

Assessing and addressing Vaccine hesitancy

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The Vaccine Confidence Project team conduct global research on vaccine confidence, examining local and global dynamics which influence vaccine decision-making.



Confidence in vaccines



Confidence in providers



Confidence in systems

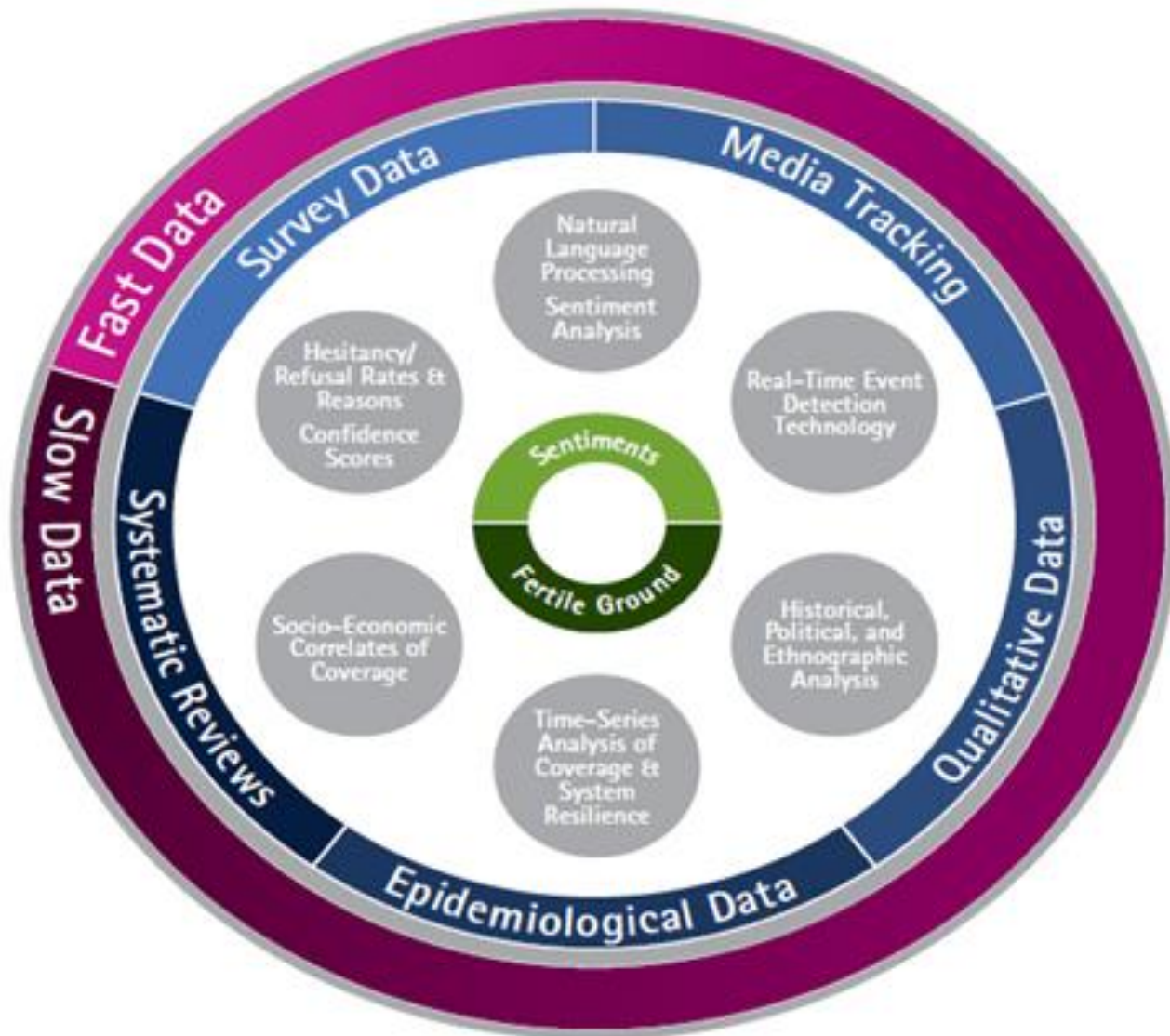
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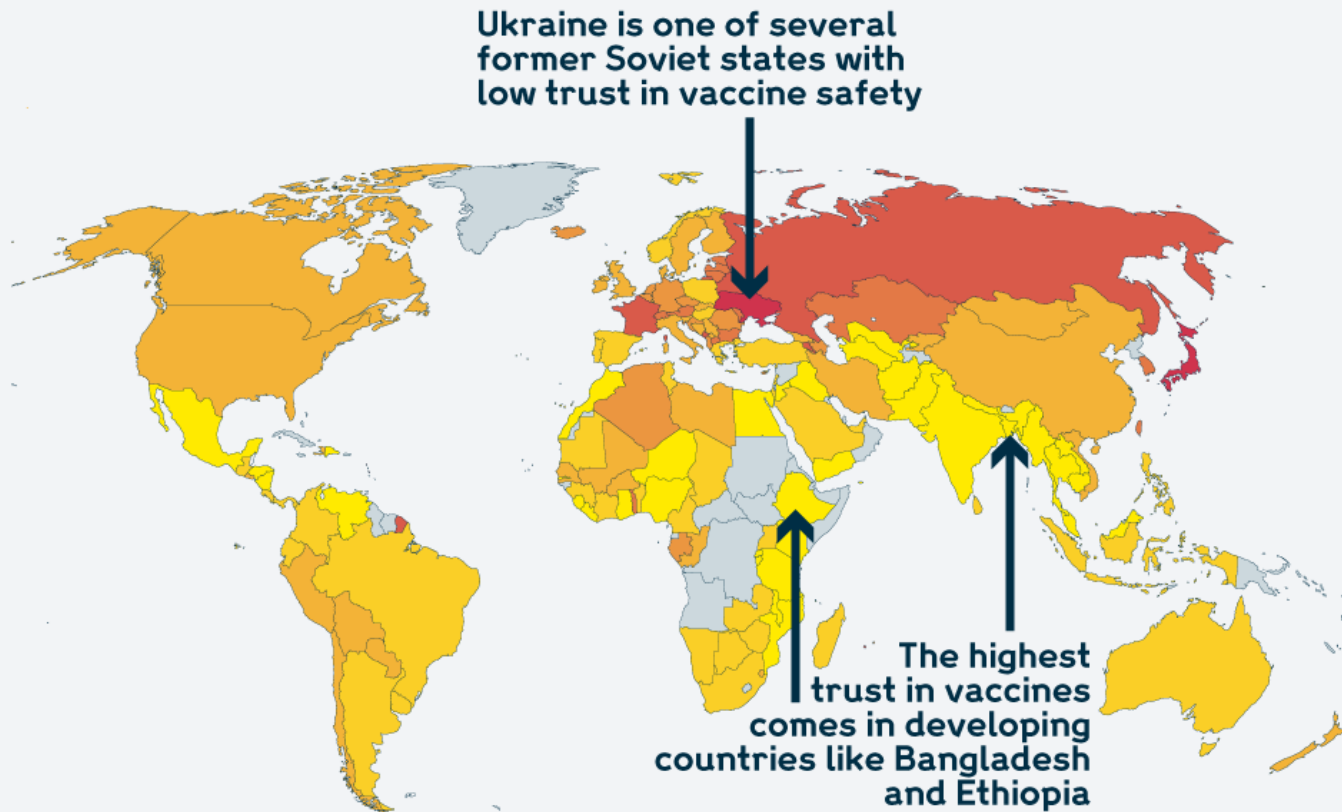
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No single metric tells the story



Share of people who believe vaccines are safe (%)



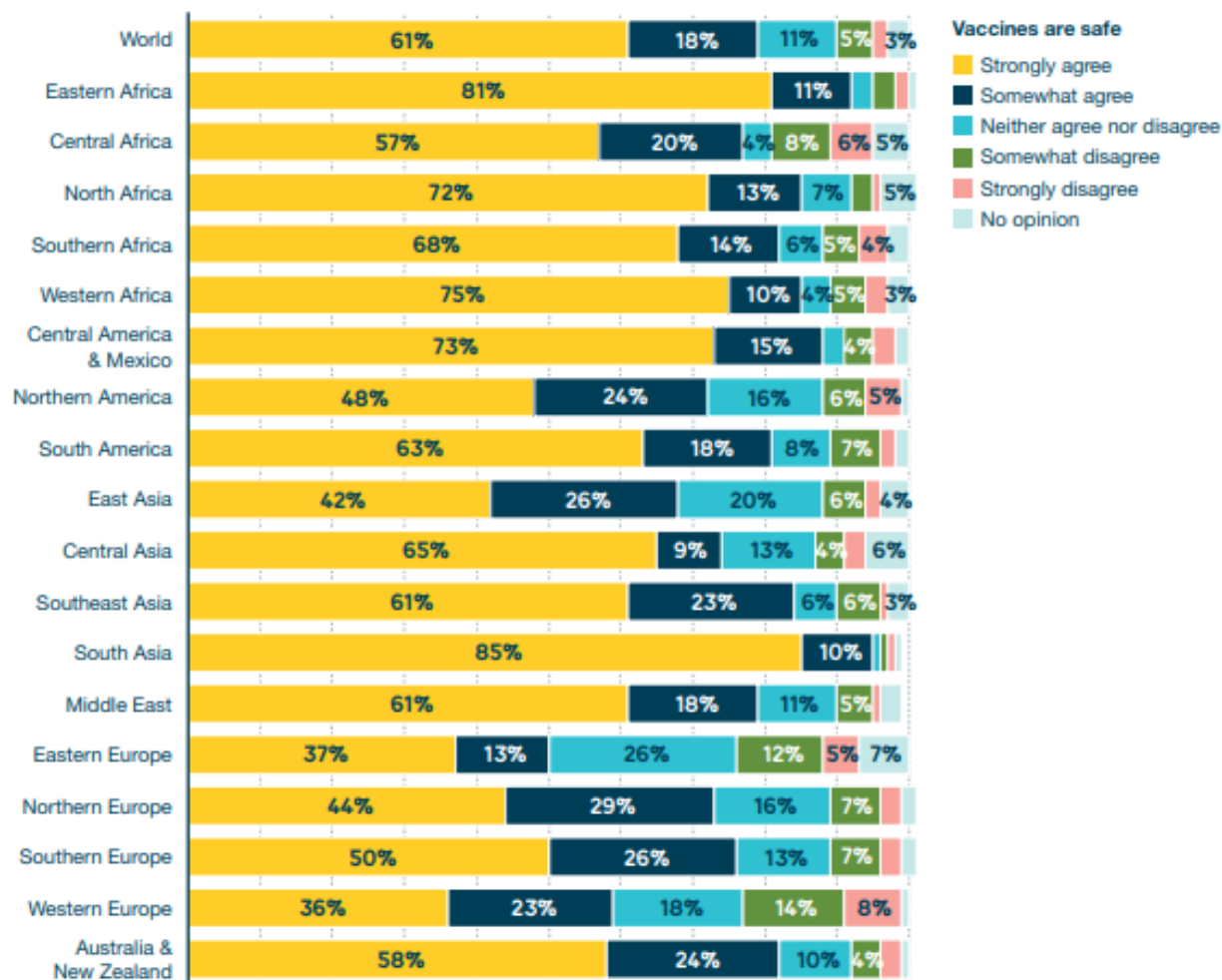
Source: Wellcome Global Monitor, part of the Gallup World Poll 2018

Chart 5.2: Perceived safety of vaccines by region

Percentage of people who answered 'strongly agree', 'somewhat agree', 'neither agree nor disagree', 'somewhat disagree', 'strongly disagree' or 'no opinion'.

Do you agree, disagree, or neither agree nor disagree with the following statement?

Vaccines are safe.



Source: Wellcome Global Monitor, part of the Gallup World Poll 2018

Vaccine hesitancy Workstream

Objectives:

1. Capture and frame country experiences of vaccine hesitancy
2. Facilitate knowledge exchange between LNCT country members on best practice, shared challenges, and solutions to address gaps and barriers for addressing hesitancy.
3. In collaboration with country teams, lead the development of tailored learning materials to help address vaccine hesitancy issues and build vaccine confidence capabilities and assets.



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WHO definition of vaccine hesitancy

Vaccine hesitancy refers to **delay in acceptance or refusal of vaccines** despite availability of vaccination services.

Vaccine hesitancy is **complex and context specific varying across time, place and vaccines.**

http://www.who.int/immunization/programmes_systems/vaccine_hesitancy/en/



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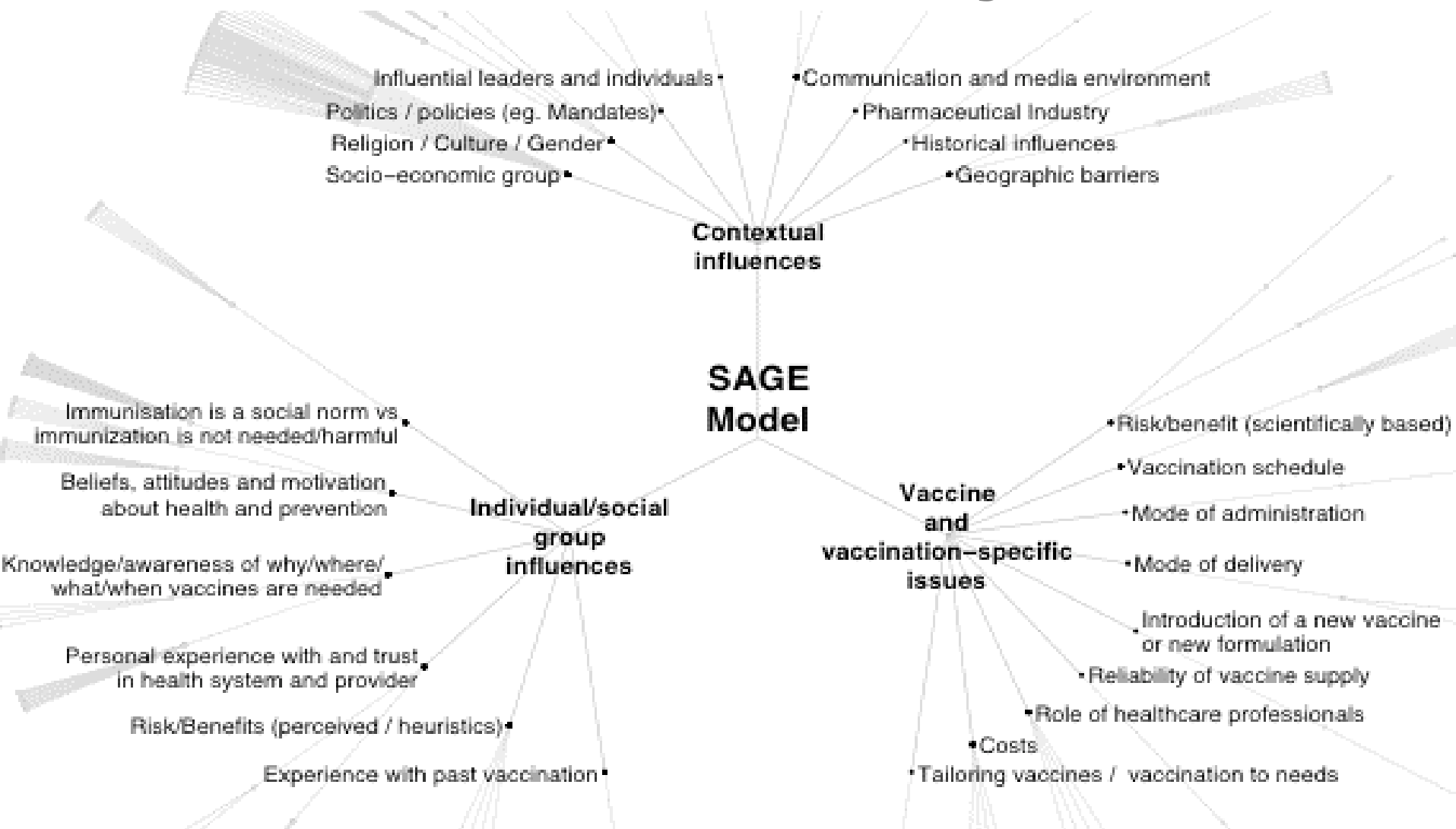


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The SAGE working group determinants of vaccine hesitancy



Larson et al. (2014) Understanding vaccine hesitancy around vaccines and vaccination from a global perspective: A systematic review of published literature, 2007-2012. Vaccine.

The “3Cs” model of vaccine hesitancy

Complacency



Lack of perceived need/value for vaccine

Convenience



Access to the vaccine

Confidence



Level of trust in vaccine, provider or process

Conducting expert interviews and focus group discussions

To capture and frame country experiences of vaccine hesitancy. We covered:

1. Reasons for people not accepting vaccination
2. Impact of vaccine hesitancy
3. Measuring vaccine hesitancy
4. Addressing vaccine hesitancy
5. Areas for support, networking and learning

37 participants interviewed so far (9 in-depth interviews and 4 focus group discussions)



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Reasons for vaccine hesitancy and vaccination refusal: LNCT Findings

Complacency



Parents did not think the vaccine was needed for their child

Convenience



Health centre is too far away; regulations around patient registration at clinics

Confidence



Concerns about effectiveness, safety and side effects (fever, sore arm); introduction of new product; media reports; low level of trust in healthcare providers

Reasons for vaccine hesitancy and vaccination refusal

“[Parents hesitate] due to **different reasons**, including **distrust in the medication** - its components and quality as well - and also **distrust in doctors** and the process. They think that **vaccination is not necessary.**”

Focus group discussion, Georgia

Convenience issues

“One of the big problems is that **sometimes they have to walk**, for example, for one mile because the major part of our country, of Timor-Leste, is mountain, so most of them are living in rural areas, so the **access to the health centre is one of the big problems** for them to bring their children.”

Expert interview, Timor Leste

“In a sense, service accessibility, is not only related to the geographic problems, **it is also related to regulations as well**. [A] patient may show up at a certain place and if he/she is not registered, then medical personnel may not provide the service. Patients may register at a new place, and **this process prevents vaccination process**.”

Focus group discussion, Moldova



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Confidence Issues

“If their family had something unpleasant with vaccines, or a brother or a sister who [had] the vaccine and something went wrong, then it is **very difficult to change their mind.**”

Focus group discussion, Moldova



“Almost 80% of the children who come to me and I ask them why they did not get vaccinated, answer is that they did not get vaccinated **because of the false side effects, which have been mentioned by the doctor.**”

Focus group discussion, Georgia



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Religion and politics

“So for the new vaccine, many people asking regarding on the halal status of the vaccine.” *Expert interview, Indonesia*



“I think, in our country **political environment** has an impact on this, the vaccine hesitancy stems from the positive stance of our Prime Minister, while the portion of the opposition that hates him, links this to vaccination.”

*Focus group discussion,
Armenia*

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Partnering with Religious Leaders and Groups

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ADVANCE HUMANITY

unicef 

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How are countries measuring vaccine hesitancy?

Questionnaires / surveys (Armenia, Moldova)



Media monitoring (Armenia, Moldova, Vietnam)



Quantitative and qualitative studies (Georgia, Uzbekistan)



Periodic meetings to elicit feedback from healthcare workers (Nigeria)



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How countries are addressing vaccine hesitancy

Community engagement strategy, including with religious leaders (Nigeria)

Communication strategy

- MOH supported strategy by UNICEF and WHO (Moldova)
- Strategy to improve communication with parents (Moldova)

Mass media:

- TV commercials, websites, Facebook, YouTube, cartoon animation (Indonesia, Lao PDR, Timor Leste, Vietnam)



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How countries are addressing vaccine hesitancy

Train healthcare workers to address vaccine hesitancy among parents (Indonesia, Timor Leste, Vietnam)

Use of home visits

- GPs and midwives help identify unvaccinated children and offer the vaccine (Timor Leste)

Strengthening civil society(Nigeria)



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Experience sharing: Vietnam



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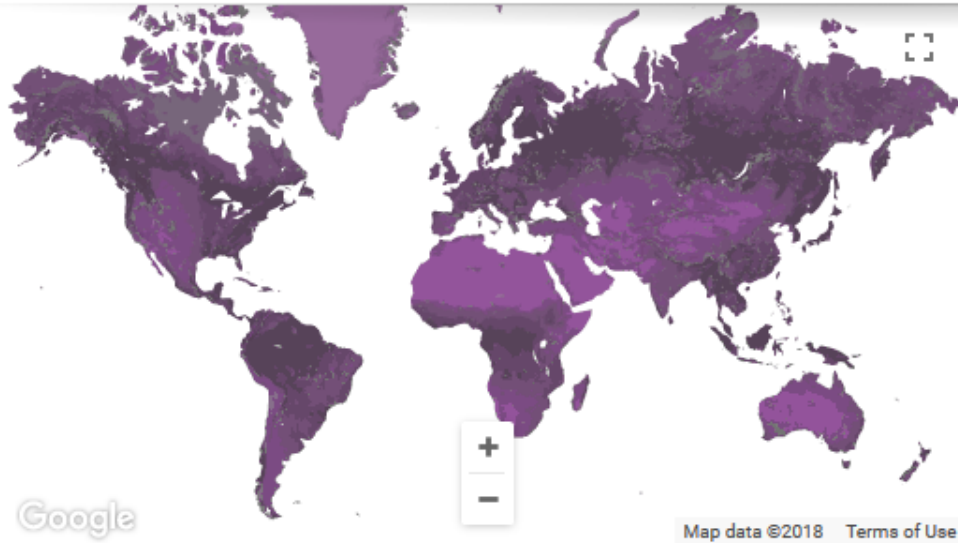
Questions for discussion

- Are there any other challenges you have experienced in your own country further to those presented?
- What tools or resources do you feel you need to address your country's challenges? (Please start by stating the specific challenges)
- What have you found to be effective to addressing challenges in your country?



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Latest News

[News archive](#)

- 1 Russia: World Cup fans advised to get measles, mumps rubella (MMR) vaccine [↗](#)
- 2 Croatia: Vulnerable to measles due to low vaccination rates [↗](#)
- 3 USA: Which Political Party Is Most Anti-Vaccine? [↗](#)
- 4 Poland: Thousands of people in Warsaw protest against compulsory vaccinations [↗](#)
- 5 DR Congo: With Ebola at a 'critical point', aid groups scramble to limit the outbreak [↗](#)

Thank you!



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