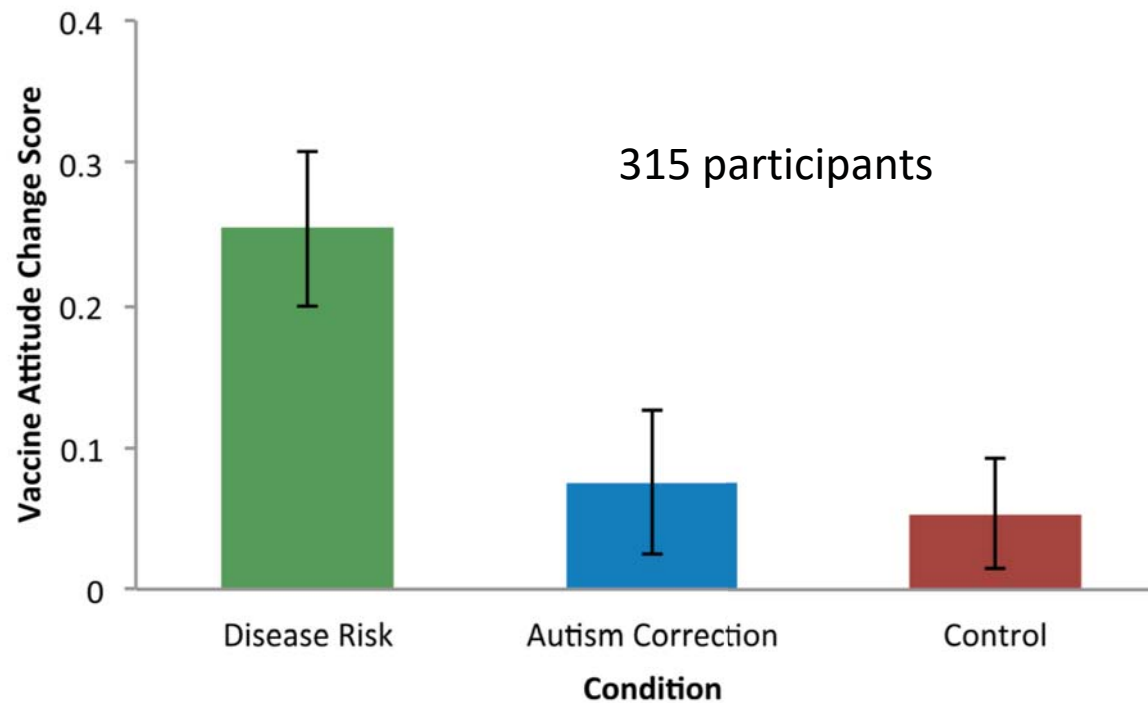


Countering antivaccination attitudes

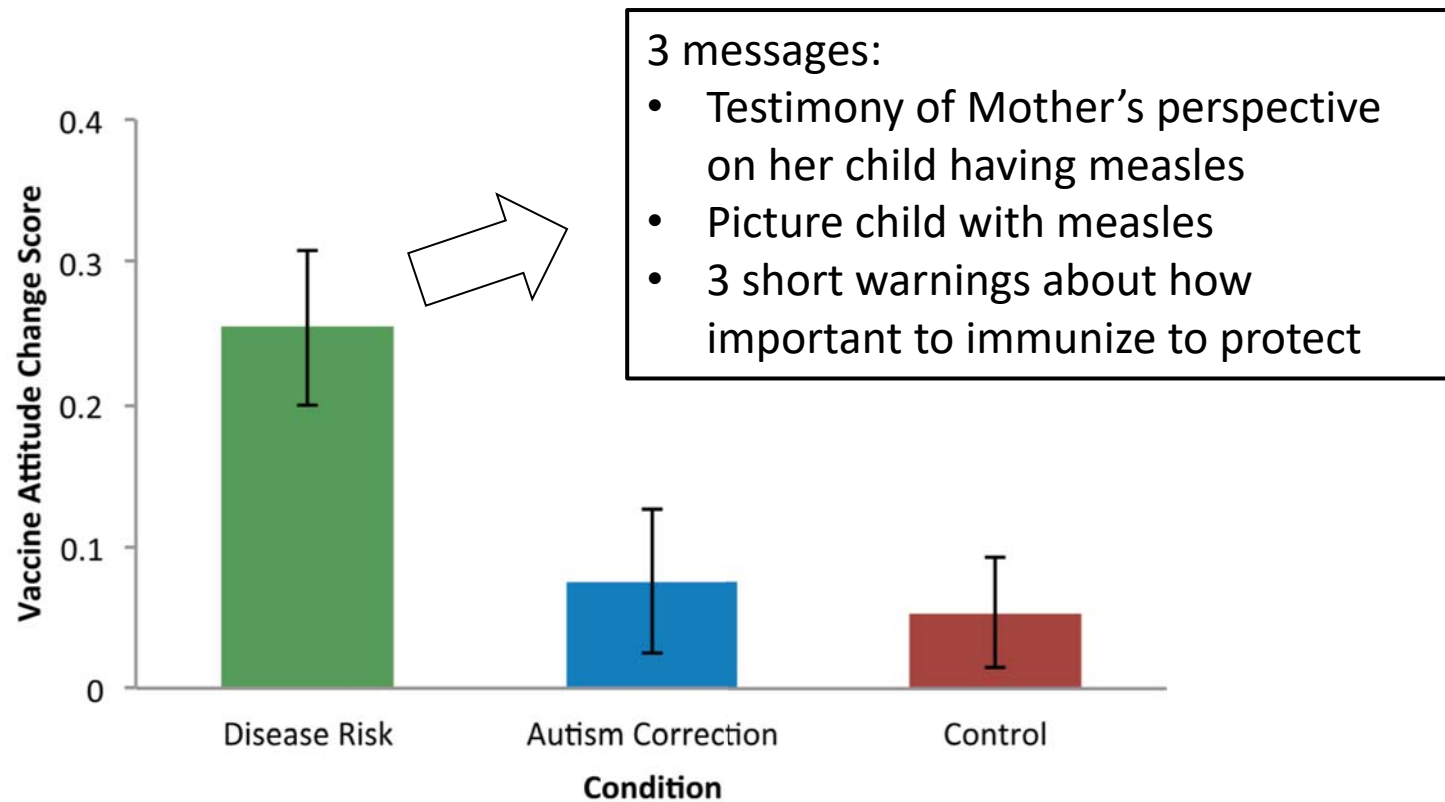
Zachary Horne^{a,1,2}, Derek Powell^{b,1}, John E. Hummel^a, and Keith J. Holyoak^b



PNAS, 2015

Countering antivaccination attitudes

Zachary Horne^{a,1,2}, Derek Powell^{b,1}, John E. Hummel^a, and Keith J. Holyoak^b



PNAS, 2015

Develop communication materials



Let's talk about hesitancy

Enhancing confidence in vaccination and uptake



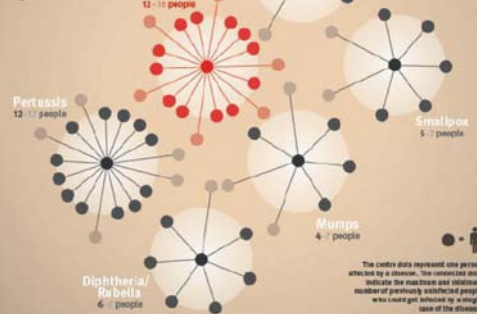
Translation is not enough

Cultural adaptation of health communication materials



Measles is more contagious than you think

Measles is an acute, highly contagious viral disease capable of producing epidemics. It is very infectious and spreads easily among unvaccinated people. A person with measles infects on average of 12 to 14 previously uninfected people. Vaccination is the best way to protect yourself and others against measles.



The circle size represents one person infected by a disease. The uninfected size indicates the maximum and minimum number of previously uninfected people who could get infected by a single case of the disease.

Source: World Health Organization (WHO), 2010; National Health Service (NHS), 2010; NHS, 2010.

Measles is a serious disease

Measles is not a harmless childhood disease. It is a highly contagious viral disease that spreads easily among unvaccinated people. Symptoms usually appear 10 to 12 days after infection, initially resembling a cold, with a runny nose, cough and a slight fever. The eyes become red and sensitive to light. As the illness progresses, and usually on the third to seventh day, the temperature may reach 38-41°C, and a red rash appears that lasts four to seven days.

Approximately 30% of reported cases have one or more complications, especially among children under five years of age and adults over 20. Measles can be more severe in people with weakened immune systems.

Complications from measles infection



7 to 9 out of 100 children develop ear infection, which can result in hearing loss.



8 out of 100 patients report diarrhoea.



1 to 6 out of every 100 patients suffer from pneumonia. This is the most common cause of death from measles in young children.



1 in every 1,000 patients develop acute encephalitis (swelling of the brain). This can lead to convulsions and leave a child deaf or with mental disability.



Eye disorders, such as destruction of the cornea (outer layer of eyeball) may lead to blindness. This condition affects, in particular, malnourished children and is linked to vitamin A deficiency.



A rare but fatal brain complication known as subacute sclerosing panencephalitis (SSPE), can occur several years after measles.



1 out of 4 people who get measles will need hospitalization.



Up to 1 in 1,000 measles patients die as a result of the disease.



Source: WHO, Measles and Rubella Strategic Framework for the Elimination of Measles and Congenital Rubella Infection (CMR) by 2010, WHO, 2010; NHS, 2010; NHS, 2010.

Measles vaccination protects you and your family. By vaccinating against measles you contribute to a healthy community.

Testimony movies (in English)

- <https://youtu.be/F2AWjToUJs8> (post measles encephalitis)
- <https://youtu.be/aB8kGwKZiq0> (post measles SSPE)
- https://youtu.be/v_aQVcaQ_OU (rubéole congénitale)
- <https://youtu.be/0K9sz24Zn9k> (sequelles méningites pneumo)
- <https://youtu.be/Lm0n7RvR8d4> (men B sepsis and amputation)
- https://youtu.be/LPka49u_TwI (men B sepsis in adolescent)



8 discussion points

1. HCW vaccine knowledge and beliefs
2. Risk Framing
3. Let's talk about protection (rather than refuting myths)
4. Communication issues: 2 ways dialogs and consensus
5. Pain management
6. Reminders
7. Mandatory vaccinations?
8. Patient partnership



How long do you think that a doctor let a patient talk about a vaccine concern ?

1. 10 seconds
2. 20 seconds
3. 1 minute
4. 2 minutes
5. 5 minutes

Two-way communication

The people we consulted noted that communication from healthcare providers, often due to time constraints, was generally too focused on one-directional communication and the sending of well-intentioned but uniform messages to all. Healthcare providers were advised to place more emphasis on dialogues – two-way conversations – which first elicit information about parents' specific concerns and anxieties and then adapt and customise messages to the identified needs of individuals and groups.

Listen/Adapt
while
Assertive



Climate change

Belief in a scientific fact increases when consensus is highlighted

=> Underlining the **scientific consensus on vaccine safety and efficacy** may help shape belief

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Pain Management

- 35-45% of parents are concerned with pain during vaccination
- 70% would be less anxious if vaccines were given in a non-painful way
- 85% of parents say doctors/nurses should make vaccination less painful
- **95% of parents want to learn about reducing pain in their children**

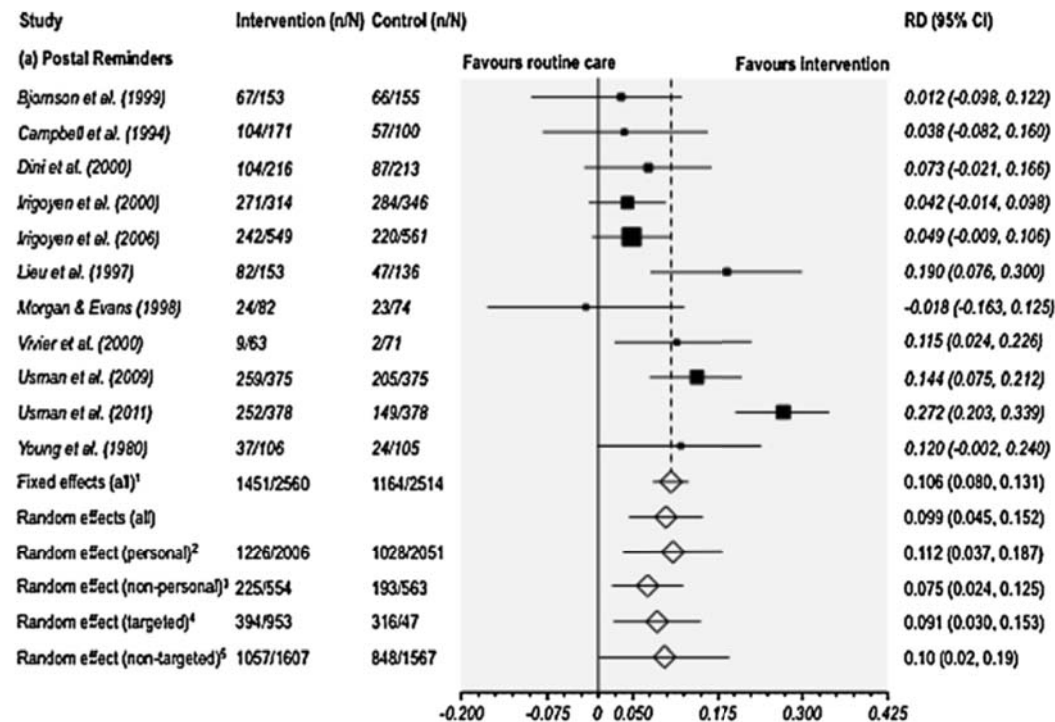


Kennedy, pediatrics, 2011
Taddio, vaccine, 2012

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Postal, telephone and SMS reminders help



Harvey, Vaccine, 2015
Domek, Vaccine, 2016

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7. **Mandatory vaccinations?**
8. Patient partnership



Are you in favour of making all
reimbursed vaccines mandatory
in Belgium?

1. Yes
2. No

- Controversial
- May backfire



Comment la France est passée de trois à onze vaccins obligatoires

Les enfants nés à partir du 1er janvier 2018 devront être vaccinés contre onze maladies infectieuses pour aller à la crèche ou à l'école.

LE MONDE | 30.12.2017 à 09h12 • Mis à jour le 31.12.2017 à 06h51 |

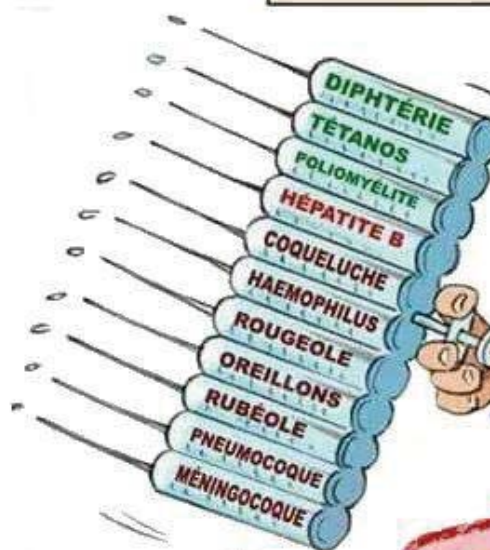
11 VACCINS OBLIGATOIRES, C'EST CONFIRMÉ!

(ÇA VA PIQUER!)

ET PAS QUE
LES YEUX!



QUE DITES-VOUS DE MON NOUVEL OUTIL ?



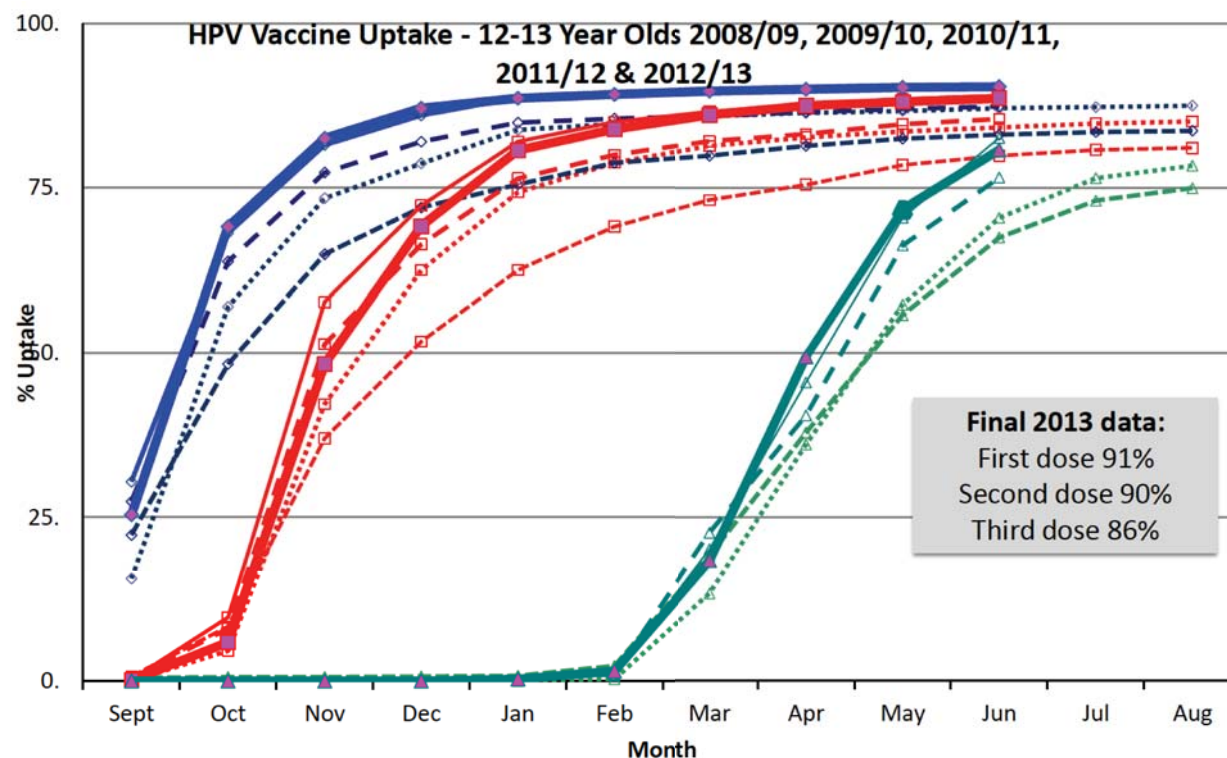
DANS QUEL
MONDE VIT ON ?



Backfire?
To be analyzed...

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**UK HPV
implementation**

❖ HPV program launched in September 2008

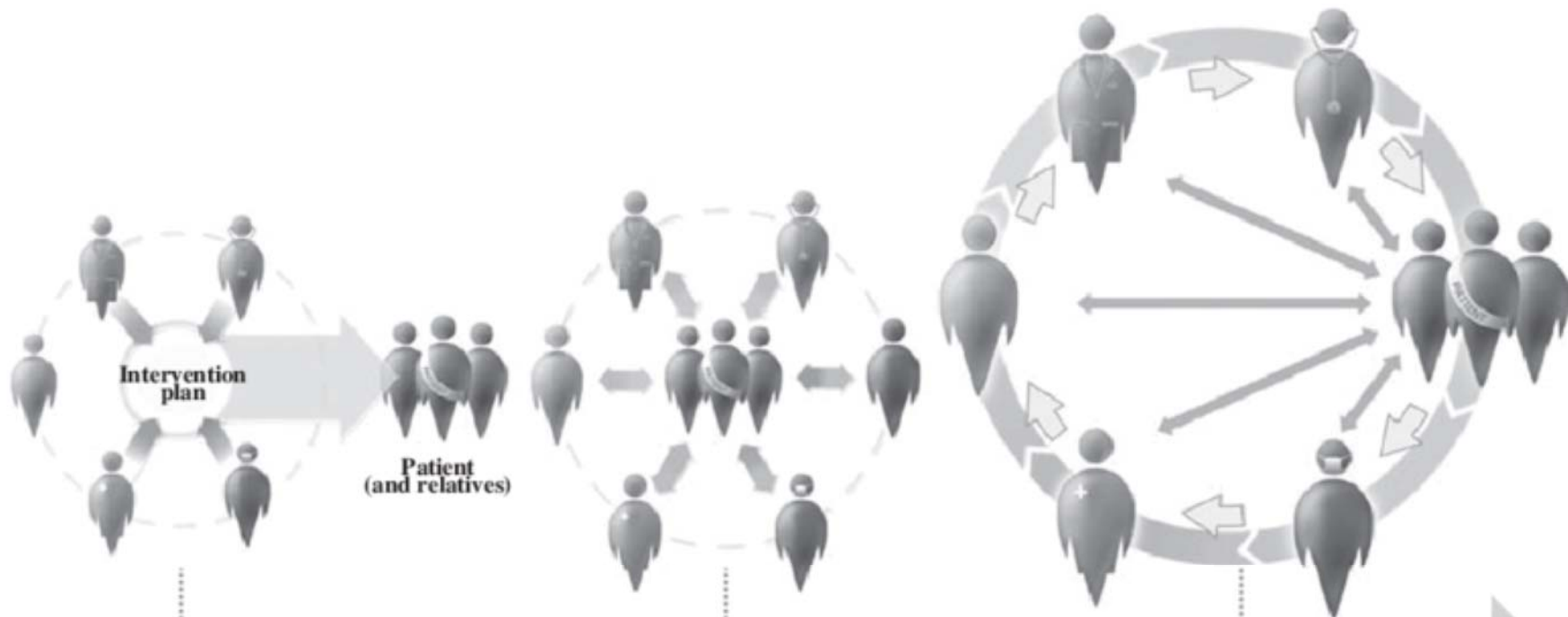
❖ 75% coverage in 3 months

=> **Focus group and patient partnership during 3 years**

“Take your shot!”

“I know you want Emla.
Take your shot with it!”

“How do you want to
take your shot?”



Paternalistic
approaches

Patient-centered
approaches

Patient-as-partner
approach

→ Focus groups in Brussels



Dr Isabel
Castroviejo

« **This information could be provided during pregnancy**, there are hollow moments, during these 9 months, each conversation will push us to look for other information of other things. And after 9 months, we have a small idea. »

« I think **it's a way of working** that is anchored like that, by not being aware of **the violence that it can represent for the patient to be constantly infantilized**, not to be considered as a thinking human being. [...]

It really started, and this is not vaccination, it's really maternity, pregnancy, a more global reflection. »

« And what is the effects, whether positive or negative, because the positive, we receive it all the time. Yes, but there is also a negative, it is like taking a drug, it is taken, it has cured us but there are negative effects. [...]

You have to be honest, I mean, there is a vast majority where it goes, but there are still risks»

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Thank you

Any questions?



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