Workshop on Enhancing Communication Around Influenza Vaccination
CDC, Atlanta, USA, 11-13, June 2013

Cecil B. Wilson, MD, MACP
President
World Medical Association
WMA Member Survey

Physicians stressed the need for more information and global advocacy on the need for vaccination. Included were global statistics on morbidity, mortality and vaccination coverage – all presented in a “more understandable way”.

• 77% - toolkits with facts and figures most useful
• 68.6% - web-based resources
• 14.3% - draft letters to governments
Reasons against influenza vaccination

Total score of categories over all studies

- Fear of adverse reactions
- Lack of concern
- Inconvenient delivery
- Lack of perception of own risk
- Doubts about vaccine efficacy
- Avoidance of medications
- Dislike of injections
- Self-perceived contra-indications
- Lack of availability
Reasons for Influenza Vaccination

Total score of categories over all studies

- Self-protection
- Protection of patients
- Protection of own family or colleagues
- Convenient access
- Compliance with recommendation
- Work ethics
- Free vaccine (no cost)
- Trust in the vaccine
- Set example for patients
- “Always get influenza vaccination”
Physicians should be vaccinated

To protect patients

To protect self

To set an example