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







Measles

vaccine

autism

linked to

Virus found in gut of 24

out of 25 child victims

Flu vaccine contains mercury

Sinnott expresses concern over thiomersal I wish Independent

> Outdated vaccine was given to 12,000 children

Evening Herald

IN A COMA

Probe into meningitis vaccine after 11 babies die

by Carl O'Brien

fee 11 babies strain of the disease, which is respon-

immunisation programme, which is tween January and July of this year, mg, a high-pitched or moaning cry, 11 people and administered to babies at two, four according to the Meningius Research and a rash of red or pumple spots of Health last given to pre-school children and

The killer disease claimed seven

Which can materialise very quickly.

Headacles, vomiting, a dislike of

received the tion Network has called on the The Southern Health Board has had coccal disease. ish Medicines Government to provide parents with four suspected cases this month, in-

Officials said the deaths were linked The British Government has been this month to Cork University Hospito heart conditions and cot deaths. accused of covering up the deaths, but tal with the C strain of meningococcal A MENINGITIS vaccine due for use

The meningitis jab immunises a spokeswoman said it chose not to disease—more common in the SHB

sible for around one-third of cases. their children from inoculation. Under the Irish campaign, the vacAlready, some 348 cases of meninthe disease in babies are high consame vaccine cine will be added to the childhood gitts have been reported in Ireland be-

mission cam- teenagers in the 15-18 age-group as lives in the first month of this year bright lights, and drowsiness or coma, part of a catch-up programme.
However, the Informed Immunisafrom the dissess in 1999, alone — over half the total deaths are the main symptoms seen in child-

all information regarding the risks ascluding that of a 16-year-old Cork • The Meningitis Research Foundaitin have insociated with the vaccine so they can ite the deaths. make a balanced judgment.

Land normal or Legarding the ross associated with the vaccine so they can girl who died in hospital last week. A county Cork boy admitted earlier Tel: 01-4969655.

is is under inyoung people against the Group C make them public for fear of region this year than the more usual B

ten and adults infected with meningo-



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

lish Examiner 13-12-00

GPs lack life-saving vaccine antidote

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



Teenager blames HPV jab for 'nightmare' side effects

FIONA HEAVEY e-mail: flona.heavey@leitrimobserver.ie Twitter: @LeitrimToday

Fifteen year old Rebecca Hollidge has been living a "nightmare" for the past two years since she had the HPV vaccination.

The lifesaving vaccine, recommended by the HSE, the World Health Organisation, European Medicines Agency and the National Immunisation Advisory Committee, to reduce the risk of cervical cancer is being blamed by 330 girls in Ireland for bringing on "adverse reactions."

Rebecca Hollidge from Aughamore, Carrick-on-Shannon has had her life turned upside down since the

part



Concerns as fewer schoolgirls opt for cervical cancer jab

Ignore 'unfounded fear' over vaccine, parents told

By Leah McDonald

DOCTORS have expressed concern over a drop in the number of schoolgirls getting the life-saving cervical cancer jab due to 'negative between the human papillomavirus (HPV) vaccines – either Cervarix or Gardasil – and chronic pain or a second associated condition which affects heart rate and can spark fatigue.

The National Immunisation

an alleged link between chronic fatigue syndrome and the HPV vaccine. I respect people's beliefs but there is no evidence to link HPV vaccine with chronic fatigue syndrome.'

Dr Connolly said he understands that there are 270 girls identified

Investigation needed into vaccination



Rebecca Hollidge was just an ordinary 13-year-old girl doing all the things that teenagers loved. But the last two years have been a nightmare for her. Since having the HPV vaccination life has changed beyond belief for this young teenager to the point where she has to use a wheelchair for outings.

And she is not alone. It is estimated that 330 girls in Ireland have suffered severe side-effects from the vaccination and now there is a call to have an investigation into this in order to prevent more young women suffering these life debilitating consequences.

The vaccination is given to prevent cervical cancer but parents are now asking themselves is it worth the risk?

Although the HSE stands firm behind the vaccination,

ciesth withst TEENAG HEAUTHTRA

HOW their behaviour and habits affect their long-term health. This week: Starting sex too young

Just over a quarter of young women have sex before the legal age of consent at 17, according to the HSE Crisis Pregancy Programme.

Sex at an earlier age can double the risk of cervical cancer — tumours that

vaccination, dical agenses, surely ects some swers.

no treatare going

ed by the n this jab. ide these

Teen left crippled by cervical cancer jab

Rebecca slams HSE on Gardasil hell

Y KATHY ARMSTRONG

Live

effects

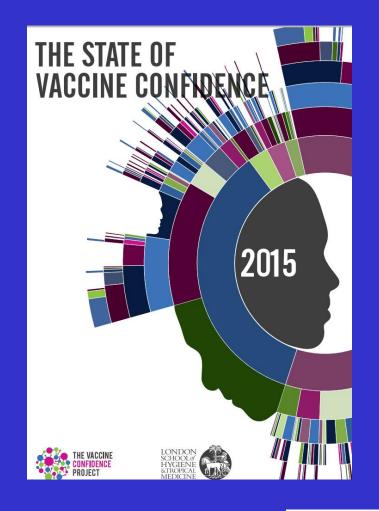
A TEENAGER claims her life has been turned upside down after the cervical cancer jab Gardasil left her crippled. gris with chronic and file-changing health issues after getting the HPV vaccination. They found the medical information leaflet given by manufacturer Mercer contains 27 symptoms.

better off.

it's not something weird is going on." Telling of her ordeal, Rebecca revealed she has gone through lots of emotions. She said: "I'm upset it happened, angry

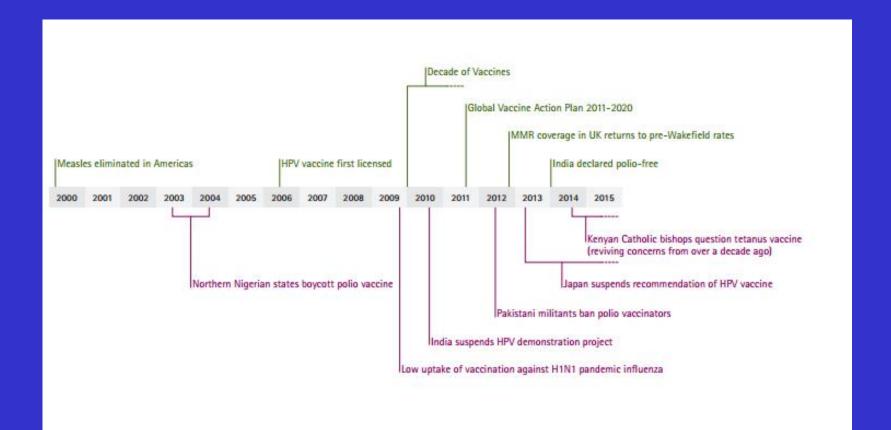
Consequences

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



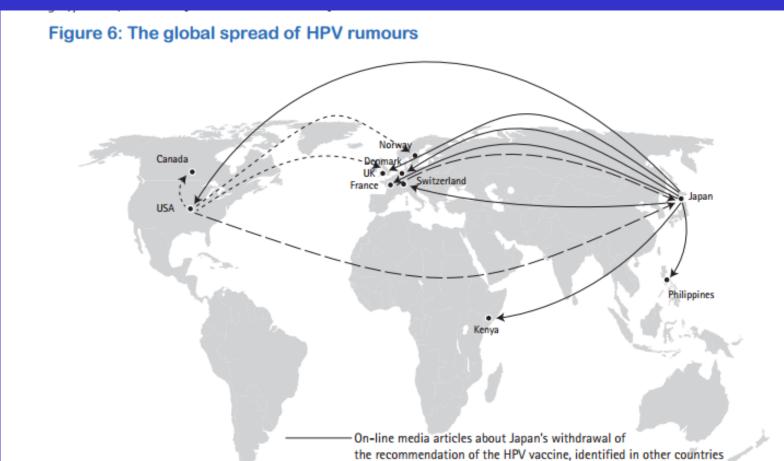












Map showing global transmission of: 1) Information about other countries' HPV situation reported in the Japanese media; and 2) reporting and discussion on the Japanese suspension of the HPV vaccine recommendation outside Japan from January to July 2014.

On-line media articles about the HPV vaccine identified by Japan

Comments following an article in the US about Japan





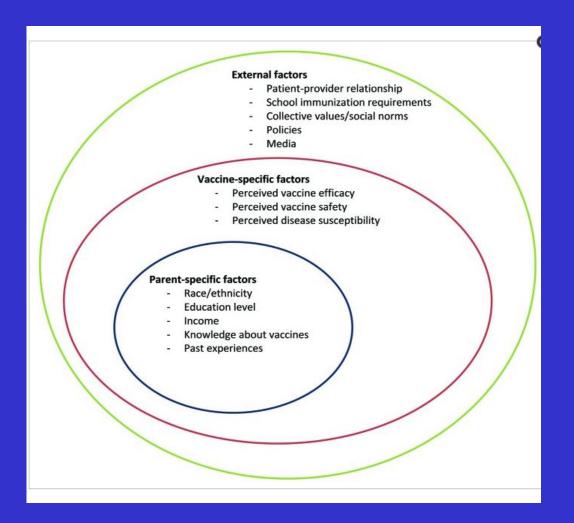
Who are vaccine hesitant?

- 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

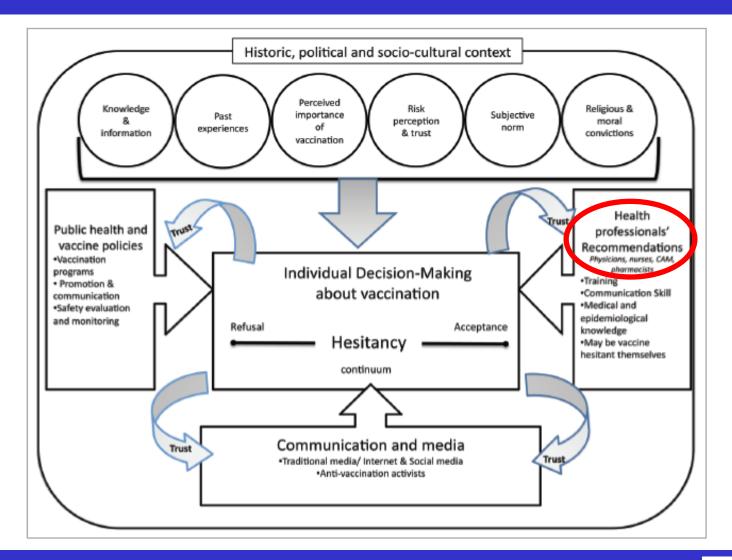
Convenience

- lack of access





Influences





- Understand the specific concerns
 - Not all the same
 - Listen
 - Don't bring up new concerns





Frame your message

	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





Trust

September 2015

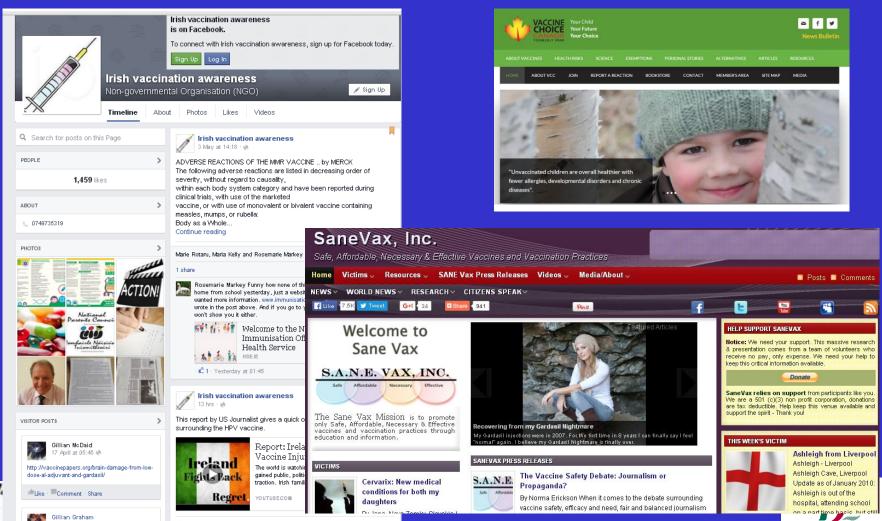


Republican presidential candidates Ben Carson, Donald Trump and Rand Paul responded to a question about vaccines and autism at the GOP debate. (CNN)





"Visiting anti-vaccination websites for 5–10 minutes can increase perceptions of vaccination risks and decrease intentions to vaccinate"



Feidhmeannacht na Seirbhíse Sláinte Health Service Executive Storytelling in the context of vaccine refusal: a strategy to improve communication and immunisation

- Anti vaccine groups use persuasive narrative
 - " My son is my science" Jenny McCarthy USA
 - Personal testimonials on 88% anti vaccine webs
- Use stories of children affected by vaccine preventable diseases

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

Cawkwell PB, Oshinsky D. Med Humanit 2016;42:31–35. doi:10.1136/medhum-2015-010761





Adverse event

 a health problem that happens after vaccination that may or may not be caused by a vaccine

Girl who died after cervical cancer injection had tumour in her chest

Side effect

 a health problem that has been shown to be linked to a vaccine by scientific studies





- 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





Pro HPV vaccine articles

HPV vaccine
Notes & Theories

We know it's effective. So why is there opposition to the HPV vaccine?

David Robert Grimes

Over 90% of cervical cancers are caused by HPV. But squeamishness about sex and unsupported safety fears are threatening vaccination programmes





The HPV vaccine Gardasil is at least 99% effective against the four most odious HPV subtypes in young women.
Photograph: Voisin/Phanie / Rex Features

uman papillomavirus (HPV) has long haunted humankind; almost all sexually active adults carry some of HPV's 170 strains. And although many of these are harmless, amongst the myriad mutants there are those whose effects are anything but benign: subtypes 6 and 11 can lead to genital warts; subtypes 16 and 18 (amongst others) can lead to cervical, vulvar, vaginal, penile, anal and oral cancers. This is not some mere hypothetical risk - over 90%

"The case for the safety of the HPV vaccine is buttressed by swathes of clinical evidence and years of data, whereas the opposing side is comprised of anecdotes, emotive appeals and easily debunked assertions.

It a complete failure of journalism to present them as equally valid opposing views, a glaring error known as false balance.

It is also irresponsible:"

11 January 2016





Immunisation

Beating rubella

t's not every day a country is told by the World Health Organisation (WHO) that it is free of an infectious disease. The good news is that Ireland is now rubella free following the recent WHO declaration that endemic transmission of rubella no longer occurs here.

In what is a great achievement for the Irish people and the health service, the risk to pregnant women of contracting congenital rubella here is now extremely low. Effectively, any residual risk rests with the importation of the virus from another country.

Congenital rubella syndrome, which occurs in more than 100,000 children world-wide every year following infection during pregnancy, can be devastating. Its effects include miscarriage and stillbirth. The syndrome may cause cataracts, small eyes, hearing defects, holes in the heart, and an underdeveloped brain with significant mental handicap. It is especially harmful in the first 12 weeks of pregnancy when up to 85 per cent of infants infected during that period will be affected. Deafness is the most common and sometimes the only manifestation.

For adults, rubella, also known as German measles, is a mild self-limiting illness. But in order to protect the foetus, national rubella vaccination programmes are the norm in the developed world. Fortunately, the rubella vaccine is very effective; more than 95 per cent of people who get the vaccine develop life-long immunity. In the Republic it is offered as MMR vaccine to all children at 12 months of age, with a second dose at four-to-five years of age. The MMR vaccine also gives protection against measles and mumps. Women of child-bearing age who are not immune to rubella are also offered MMR vaccine.

Nonetheless, it requires hard work and commitment to develor the level of immunity against rubells now enjoyed by the Irish people. It reflects the high standard of health surveillance and the uptake of immunisation programmes here. Health professionals and parents may take a collective bow at this landmark WHO announce-

April 2016

WHO report

Ireland

- interrupted endemic transmission
- declared rubella free

"Health professionals and parents may take a collective bow at this landmark WHO announcement"



