Managing risks and rumours:

Addressing safety concerns and mitigating rumours

LNCT Vaccine hesitancy workshop

Supporting countries in assessing and addressing vaccine hesitancy

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Session objectives:

- Identify common vaccine concerns
- Identify key components of AEFI management -- distinguishing real vaccine risks from rumors
- Understand approaches to addressing public concerns about vaccines from real safety issues to rumours
- Understand the importance of proactive confidence building around vaccine safety and how to implement strategies to build public confidence in immunization safety

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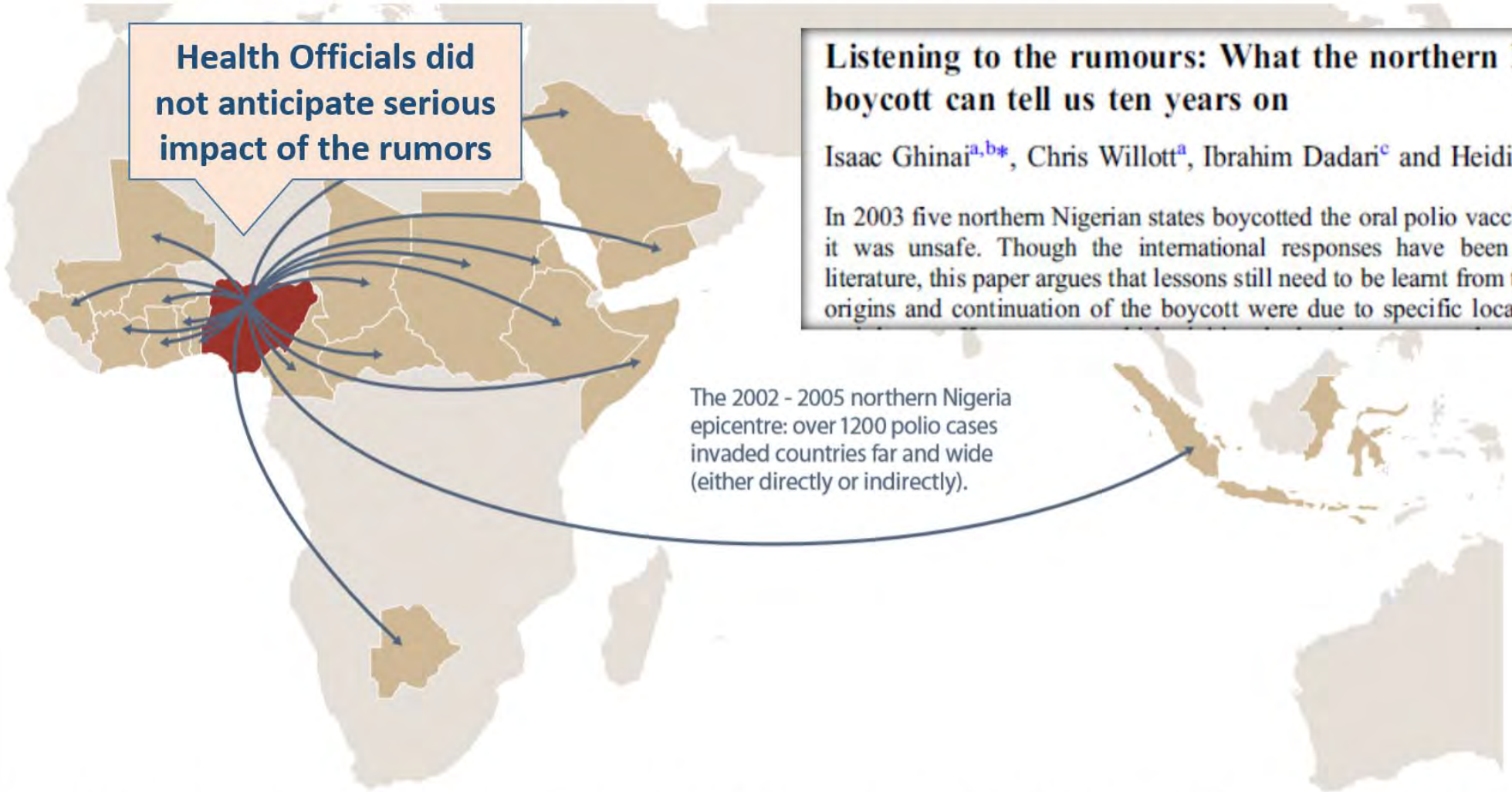
‘A warning from history’: How the polio virus escaped the GPEI



Listening to the rumours: What the northern Nigeria polio vaccine boycott can tell us ten years on

Isaac Ghinai[a,b]*, Chris Willott[a], Ibrahim Dadari[c] and Heidi J. Larson[b]

In 2003 five northern Nigerian states boycotted the oral polio vaccine due to fears that it was unsafe. Though the international responses have been scrutinised in the literature, this paper argues that lessons still need to be learnt from the boycott: that the origins and continuation of the boycott were due to specific local factors. We focus

Published originally in the November 2012 Report of the Independent Monitoring Board of the GPEI, this figure presents the spread of poliovirus from Nigeria following the 2003-2004 boycott. The IMB aptly titled its figure “A warning from history.”
Source: IMB. 2012. Sixth Report of the Independent Monitoring Board of the Global Polio Eradication Initiative: November 2012. Page 11. Available at: http://www.polioeradication.org/Portals/0/ Document/Aboutus/Governance/IMB/7IMBMeeting/7IMB_ Report_EN.pdf

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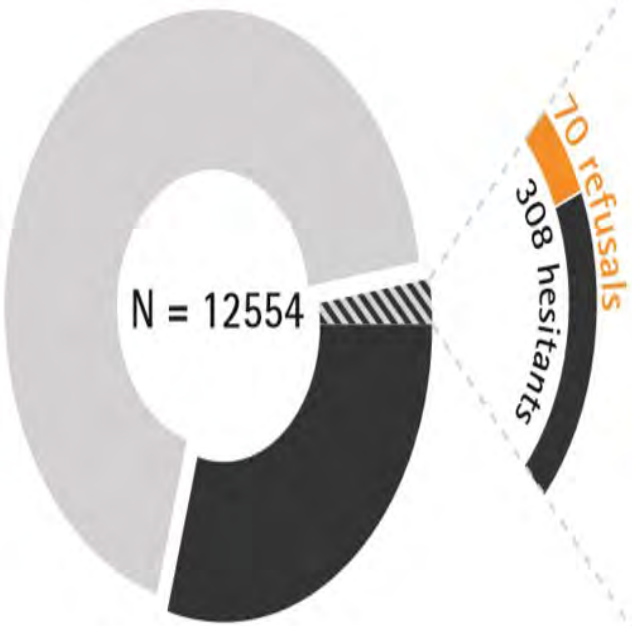
The State of Vaccine Confidence

Vaccine-hesitant parents and their reasons



- Did not think it was needed (70) — **COMPLIANCE**
- Did not think the vaccine was safe (23)
- Did not think vaccine was effective (19)
- Had a bad experience or reaction with previous vaccination (17)
- Had a bad experience with previous vaccinator/health clinic (18)
- Other beliefs / traditional medicine (14)
- Religious reasons (15)
- Someone else told me that the vaccine was not safe (15)
- Someone else told me they / their child had a bad reaction (14)

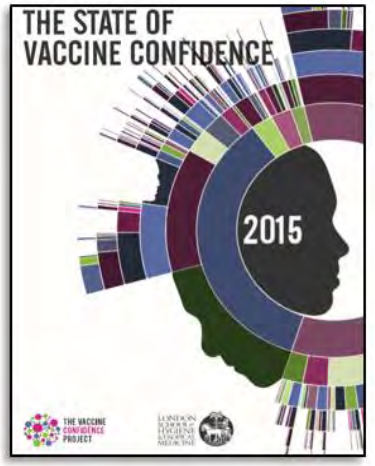
— **CONFIDENCE**

- Cost (1)
- Not possible to leave other work (at home or other) (23)
- Timing inconvenient (28)
- Too far away (26)
- Vaccine Unavailable (2)

— **CONVENIENCE**

- Already had the vaccine (2)
- Don't Know/Can't remember/No reason (81)
- Hospital (1)
- Husband forbade it (2)
- Misunderstood question (14)

385 reasons given



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Survey size and prevalence of hesitancy and refusal

	Survey Size	With Child ≤5 years old (RCU5)	Hesitants	Hesitants as % of respondents	Outright refusers	Outright refusers as % of hesitants
India	1259	288	36	12.5%	6	16.7%
Pakistan	2609	709	99	13.9%	15	15.2%
UK	2055	196	48	24.5%	13	27.1%
Nigeria	12554	3687	308	8.4%	70	22.7%
Georgia	1000	474*	35	7.4%	21	60%

Nigerian States	Outright refusers as % of hesitants
Enugu	29.6%
Jigawa	9.9%
Kaduna	16.7%
Kano	74.2%
Lagos	22.2%
Total	22.7%

Source: Larson, H., Schulz, W., Tucker, J., & Smith, D. 2015. Measuring Vaccine Confidence: Introducing a Global Vaccine Confidence Index. PLoS Currents Outbreaks. 25 Feb. Edition 1. doi: 10.1371/currents.outbreaks.ce0f6177bc97332602a8e3fe7d7f7cc4.

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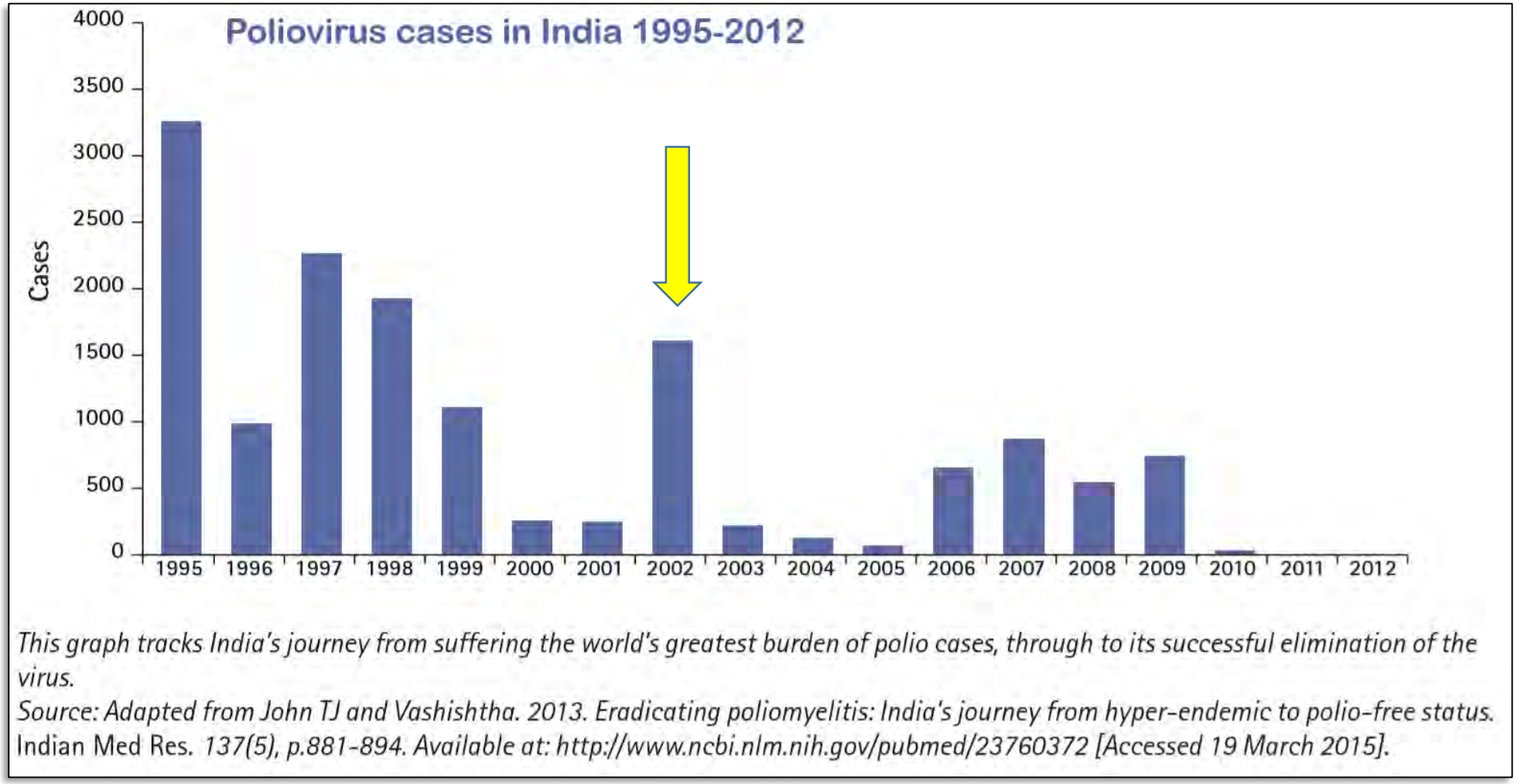
Before the 2003-2004 Nigeria boycott, similar rumors were circulating in India, and polio cases resurged



This graph tracks India's journey from suffering the world's greatest burden of polio cases, through to its successful elimination of the virus.

Source: Adapted from John TJ and Vashishtha. 2013. Eradicating poliomyelitis: India's journey from hyper-endemic to polio-free status. Indian Med Res. *137(5), p.881-894. Available at: http://www.ncbi.nlm.nih.gov/pubmed/23760372 [Accessed 19 March 2015].*

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Sterilization rumors (not only vaccines) have been around for a long time - will continue

Date Country/region Health intervention

1920s South Africa – **Zululand Quinine** (anti-malaria) Causes sterility

Zimbabwe Childhood **vaccinations** Causes sterility

1959 Congo – Kikwit **Polio vaccine** Makes children sterile

1960 Malawi **Smallpox vaccination** Causes sterility

1980s Uganda Polio **vaccination** Makes children sterile

1983 Burundi Childhood **vaccination** Makes children sterile

1973 Zimbabwe Chloroquine distribution Causes sterility

1986 Kenya Childhood vaccination Contains contraceptives

1990s Malawi Famine relief Causes sterility

1990s Malawi Condom distribution Causes sterility

1990 Cameroon Tetanus toxoid **vaccine** -sterilizes

1992 Nigeria - Childhood vaccination Makes children sterile

1993 Kenya Distribution of milk to school children Contains contraceptives

1994 Tanzania Tetanus toxoid vaccine Is ''anti-fertility''

1994 Nigeria - Headache remedies Contains contraceptives

1996 Kenya Childhood **vaccinations** Makes children sterile

1996 Malawi Childhood **vaccinations** Makes children sterile

STERILZATION RUMORS ACROSS AFRICA

1996 Uganda Polio vaccine Contains ''anti-fertility drugs''

1997 Kenya Polio vaccine Contains ''anti-fertility drugs''

1998 Angola Childhood **vaccines** Contains contraceptives

1999 Mozambique Childhood **vaccinations** Causes sterility

2003 Niger Childhood **vaccinations** Makes children sterile

2003 Nigeria - northern Polio **vaccine** Causes sterility

2003 Zambia Measles vaccine Makes children sterile

2003 Zambia Micronutrients Makes children sterile

2004 Somalia Polio vaccine Makes children sterile **2**

2004 Zambia Famine relief Makes men sterile

2005 Guinea Childhood **vaccinations** Contains ''family planning''

2006 ''Africa and Asia'' Micronutrients Causes sterility in women

2006 ''West Africa'' Childhood **vaccinations** Causes sterility

2006 Djibouti Polio **vaccine** Makes children sterile

2006 Kenya and Zambia Vitamin tablets Causes sterility

22/32 – vaccine related

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Old Rumours re-appear (20 years later)

BBC News Sport Weather

NEWS AFRICA

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Africa Asia Australia Europe Latin America Middle East US & Canada

Kenya Catholic Church tetanus vaccine fears 'unfounded'

13 October 2014 Last updated at 19:58 BST

Kenya's government has dismissed allegations made by the country's Catholic Church that a tetanus vaccine can cause sterility in wor

"It's a safe certified vaccine," Health Minister James Macharia to BBC.

Catholic priests have been telling their congregations to boycott campaign that begins on Monday to vaccinate women against te

Dennis Okari reports from Nairobi

Read more

Kenya Catholic Church tetanus vaccine fears 'unfounde

In pictures: Pneumonia vaccination in Nairobi

http://www.bbc.co.uk/news/world-africa-29604501,

CATHOLIC HERALD

Latest News

Kenyan bishops call for no more tetanus vaccines until further tests

by Catholic News Service posted Monday, 19 Jan 2015

Cardinal John Njue of Nairobi signed the bishops' statement (CNS)

Bishops say vaccines must be 'appropriately tested and proven to be safe'

Kenya's bishops have insisted that "no further mass tetanus vaccination campaigns" should take place in the country until the

http://www.catholicherald.co.uk/news/2015/01/19/kenyan-bishops-call-for-no-more-tetanus-vaccines-until-further-tests/,

ScienceBlogs™

LIFE SCIENCES PHYSICAL SCIENCES ENVIRONMENT SOCIAL SCIENCES EDUCATION POLICY MEDICINE

The Kenyan Catholic Bishops are at it again, this time spreading fear of the polio vaccine

https://scienceblogs.com/insolence/2015/08/12/the-kenyan-catholic-bishops-are-at-it-again-this-time-fear-mongering-about-the-polio-vaccine

Coverage for tetanus toxoid in the Philippines 1987-1996

Year	TT2+ coverage
1987	28.9%
1988	37.2%
1989	43.6%
1990	42.3%
1991	53.7%
1992	16.8%*
1993	70.0%
1994	69.3%
1995	57.5%
1996	47.0%

* *Incomplete reporting.*

Source: UNICEF Kenya. 2001. Combatting Antivaccination Rumours: Lessons Learned from Case Studies in East Africa.

Sterilization Rumours – Manila Mayor bans tetanus vaccination

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DTP-Hib Pentavalent introduction safety perceptions

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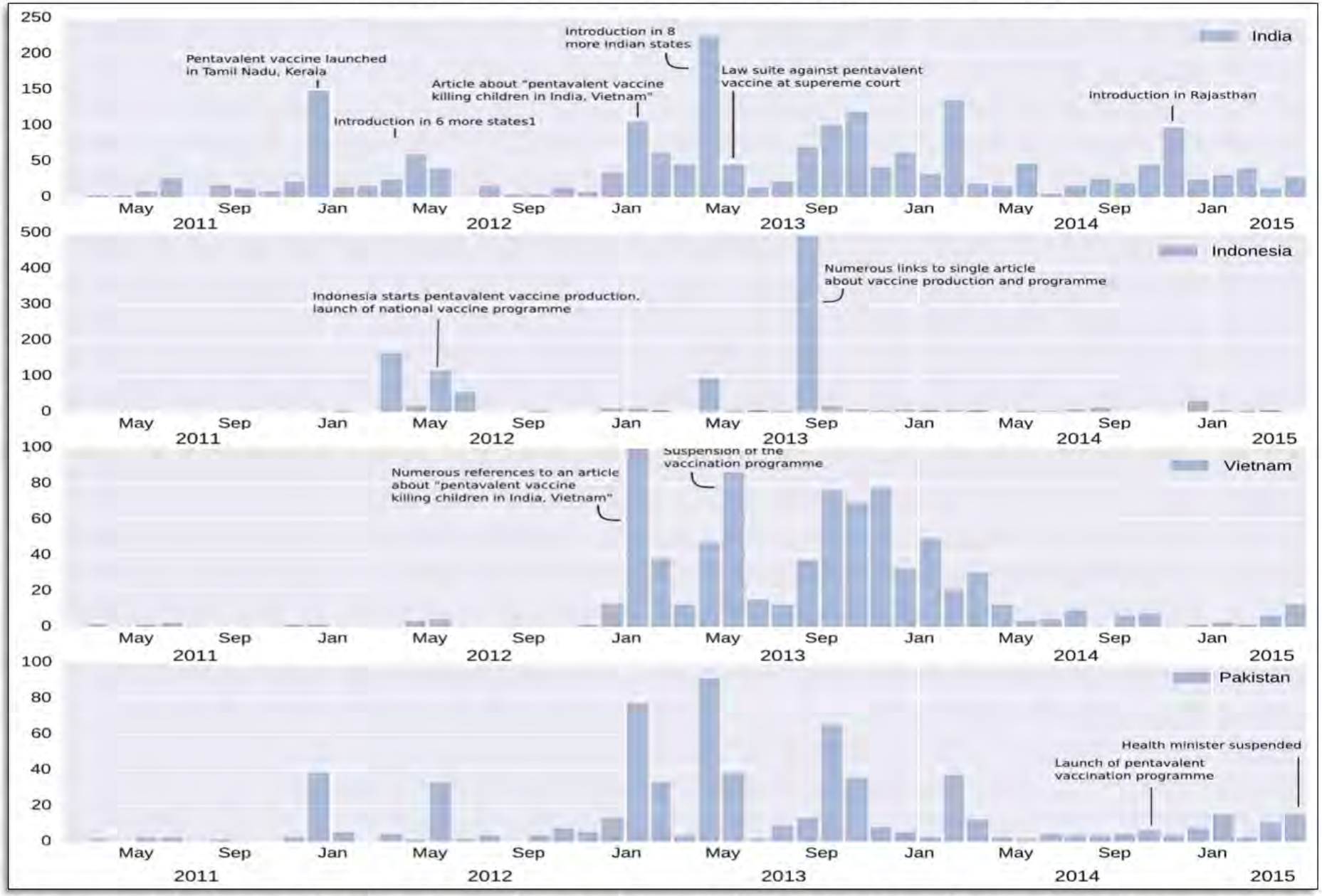
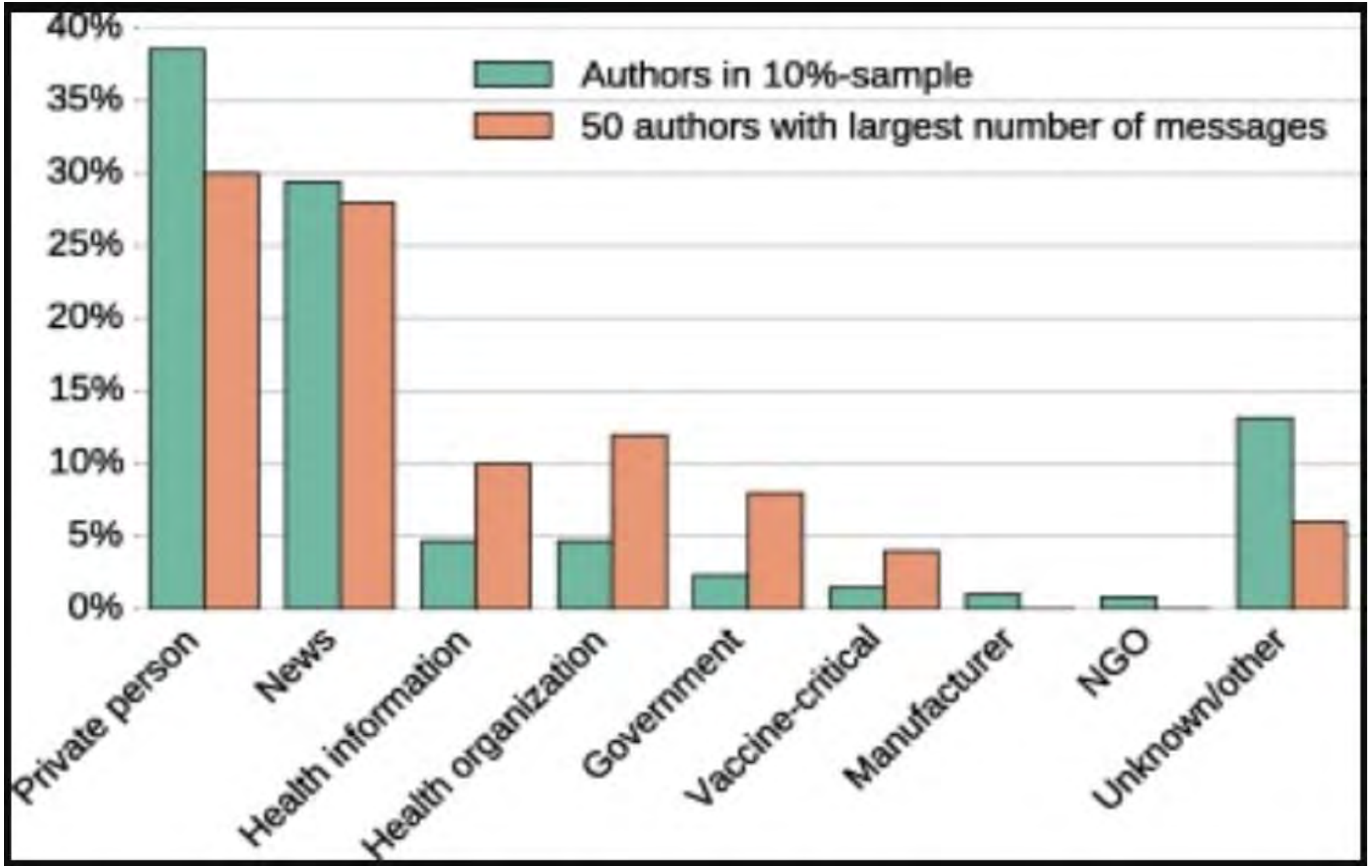
DTP-HepB-Hib vaccine tweets from July 2006 until May 2015



Becker BFH, Larson HJ, et al. Evaluation of a multinational, multilingual vaccine debate on Twitter. *Vaccine* 34 (2016) 6166–6171



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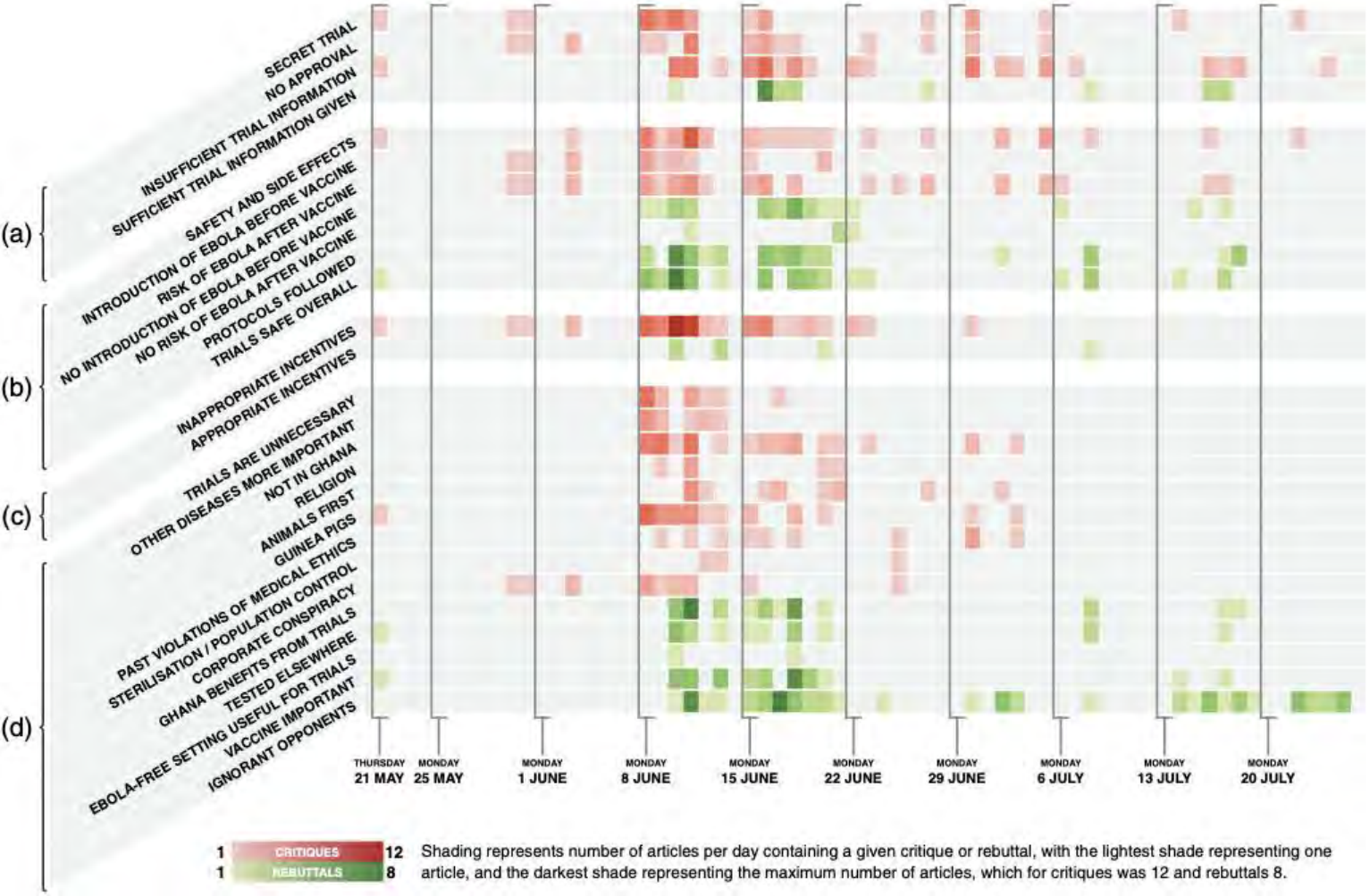
Becker BFH, Larson HJ, et al. Evaluation of a multinational, multilingual vaccine debate on Twitter. *Vaccine* 34 (2016) 6166–6171

RESEARCH ARTICLE Open Access

Controversial Ebola vaccine trials in Ghana: a thematic analysis of critiques and rebuttals in digital news

Per Egil Kummervold[1*], William S. Schulz[2], Elizabeth Smout[2], Luis Fernandez-Luque[1,3] and Heidi J. Larson[2]



Shading represents number of articles per day containing a given critique or rebuttal, with the lightest shade representing one article, and the darkest shade representing the maximum number of articles, which for critiques was 12 and rebuttals 8.

This included media monitoring to track and analyze rumours that suspended two Ebola vaccine trials in Ghana

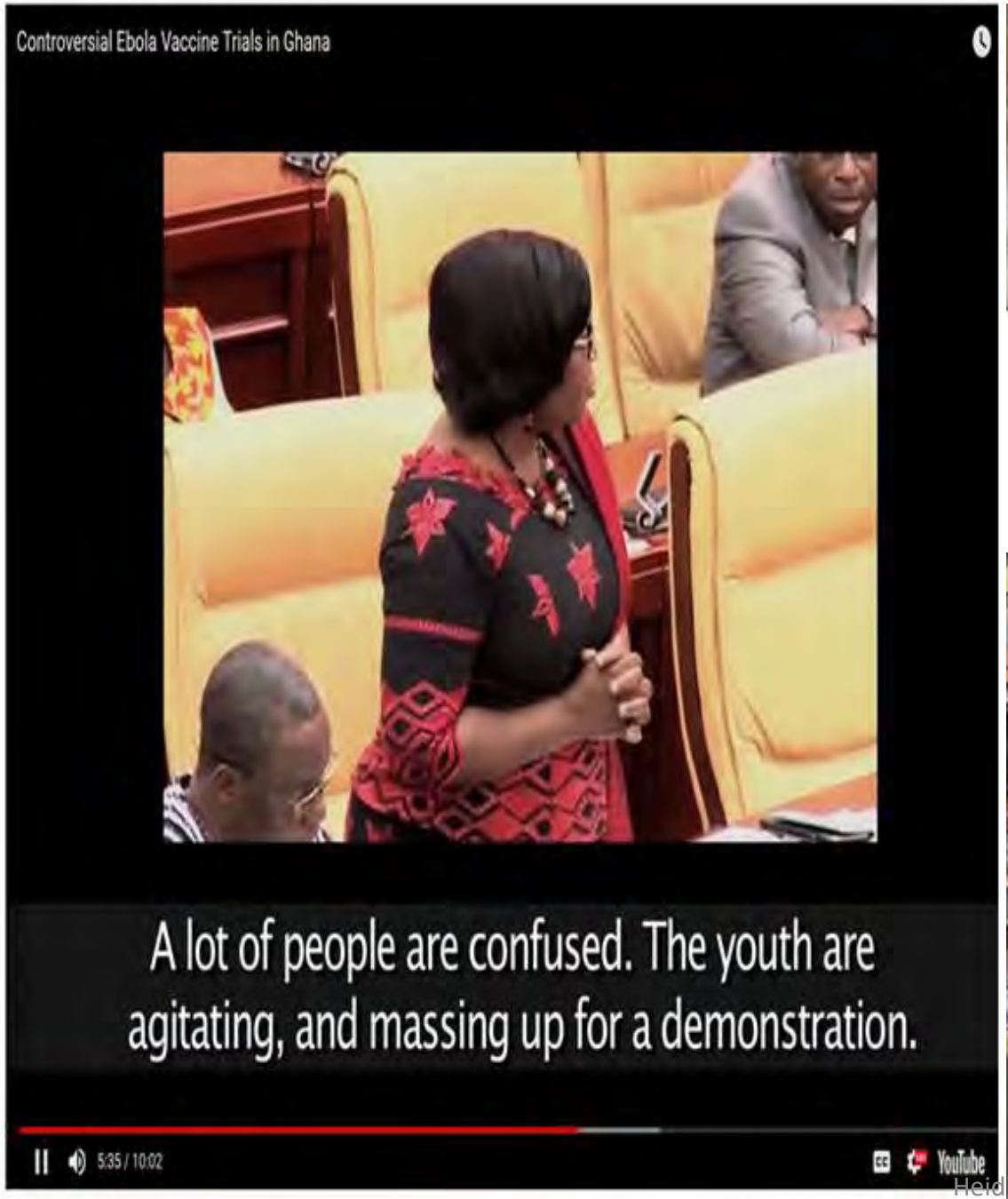
BMC Public Health

RESEARCH ARTICLE Open Access

Controversial Ebola vaccine trials in Ghana: a thematic analysis of critiques and rebuttals in digital news

Per Egil Kummervold[1*], William S. Schulz[2], Elizabeth Smout[2], Luis Fernandez-Luque[1,3] and Heidi J. Larson[2]

Discussion: Perceptions that the trials were "secret" arose from a combination of premature news reporting and the fact that the trials were prohibited from conducting any publicity before being approved at the time that the story came out, which created an impression of secrecy. Fears about Ebola being spread in Ghana appeared in two forms, the first alleging that scientists would intentionally infect Ghanaians with Ebola in order to test the vaccine, and the second suggesting that the vaccine might give trial participants Ebola as a side-effect



"... scientists of the Ghana Food and Drugs Authority (FDA) blithely authorised Ghanaian scientists, working for a foreign pharmaceutical company to carry out trials of an Ebola vaccine, without so much as a word to the Ghanaian public, to prepare their minds for the trials." (Ghanaian Times, 30.06).

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Risk as feelings
(fast , instinctive, emotional..)

Risk as analysis
(logic, reason, scientific...)

Risk as Politics

Slovic et al. Risk Analysis 2004; 24 (2): 311-22

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Show 10 minute video interviewing different sides of the Ghana Ebola vaccine rumors

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How would you manage a rumor situation when there is no real vaccine risk, but still public panic? **(Break into working groups)**

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RESPONDING TO RUMOURS AND CRISES

Preparatory work

Key point

Expect crises! They will happen. Be prepared.

When planning your communication to effectively deal with rumours and crises, consider the following three questions:

- Who are your "allies" in dealing with a crisis in public confidence in vaccine safety?
- What are the main elements of your communication plan to deal with rumours and crises effectively?
- Why could your crisis communication plan fail?

Particularly knowing the persons available to support you during a crisis is important. Think of who is best positioned to support you in developing and implementing your crisis communication plan. Professionals working in your post-marketing surveillance system may be well positioned to resolve a crisis swiftly by providing facts and information and supporting the communication. Also think about possible alliances outside your usual contacts who could add their expertise or support; for example, an organization that might fund aspects of your communication strategy such as printing leaflets, or a scientific journalist who might write an evidence-based article counteracting unfounded information arising from a rumour.

Before you begin work on your crisis communication plan, make sure that you have clear information and understanding of the crisis or rumour.

DEFINE THE NATURE OF THE CRISIS

- Is the crisis linked to immunization or not?
- How soon will facts be available?
- What is the damage potential?

DEFINE THE NATURE OF THE RUMOUR

- Where does it come from?
- Is it based on facts?
- Who is likely to be affected by it?
- How is it spread and by whom?

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https://vaccine-safety-training.org/responding-to-rumours-and-crises.html

ASSISTANT PUBLISHER GAVIN RUNS RUMOR CLINIC, OFFERS BLUEPRINT OF HOW IT WORKS TO OTHER COMMUNITIES

RUMOR CLINIC

Boston finds truth is best arm against stories that harm morale

Of all the virus that attack the vulnerable nerve tissues of a nation at war, rumor is the most malignant. Breeding sometimes in the stinkholes of enemy propaganda, sometimes in the muddled minds of gossips and show-offs, it spreads through a community with the rapidity of measles. It damages public morale as effectively as infectious disease damages public physique. Its most dangerous carriers are innocent folk who love to tell a tall tale.

In Boston, Mass., a community where political and racial conflicts create an ideal spawning ground, rumors have flourished viciously. Alarmed, a few forceful citizens got together last spring, evolved a method for scotching them. Since the rumor virus thrives in dark places, they decided to expose it to the clear light of truth. An outline of their plan has already been printed in the *American Mercury*, picked up in the September issue of the *Reader's Digest*. On these pages, you see it at work.

Three groups contribute toward the plan: 1) the Boston *Herald* which, in a weekly column called "The Rumor Clinic," publishes and authoritatively refutes the current crop of lies; 2) the Division of Propaganda Research, set up within the Massachusetts Committee on Public Safety to collect and analyze rumors, formulate counter-propaganda (*see p. 92*); 3) a willing band of volunteer workers who round up rumors, serve as samplers of public opinion and squashers of foolish fables. Outstanding among these is a fearless firebrand called Frances Sweeney (*see p. 90*).

Most notable difference between the rumors of World Wars I and II is that atrocity stories about the enemy are rare today. The vast majority of hate-and-horror tales are directed against the U. S. itself. This is because the Axis has been clever enough, via short-wave broadcasts and moral saboteurs, to exploit existing lines of discontent. Thus the people of the U. S. are led to a sort of psychological suicide by serving to circulate dangerous lies about U. S. Jews, U. S. Negroes, U. S. allies, U. S. leaders. No better could they aid the Nazi tactics of divide-and-conquer.

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2004

CASE STUDY: MUSLIM LEADERS COUNTER RESISTANCE TO POLIO VACCINATIONS IN INDIA

An official at a local Muslim university administers oral polio vaccine to an infant in Aligarh, Uttar Pradesh.

Nigeria

BUILDING TRUST

In responding to resistance, the first reaction is to develop messages to counter the resistance and disseminate them immediately. Experience shows that a more measured approach is often more effective.

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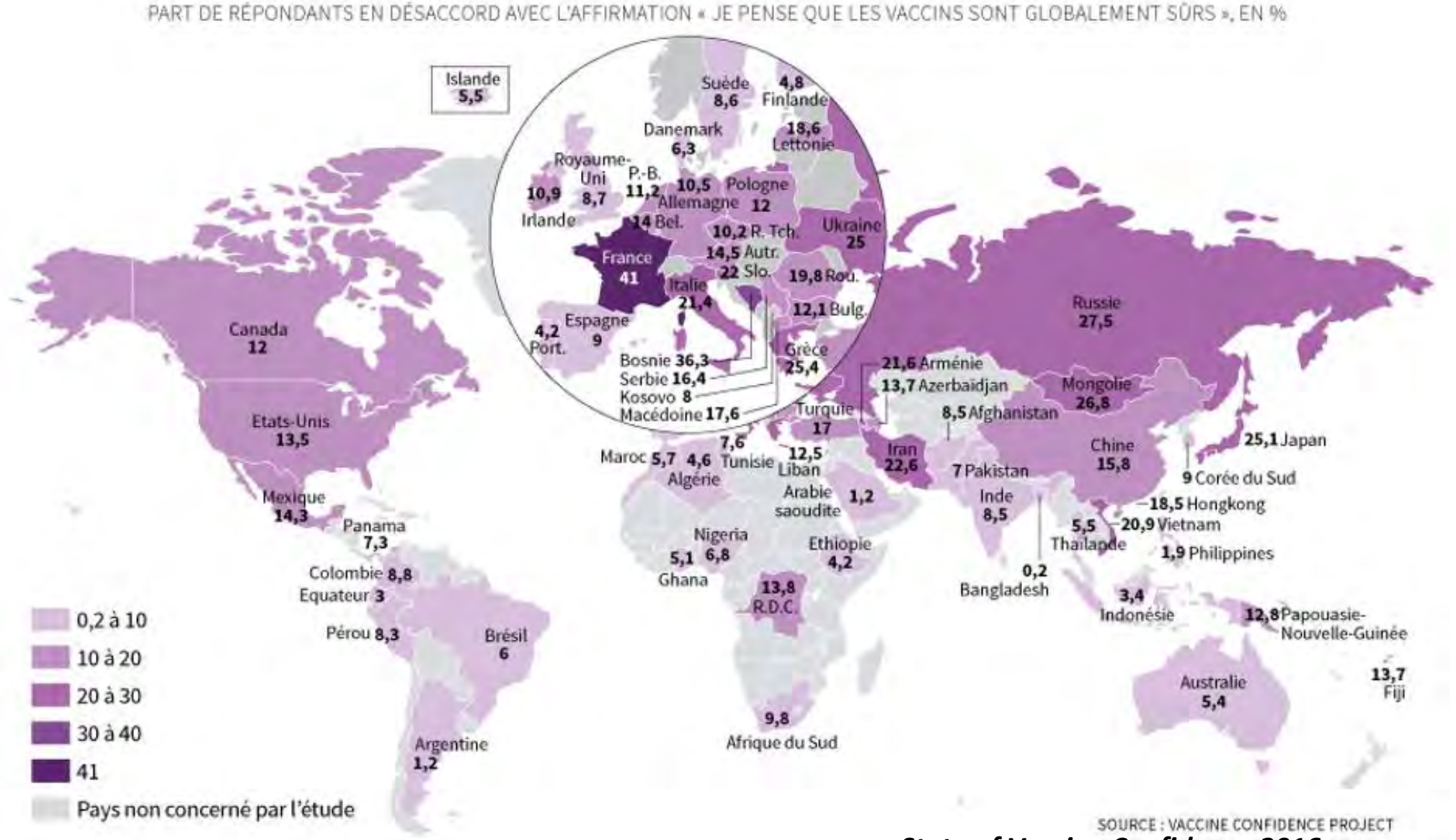
https://www.unicef.org/publications/files/building_trust_immunization.pdf

“Vaccines are safe?”



agree

Strongly disagree

State of Vaccine Confidence 2016

Larson et al. EBioMedicine 12 (2016) 295–301

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MAP: http://**www.lemonde.fr**/sante/article/2016/09/09/plus-de-quatre-francais-sur-dix-estiment-que-les-vaccins-ne-sont-pas-surs_4994856_1651302.html

Health WIRED

Fake news and distrust of science could lead to global epidemics

Distrust in scientific expertise puts public health at risk

The biggest pandemic risk? Viral misinformation

A century after the world's worst flu epidemic, rapid spread of misinformation is undermining trust in vaccines crucial to public health, warns **Heidi Larson**.

is month, the death rate from the 1918 ak. An estimated 500 million people were rse of the pandemic; between 50 million 3% of the global population at the time. vaccines have made massive outbreaks of phtheria and polio — rare. But people still . Few realize that flu and its complications leaths in the United States alone this past and infirm. Of the 183 children whose related, 80% had not been vaccinated that enters for Disease Control and Prevention. or outbreak — whether of a highly fatal hing else — will not be due to a lack of ead, emotional con- d erode trust in vac- m moot. The deluge nisinformation and social media should lic-health threat. Vaccine Confidence s to detect early sig- bout vaccines, and hey snowball. The s experts in anthro- ics, political science s and social media, ave also developed a nilar to a consumer- itudes. are volatile, making ial for effective pub-

disciplined and his article retracted 12 months after publication rather than 12 years, we might not be remarking that this year marks the twentieth anniversary of its publication.

The second-most-dangerous category includes those who see anti-vaccine debates as a financial opportunity for selling books, services, or other products. (Wakefield, who maintains that financial concerns have not affected his research and that he has been unfairly vilified, gave paid testimony against the vaccine and filed a patent that allegedly stood to become more valuable were the vaccine to be discredited.)

The next tier of damaging misinformation comes from those who see anti-vaccine debates as a political opportunity, a wedge with which to polarize society. Multiple reports this year found that Russian trolls and bots used emotional, angry language to spread misinformation and exacerbate the divisions between those for and against vaccines (see D. A. Broniatowski *et al. Am. J. Pub. Health* **108**, 1378–1384; 2018).

EMOTIONS AROUND VACCINES ARE VOLATILE, MAKING VIGILANCE CRUCIAL FOR PUBLIC OUTREACH.

Next are 'super-spreaders', who propagate misinformation through social media to like-minded vaccine-questioners. A common claim is that suspected adverse reactions to vaccines (typically coincidences) are confirmed reactions. Finally, there is misunderstood or inadequate information that might be circulating generally.

Targeted social media can combat misinformation. Both Denmark and Ireland faced groups broadcasting testimonies on social media and television news of young girls alleged to have been harmed by human papillomavirus (HPV) vaccination. In Denmark, national immunization rates fell from over 90% in 2000 to under 20% in 2005.

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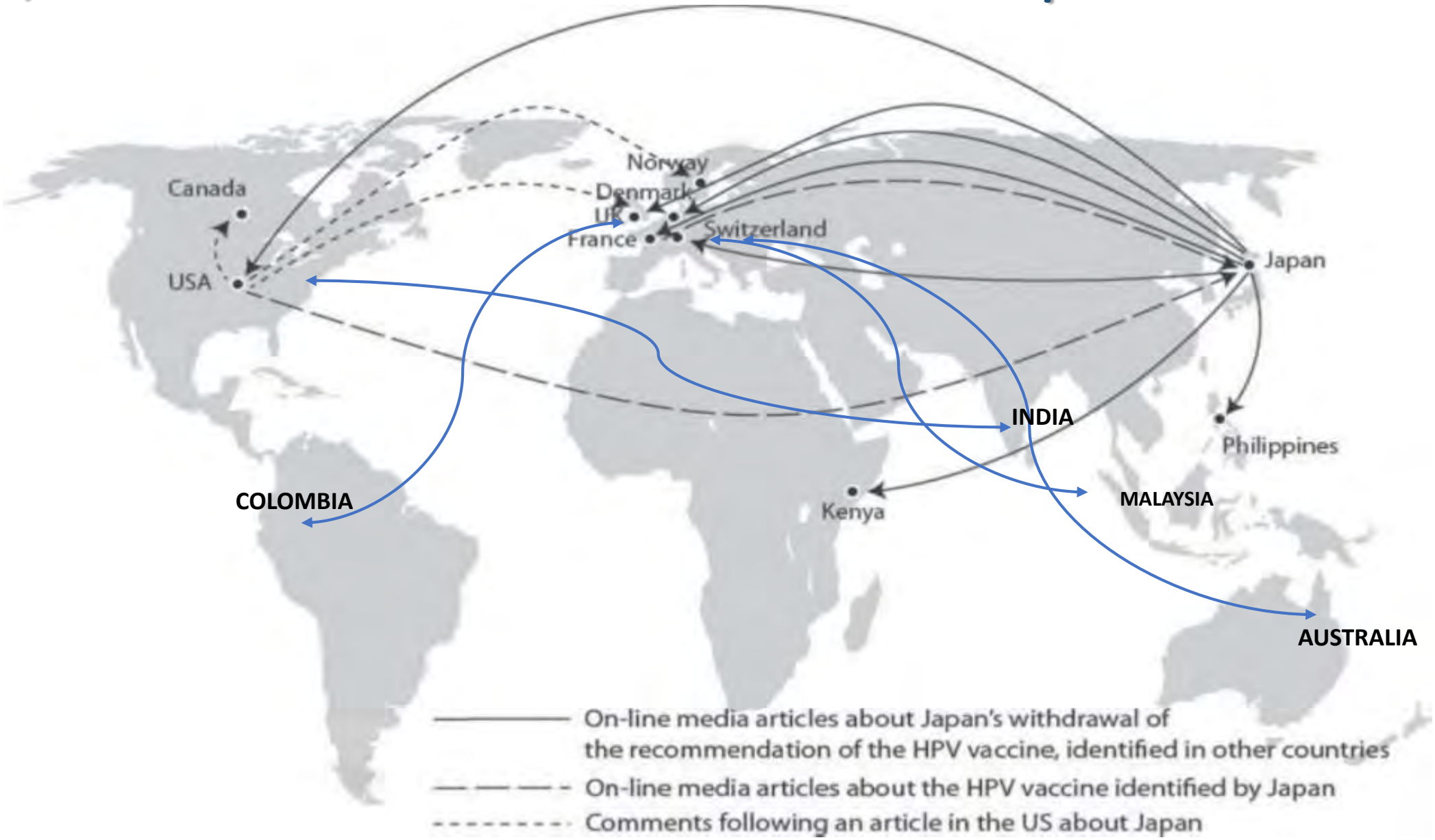
“Fake news” has also been here before

Yellow Journalism: The “Fake News” of the 19th Century

But, misinformation and rumours can spread more rapidly



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These viral emotions are global

International Business Times

INDIA | ELECTIONS | WORLD | BUSINESS | TECHNOLOGY | SPORTS | ENTERTAINMENT | AUTO

Home Society

Tamil Nadu: Fake anti-vaccination messages circulated widely on WhatsApp and Facebook, fuelling fears that polio might return

The messages seem to be based on a study that has been disproved and its author barred from practising medicine in the United Kingdom.

scroll.in

Thursday, March 16th 2017

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WhatsApp rumours about vaccinations hamper India's drive to halt measles and rubella

THE NEW INDIAN EXPRESS

WORLD | STATES | CITIES | BUSINESS

Home > States > Tamil Nadu

Social media voices warn parents ahead of vaccination drive in Tamil Nadu

By Sruthi R Mallya | Express News Service | Published: 29th January 2017 05:06 AM | Last Updated: 29th January 2017 05:06 AM | A+ A A-

Image for representational purpose only.

COIMBATORE: Ahead of the measles-rubella (MR) vaccination drive in Tamil Nadu, messages doing the rounds in social media like WhatsApp and Facebook are warning parents from vaccinating children.

According to these messages, the vaccination will harm children and will not raise their immunity. Indeed, it would weaken children, as most children are already receiving the same vaccines as part of their vaccination schedule, they say.

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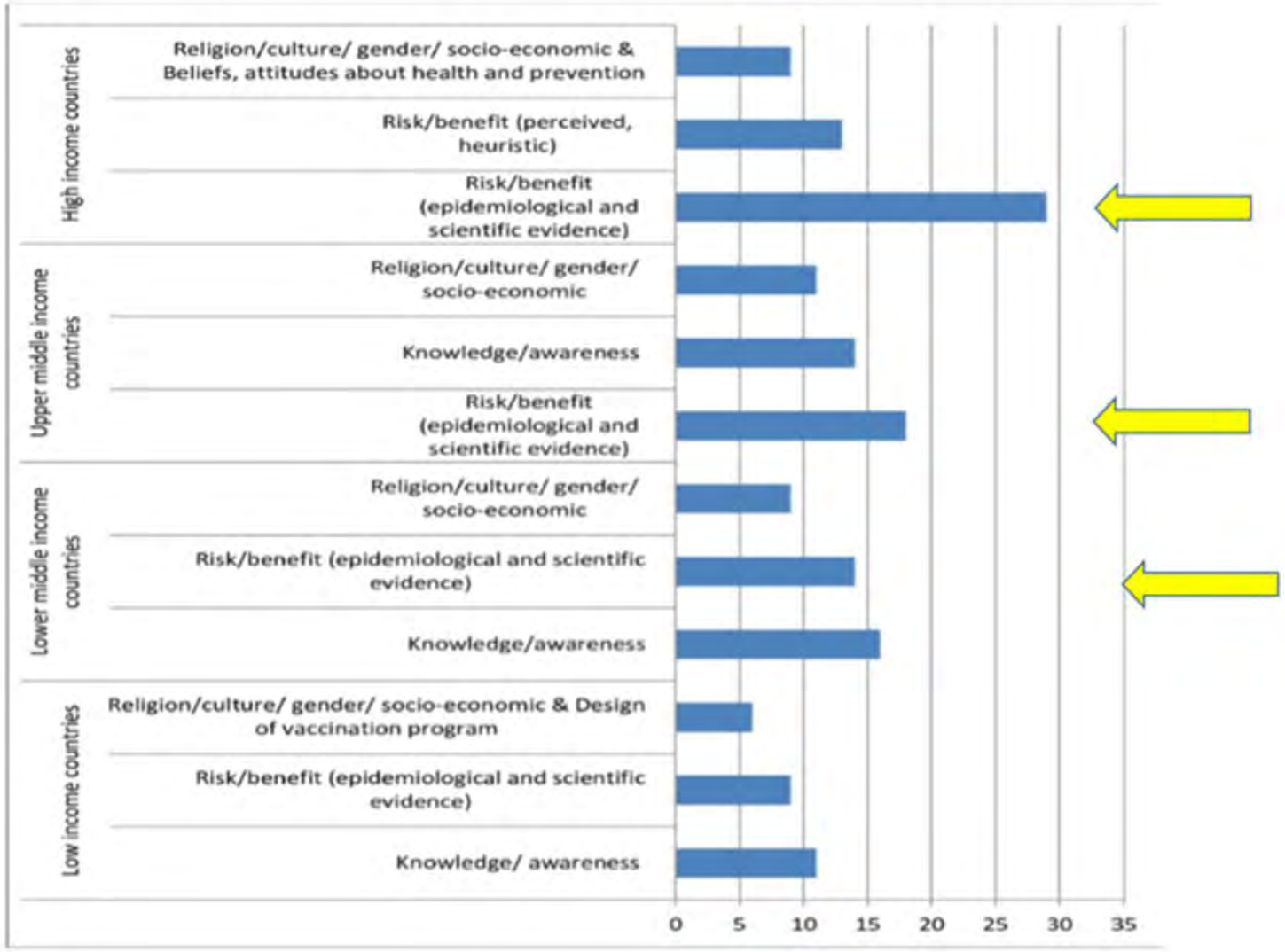
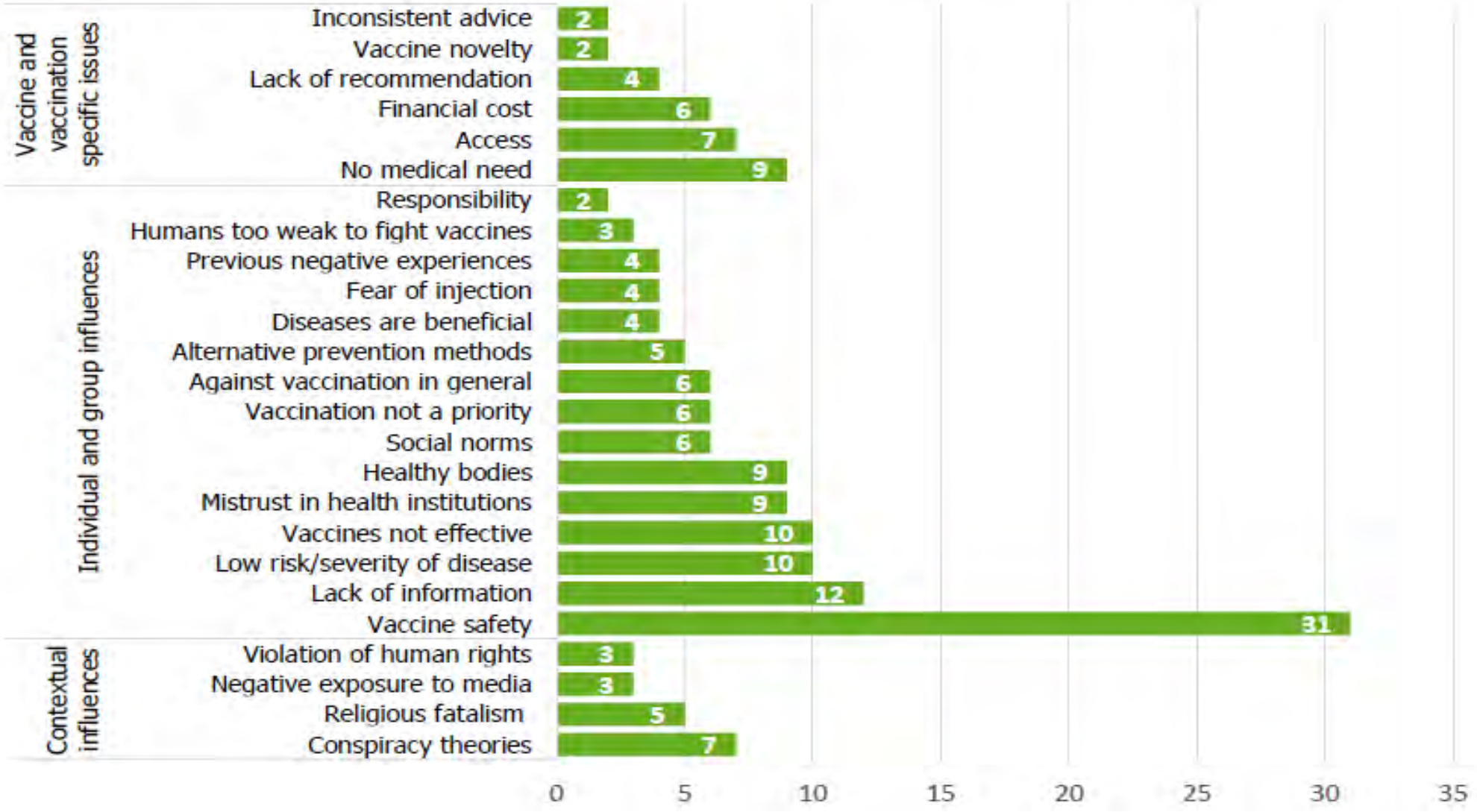
Vaccine Hesitancy in LMICs – Risk Perceptions are Key



Marti M, et al. (2017) Assessments of global drivers of vaccine hesitancy in 2014—Looking beyond safety concerns. PLoS ONE 12(3): e0172310.

Figure 2. Determinants of vaccine hesitancy by category and number of times recorded



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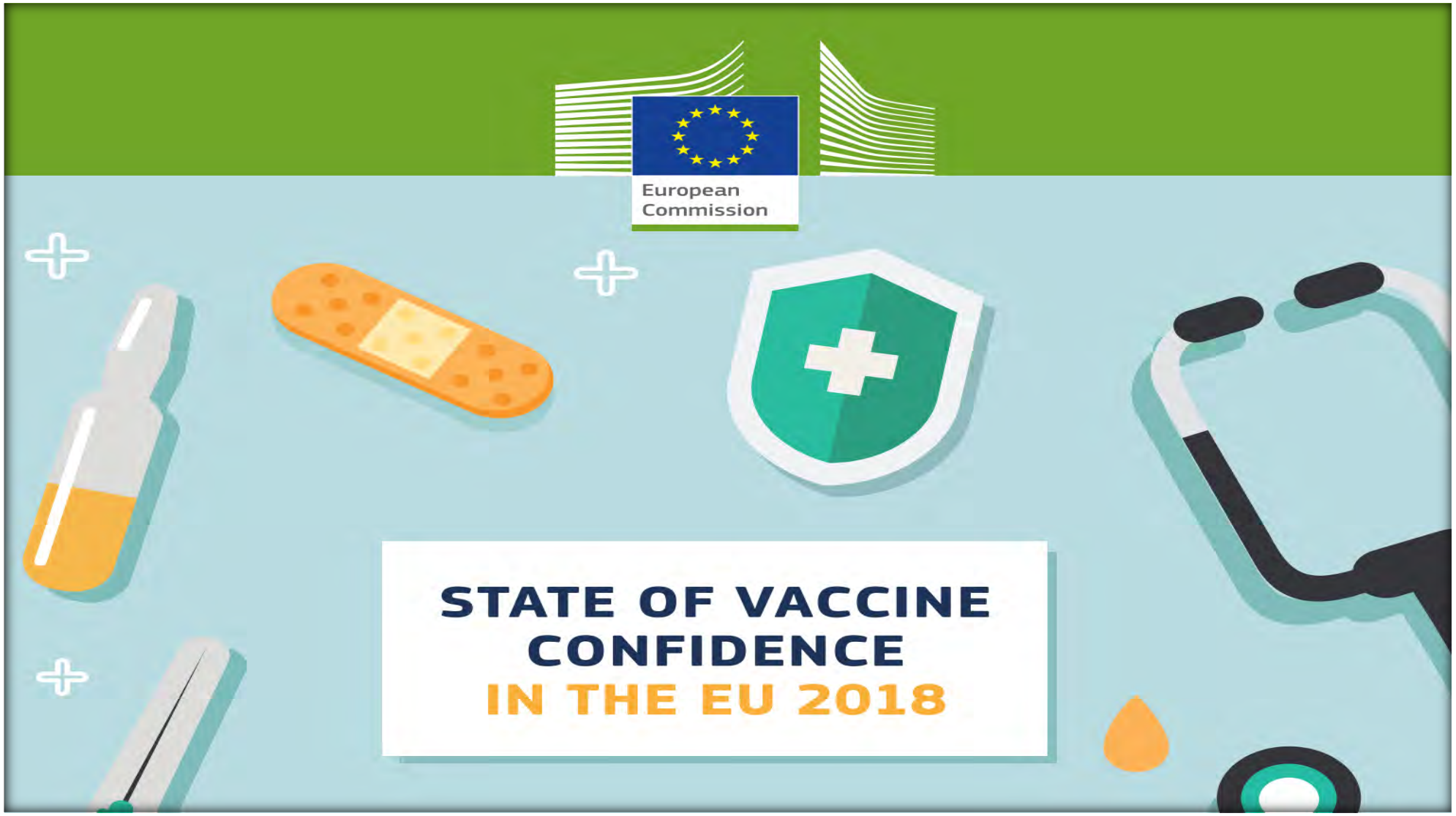

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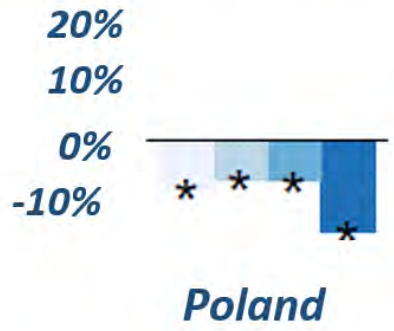
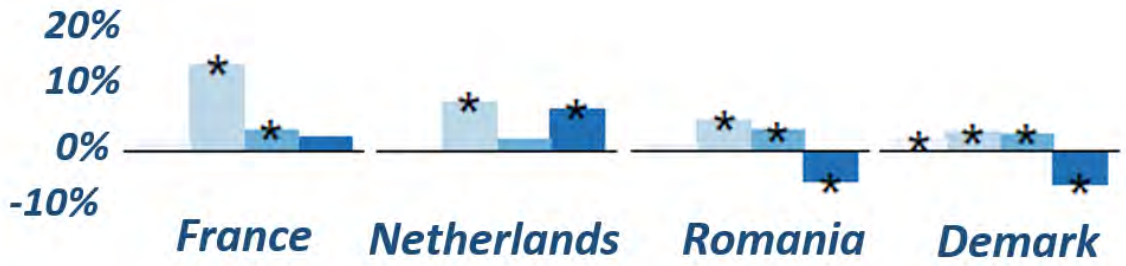
Changes in public confidence between 2015-2018

Countries with increase in confidence in safety, importance, effectiveness and religious compatibility

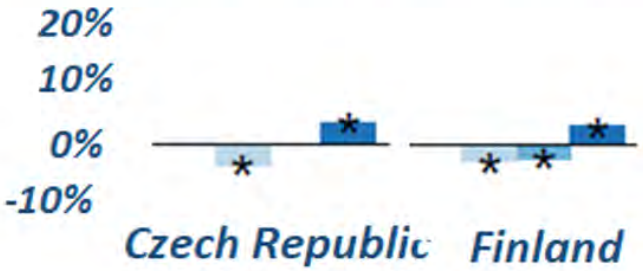
Countries with decrease in confidence in safety, importance, effectiveness and religious compatibil



Countries with increase in confidence in safety



Countries with decrease in confidence in safety



Vaccines are important for children to have

Vaccines are safe

Vaccines are effective

Vaccines are compatible with my religious beliefs

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VACCINE CONFIDENCE PROJECT™

Dengvaxia: How would you manage a real risk?

Heidi.Larson@lshtm.ac.uk

Nov 2017

Sanofi Pasteur warns of 'severe disease' from dengue vaccine for people with no prior infection

Dec 2017

- Dec: **temporary suspension of the dengue vaccination program**
- 04 Dec: **Justice Department orders the National Bureau of Investigation to look into the dengue vaccination program**
- 05 Dec: **PhilFDA suspends the sale and distribution of Dengvaxia.**
- 07 Dec: **Health Department returns unused doses to Sanofi,** asks for refund
- 11Dec: **House and Senate decide to again investigate** dengue vaccination program.

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2018

- 10 Jan: **The Public Attorney's Office (PAO) conducts an autopsy on five vaccinated children who died**
- 11 Jan: **Parents in Zamboanga refuse the DOH's deworming program due to the Dengvaxia scare.**
- 02 Feb: **UP-PGH experts' panel report is released: no direct link between the deaths and the vaccine**
- 05 Feb: **Sanofi Pasteur refuses to refund used dengue vaccine** and financially support hospitalized vaccinated children**.**
- **Legal case against former Health Secretary Garin, former Undersecretary Kenneth Uy, and other health officials of implementing the program in undue haste even if "the product has no proven safety and efficacy."**

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HEALTH NEWS DECEMBER 13, 2017 / 12:29 PM / 2 MONTHS AGO

Philippines' Duterte says dengue campaign carried out in 'good faith'

MANILA (Reuters) - President Rodrigo Duterte believes the previous Philippine government acted in good faith in launching an immunization drive that used a new dengue vaccine on

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Dengvaxia Scare: Turning A Serious Health Issue To A Political Witch-Hunt

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News

Philippines immunisation rates plummet amid Dengue vaccination scare

Authorities have warned of a big drop in immunisation rates amid 'anti-vax' conc

RANOCO/ REUTERS

Medical experts: Stop Dengvaxia autopsies

By Sheila Crisostomo, Christina Mendez (The Philippine Star) | Updated February 4, 2018 - 12:00am

HUMAN VACCINES & IMMUNOTHERAPEUTICS
https://doi.org/10.1080/21645515.2018.1522468

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COMMENTARY - SOLICITED

Vaccine confidence plummets in the Philippines following dengue vaccine scare: why it matters to pandemic preparedness

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ABSTRACT

In November 2017, it was announced that the new dengue vaccine ("Dengvaxia") had risks for those not previously exposed to dengue. While some countries proceeded with adjusting guidance accordingly, the Philippines reacted with outrage and political turmoil with naming and shaming of government officials involved in purchasing the vaccine, as well as scientists involved in the vaccine trials and assessment. The result was broken public trust around the dengue vaccine as well heightened anxiety around vaccines in general. The Vaccine Confidence Project™ measured the impact of this crisis, comparing confidence levels in 2015, before the incident, with levels in 2018. The findings reflect a dramatic drop in vaccine confidence from 93% "strongly agreeing" that vaccines are important in 2015 to 32% in 2018. There was a drop in confidence in those strongly agreeing that vaccines are safe from 82% in 2015 to only 21% in 2018; similarly confidence in the effectiveness of vaccines dropped from 82% in 2015 to only 22%. This article highlights the importance of routinely identifying gaps or breakdowns in public confidence in order to rebuild trust, before a pandemic threat, when societal and political cooperation with be key to an effective response.

ARTICLE HISTORY
Received 13 August 2018
Accepted 31 August 2018

KEYWORDS
Vaccine confidence; dengue vaccine; Dengvaxia; Philippines; pandemic preparedness; risk perception; public trust; vaccine confidence index

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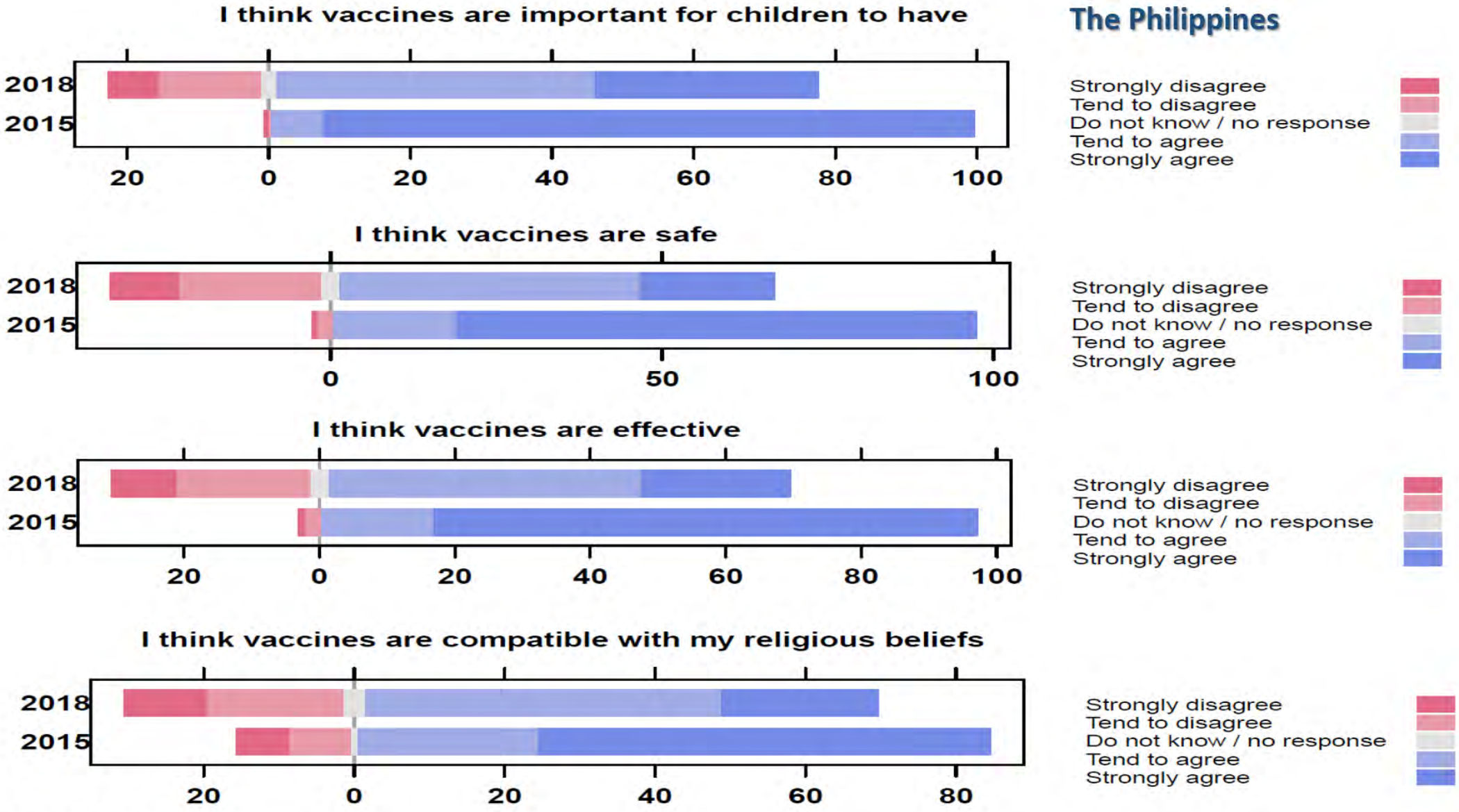
The Philippines



THE VACCINE CONFIDENCE PROJECT ™

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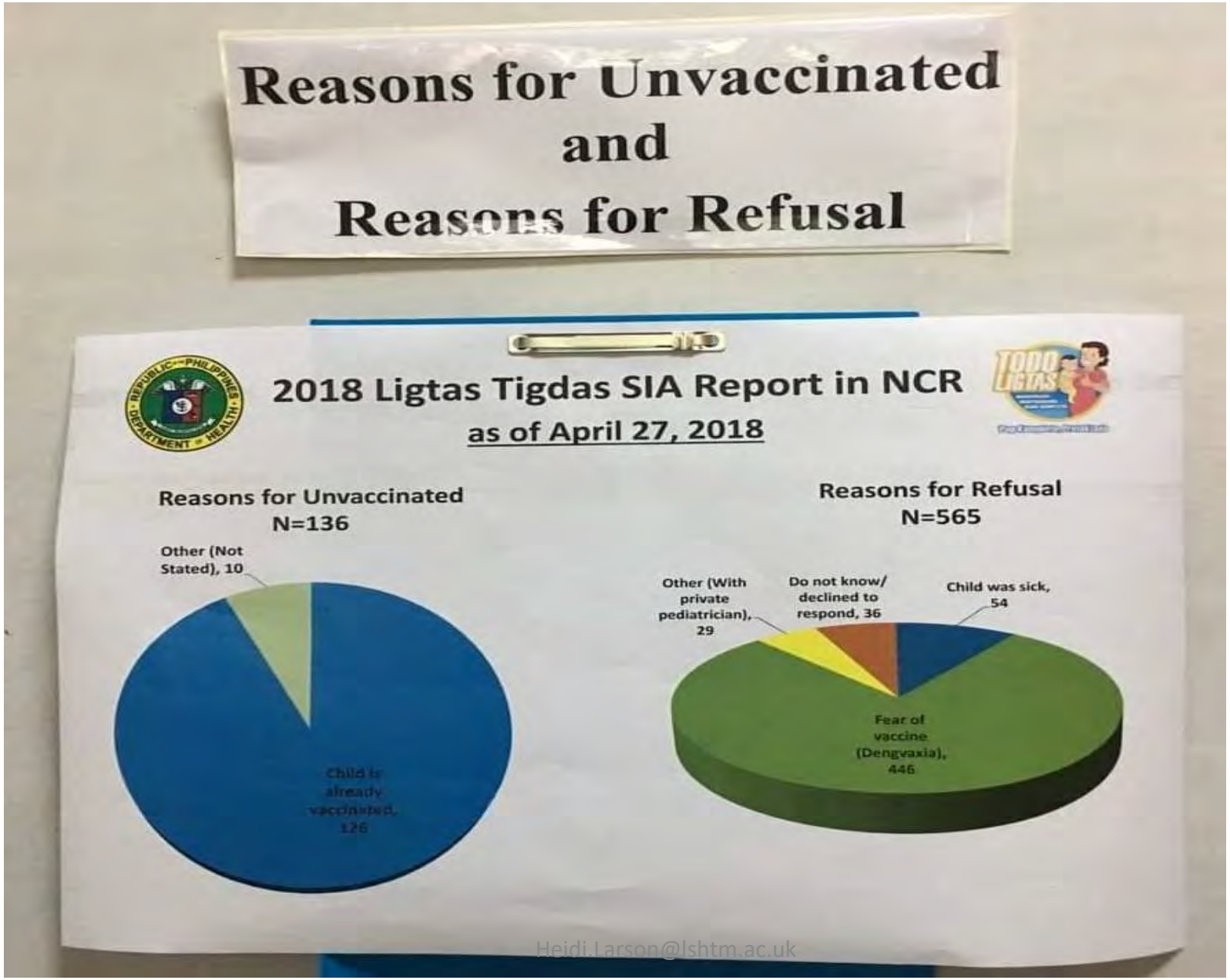
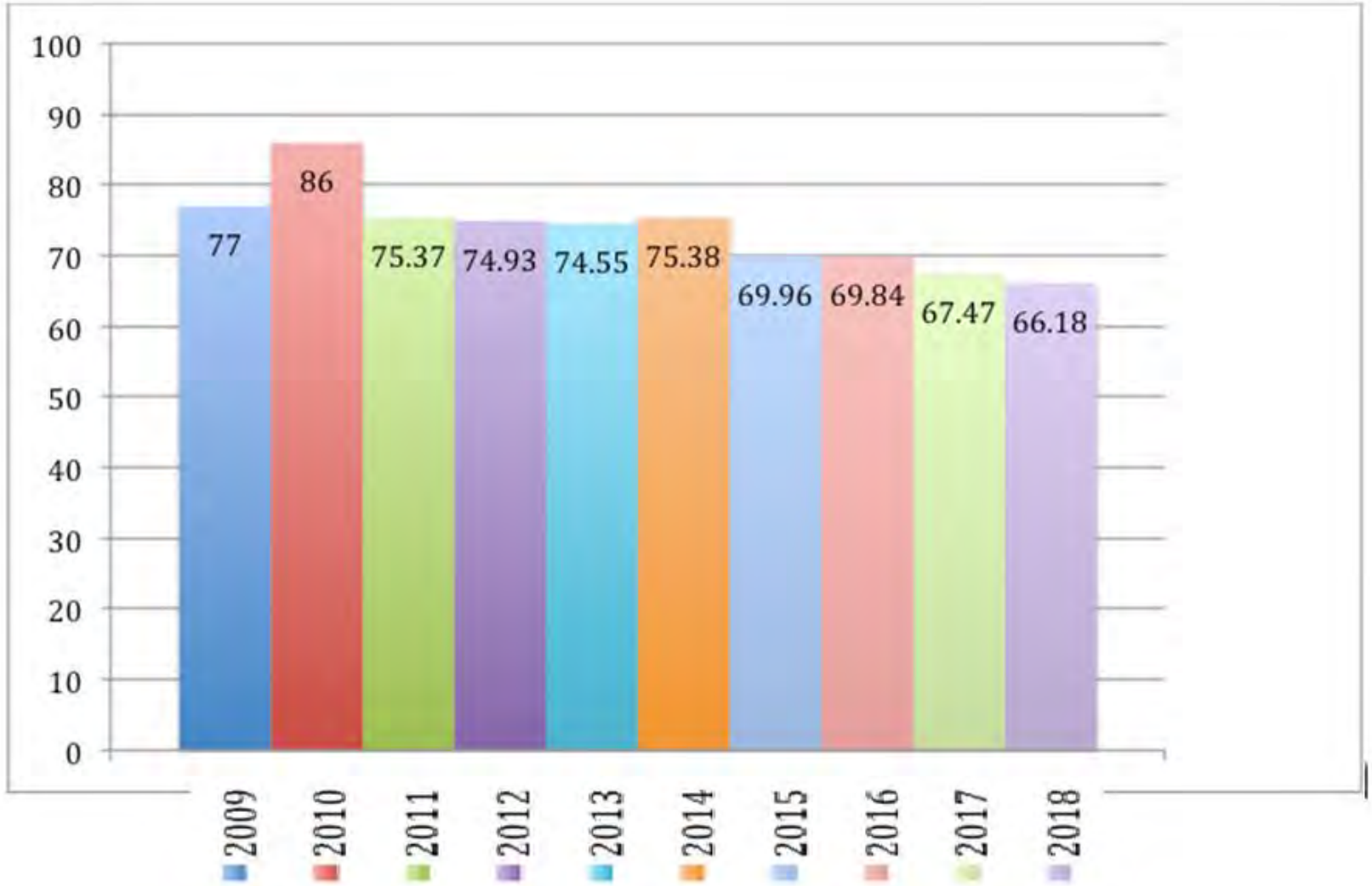
From Department of Health bulletin board



Overall immunization rates also declining …



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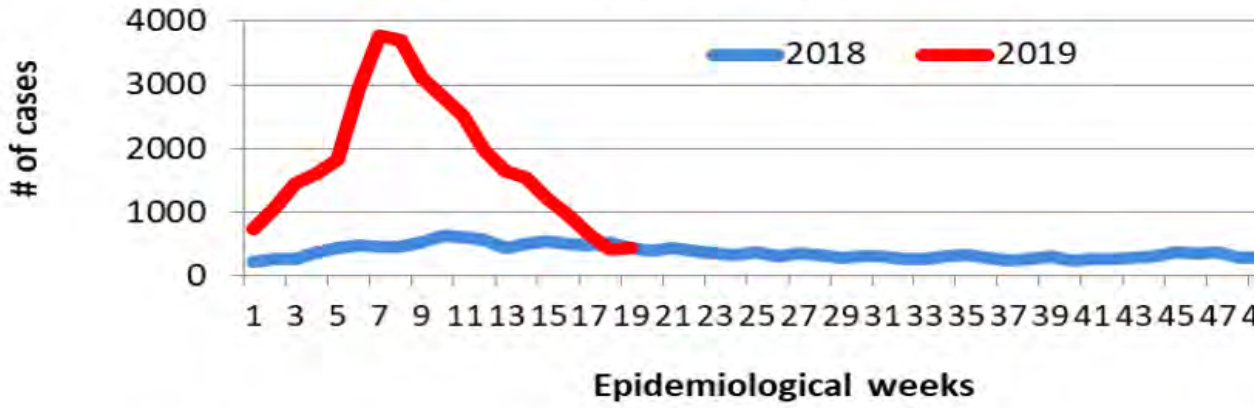
Measles outbreak declared 07 Feb 2019

- Current measles outbreak started late 2017 in Mindanao.
- In 2018, 20,827 cases were reported with 199 deaths.
- DoH declared measles outbreaks in 5 Regions (Region NCR, III, IVA, VI, VII) on 7 February 2019
- 1 January and 11 May 2019: 34,950 measles cases, 477 deaths, CFR 1.37%

Figure 1. Measles Cases by Week of Rash Onset

1 January 2018-11 May 2019



Source: Philippines Department of Health Measles-Rubella Surveillance Reports 201

Table 1: Cumulative Measles Cases by Region

11 May 2018 vs 11 May 2019

Region	2018			2019		
	Cases	Deaths	%CFR	Cases	Deaths	%CFR
PHL	8,580	75	0.9	34,950	477	1.4
01	125	0	0	1,548	19	1.2
02	29	0	0	531	2	1.0
03	278	4	1.4	5,803	107	1.8
04A	256	2	0.8	6,481	117	1.8
04B	23	0	0	1,488	16	1.1
05	33	0	0	1,048	8	0.8
06	112	0	0	2,102	7	0.3
07	167	1	0.6	1,719	11	0.6
08	19	0	0	1,460	31	2.1
09	1,018	5	0.5	469	1	0.2
10	817	2	0.2	1,808	10	0.6
11	1,065	13	1.2	882	12	1.4
12	857	9	1.1	678	5	0.7
ARMM	2,815	23	0.8	617	6	1.0
CAR	25	0	0	579	2	0.3
CARAGA	93	1	1.1	986	9	0.9
NCR	848	15	1.8	6,751	114	1.7

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Break into working groups –
What would you do in this situation?

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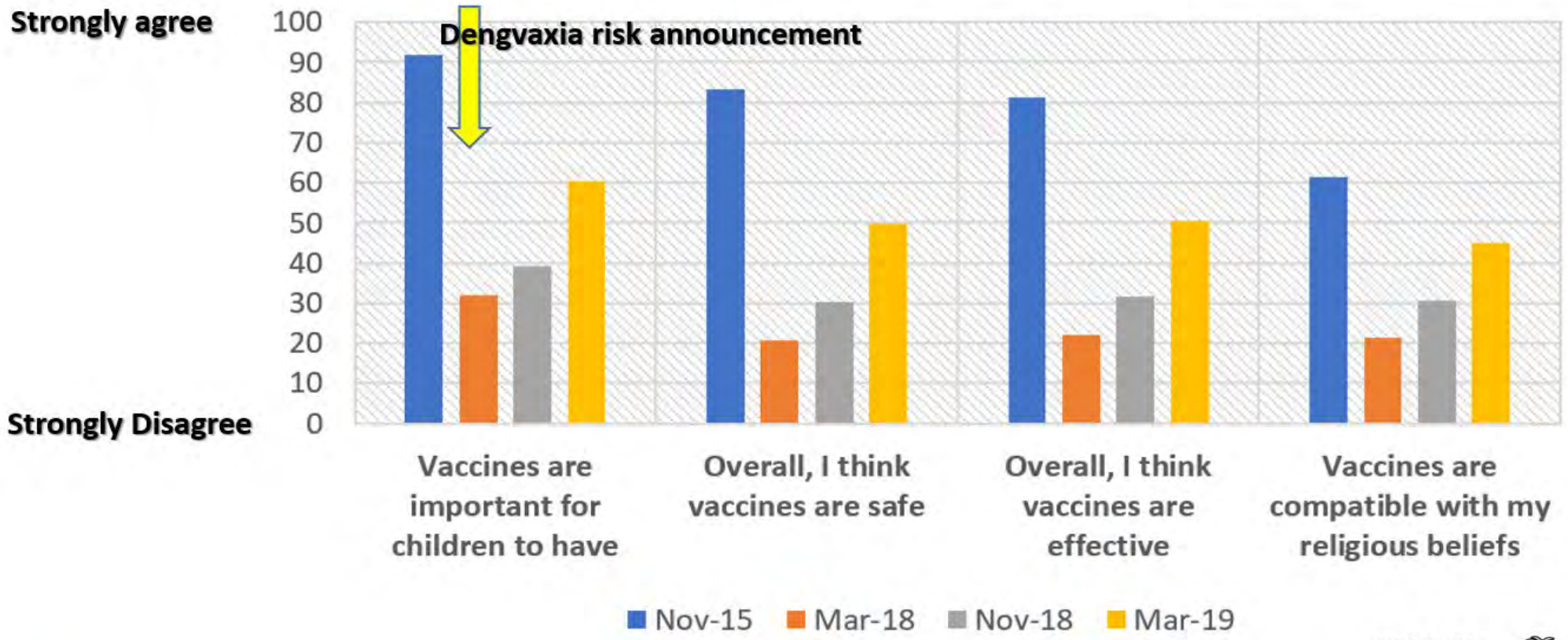
Philippines Vaccine Confidence



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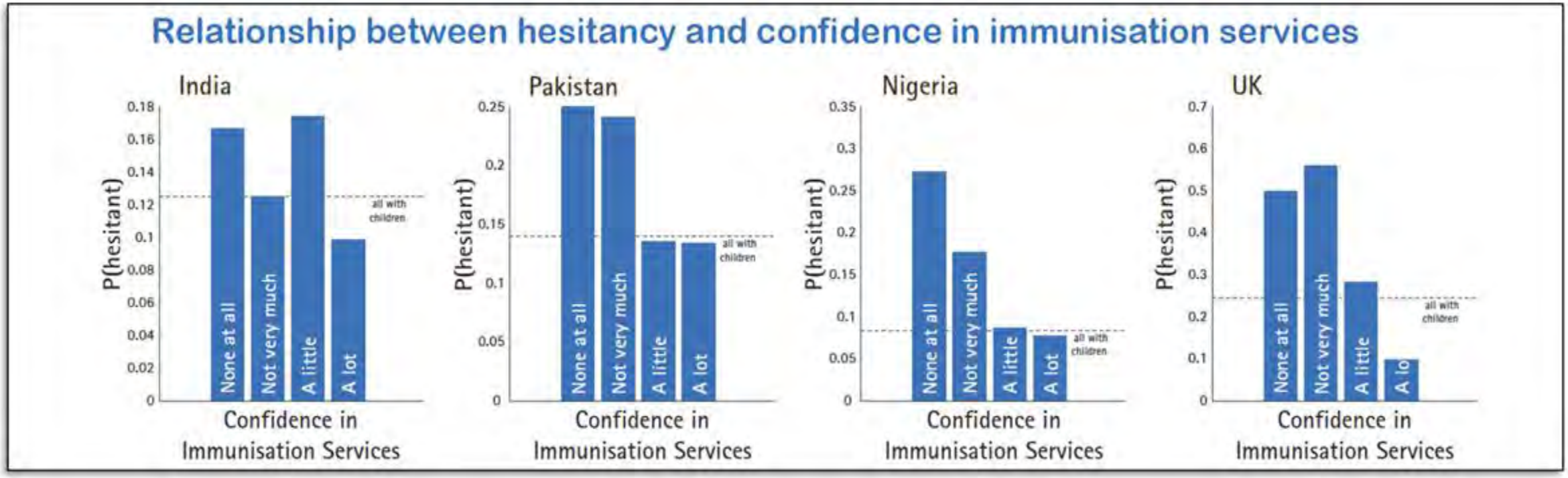
"A lot" of confidence in the immunisation services means low vaccine hesitancy



***Source*: Larson HJ et al. The State of Vaccine Confidence 2015**
https://**www.vaccineconfidence.org**/wp-content/uploads/2018/10/VCP_The-State-of-Vaccine-Confidence_2015.pdf

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Anxiety-related reactions to vaccination

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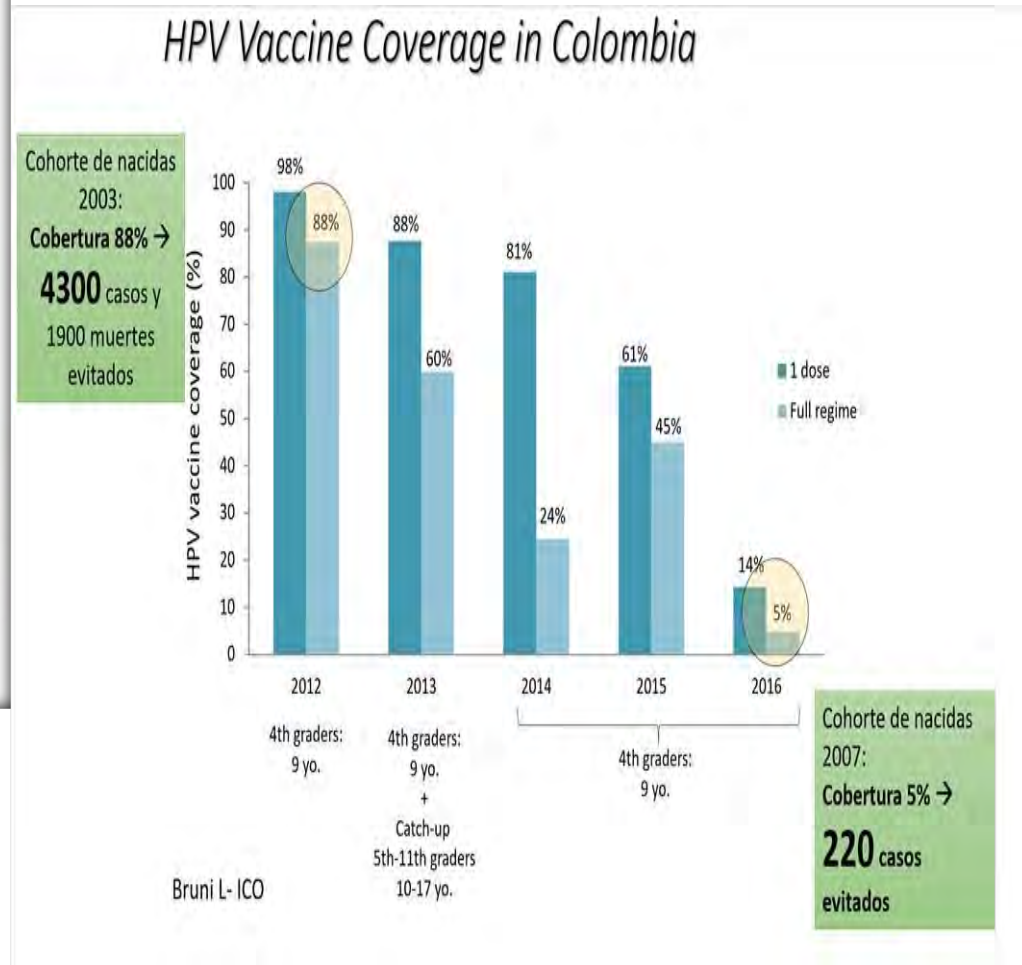
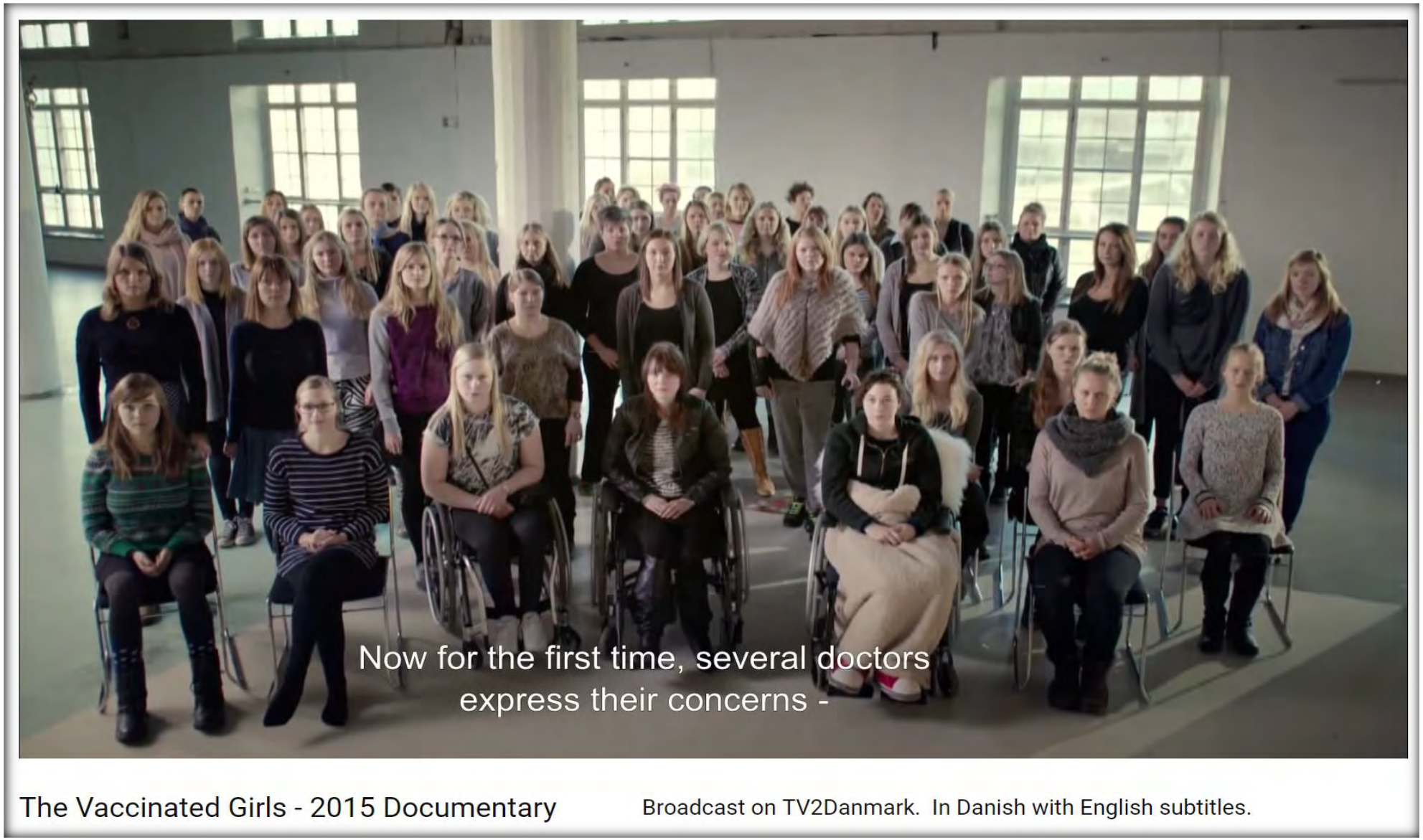
Irish HPV vaccine victim Rebecca

IRELAND

Gardasil did it/Fue el Gardasil



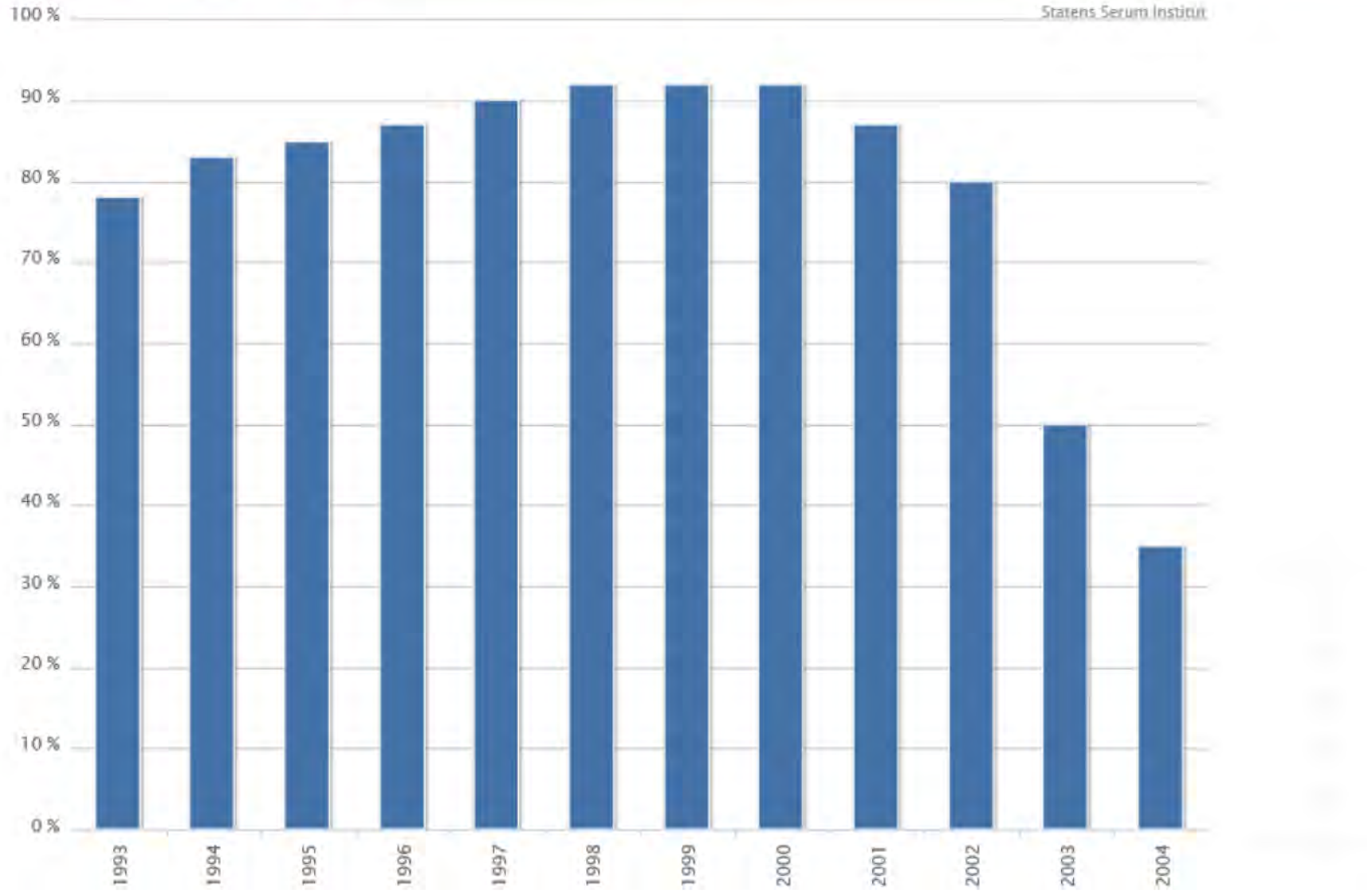


The Vaccinated Girls - 2015 Documentary Broadcast on TV2Danmark. In Danish with English subtitles.

DENMARK

HPV VACCINE UPTAKE OF FIRST DOSE BY BIRTH COHORT DENMARK

STATENS SERUM INSTITUT



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In 2016, Armenia submitted a proposal to GAVI to support a new HPV vaccine program

We anticipate that the main impediment in achieving high coverage with HPV vaccine in Armenia will be vaccine safety concerns among the teenage girls, their parents, medical worker and the public in general...Since 2009 only three middle-income countries have introduced HPV vaccine: Romania, The former Yugoslav Republic of Macedonia (MKD), and Kazakhstan… Rumors about negative effects of vaccination on teenage girls' health and scepticism about benefits of HPV vaccination flooded the Internet and social media. As a result, the **Ministry of Health of Romania had to cancel HPV vaccination and destroy the vaccine** that it had procured. **In MKD the HPV vaccine coverage was much lower than coverage for other teenage vaccines**. In **Kazakhstan HPV vaccine caused clusters of anxiety-related adverse events following immunization which later transformed into widespread psychogenic reactions** that created very negative publicity. As a result, The Ministry of Health of **Kazakhstan had to cancel its HPV vaccination program and destroy its vaccine.** Recently **Denmark and Ireland, high income countries of our region, had similar clusters of anxiety-related AEFIs** that negatively affected previously successful HPV vaccination programs**. In Denmark the HPV coverage dropped from 86% to 15% within one year.** The cluster **of anxiety related AEFIs were reported in Japan** and lead to **suspension of HPV vaccination in this country**.

The **information about vaccine safety events in Kazakhstan, Denmark, and Japan has been broadly disseminated through the Internet, mass media, and social media** in all countries of the Region.

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Invite Armenia participants to talk about their experience with introducing the HPV vaccine

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IMMUNIZATION ANXIETY-RELATED REACTIONS

Vaccine product-related reaction

Vaccine quality defect-related reaction

Immunization error-related reaction

Immunization anxiety-related reaction

Coincidental event

Individuals can react in anticipation to and as a result of an injection of any kind. These reactions are not related to the vaccine, but to fear of the injection. There are four reactions you may encounter.[26]

Fainting

Fainting is relatively common, but usually only affects older children and adults. Fainting does not require any management beyond giving the injection while patients are seated (to avoid injury caused by falling) and placing the patient in a recumbent position after the injection.

Hyperventilation

Hyperventilation as a result of anxiety about immunization can cause light-headedness, dizziness, tingling around the mouth and in the hands.

Vomiting

Younger children tend to react differently, with vomiting being a common anxiety symptom. Breath-holding may lead to a brief period of unconsciousness during which breathing resumes. Children may also scream to prevent the injection, or may run away.

Convulsions

An anxiety reaction to injection can, in rare cases, include convulsions. These children do not need to be investigated but should be reassured.

CONTENT

https://vaccine-safety-training.org/immunization-anxiety-related-reactions.html

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Immunization Stress Related Responses (ISRR)*

Dr Madhava Ram MD DNB

* Developed based on the outline of the *"Immunization stress-related response - A manual for program managers and health professionals to prevent, identify and respond to stress-related responses following immunization"*

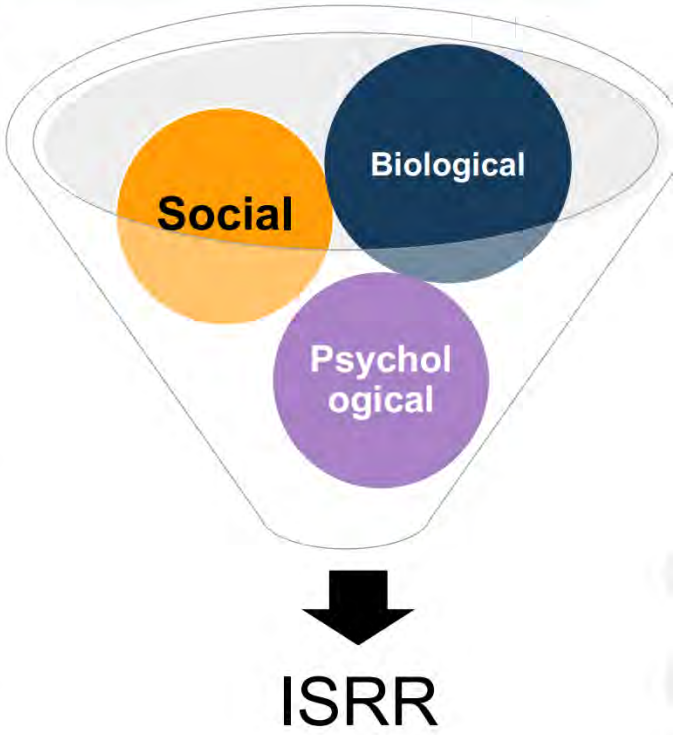
https://www.who.int/immunization/sage/meetings/2019/april/1_SAGE_April_2019_GACVS_Balakrishnan.pdf

Characteristics - ISRR

World Health Organization

Can happen before, during, or after immunization

- **Biopsychosocial framework:** Helps understand a person's response to immunization
  - **Pre-disposing factors:** Historical, pre-existing factors brought into the immunization context
  - **Precipitating factors:** Dynamic, factors occurring in the peri-immunization context
  - **Perpetuating factors:** Factors occurring in the post-immunization context

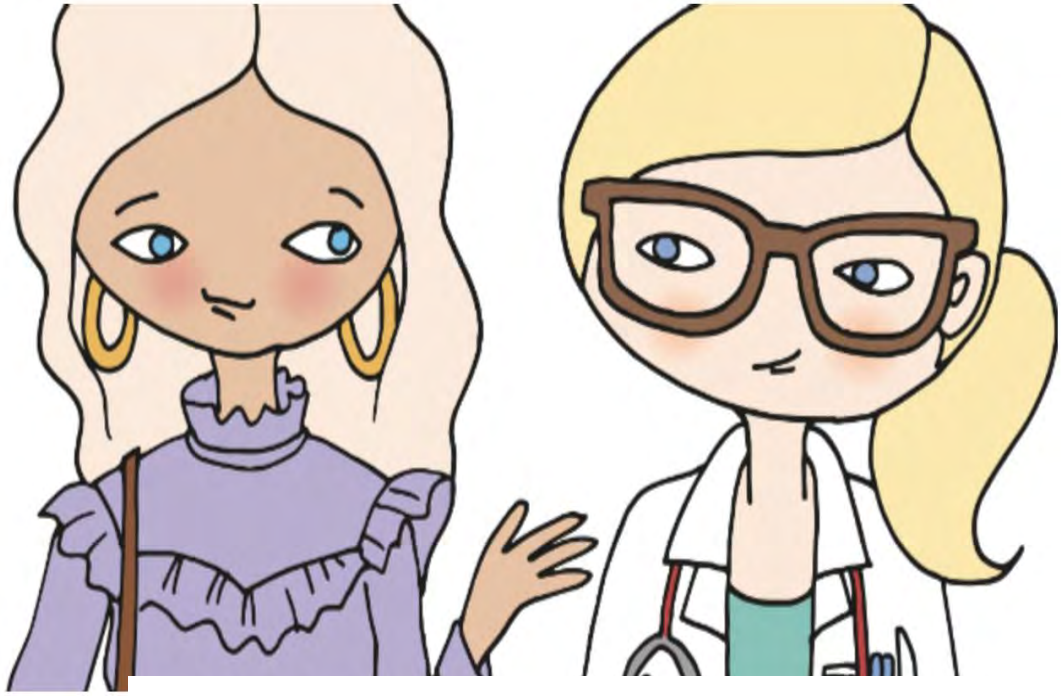


https://www.who.int/immunization/sage/meetings/2019/april/1_SAGE_April_2019_GACVS_Balakrishnan.pdf

World Health Organization

Denmark campaign rebuilds confidence in HPV vaccination

February 2018



Understanding parent's concerns

To help understand why so many parents of girls around 12 years of age were postponing vaccination, the Danish Health Authority conducted an analysis in 2016. It found that nearly all parents who doubted whether to vaccinate their daughters had heard stories about the suspected side-effects, primarily through media and online.

New data reveals that less than nine months into the campaign, uptake in the number of vaccines is already increasing. During the past year, twice as many girls – nearly 31 000 girls – have started the HPV vaccination programme compared to just over 15 000 in 2016.

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Visit: https://www.vaccineconfidence.org/hpv-symposium/

The Vaccine Confidence Project™

Social Media: Managing Risk & Rumour

Dr. Sam Martin
Research Fellow (Digital Analytics Lead)
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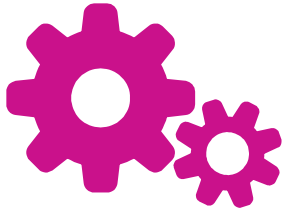
Manage negative media



Monitoring and moderating online conversations

- Monitoring and moderating online conversations helps ensure that your online community reflects your brand, voice and values. Social listening and moderating should be built into your daily routine.
- If you receive a positive comment, general inquiry or a request for help, responding directly will demonstrate that you are listening and present.
- Despite efforts to maintain a professional and positive voice through your messaging, followers may leave negative comments or reviews. If you choose to respond, remember that social media is inherently public and that your response will be visible to your entire community or anyone else who visits your page.

Manage negative media

Responding to negative comments

When crafting a potential response, consider:

- whether responding will only further incite the individual. If this is the case, resolving the matter offline may be better.
- a general post that addresses the individual's concerns to your entire community, which may help combat any ripple effects.
- seeking feedback from colleagues to ensure you strike an appropriate tone.

Manage negative media

Hiding inappropriate comments

You can consider hiding comments that violate social media etiquette. Below is a framework you can consider using to determine whether to hide a comment from your Facebook page.

- Comments that are off topic or intended to send the conversation in a nonproductive direction.
- Comments that attack individuals or organizations.
- Comments that contain offensive language.

- **Continued…**

Manage negative media

Hiding inappropriate comments

- Multiple postings of the same comment on various threads.
- Comments that contain personal information about others, including information about patients.
- Posting with such frequency or repetitiveness as to discourage others from posting.
- Comments that put forth inaccurate information about child health, include links to unverified external content, exist for the purpose of selling a product or service, or give medical advice.

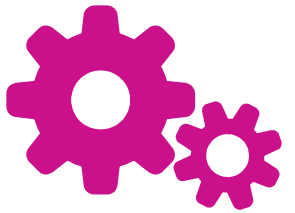
- **Continued…**

Manage negative media

Hiding inappropriate comments

- If you have a Facebook page, set up filters to automatically hide posts or comments that include negative key words or profanity.
- To protect yourself from any action that your page may take, consider including commenting rules in the About section of your Facebook page. Commenting rules may include many of the points emphasized in the above social media etiquette framework, such as asking your followers to refrain from using profane or vulgar language or sharing patient information.
- Keep in mind that personal information that can be used to identify someone or patient information should not be discussed on social media.

Manage negative media



Moderating on Twitter

- The structure and real-time nature of Twitter does not allow for direct moderation of a conversation that may happen below your post. For example, although an individual may comment on a tweet, you are not able to remove it. Because it offers anonymity, Twitter also tends to attract more individuals who "troll," making negative comments or mentions common.
- The best way to combat trolls on Twitter is to continue to post factual messages in a positive voice. If you repeatedly receive negative or threatening comments from a user, you can block the user or report their behavior to Twitter.

Case Studies

Case Study #1

Myanmar managing negative comments during a vaccine campaign

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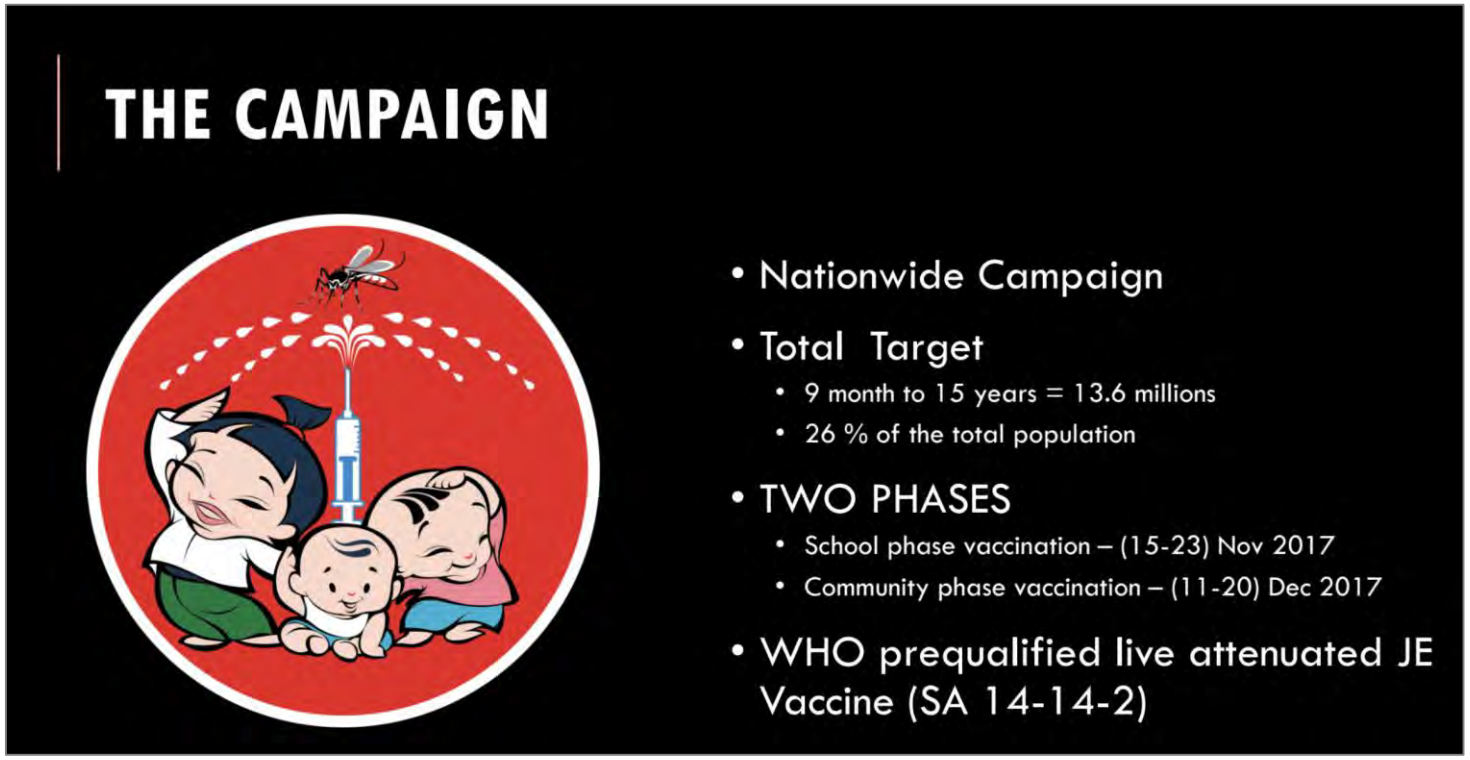
Myanmar managing negative comments during a vaccine campaign



Case Study #1

Myanmar managing negative comments during a vaccine campaign

THE PREPARATION

Print	Posters, Pamphlets, Advocacy Folder with fact sheets, Invitation cards
Broadcast	TV & Radio (TV spots, Radiospot, Songs, PSA, Interview, Music Videos, Crawler)
Media	Advocacy
Transit	Billboard, Street banners
Mobile	SMS reminders
Local Media	Miking & meetings
IPC	BHS and volunteers

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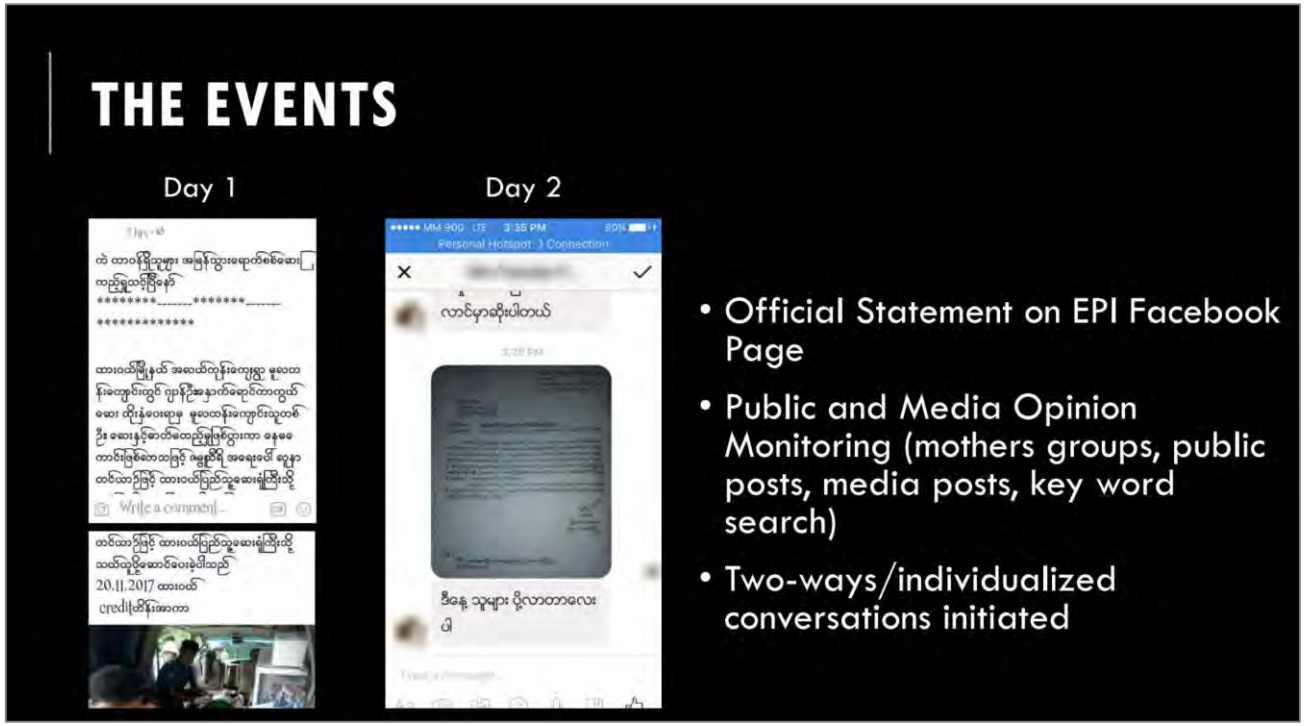

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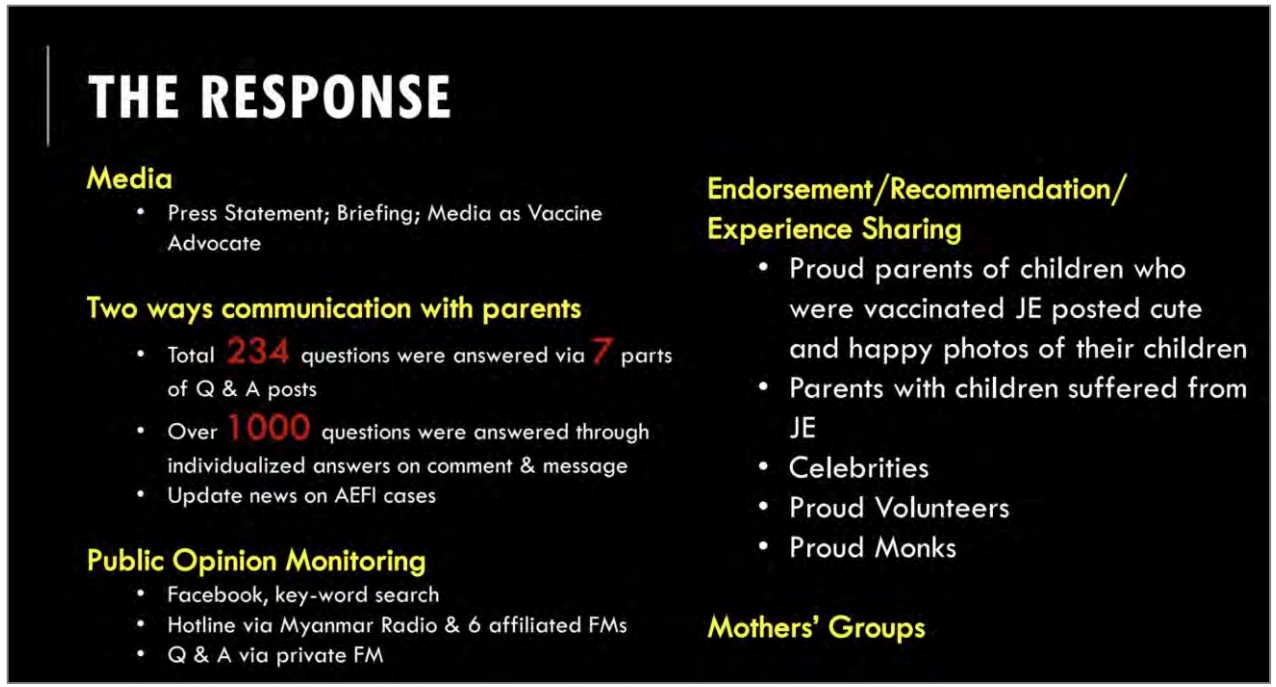

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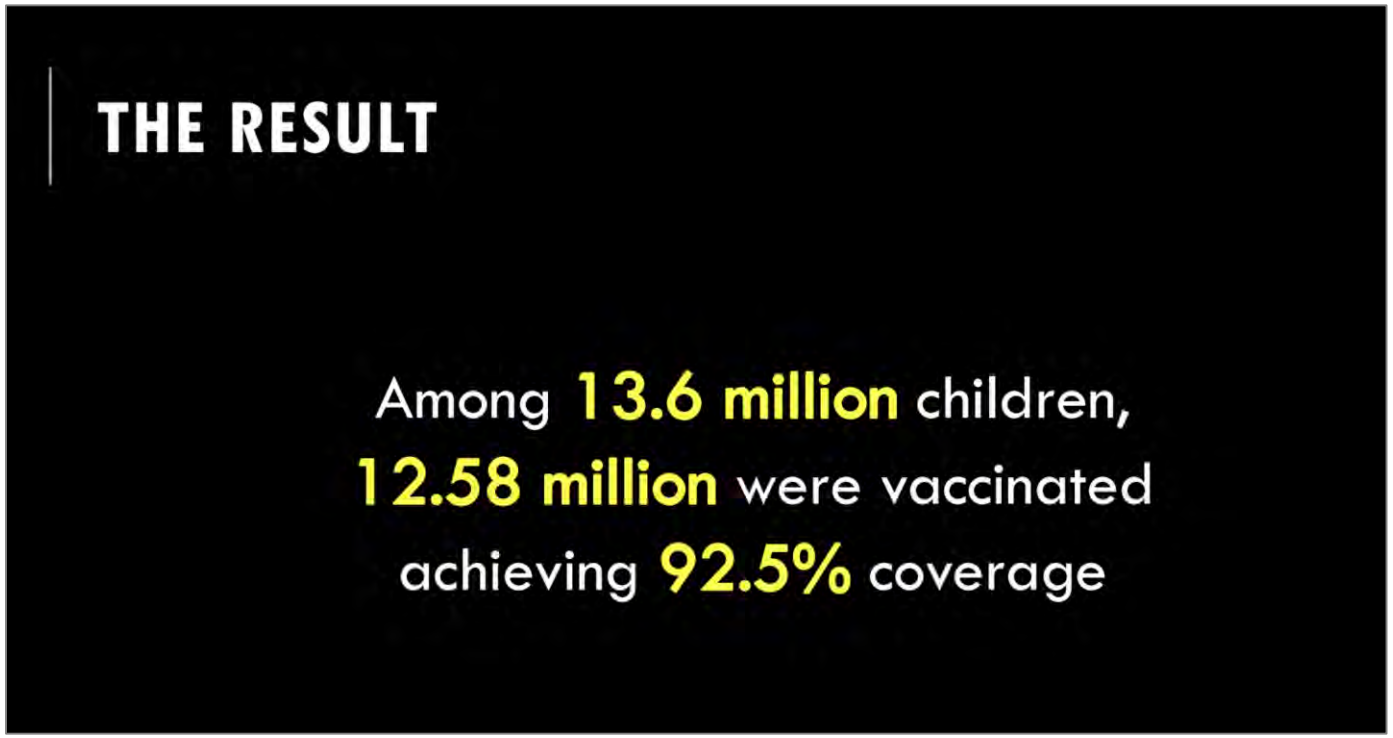

Case Study #1

Myanmar managing negative comments during a vaccine campaign

THE LESSON LEARNED

- Power of Virtual Community Dialogue
- Trending on Social Media
- Government's commitment and ownership
- Two ways/individualized communication with parents
- Media as an advocate
- As multiple channels as possible

Case Study #2

Myanmar managing negative comments during a vaccine campaign

Acknowledgement

UNICEF Myanmar, 2019

Thanks!

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