

Vaccine Hesitancy

Dr Elyce McGovern
National Immunisation Office

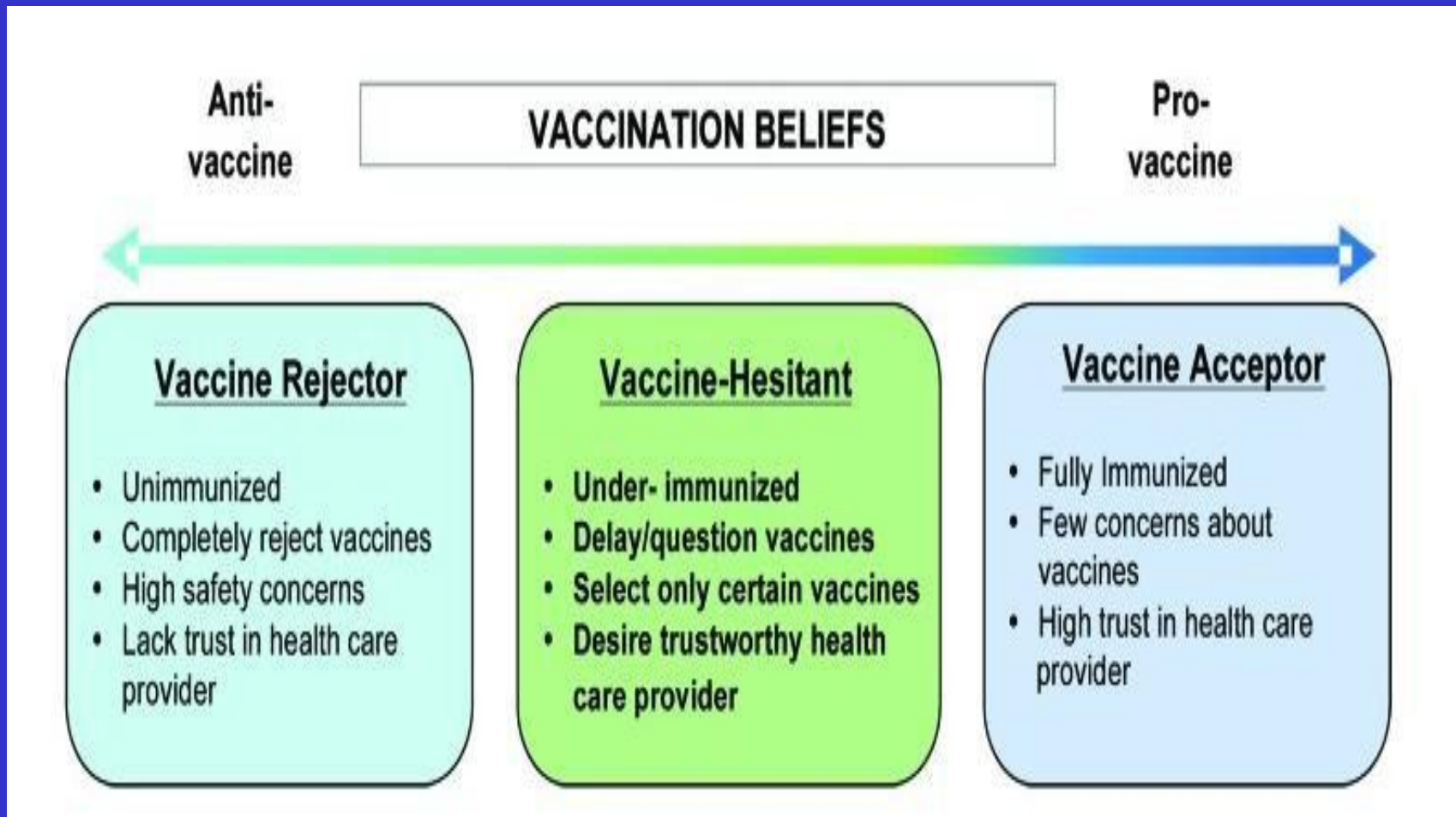


What is vaccine hesitancy?

- ✓ 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?



Teenager blames HPV jab for 'nightmare' side effects

FIONA HEAVY
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15-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 HPV



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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

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 8.1 per cent 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 for vaccination



Rebecca Hollidge was 15 when she had the HPV vaccine. She says it has been a nightmare for her. Her life has changed beyond recognition to the point where she has to wear a corset for outings. And she is not alone. It is a common experience for many girls.

There is a need for an investigation into the side effects of the vaccine to prevent more young women from being affected. It is in order to prevent these life-debilitating consequences.

The vaccination is given to prevent cervical cancer but parents are now asking themselves: is it really worth the risk? Although the HSE stands firm on the risk.

TEEN. Ed
moves f f ectsome

HEALTH TRAP at- are going

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

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

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

Teen left crippled by cervical cancer jab

Rebecca Hollidge claims HSE on Gardasil

BY KATHY ARMSTRONG

A 15-YEAR-OLD claims her life has been turned upside down after the cervical cancer jab left her crippled.

Rebecca Hollidge, 15, says she has been left with chronic fatigue syndrome and heart problems after receiving the HPV vaccine. She says the vaccine has changed her life and she is now unable to do many things. She says she has been told to 'just live with it' but she is not happy with that.

It's not a simple thing. It's going on. Telling other people. Rebecca revealed she has gone through lots of it. She said: 'It's happened. I'm angry.'

Consequences

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



Polio outbreaks a public health emergency: World Health Organization

'Extraordinary' situation requires a co-ordinated international response, UN agency says

By Amina Zafar, [CBC News](#) Posted: May 05, 2014 9:06 AM ET Last Updated: May 05, 2014 8:49 PM ET



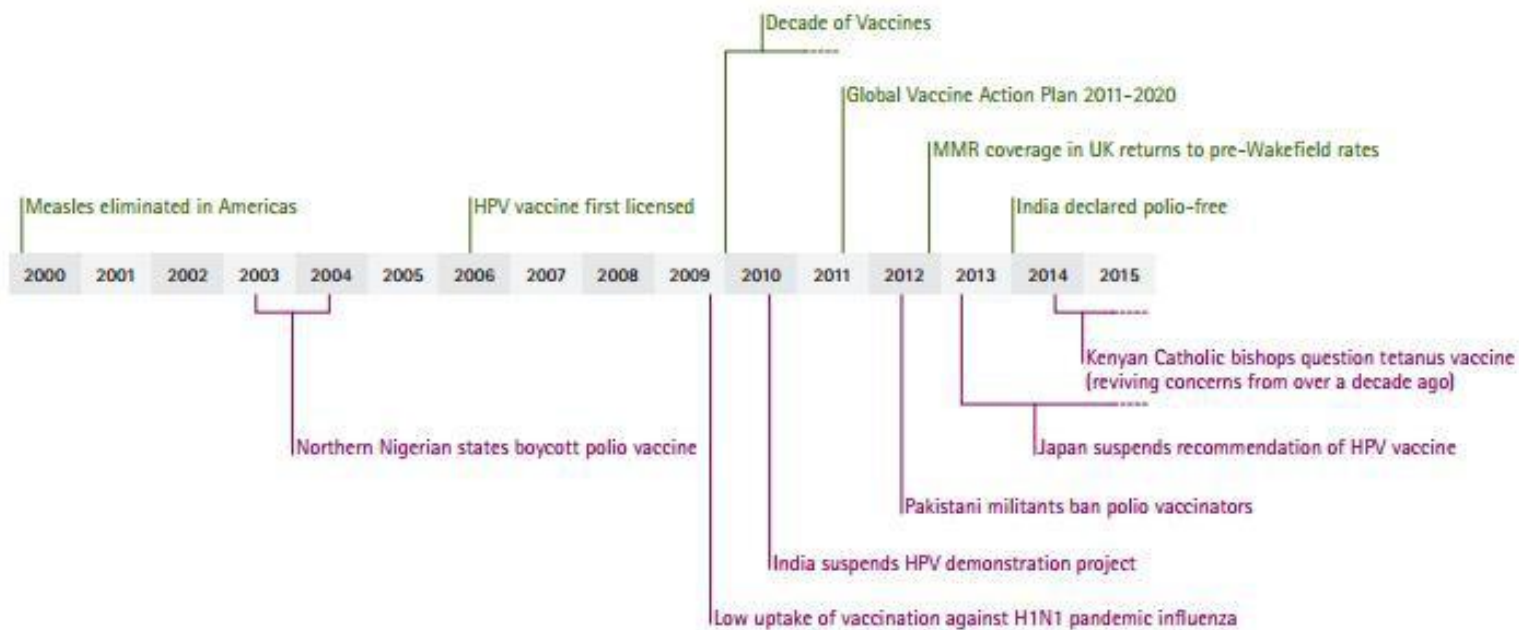
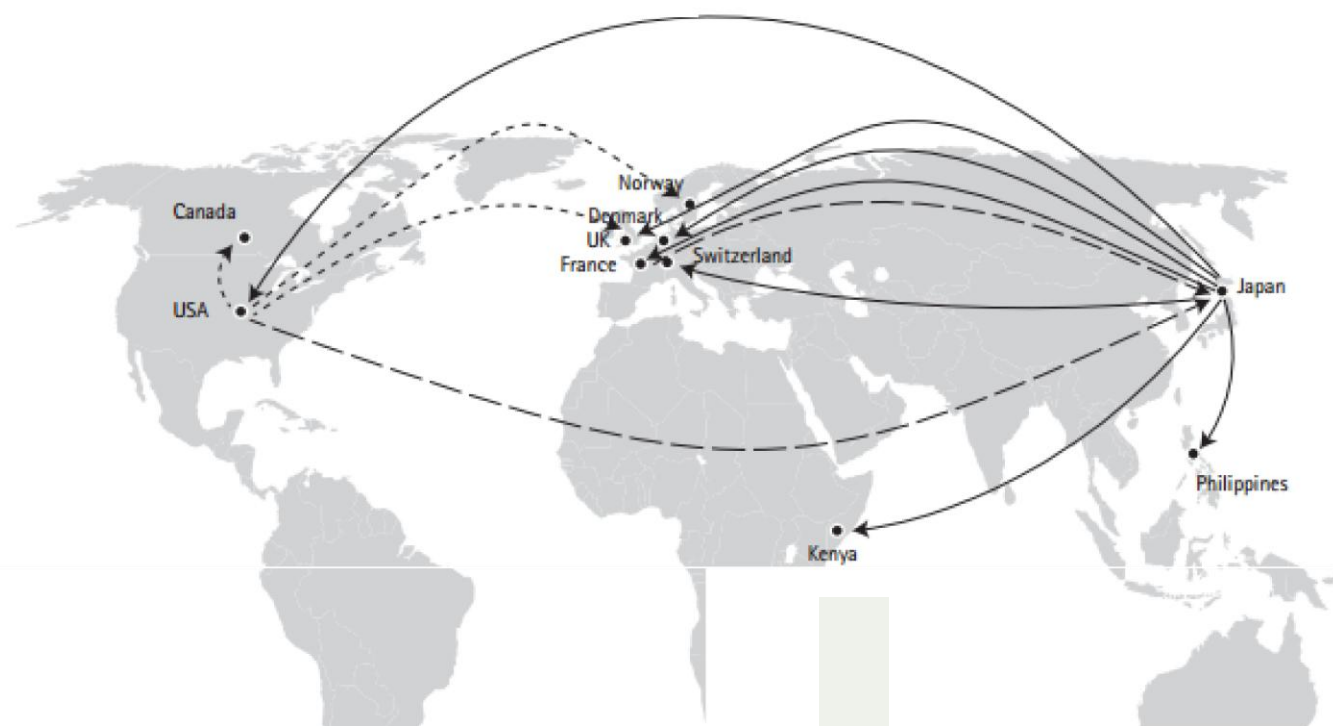


Figure 6: The global spread of HPV rumours



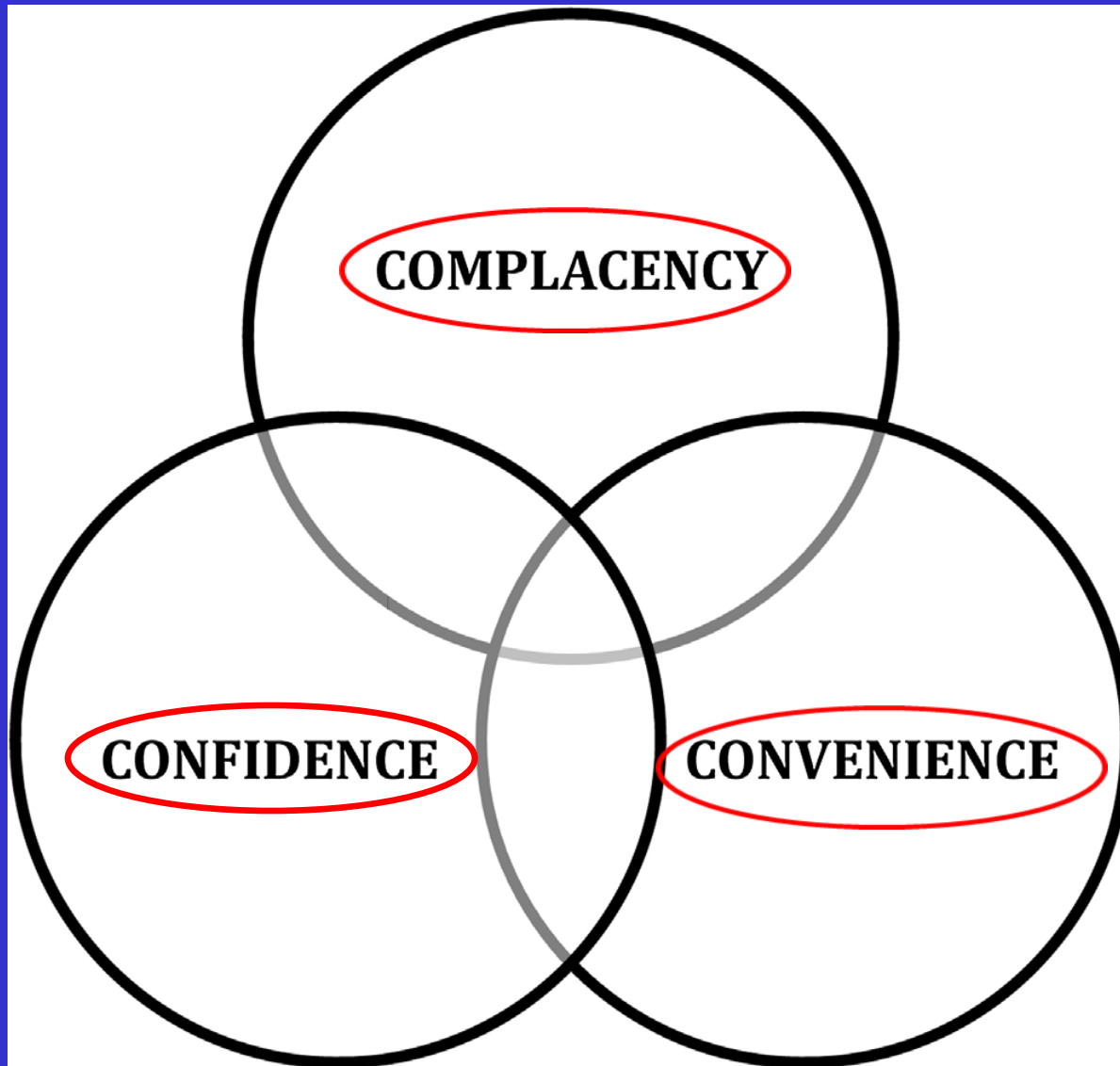
- - - - 011-line media articles about Japan's withdrawal of
the recommendation of the HPV vaccine, identified in other countries
- - - - On-line media articles about the HPV vaccine identified in Japan
- - - - - Comments following an article in the US about Japan

Map showing global transmission of: 1) Information about the country's HIV situation till port: dia thf! Japanst m dia; and 2) reporting aM discussion on thf(! Japan!s!l .suspMision of tht HPV111ccint commtt1dation outsd(! Japan from January ,a July 20M.

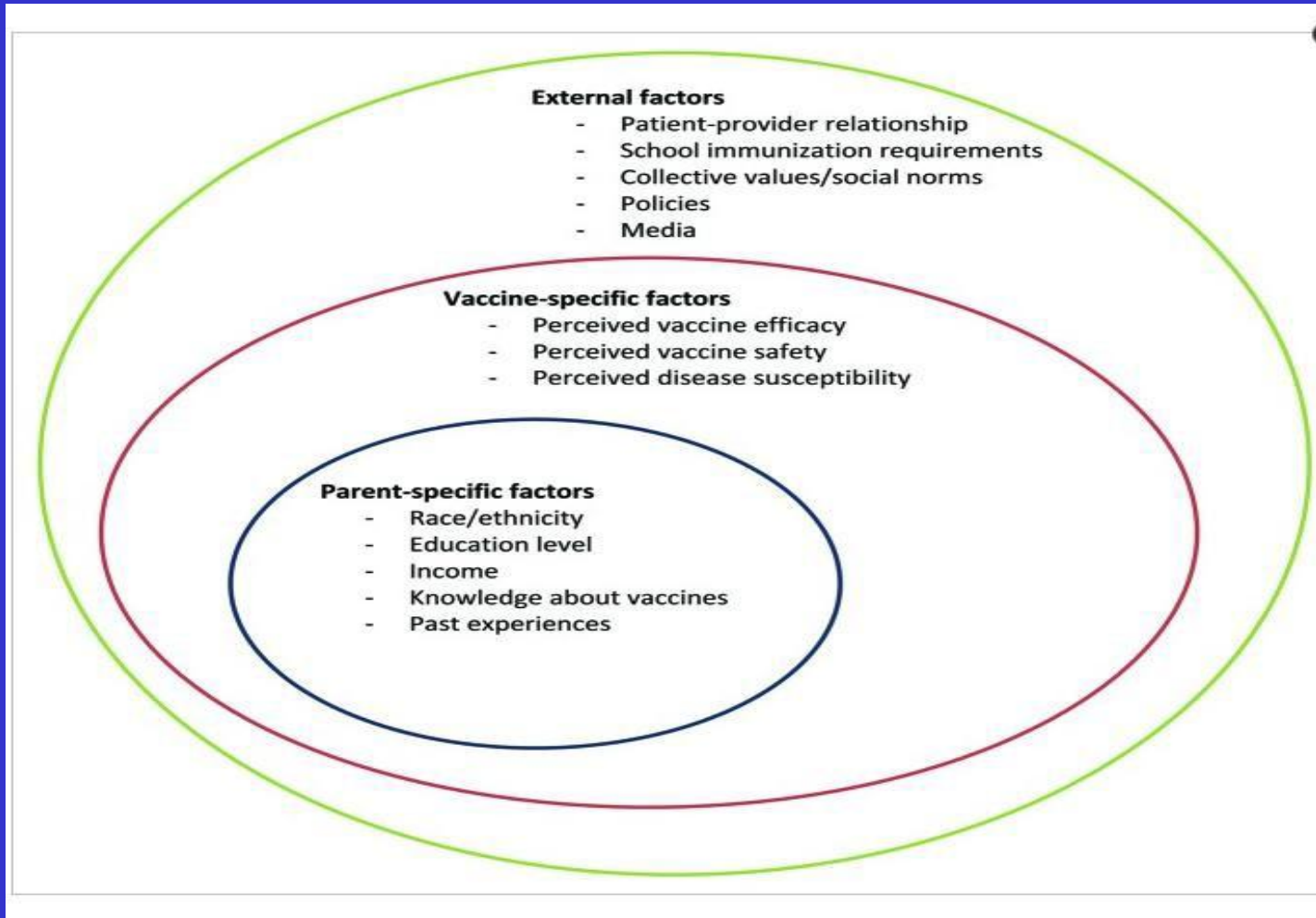
Who are vaccine hesitant?

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

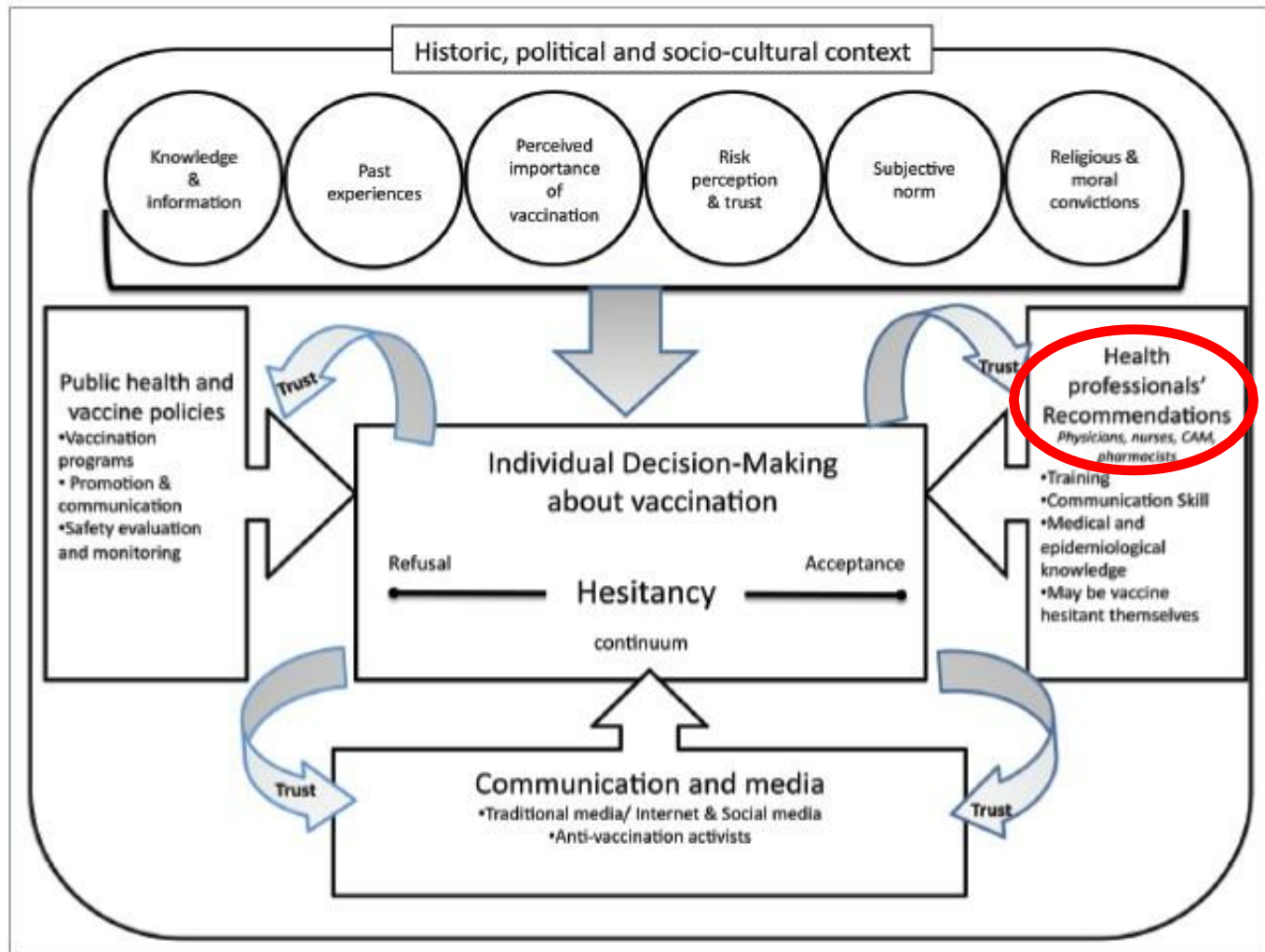
3 C's Model



Factors



Influences



Actions

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

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

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)

<https://www.youtube.com/watch?v=H1JFGWBAC5c>

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

Irish vaccination awareness is on Facebook.

To connect with Irish vaccination awareness, sign up for Facebook today.

Sign Up Log In

Irish vaccination awareness
Non-governmental Organisation (NGO)

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ABOUT

0749735319

PHOTOS

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Rosemarie Markey Funny how none of the home from school yesterday, just a website wanted more information, www.immunisation wrote in the post above. And if you go to you won't show you it either.

Welcome to the N Immunisation Of Health Service

1 · Yesterday at 01:45

Irish vaccination awareness 13 hrs

This report by US Journalist gives a quick overview surrounding the HPV vaccine.

Report: Ireland Vaccine Injury

The world is watching gained public, political traction. Irish families

YOUTUBE.COM

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"Unvaccinated children are overall healthier with fewer allergies, developmental disorders and chronic diseases".

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Safe Affordable Necessary Effective

The Sane Vax Mission is to promote only Safe, Affordable, Necessary & Effective vaccines and vaccination practices through education and information.

VICTIMS

Cervarix: New medical conditions for both my daughters

Recovering from my Gardasil Nightmare

My Gardasil injections were in 2007. For the first time in 8 years I can finally say I feel "normal" again. I believe my Gardasil Nightmare is finally over.

SANEVAX PRESS RELEASES

The Vaccine Safety Debate: Journalism or Propaganda?

By Norma Erickson When it comes to the debate surrounding vaccine safety, efficacy and need, fair and balanced journalism

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THIS WEEK'S VICTIM

Ashleigh from Liverpool

Ashleigh - Liverpool
Ashleigh Cave, Liverpool
Update as of January 2010:
Ashleigh is out of the hospital, attending school on a part time basis, but still



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 websites
- 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



Actions

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

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



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

Monday 11 January 2016 16:44 GMT



< Shares 3,654 Comments 553

 Save for later



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

Human 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%

11 January 2016

TALK TO ADDRESS FEARS OVER HPV VACCINE

**Fashion
Health &
Beauty**

Denise McNamara



19 August 2016

HPV talks to emphasise importance of girls getting jabs

BY CORMAC O'SHEA

Big fall in cervical cancer take-up

Catherine Shanahan

the talks out of the concern
"that parents need more

24 August 2016



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

"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."

Immunisation

Beating rubella

It'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 develop the level of immunity against rubella 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 announcement.

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”

Irish Times 6 May 2016



Reidhmeannacht na Seirbhíse Sláinte
Health Service Executive