

# LNCT Vaccine Hesitancy Workshop

Geneva, Switzerland

18-19 November 2019

## WHO EURO tools, guidance and training on vaccine acceptance and demand

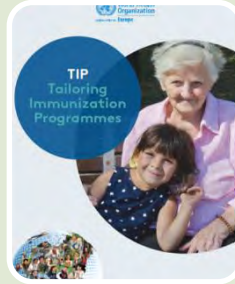


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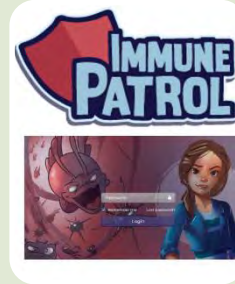
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Facing  
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# Vaccine safety and crisis communication



- Technical document
- Online library
- Training workshops

[www.euro.who.int/vaccinesafetycommunication](http://www.euro.who.int/vaccinesafetycommunication)

# Checklist for preparedness

## Are you prepared for an event that may erode public trust in immunization?

To test if your country is prepared, go through the checklist in your vaccine communications working group or at a meeting with national authorities involved in vaccine communications activities.

### Events that may erode trust

Many events have the potential to erode confidence in vaccines and in the authorities delivering them.

Such events can be related to vaccine safety, side effects or other events following vaccination; changes in the vaccination programme; a negative focus in public debate or media coverage on vaccination; or outbreak or

## Checklist for preparedness

Crisis communication planning	Notes
<ul style="list-style-type: none"><li>• A crisis communication plan has been developed</li></ul>	
<ul style="list-style-type: none"><li>• The crisis communication plan has been shared with all relevant stakeholders, including decision-makers, allies and influencers</li></ul>	
<ul style="list-style-type: none"><li>• The crisis communication plan has been endorsed by senior management</li></ul>	
<ul style="list-style-type: none"><li>• The crisis communication plan is flexible, so that it is applicable for different kinds of crises.</li></ul>	

To READ MORE refer to:

- *Crisis communications template plan*  
[euro.who.int/vaccinetrust](http://euro.who.int/vaccinetrust)

Coordination and collaboration	Notes
<ul style="list-style-type: none"><li>• A vaccine communication working group, or similar collaboration mechanism, has been established.</li></ul>	
<ul style="list-style-type: none"><li>• It is clear how stakeholders representing different ministries/public institutions and different technical areas of expertise coordinate in a crisis.</li></ul>	
<ul style="list-style-type: none"><li>• The crisis communication plan defines rapid approval mechanisms during a crisis (e.g. for press releases).</li></ul>	
<ul style="list-style-type: none"><li>• The crisis communication plan is reviewed</li></ul>	

To READ MORE refer to:

- *Template Terms of Reference for vaccine communication working group*

# Stakeholder management

## Build strong relations with key partners



### Liaise with vaccine advocates

Liaise with people, institutions or organizations which may become strong advocates for vaccination. They may be willing to help you reach important stakeholders or communities. They may also be drawn upon as credible third parties for media interviews or public events; especially in situations where public confidence in health authorities has been damaged. Work closely together with them to ensure aligned messaging, keep them informed, build their knowledge, and agree with them that you will keep each other informed about inquiries from the media.



### Reach out and build awareness

Liaise with media, internal and external allies, vaccine advocates as well as vaccine opponents. Build and maintain strong relations with them. Take initiatives to increase their knowledge and understanding of the benefits and risks associated with vaccines and immunization and with vaccine-preventable diseases.

To **READ MORE** refer to:

- *Setting the media agenda*  
[euro.who.int/vaccinetrust](http://euro.who.int/vaccinetrust)



### Establish collaboration mechanisms

Establish a vaccine communications working group or similar collaboration mechanism to strengthen confidence-building and ongoing communication and to prevent or respond to vaccine safety crises.

To **READ MORE** refer to:

- *Template terms of reference for vaccine communication working group*  
[euro.who.int/vaccinetrust](http://euro.who.int/vaccinetrust)



### Train key stakeholders

Make sure key stakeholders have sufficient knowledge about vaccines and immunization. Consider spokesperson training and training of frontline health workers and other key stakeholders to make sure they fully understand issues related to immunization and vaccine safety.

To **READ MORE** refer to:

- *Tips for spokespersons*  
[euro.who.int/vaccinetrust](http://euro.who.int/vaccinetrust)

# Tips for spokespersons



## Preparing for an interview or press conference

- Find out what medium the interview will be released through (TV, radio, print, online, etc.), the perspective of the media outlet (supportive/non-supportive of vaccination), which subjects will be discussed, who else will be interviewed (ask the journalist beforehand), and whether the interview will be live or pre-recorded.
- o If print or internet you may have extra time to provide data and facts that you are not prepared to give during the interview.
- o If the media outlet has not been favourable towards vaccination in the past, research why and what the issues were before you accept or conduct the interview.
- Clarify to yourself why you are engaging and what your objectives are. Only agree to an interview when you have a clear message to deliver.
- Know the details: Who will be there? What is the chain of events? How long? Etc.
- Check and double-check the accuracy of facts.

- Do scenario planning: identify important stakeholders; anticipate questions and concerns; prepare messages; test messages; anticipate follow-up questions; rehearse responses.
- Choose two or three central messages to focus on during the interview and practice “bridging” to these key messages.
- Be prepared to manage uncertainty. Be frank with the scientific experts that they must be transparent with you, the spokesperson, about what the unknowns are and what most concerns them about these unknowns.

To READ MORE refer to:

- *The questions that journalists always ask in a crisis*
- *How to prepare a message map*  
[euro.who.int/vaccinetrust](http://euro.who.int/vaccinetrust)



## How you will be perceived during an interview or press conference

- Listen to, acknowledge and mirror the fears, anxieties and uncertainties of others.
- Be respectful and compassionate.
- Provide reassurance – but acknowledge that the situation gives cause for concern and being afraid is a natural reaction.
- Remain calm and in control, even in the face of public fear, anxiety and uncertainty.
- Offer authentic statements and actions that communicate anger, passion, hope, courage and community spirit, such as “I feel deeply with the family of the young girl”.
- Be honest, candid, ethical, frank and open.
- Avoid using humour (jokes, flippancy, irony); if humour seems to be needed, tread carefully.
- Consider your audience, and tailor your actions and messages accordingly.
- Do not try to impress the audience with a superior attitude. Express confidence, not arrogance.

- Show empathy for victims.
- Be particularly sensitive to issues focused on babies, children and pregnant women.
- Remember: The microphone has not always been tuned off when the interview is over; there is never an “off-the-record”.

To READ MORE refer to:

- *How to respond to concerns about immunization*  
[euro.who.int/vaccinetrust](http://euro.who.int/vaccinetrust)

# Training programme



# Case example: Uzbekistan

March 2019

## Training workshop

- Crisis preparedness
- Crisis response
- Media



March-August 2019

## Vaccine crisis communication manual



## HPV crisis scenarios

## Key messages

## New national AEFI Guidelines



## Comms chapter



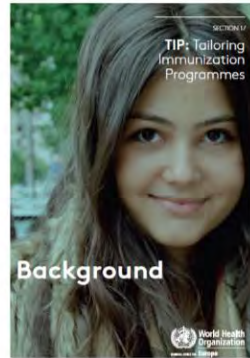
Dec 2019

## Training workshop

- Manual
- AEFI guideline
- HPV messages



# Tailoring Immunization Programmes (TIP)



A structured process

Informed by behavioural science and theory

To understand **barriers and drivers**

To design **evidence-informed interventions** to increase vaccination coverage

# TIP pillars



## Process



## Theoretical model



## Values and principles



# Capacity building: Annual 'Behavioural Insights Summer School' (BISS)



**Sweden**

Somali community  
undocumented migrants  
Anthroposophic

**Serbia**

health workers – flu  
health workers – routine

**Romania**

parents and health workers

**Armenia**

medical experts

**United Kingdom**

orthodox Jewish Charedi community

**Kyrgyzstan**

urban migrants

**Lithuania**

pregnant women

**Estonia**

hesitant population

**Montenegro**

health workers

**Bulgaria**

vulnerable and Roma populations

**Germany**

health workers

**Fed. Bosnia and Herzegovina**

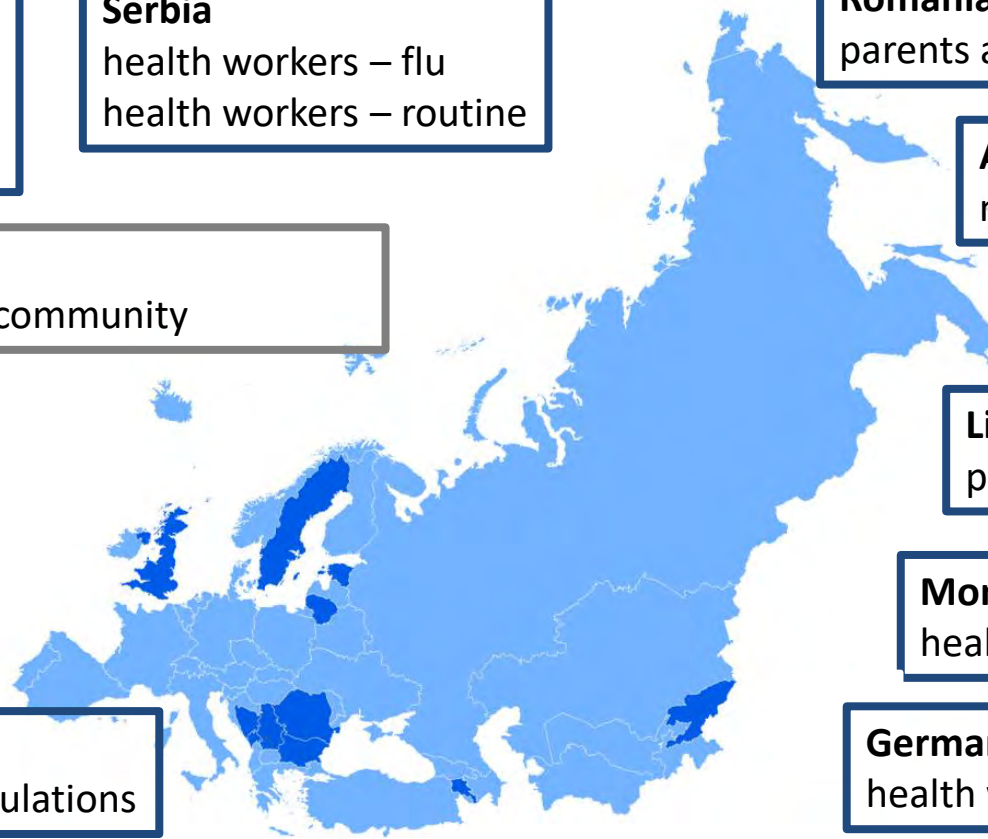
health workers and parents

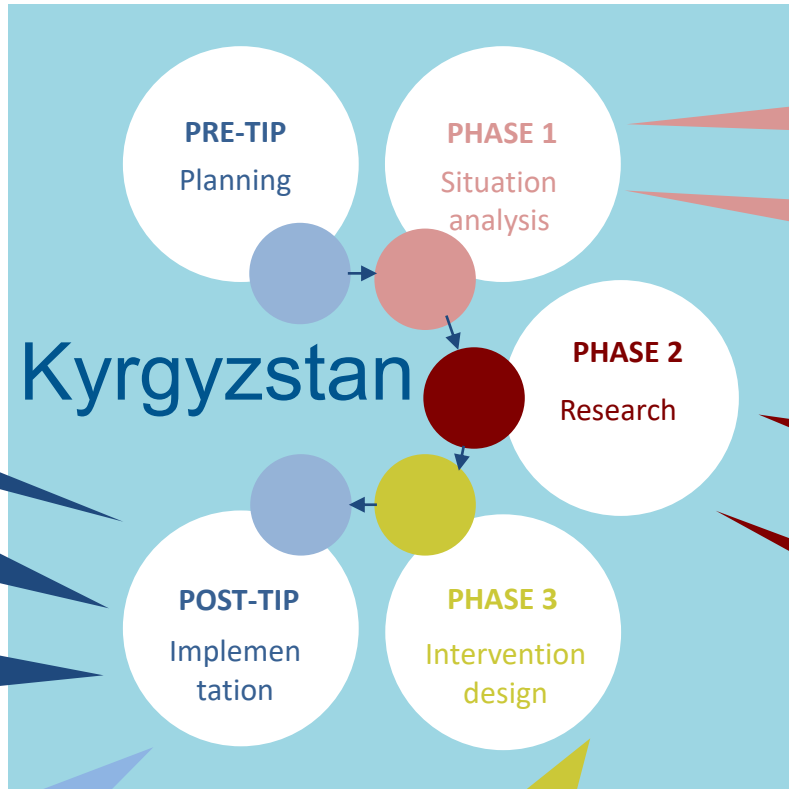
**Australia**

Several TIP projects

**Mauritania**

parents and health workers





Situation analysis

Stakeholder workshops

Legislation review

**Focused research study:**  
The most vulnerable urban migrants

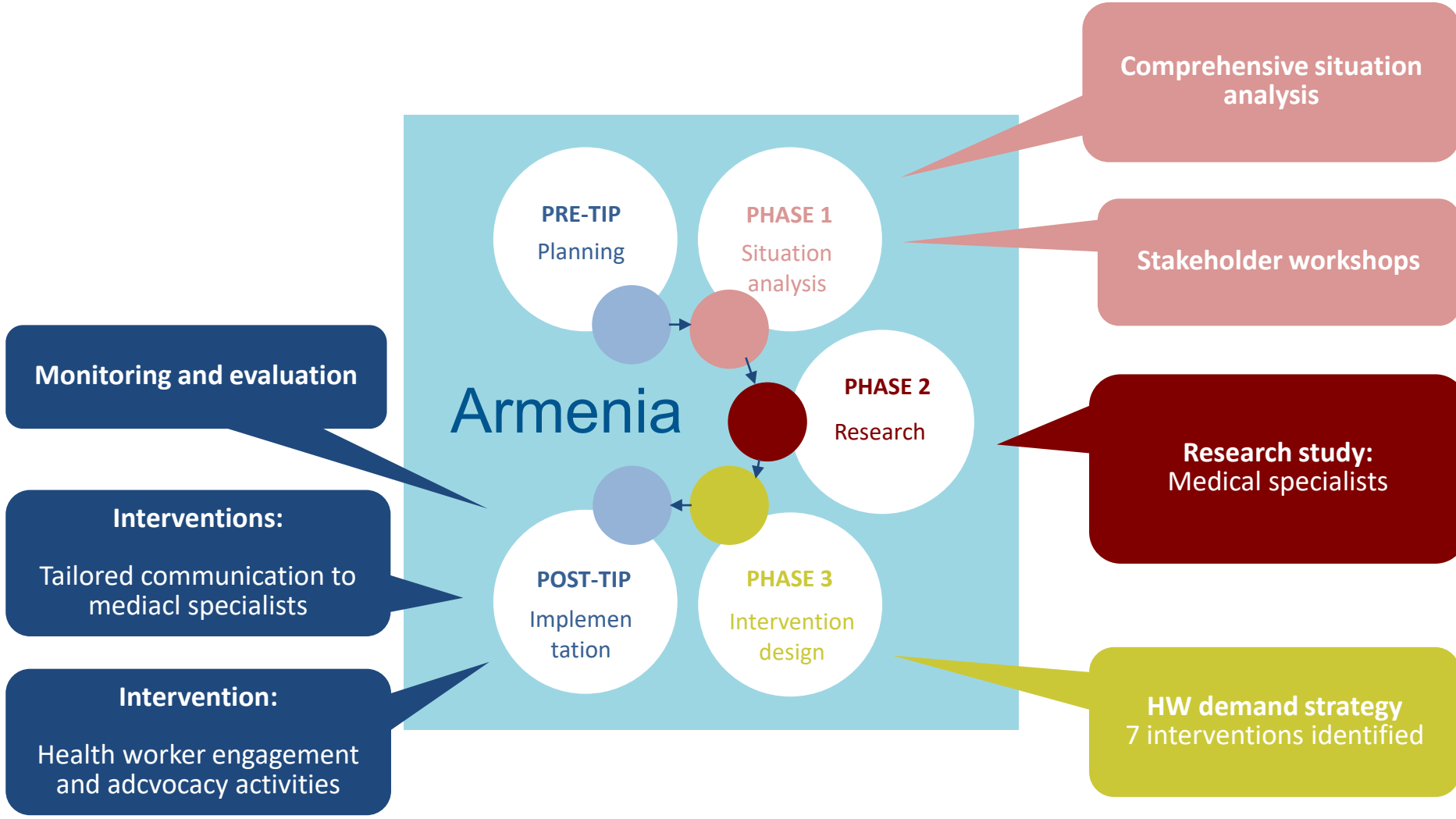
Intervention design – based on findings

Interventions:  
UNICEF activities in community

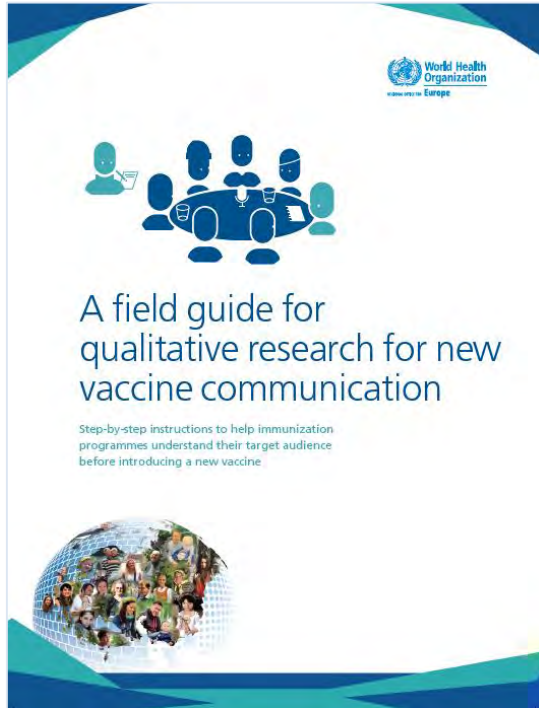
Monitoring and evaluation

Interventions:  
Training of health workers

Intervention:  
New Ministerial Order

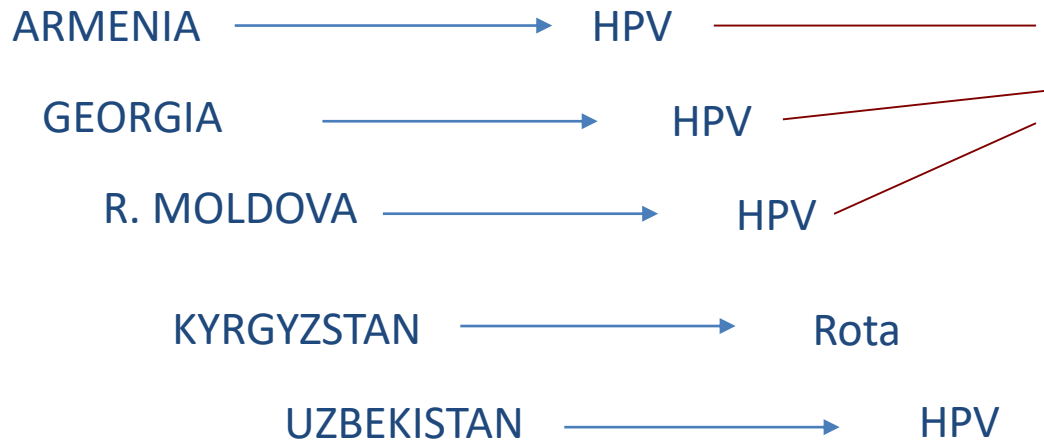


# New vaccine introduction: formative research to inform vaccine introduction communication plans



[www.euro.who.int/newvaccines](http://www.euro.who.int/newvaccines)

# Formative research studies for new vaccine introduction informed introduction communication plans



## Published, peer-reviewed journal:

### ORIGINAL RESEARCH

#### New vaccine introduction: strengthening health literacy to increase health equity

Siff Malue Nielsen<sup>1</sup>, Barbara A. K. Franklin<sup>2</sup>, Cath Jackson<sup>3</sup>, Alexei Ceban<sup>4</sup>, Maia Shishniashvili<sup>5</sup>, Gayane Sahakyan<sup>6</sup>, Liudmila Mosina<sup>7</sup>, Katrine B. Habersaat<sup>1</sup>

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<sup>3</sup>Waiso Research Limited, Wetherby, Yorkshire, United Kingdom

<sup>4</sup>National Agency for Public Health, Chisinau, Republic of Moldova

<sup>5</sup>National Center for Disease Control and Public Health, Tbilisi, Georgia

<sup>6</sup>National Center for Disease Control and Prevention, Ministry of Health, Yerevan, Armenia

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### ABSTRACT

**Introduction:** The human papillomavirus (HPV) vaccine can reduce inequalities in cervical cancer. Countries introducing the vaccine need a strategy and communication plan that address the health literacy of target populations.

**Aim:** To inform HPV vaccine introduction activities aiming to strengthen the health literacy of target groups, through exploring barriers and drivers, as well as seeking ideas for communicating the introduction of the vaccine.

**Methods:** Qualitative studies using focus group discussions and in-depth interviews in Armenia, Georgia and the Republic of Moldova. The 218 participants were parents, teenage girls, doctors (family, school, specialist, paediatricians), nurses, oncologists, teachers and a priest. Data were analysed using thematic analysis.

**Findings:** Many findings were similar across countries and target groups. The key driver was the recognition of the need for vaccines. Barriers ranged from confusion to fears related to adverse effects (including infertility), vaccines' provenance and the quality of free vaccines. Health-care providers too were sceptical, susceptible to adverse information and willing to bend rules to avoid vaccination.

**Conclusions:** The studies informed tailored strategies to strengthen HPV vaccination-related health literacy of key groups, by using tailored messages targeting misperceptions communicated through health-care providers and a community approach. Furthermore, the studies indicated more generality that increased decision-making power at an individual level creates uncertainty, which also affects health-care providers, who therefore need to

<http://www.euro.who.int/en/publications/public-health-panorama/journal-issues/volume-5,-issue-23,-june-september-2019/original-research2>



Rumours about  
HPV?

“Yes, some”



- Much more prevalent and exaggerated than expected.
- Paralysis, coma, infertility! A strategy to reduce population in poor countries!
- From other countries – and Facebook, chat groups and friends’ stories.

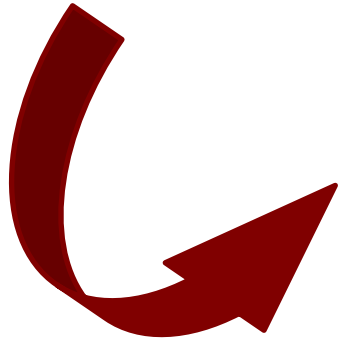
# Being prepared – the Moldova case

General perception of vaccination?

“Generally positive”

Doctors a trusted source of information?

“Yes”



- More fearful and unsure about *all* vaccines than expected.
- Believe health care providers have quotas to fill and get paid per vaccination.

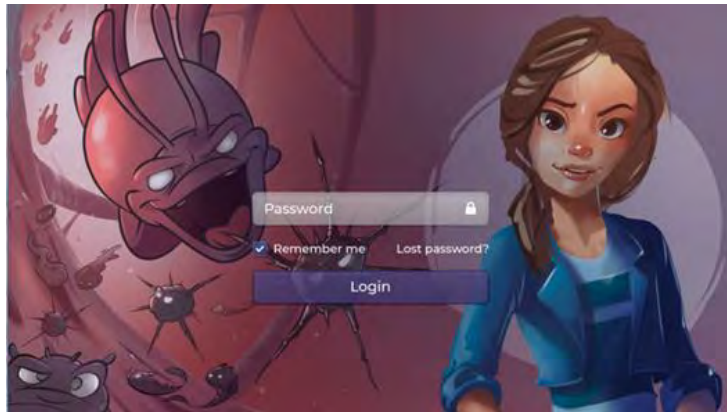
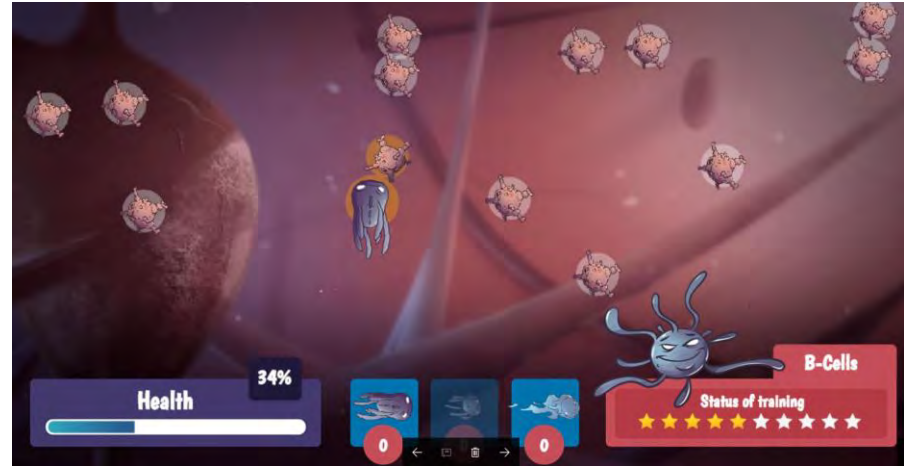
”

What parents said was **almost completely different from what we expected**, both their knowledge of the benefits of vaccination and their sources of information about it

”

*National immunization programme staff*

# Game-based learning for school children



# Case example: Ukraine

11 schools in Ukraine

Pupils aged 10-12 years

Evaluation:

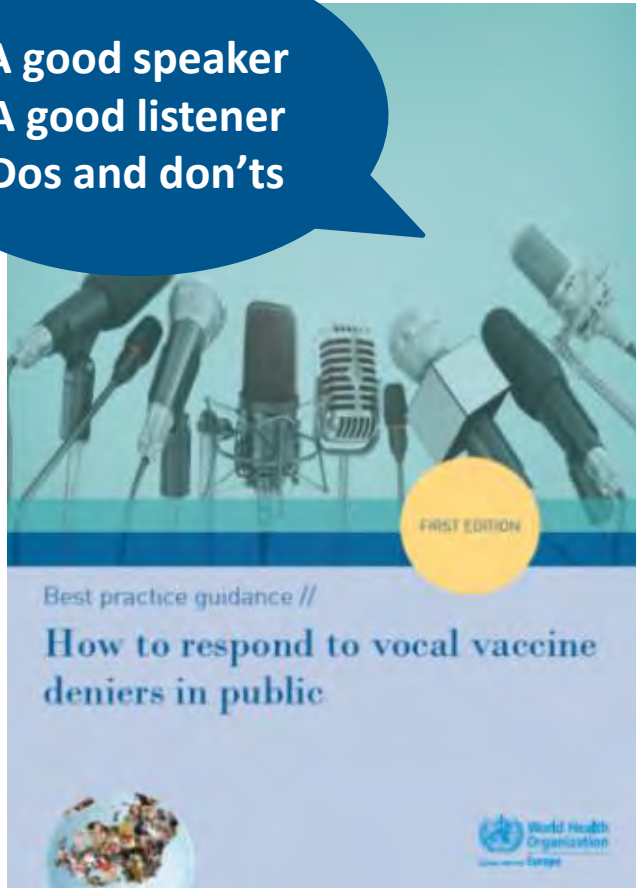
- Observations, interviews
- Statistical analysis of data from 301 pupils in game and control group

→ Significant learning outcomes

→ Significantly more for the game-based learning

# Responding to vaccine deniers

A good speaker  
A good listener  
Dos and don'ts



## The five key topics

- Threat of diseases
- Alternatives
- Effectiveness
- Trust
- Safety

Training  
workshops

## The five key techniques

Conspiracies

- Fake experts
- Selectivity
- Impossible expectations
- Misrepresentation and false logic

[www.euro.who.int/vaccinedeniers](http://www.euro.who.int/vaccinedeniers)

# Thank you!

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"All we have to do is place them  
on the waiting room chairs!"