

Vaccine Hesitancy

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What is vaccine hesitancy?

- ✓ An expression of concern or doubt about the value or safety of vaccination
- ✓ Indecision and reluctance
- ✓ Continuum between vaccine acceptance and vaccine refusal

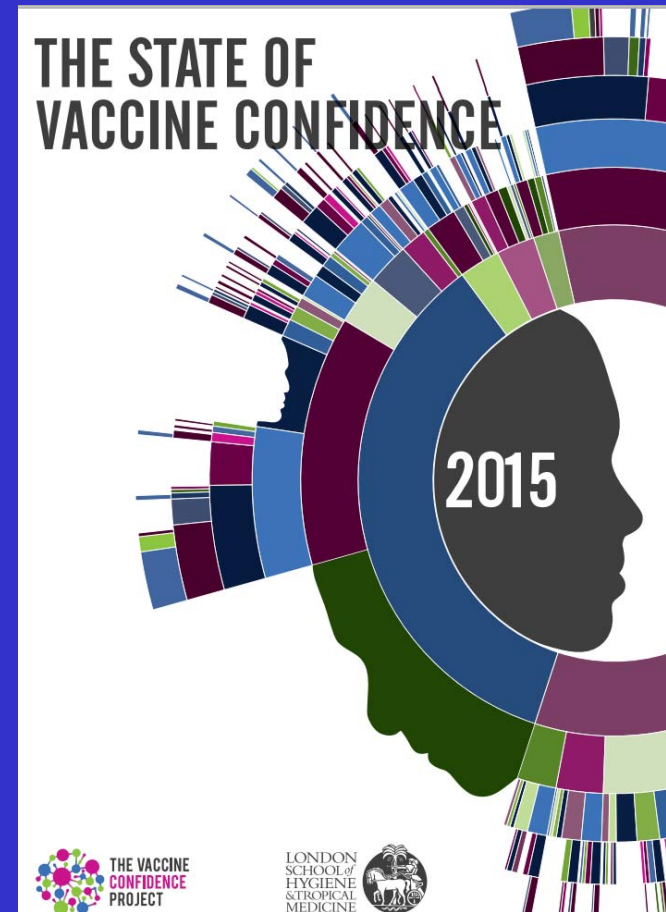
X Pro vaccine/ anti vaccine





Consequences

- Public health impact
 - delayed or selective vaccination
 - > increased periods of risk exposure
- Outbreaks of vaccine preventable diseases



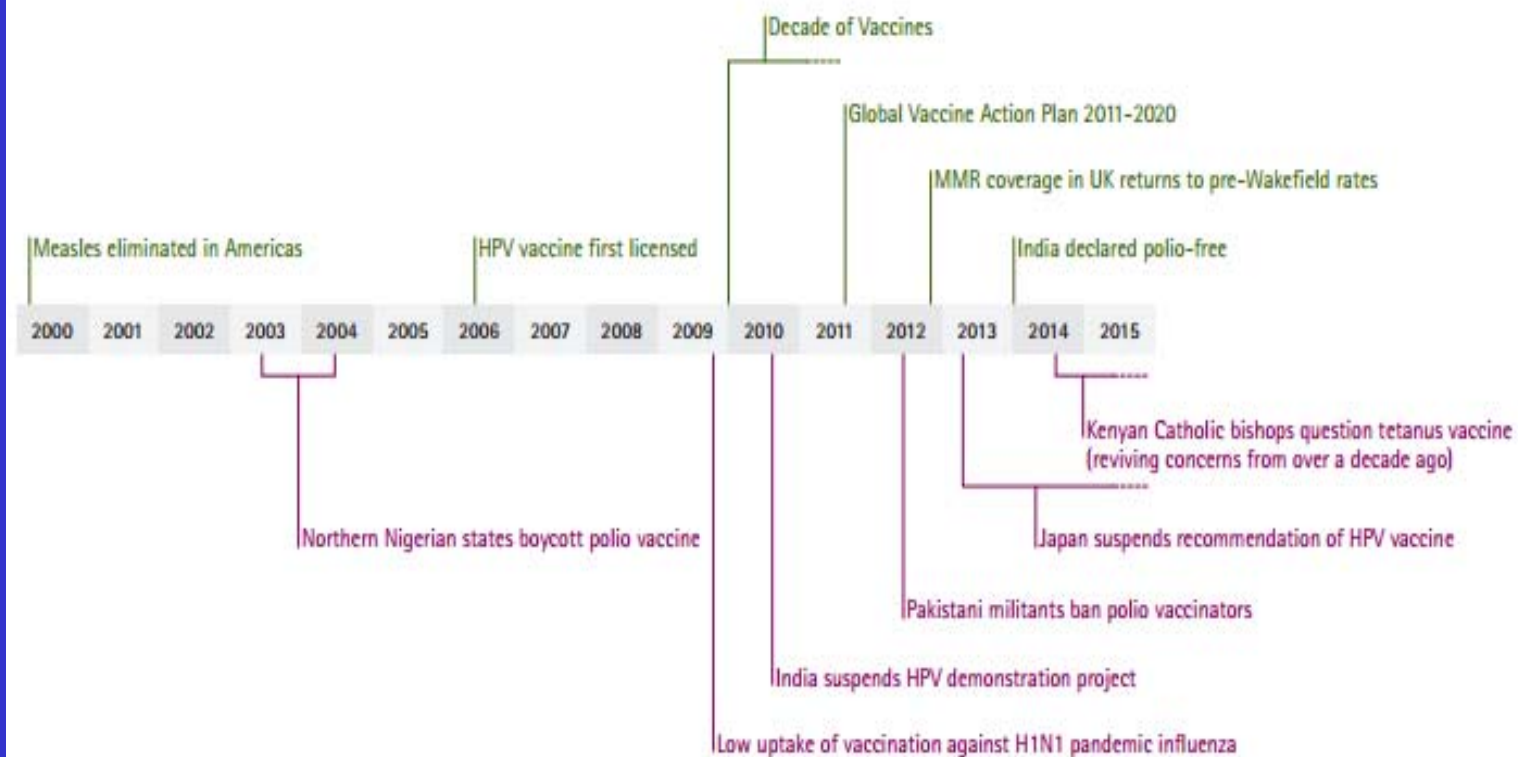
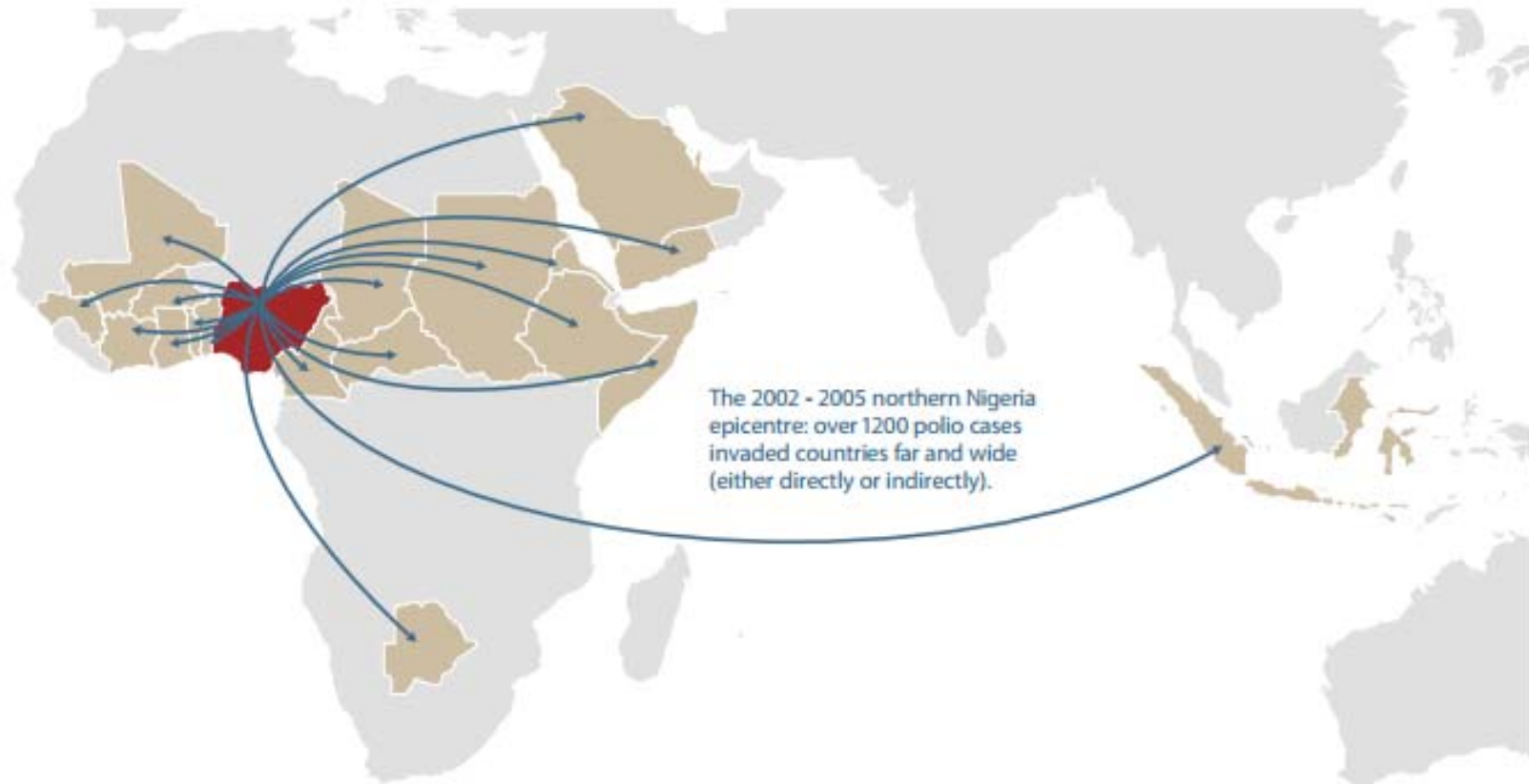


Figure 1: 'A warning from history': How the polio virus escaped the GPEI



Published originally in the November 2012 Report of the Independent Monitoring Board of the GPEI, this figure presents the spread of poliovirus from Nigeria following the 2003-2004 boycott. The IMB aptly titled its figure "A warning from history."

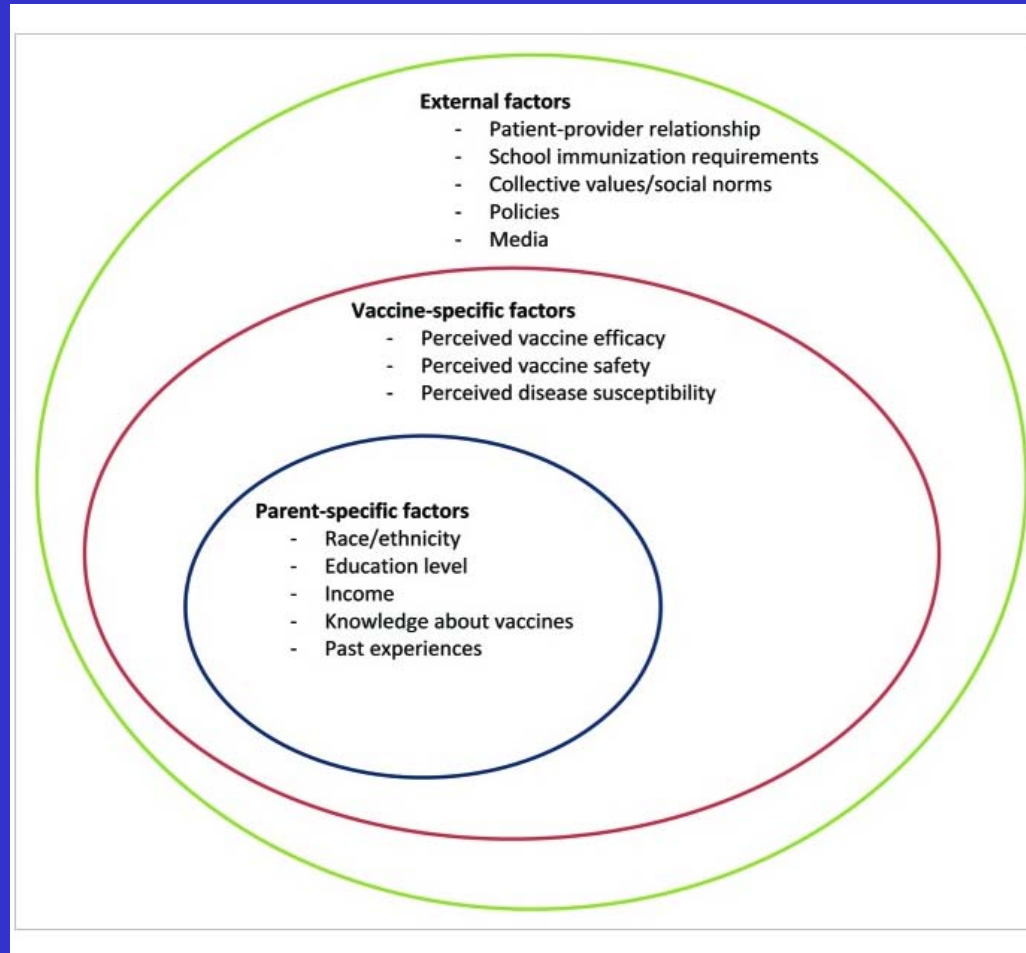
Source: IMB. 2012. Sixth Report of the Independent Monitoring Board of the Global Polio Eradication Initiative: November 2012. Page 11. Available at: http://www.polioeradication.org/Portals/0/Document/Aboutus/Governance/IMB/7IMBMeeting/7IMB_Report_EN.pdf [Accessed 19 March 2015].

Who are vaccine hesitant?

- US estimates 1 in 4 parents
- Widely heterogeneous group
 - Unquestioning acceptor
 - Cautious acceptor
 - Hesitant
 - Late/selective
 - Refuser



Factors



Confidence

- do not trust vaccine or provider

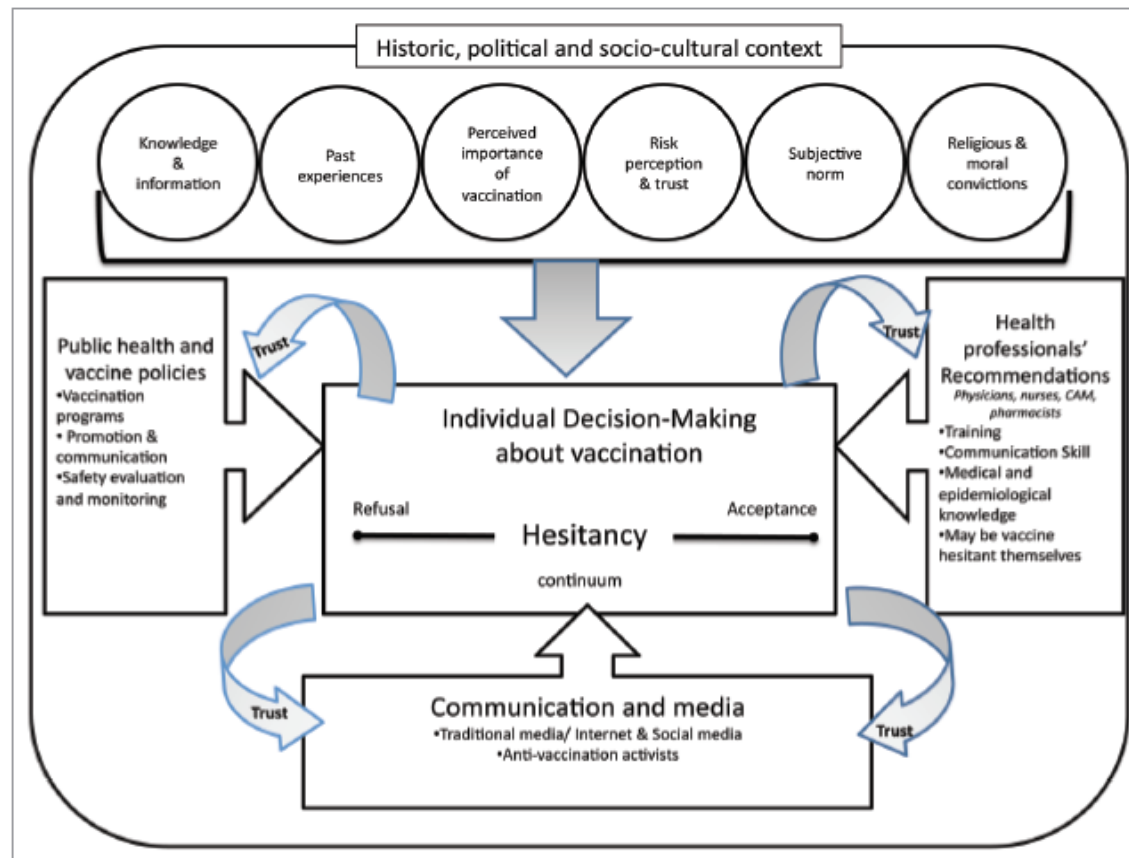
Complacency

- do not see need for or value vaccine

Convenience

- lack of access

Influences



7 Cs of Communication

Vaccine Benefits and Risks

Competency

Caring

Credibility

Clarity

Chemistry

Consistency

Collaboration



ablogconsulting.com/images/blogging-trust.jpg

Actions

- Understand the specific concerns
 - Not all the same
 - Listen
 - Don't bring up new concerns
 - Stories of children affected by vaccine preventable diseases

<http://www.immunize.org/reports/>

Actions

- Stay on message
 - Vaccines are safe and effective
 - Recommended by independent experts
 - Higher safety standards than drugs
 - Present risks and benefits accurately
 - Consequences of not vaccinating
 - Clear language
 - Herd immunity not relevant for tetanus



Reidhneannacht na Seirbhíse Sláinte
Health Service Executive

Actions

- Frame your message

✓	✗
75% lean beef burgers	25% fat beef burgers
A vaccine is 99% safe	There is a 1% risk of side effects

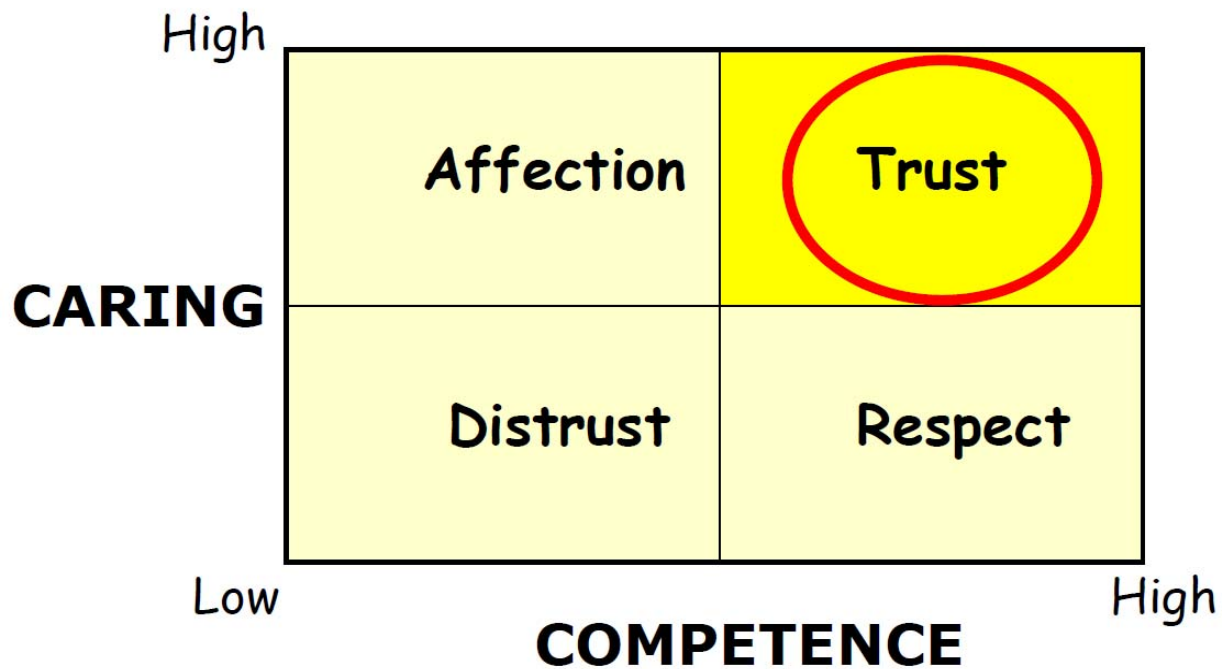
- Avoid academic jargon

Actions

- Provide valid information
- Any decisions that are made, whether to give or withhold vaccines must be respected

Trust

Trust = Competence + Caring



Paling J. BMJ 2003; 327:745-748. Alaszewski A, Horlick-Jones T. BMJ 2003; 327:728-731

Effective communication strategy

- Have evidence-based knowledge of
 - Vaccines- what they are and how they work
 - Diseases that vaccines prevent
 - Common side effects
 - The risks of not vaccinating
- Be well informed, open and honest
- Recognise factors affecting a decision to vaccinate
- Explore the specific concerns
- Give easily understood culturally acceptable information
- Time to discuss and answer questions

Know when and where to refer for further information

