Vaccine Hesitancy

Dr Brenda Corcoran National Immunisation Office





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





What is vaccine hesitancy?

Antivaccine

VACCINATION BELIEFS

Provaccine



Vaccine Rejector

- Unimmunized
- Completely reject vaccines
- · High safety concerns
- Lack trust in health care provider

Vaccine-Hesitant

- Under- immunized
- Delay/question vaccines
- · Select only certain vaccines
- Desire trustworthy health care provider

Vaccine Acceptor

- · Fully Immunized
- Few concerns about vaccines
- High trust in health care provider







Flu vaccine contains mercury

Sinnott expresses concern over thiomersal

Outdated

was given

vaccine

to 12,000

children

Evening Herald REF 58 Vaccus

IN A COMA

SUB REF:

Irish Independent

Measles vaccine linked to autism

Virus found in gut of 24

out of 25 child victims

Probe into meningitis vaccine after 11 babies die

by Carl O'Brien

It is unout inyoung people against use orough the first babies strain of the disease, which is responsible parents into withdrawing strain - is still being treated. sible for around one-third of cases. their children from inoculation.

cme will be added to the enidanood immunisation programme, which is administered to babies at two, four configuration to the vac- of Health last given to pre-school children and special configuration. The killer disease claimed seven Headthest working a distribution and six months of age. It will also be foundation. The killer disease claimed seven the fact mount of this work which are materially also be foundation.

received the tion Network has called on the The Southern Health Board has had coccal disease. received the ton Network has called on the sh Medicines Government to provide parents with four suspected cases this month, including that of a 16-year-old Cork

The Meningitis Research Foundation regarding the risks as

Officials said the deaths were linked to heart conditions and cot deaths.

The British Government has been this month to Cork University Hospital with the C strain of meningococcal

experson said

However, the Informed Immunisafrom the disease in 1999.

st. all information regarding the russ assisting have in sociated with the vaccine so they can ite the deaths. make a balanced judgment.

County Cork boy admitted earlier Tel: 01 – 4969655.

A MENINGITIS vaccine due for use in heart conquions and cot ocans. The meningitis plant immunities a spokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the SHB vaccine due for use in heart of the conditions are considered as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as pokeswoman said it chose not to disease—more common in the shall be conditioned as

Under the Irish campaign, the vac- Already, some 348 cases of menin- the disease in babies are high tem-The most common symptoms of same vaccine cine will be added to the childhood gits have been reported in freland be-

misation came to pre-scatter conduct the sure understanding the first month of this year bright lights, and drowsiness or coma, a sure hard the standards to be prescribed by the sure of a careful month of this year bright lights, and drowsiness or coma, the sure of the alone — over half the total deaths are the main symptoms seen in children and adults infected with meningo-



News 2 to 7, 10; World 8 and 9; Business 11 to 13; Opinion 14; Analysis 15; Features 14;

eish Examinor 13-12-00

GPs lack life-saving vaccine antidote

assal event of a patient suffering an "GPs are yaccinating children up to Department of Health's chief medica

ST one in 20 GPs vaccinating child-against meningits has all the lafe-sav-equipment listed in the best practice idelines drawn up at the launch of the crination campaign.

"I cannot stand idly by while children continue to be vaccinated in unsafe circumstances"

Be aware of danger to children, parents are told

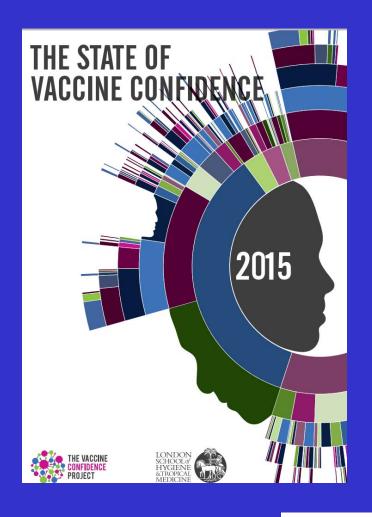


PRESS CUTTINGS

Sláinte

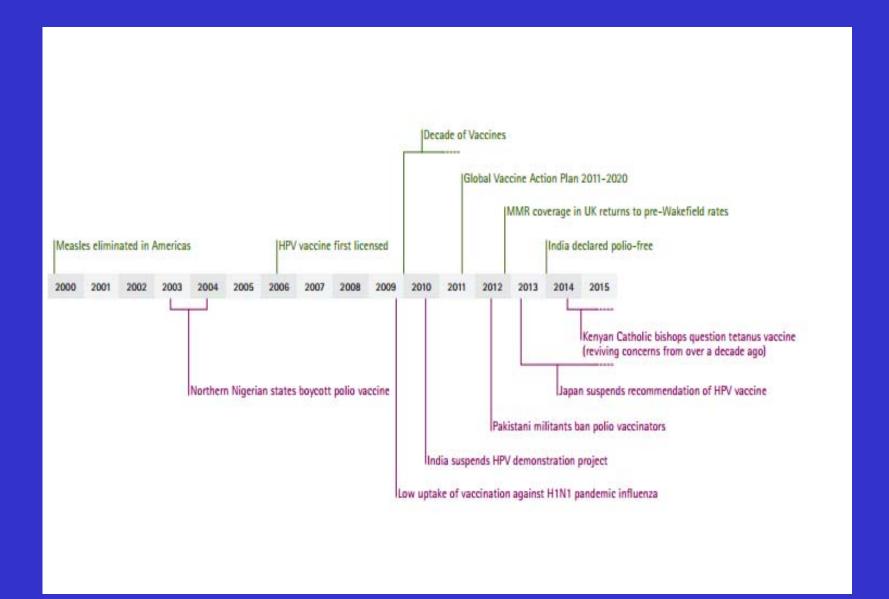
Consequences

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













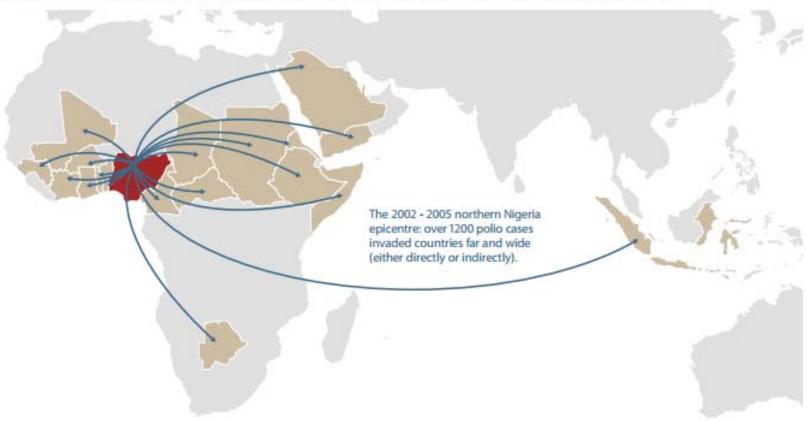


Figure 1: 'A warning from history': How the polio virus escaped the GPEI

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].





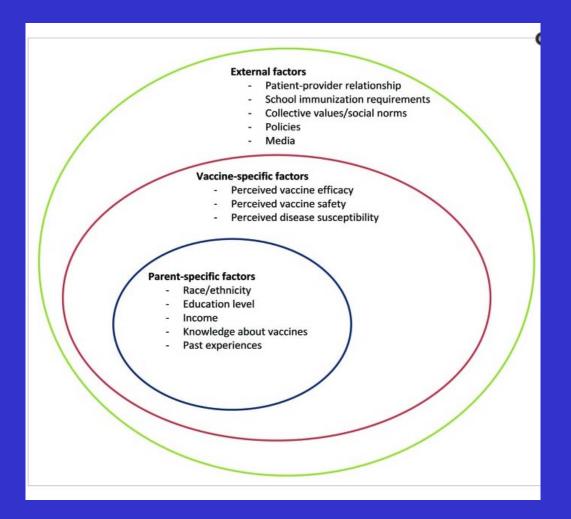
Who are vaccine hesitant?

- 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

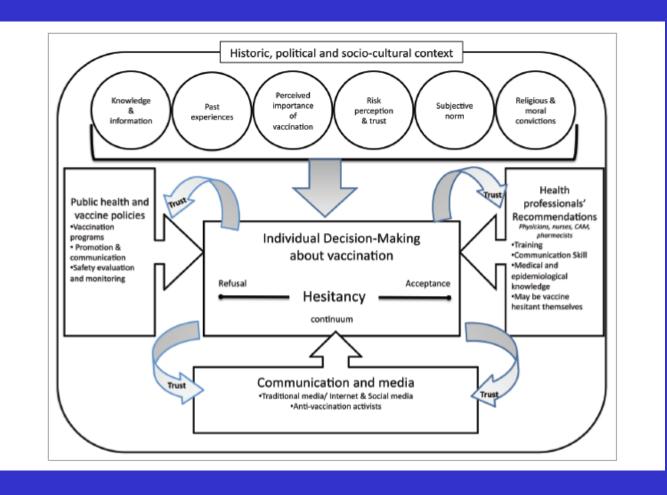
Convenience

- 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





- 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/





- 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





Frame your message

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

Avoid academic jargon





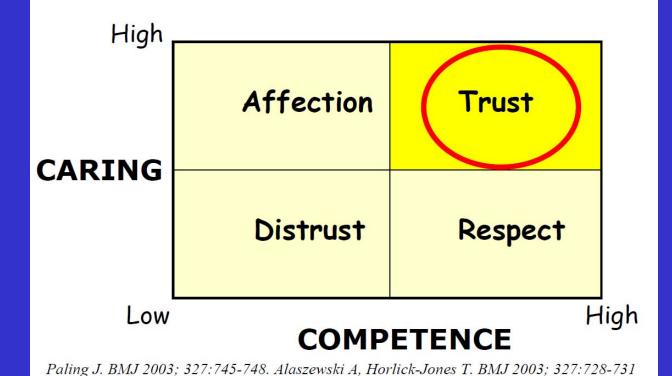
- Provide valid information
- Any decisions that are made, whether to give or withhold vaccines must be respected





Trust

Trust = Competence + Caring







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



