The Vaccine Confidence Project

Session: *Understanding the context*

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Workshop on Enhancing Communication around Influenza Vaccination

Improving health worldwide

www.lshtm.ac.uk
Vaccine confidence issues are global
And then H1N1...

Low acceptance of vaccination against the 2009 pandemic influenza A(H1N1) among healthcare workers in Greece

H1N1 France: From vaccine refusal to riot police in just 7 days

Factors associated with parental refusal of pandemic influenza A/H1N1 vaccine in Turkey

A crisis of public confidence in vaccines.
Early detection of and timely response to vaccine concerns can prevent loss of public confidence in immunization, program disruptions, and potential disease outbreaks.
TWO KEY LESSONS

1. Communication cannot fix a problem you do not understand

2. Not all problems are related to (or can be solved by) communication
Reports Globally, May 2010 – May 2012

25,549 reports in database
Vaccine reports about the USA by Disease
May 2010 - May 2012
Vaccine confidence issues vary considerably

The following slides show an analysis by The Vaccine Confidence Project of 10,380 media and social media reports collected globally between May 2011-May 2012
NEGATIVE REPORTS

Discussion

• Monitoring of media/social media (fast data) can provide valuable signals of emerging vaccine confidence issues

• No single report or event provokes a breakdown in confidence — usually requires multiple and spreading concerns and “fertile” ground

• The same negative events/concerns can have very different outcomes in different settings

• Impacts of waning confidence (vaccine hesitancy) can take months or years to manifest in vaccine refusals and consequent VPD outbreaks.
Analysis of public concern around the OPV boycott in Nigeria

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PUBLIC CONCERN:
- Fertility/Sterility
- Deliberate tampering
- Political Motives
- Risk/Benefit

PROMPTERS:
- Political Motives
- Mass Campaign
- Research

SUSTAINING & AMPLIFYING FACTORS:
- Purposeful Spreading
- High profile individuals and groups spreading concern
- Response (inadequate engagement)

NEGATIVE IMPACTS:
- Vaccine refusals
- Vaccine suspended
- Disease outbreaks

RESPONSES:
- International pressure
- Stakeholder engagement
- High profile individual action
- Change in policy

POSITIVE IMPACTS:
- Vaccine reinstated

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What's The Next Crisis We'll NOT ANTICIPATE And TOTALLY MISS?

...AND SO THE CONCLUSION IS "WE DON'T KNOW"