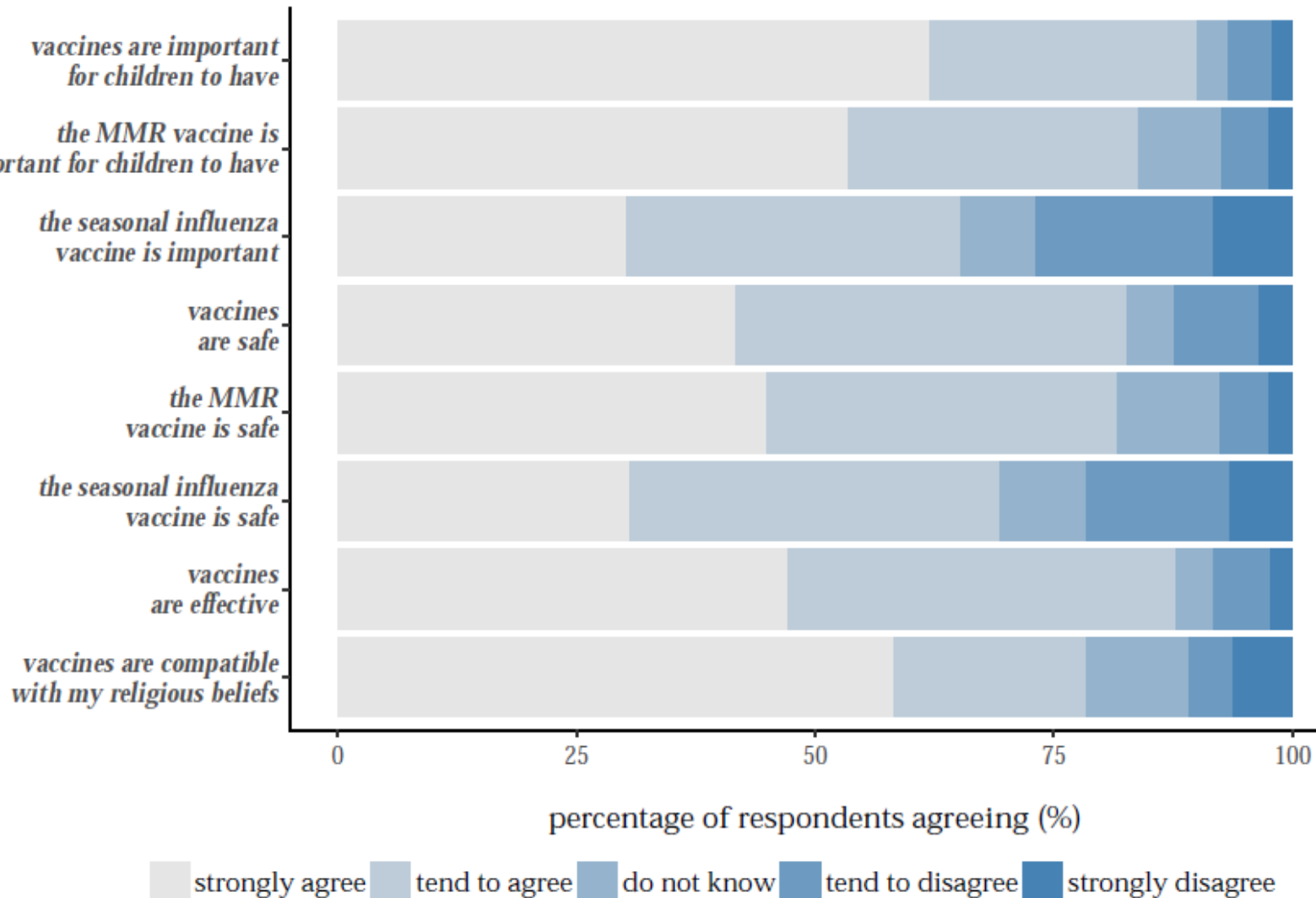
agree



Strongly disagree

http://www.lemonde.fr/sante/article/2016/09/09/plus-de-quatre-francais-sur-dix-estiment-que-les-vaccins-ne-sont-pas-surs_4994856_1651302.html

Vaccine confidence in the EU



Most confident countries

Importance: Portugal (98%), Finland (98%), Spain (96%)

Safety: Portugal (95%), Denmark (94%), Spain (92%)

Effectiveness: Portugal (97%), Denmark (95%), Spain (94%)

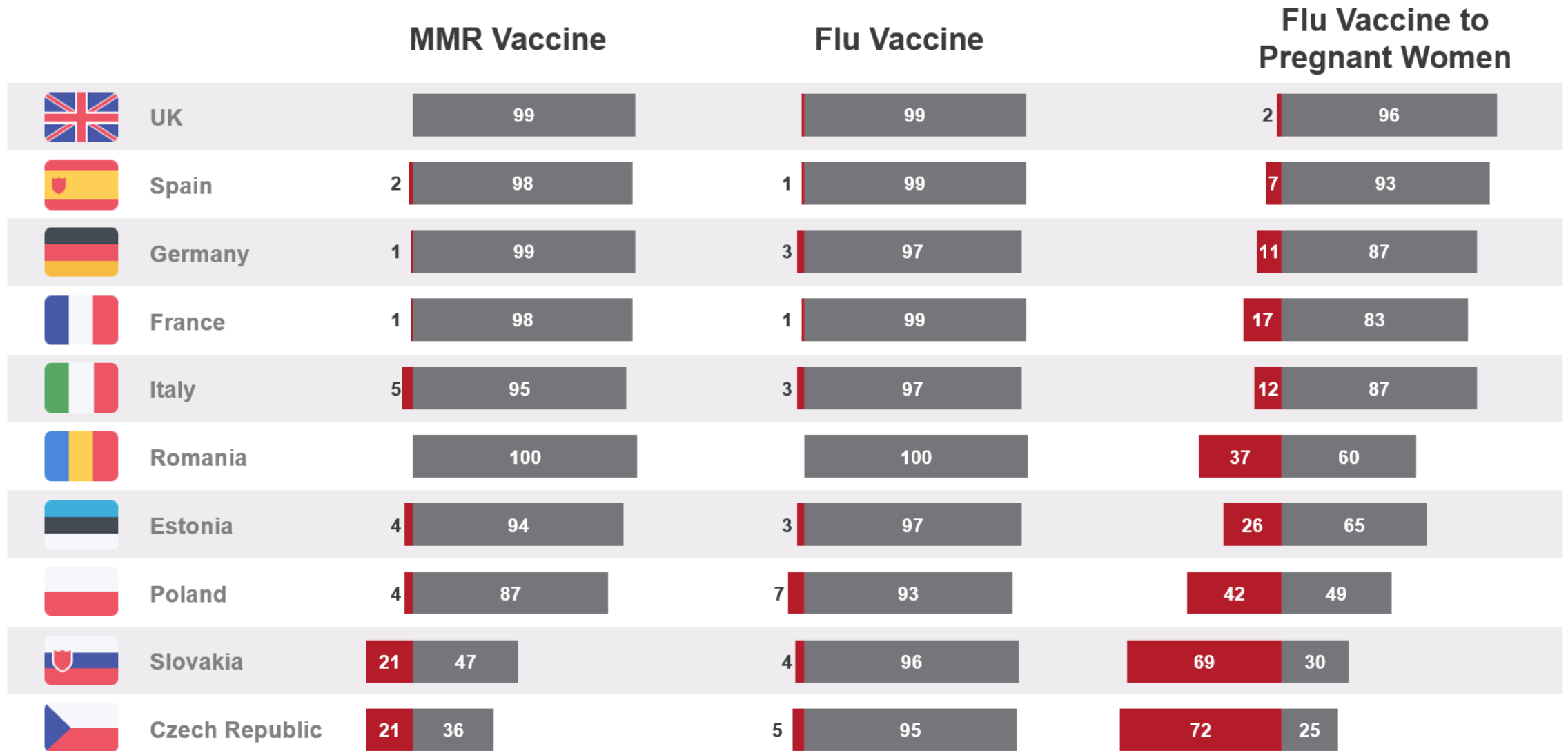
Least confident countries

Importance: Poland (76%), Bulgaria (78%), Slovakia (86%)

Safety: Bulgaria (66%), Latvia (68%), France (70%)

Effectiveness: Latvia (71%), Bulgaria (73%), Poland (75%)

GPs vaccine recommendations



■ Unlikely to recommend
 ■ Likely to recommend

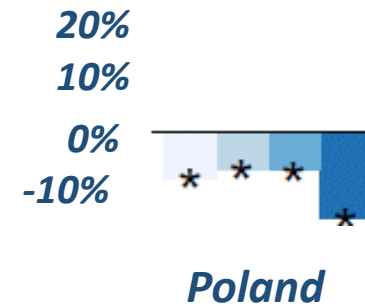
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Changes in public confidence between 2015-2018

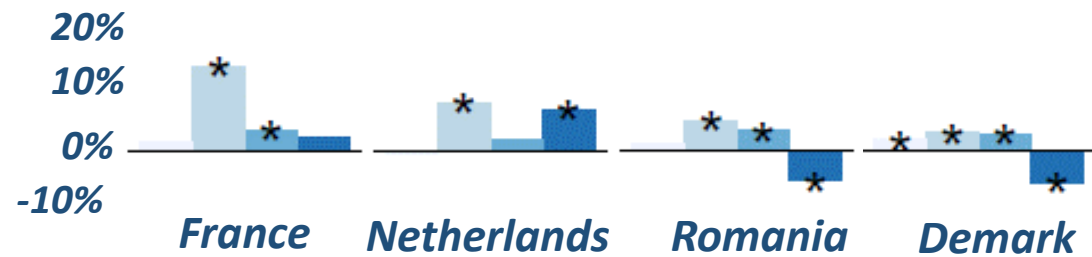
Countries with increase in confidence in safety, importance, effectiveness and religious compatibility



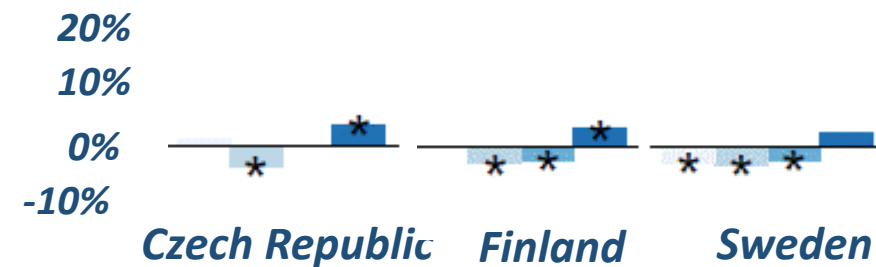
Countries with decrease in confidence in safety, importance, effectiveness and religious compatibility



Countries with increase in confidence in safety

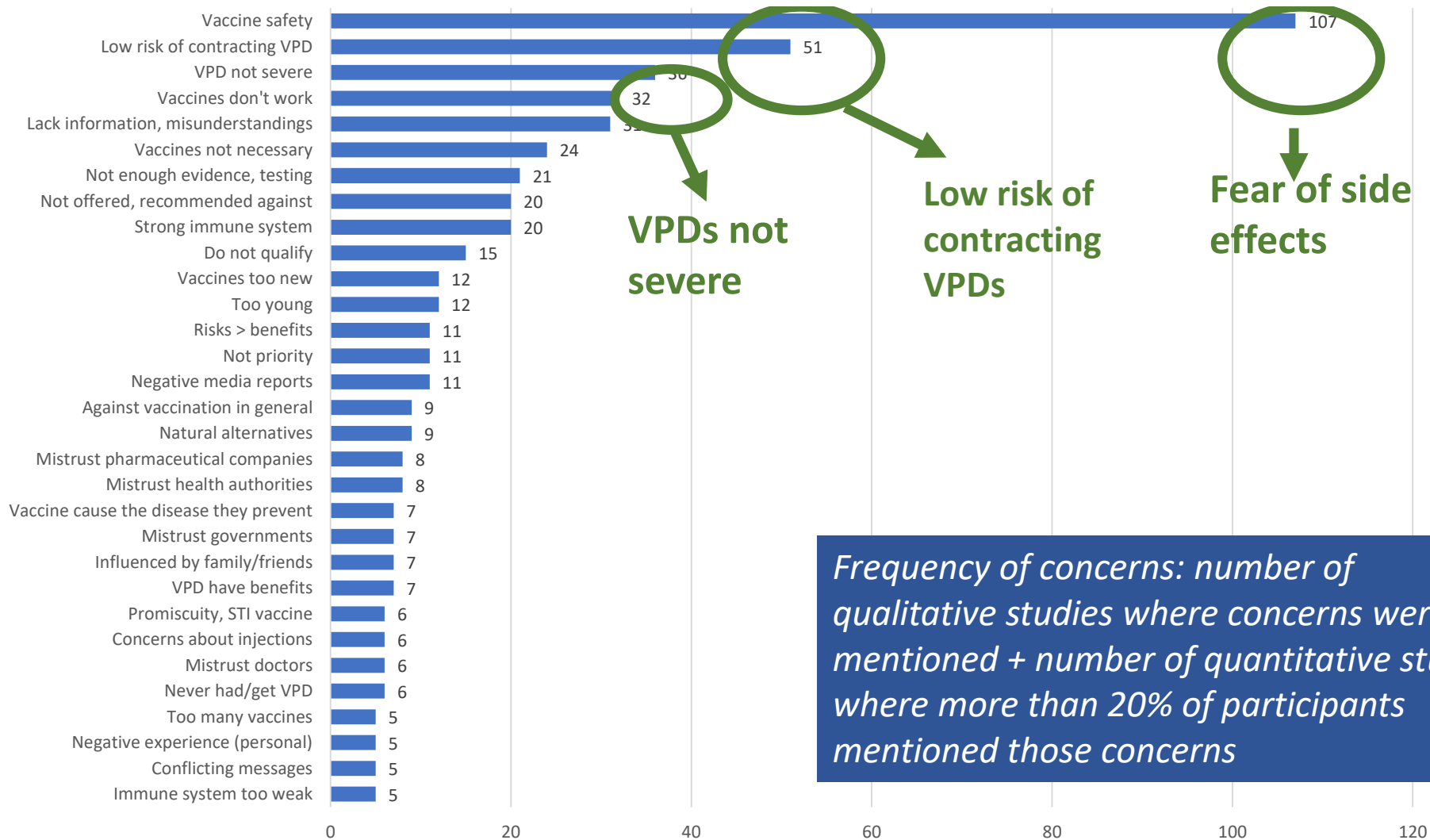


Countries with decrease in confidence in safety



Vaccines are important for children to have
 Vaccines are safe
 Vaccines are effective
 Vaccines are compatible with my religious beliefs

What drives low confidence in Europe?



RESEARCH ARTICLE

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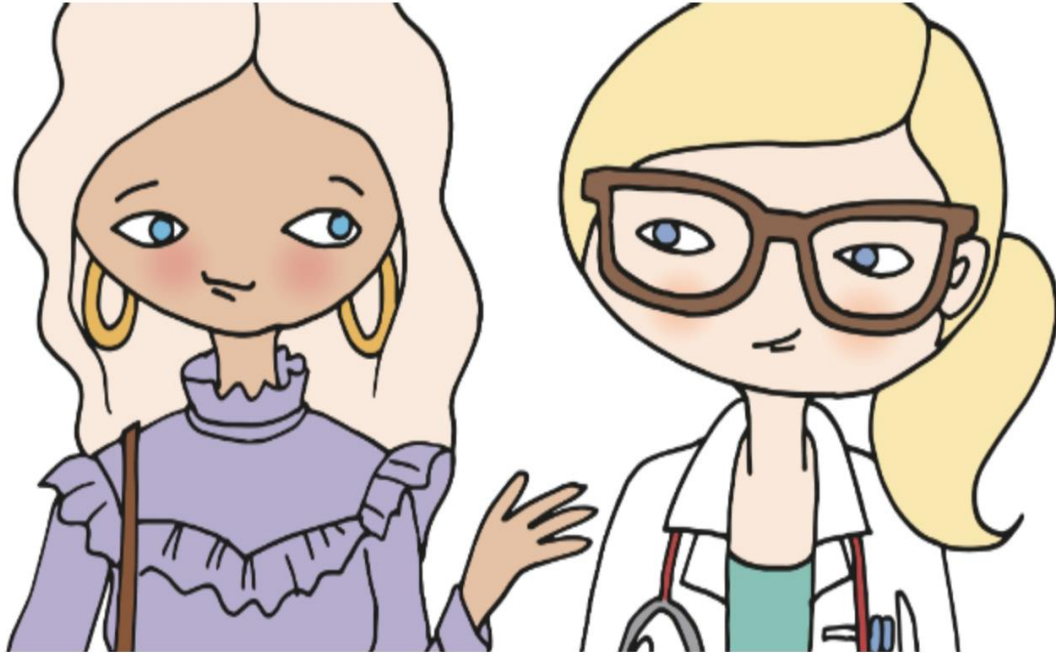


Application of real-time global media monitoring and 'derived questions' for enhancing communication by regulatory bodies: the case of human papillomavirus vaccines

Priya Bahri^{1,2*}, Julianna Fogd², Daniel Morales^{2,3}, Xavier Kurz² and on behalf of the ADVANCE consortium

Denmark campaign rebuilds confidence in HPV vaccination

February 2018



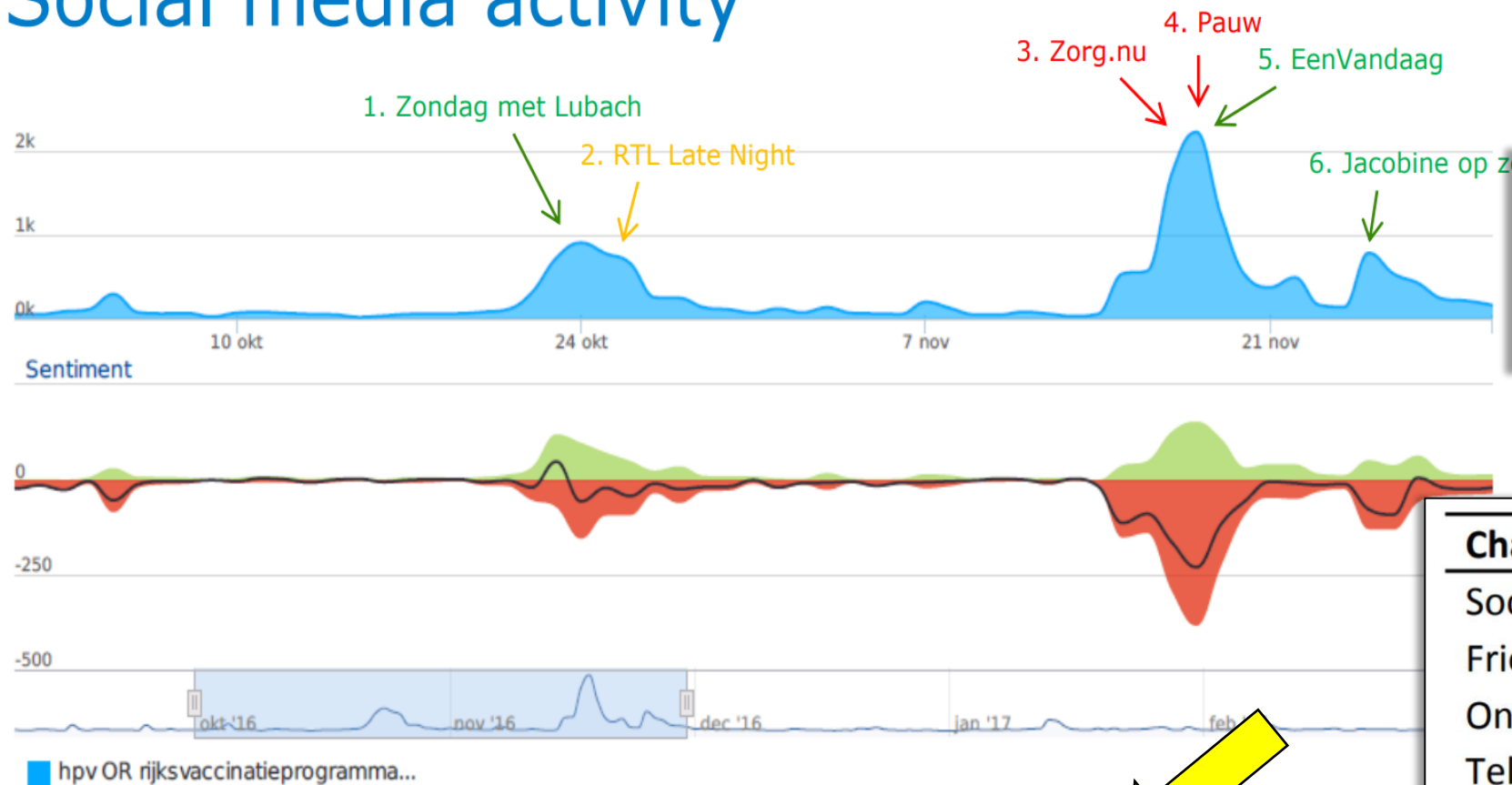
Understanding parent's concerns

To help understand why so many parents of girls around 12 years of age were postponing vaccination, the Danish Health Authority conducted an analysis in 2016. It found that nearly all parents who doubted whether to vaccinate their daughters had heard stories about the suspected side-effects, primarily through media and online.

New data reveals that less than nine months into the campaign, uptake in the number of vaccines is already increasing. During the past year, twice as many girls – nearly 31 000 girls – have started the HPV vaccination programme compared to just over 15 000 in 2016.

The Netherlands

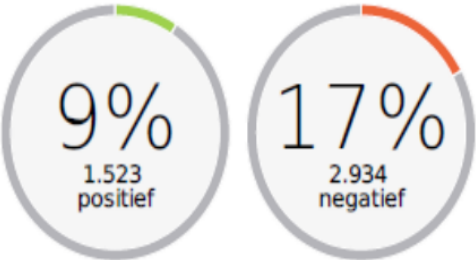
Social media activity



87% has heard of the vaccination discussion via at least one channel

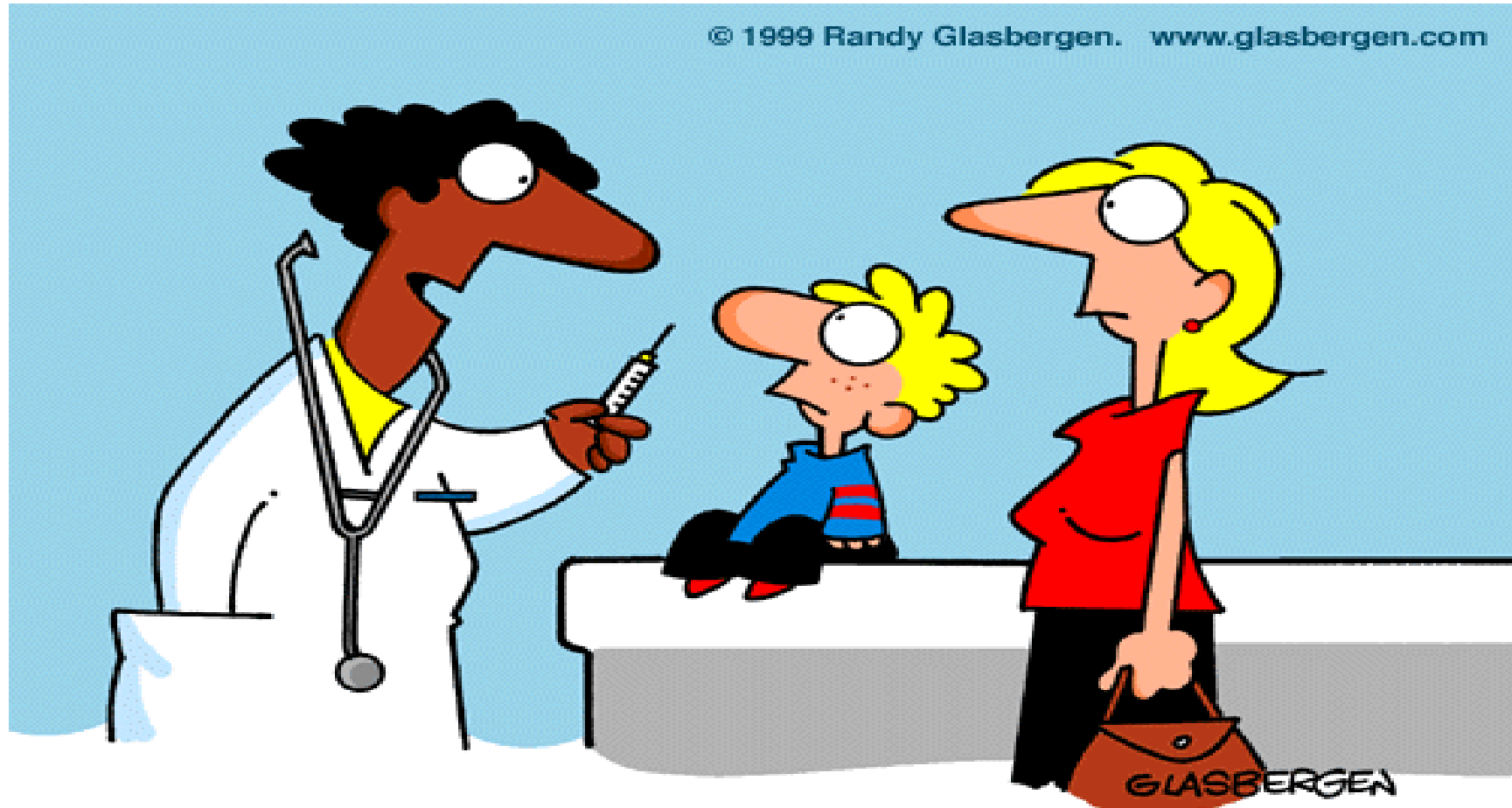
Channel	N (%)
Social media	288 (42.7)
Friend/ acquaintance	244 (36.1)
Online nieuwssite	241 (35.7)
Television	239 (35.4)
Newspaper	186 (27.6)
Radio	102 (15.1)
Other	
Work/ colleagues	15 (2.2)
Daycare facility	6 (0.9)

17.210 berichten

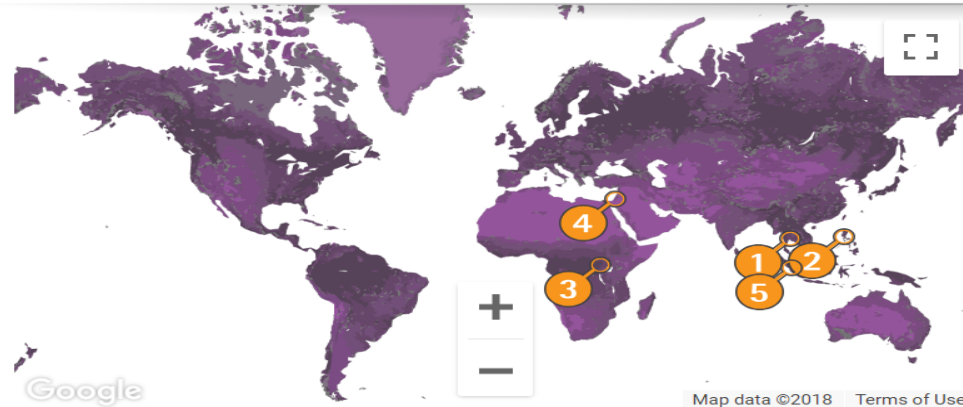


van October 1, 2016 tot en met November 30, 2016

Need to better understand the user-perspective



**“Don’t think of it as getting a flu shot.
Think of it as installing virus protection software.”**



Latest News

[News archive](#)

- 1 Thailand: Muslim Concern About Vaccine Fuels Thai Measles Outbreak [↗](#)
- 2 Philippines: We are Turning Into a Nation of Anti-Vaxxers After the Dengvaxia Controversy [↗](#)
- 3 DR Congo: Ebola fight complicated by war and suspicion over vaccine [↗](#)
- 4 Israel: Measles outbreaks hit ultra-Orthodox Jewish communities in Israel and US [↗](#)
- 5 Indonesia: 'Vaccine fatwa' sends measles immunization rates plummeting [↗](#)

Confidence Commentary: NEW REPORT: The State of Vaccine Confidence in the EU: 2018

[Blog archive](#)

Heidi Larson | 26 Oct, 2018

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High confidence in vaccination programmes is crucial for maintaining high coverage rates, especially at levels that exceed those required for herd immunity. Across the European Union (EU), however, vaccine delays and refusals are contributing to declining immunisation rates in a number of countries and are leading to increases in disease outbreaks. Recent measles outbreaks – the highest in the EU for seven years – illustrate the immediate impact of declining coverage on disease outbreaks.

In this report we assess the overall state of confidence in vaccines among the public in all 28 EU member states and among general practitioners (GP) in ten EU member states. As vaccine confidence varies by vaccine, confidence is assessed for vaccines in general as well as for the measles and seasonal influenza vaccines, in order to reflect

From the Center for Vaccine Ethics & Policy

Vaccines and Global Health: The Week in Review

10 November 2018 [↗](#)**Partner in IMPRINT** [↗](#)

Literature

[Literature archive](#)

Vaccine hesitancy – a potential threat to the achievements of vaccination programmes in Africa [↗](#)

Cooper S, et al. 2018 *HUMAN VACCINES & IMMUNOTHERAPEUTICS* VOL. 14(10):2355–2357
<https://doi.org/10.1080/21645515.2018.14>