

Understanding vaccine hesitancy in a post-factual era

Jonas Sivelä, Senior Researcher, PhD
Infectious Disease Control and Vaccinations
The Department of Health Security



NATIONAL INSTITUTE FOR HEALTH AND WELFARE, FINLAND



Measles kills 35 people in Europe as disease spreads through un-vaccinated children, warns WHO

Majority of fatalities in Romania, which has seen a 'sub

Figure 3. Measles notification rate per million population by country, 1 July 2016–30 June 2017, EU/EEA countries (n=10 866)

Katie Forster Health Correspondent | @katieforster | Wednesday 12 July 2017

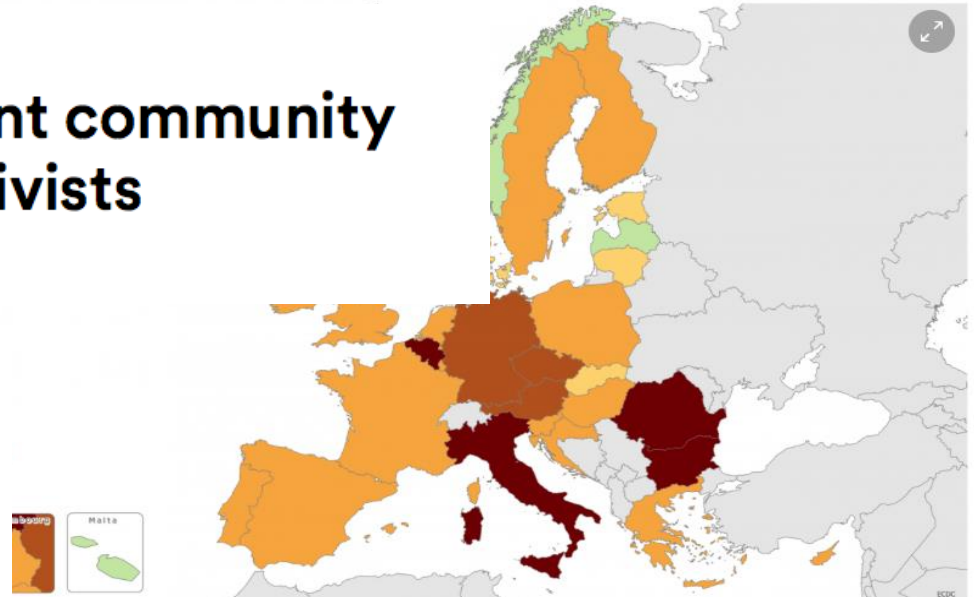
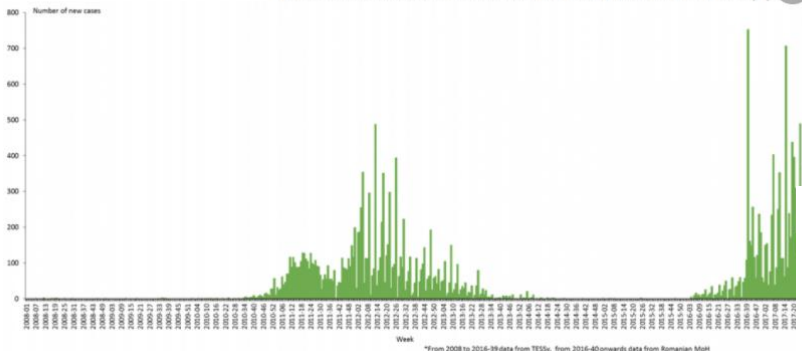
HEALTH

Measles sweeps an immigrant community targeted by anti-vaccine activists

By HELEN BRANSWELL @HelenBranswell / MAY 8, 2017

New measles cases per week of reporting, week 2008-1 to 2017-30, Romania

Data source: National Institute of Public Health Romania and TESSy (ECDC)



NOT JUST ABOUT YOU

Anti-Vaxxer Disease Spreads To Europe

Europe is seeing its own brand of anti-vaccination hysteria.



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Vaccine Hesitancy – a complex issue



CONTEXTUAL FACTORS

- Politics
- Culture
- Socio-economic
- Media environment
- Influential leaders

INDIVIDUAL/GROUP FACTORS

- Social norms
- Beliefs
- Attitudes / Motivation
- Knowledge
- Personal experience

VACCINE/VACCINATION SPECIFIC ISSUES

- Schedule
- Delivery
- Costs
- Introduction of new vaccines

Vaccine hesitancy – definition

Strategic Advisory Group of Experts (SAGE) on Immunisation:

*‘Vaccine hesitancy refers to delay in acceptance or refusal of vaccines despite availability of vaccine services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines. It is influenced by a number of factors including issues of **confidence**, **complacency**, and **convenience**’*

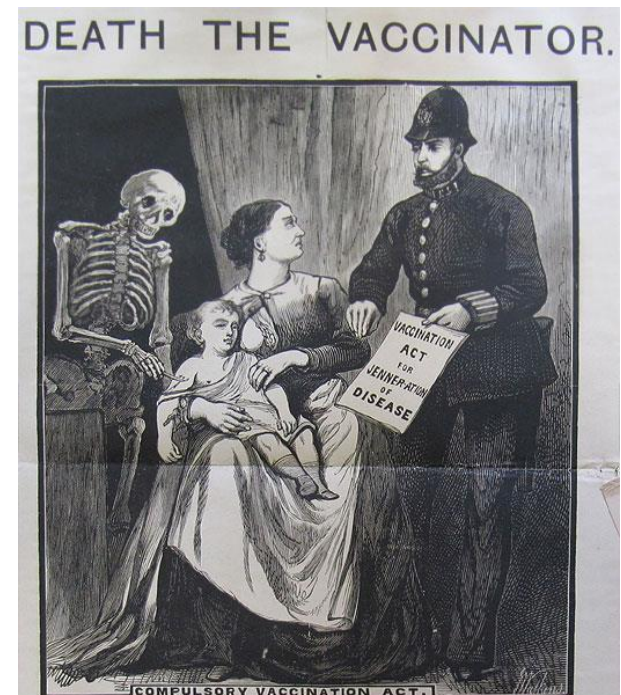
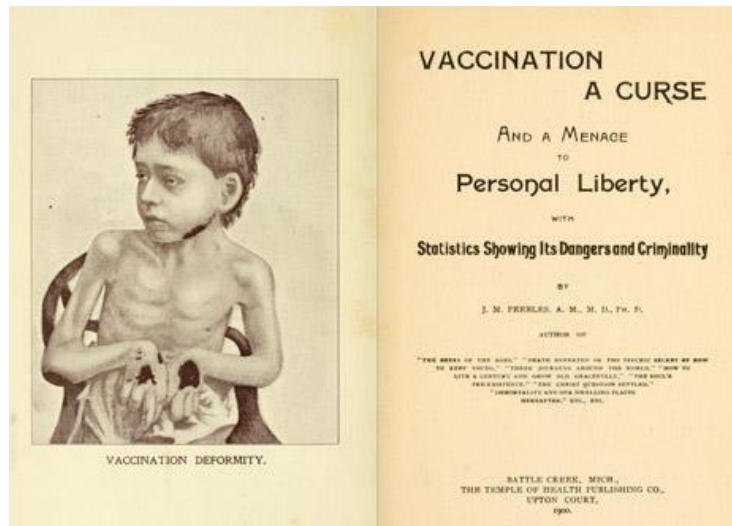
- **Complacency**
 - When perceived risks of vaccine-preventable diseases are low and when vaccination is not considered a necessary preventive action.
- **Convenience**
 - When the quality and degree of service affects the decision to vaccinate.
- **Confidence**
 - When the trust in the effectiveness and safety of vaccines and in the system that delivers them affects the decision to vaccinate.

MacDonald, NE. & The SAGE Working Group on Vaccine Hesitancy. Vaccine hesitancy: Definition, scope and determinants. Vaccine (2015), Volume 33, Issue 34, 14, 4161–4164.

Historical perspective

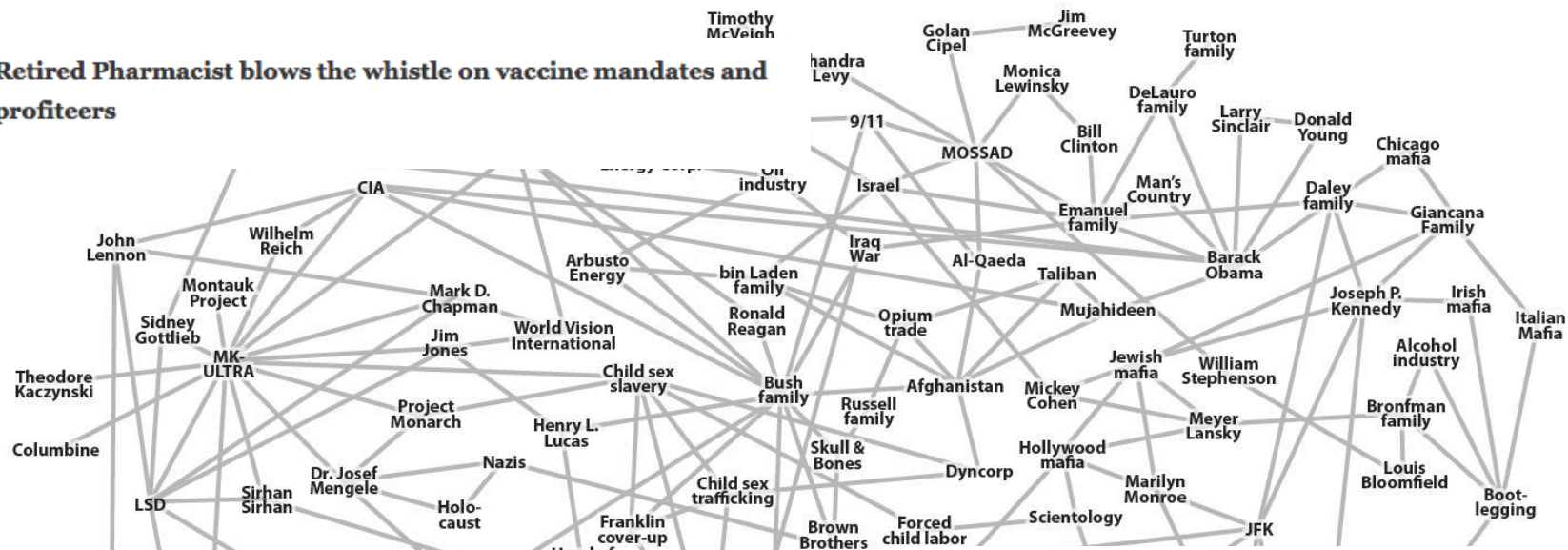
- Anti-vaccination lobbies since the early smallpox immunizations during the 19th century
 - Anti-Vaccination Society of America (1879)
 - Anti-Compulsory Vaccination League (1882)
- **”Resist the forcing of dead corruption into the blood of children.”**
— Homer Bartlett Wilson

“It is no longer medicine but for the most part destruction.”
— William Young

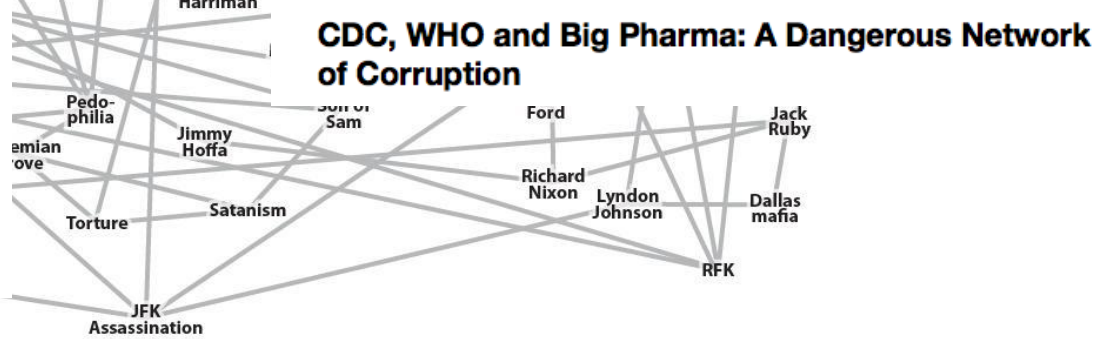




Post-truth world, alternative facts, conspiracy theories

Retired Pharmacist blows the whistle on vaccine mandates and profiteers






CDC, WHO and Big Pharma: A Dangerous Network of Corruption



 **Donald J. Trump**  [@realDonaldTrump](#) [Follow](#)

Healthy young child goes to doctor, gets pumped with massive shot of many vaccines, doesn't feel good and changes - AUTISM. Many such cases!

2:35 PM - 28 Mar 2014

  11,543  9,263



Areas of development

- **Strengthen the role and of healthcare workers** as effective advocates of vaccination, including pre- and in-service training; **develop tools for encountering vaccine hesitant clients.**
- **Raise awareness about vaccines and vaccinations;** to increase trust in the decision-making process and in scientific evidence.
- **Put more focus on acces issues.**
- **Invest in evaluation of activities** both ex-ante (*listening/understanding real concerns*) and ex-post (*many activities but how effective are they*).
- **Engage with grassroots levels and civil society** in order to enhance understanding (*incl. patient groups, disease-based organisations*).
- **Develop cooperation between different initiatives, projects, programmes addressing vaccine hesitancy.**

However...

- Developing and implementing context-specific interventions requires a lot of resources.
- Many inspiring studies and initiatives exist, but how do we translate these into sustainable, long-term solutions?
- **The majority of people vaccinate themselves – we need also to focus on what we do well – where we succeed and why!**

And, in order to make use of everything we do, we still need:

- **Well organized and functioning national immunization programs**

Thank you!

EU Joint Action on Vaccination

WP 8: Vaccine hesitancy and uptake. From research and practices to implementation

- To develop a **systematic overview and analysis of** best practices, lessons learned and experiences of implementing into action research based knowledge concerning vaccine hesitancy and confidence in: Member States, among stakeholders and partners, in the research community, and among policy makers.
- **To develop mechanisms and tools for disseminating** best practices, lessons learned and research-based knowledge and throughout Member States.
- To **identify sentiments and opinions of public** on vaccine confidence and hesitancy, and develop **tools used to monitor** these.