



Webinar Series: The Role of Vaccination in
Maintaining Health and the Economy During
Pandemics

Combatting Vaccine Hesitancy to Foster Resilient Life-Course Immunization Programs

2 March 2021 20:00 (Washington, DC)

3 March 2021 9:00 (Singapore)

14:00 (Auckland)





Webinar Series: The Role of Vaccination in
Maintaining Health and the Economy During
Pandemics

Combating Vaccine Hesitancy to Foster Resilient Life-Course Immunization Programs

2 March 2021 20:00 (Washington, DC)

3 March 2021 9:00 (Singapore)

14:00 (Auckland)



Professor
London School of Hygiene & Tropical Medicine

Founding Director
Vaccine Confidence Project



Webinar Series: The Role of Vaccination in
Maintaining Health and the Economy During
Pandemics

Combating Vaccine Hesitancy to Foster Resilient Life-Course Immunization Programs

2 March 2021 20:00 (Washington, DC)

3 March 2021 9:00 (Singapore)

14:00 (Auckland)



Professor Emerita
University of the Philippines Manila

President
Immunization Partners in Asia Pacific (IPAP)

VACCINE HESITANCY: ***COMMON, SERIOUS, DISASTROUS AND AVOIDABLE***

PROFESSOR EMERITUS LULU C BRAVO MD
UNIVERSITY OF THE PHILIPPINES MANILA

VACCINE HESITANCY IS A “DISEASE” THAT IS SPREADING GLOBALLY...

These are the 10 biggest threats to global health in 2019

Based on rankings from the World Health Organization

1. Air pollution and climate change
2. Noncommunicable diseases
3. Global influenza pandemic
4. Fragile and vulnerable settings
5. Antimicrobial resistance
6. Ebola and other high-threat pathogens
7. Weak primary healthcare
8. Vaccine hesitancy
9. Dengue fever
10. HIV

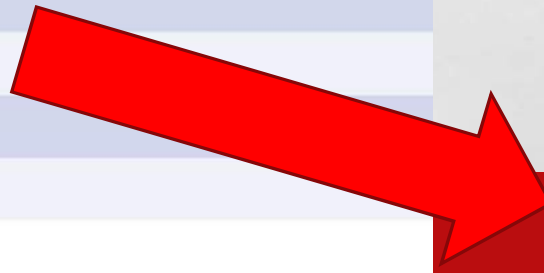
Source: World Health Organization

These are the most urgent health challenges to tackle in 2020

Based on a list of urgent global health challenges created by WHO, 2020

1. Elevating health in the climate debate
2. Delivering health in conflict and crisis
3. Making healthcare fairer
4. Expanding access to medicines
5. Stopping infectious diseases
6. Preparing for epidemics
7. Protecting people from dangerous products
8. Investing in the people who defend our health
9. Keeping adolescents safe
10. Earning public trust

Source: World Health Organization



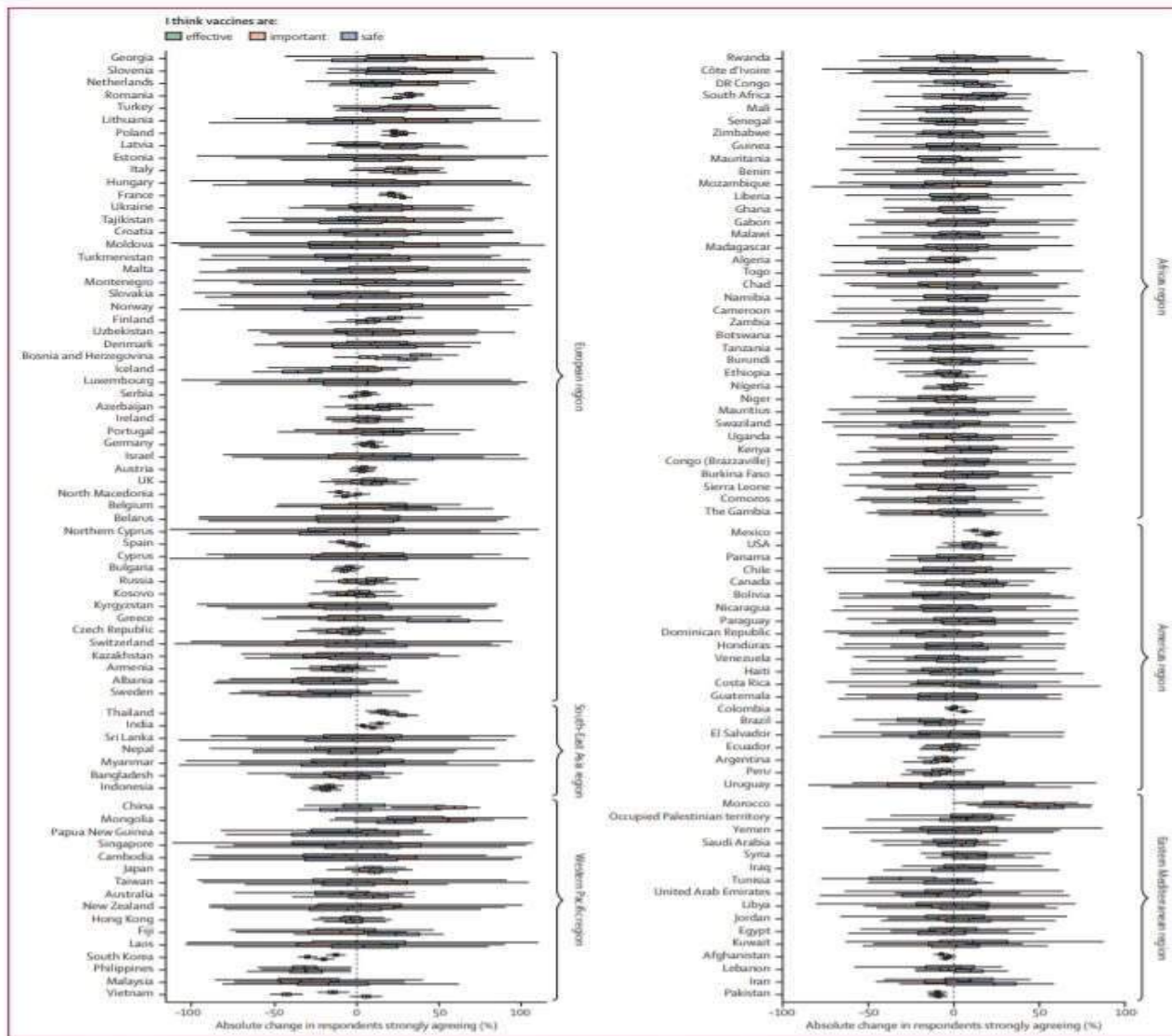


Figure 2: Distributions in absolute confidence changes between November, 2015, and December, 2019



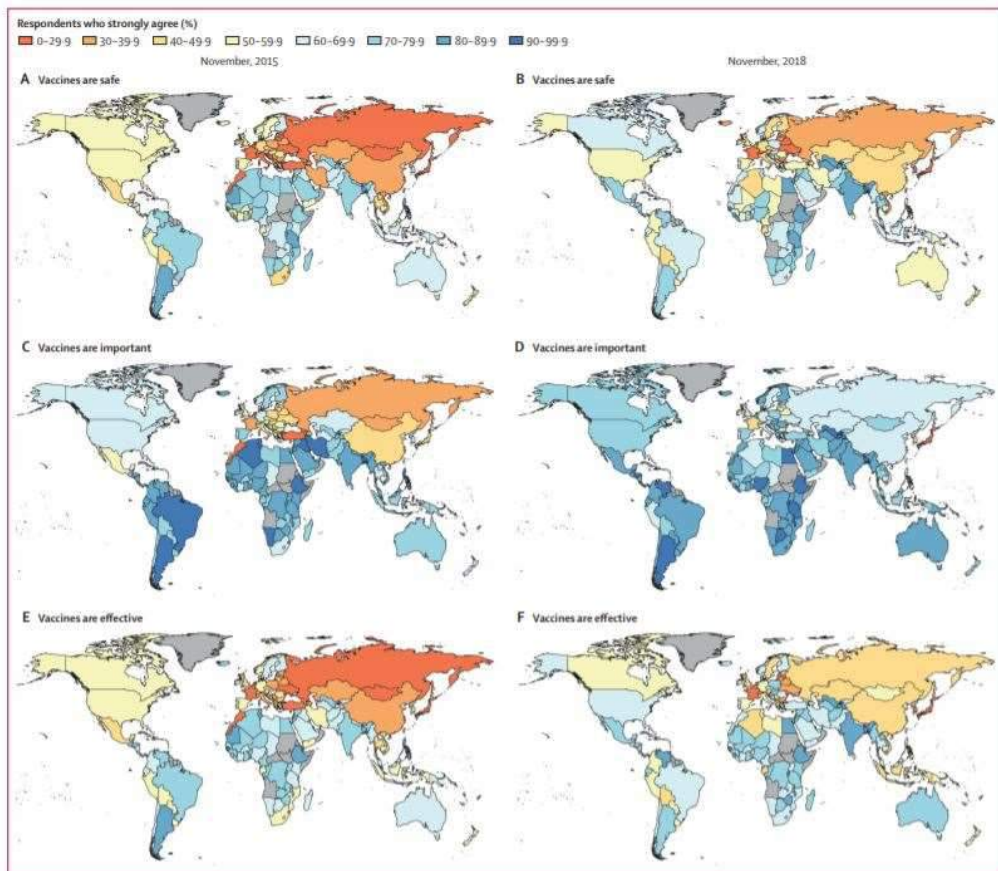
The Lancet
@TheLancet

Replying to @TheLancet

Largest global vaccine confidence survey suggests that overall confidence in vaccines—including safety, effectiveness, and importance—fell in Indonesia 🇮🇩, the Philippines 🇵🇭, Pakistan 🇵🇰, and South Korea 🇰🇷 between Nov 2015 and Dec 2019

hubs.li/H0vXTbc0

4:12 PM · Sep 11, 2020 · Twitter Web App



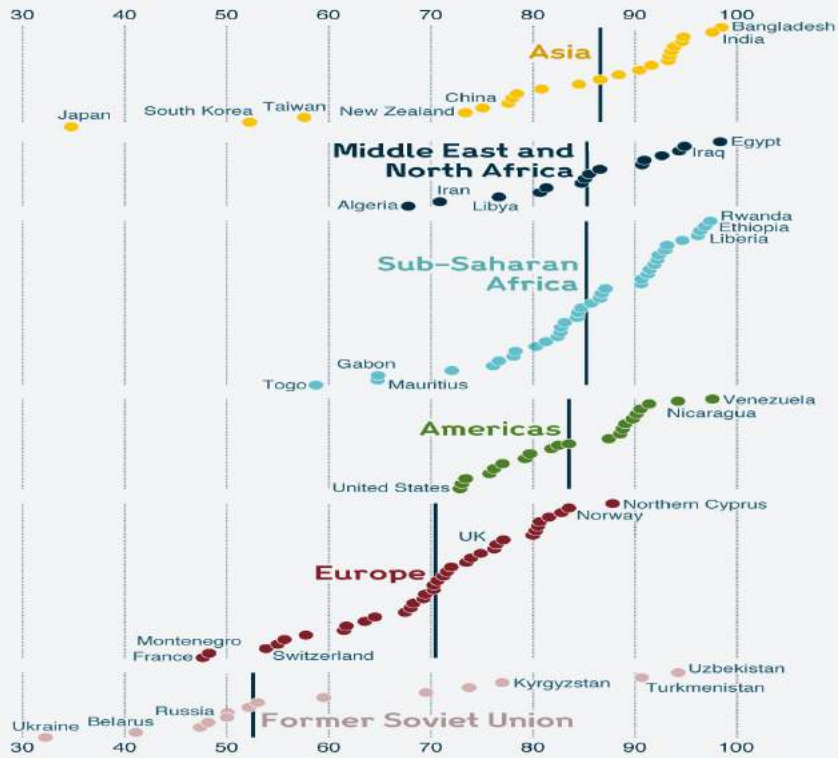
Replying to @TheLancet

Six countries show significant increases in % of survey respondents strongly disagreeing vaccines are safe: Azerbaijan 🇦🇿, Afghanistan 🇦🇫, Indonesia 🇮🇩, Nigeria 🇳🇬, Pakistan 🇵🇰 & Serbia 🇷🇸 —mirroring trends in political instability & religious extremism hubs.li/H0vXTbc0

11:19 PM · Sep 11, 2020 · Twitter Web App

% of people who believe vaccines are safe, by country and global region

Dark vertical lines represent region medians



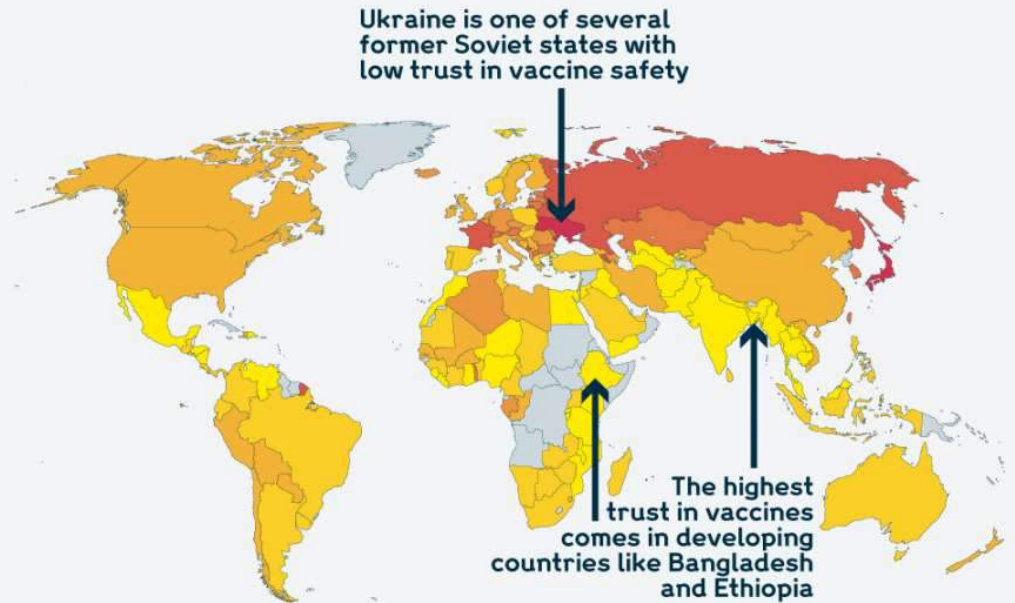
■ Asia
■ Middle East and North Africa
■ Sub-Saharan Africa
■ Americas
■ Europe
■ Former Soviet Union



Image credit: John Burns-Murdoch/Wellcome

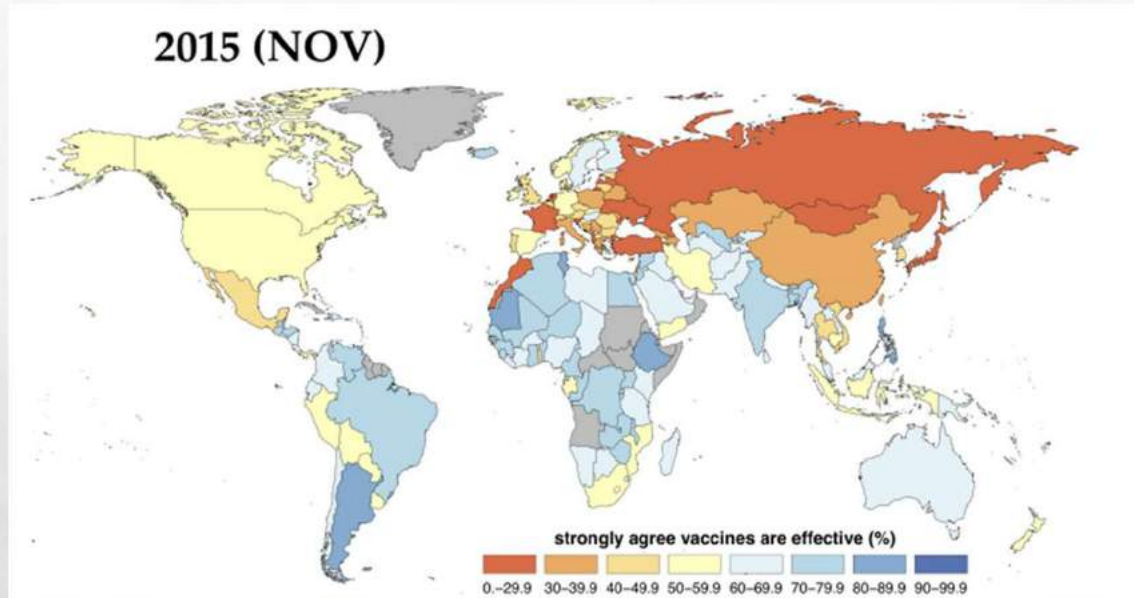
Source: Wellcome Global Monitor, part of the Gallup World Poll 2018

Share of people who believe vaccines are safe (%)



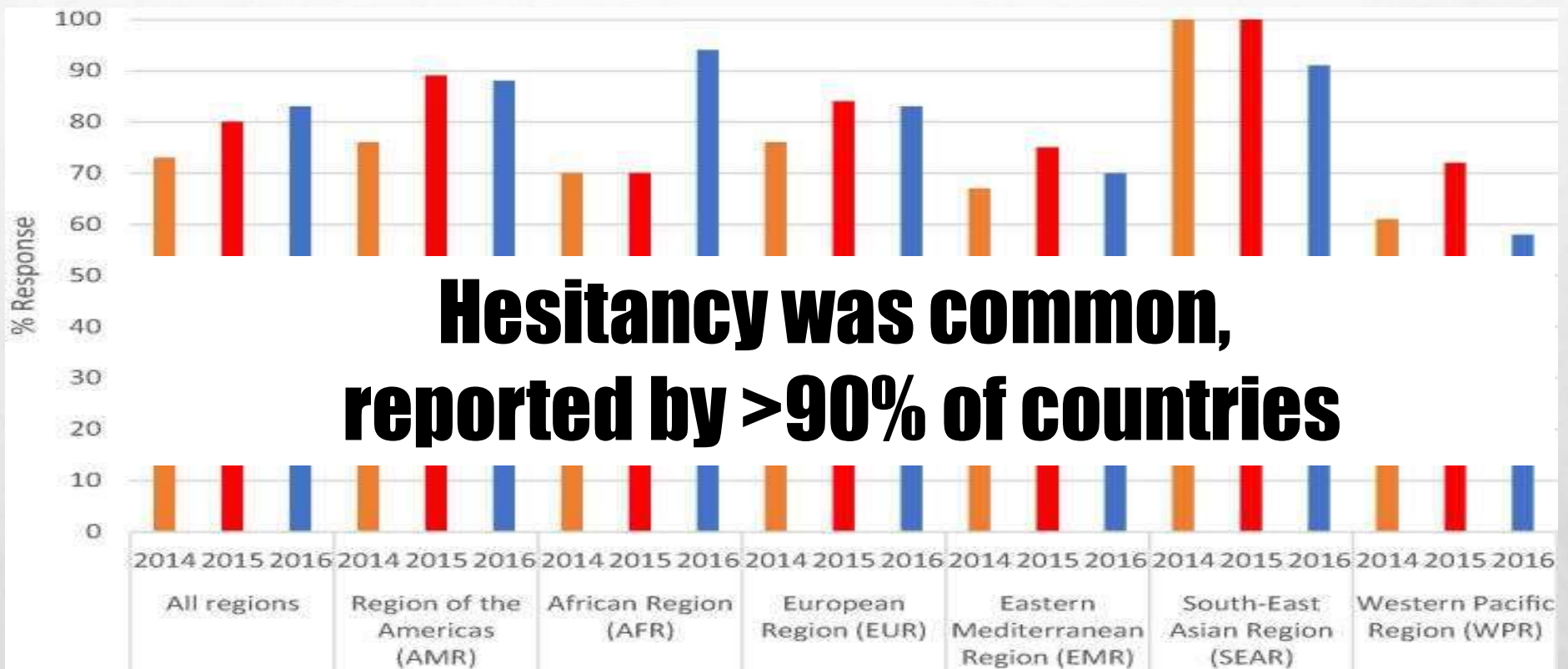
Source: Wellcome Global Monitor, part of the Gallup World Poll 2018

EPIDEMIOLOGY



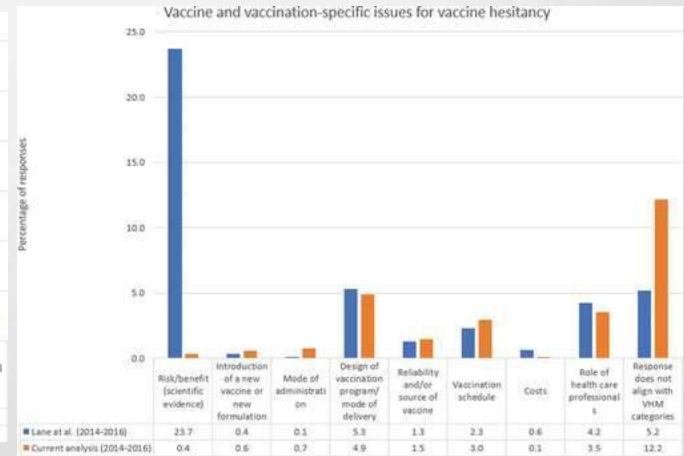
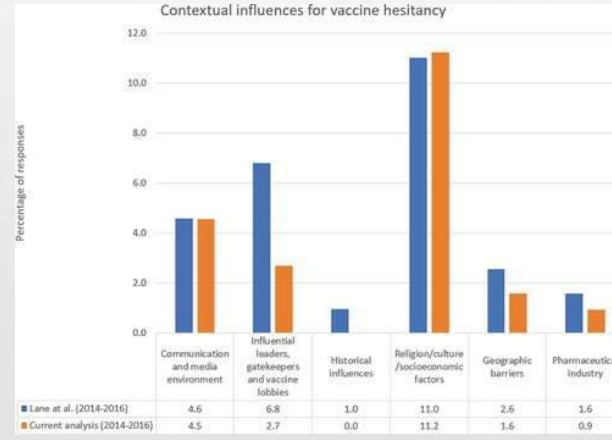
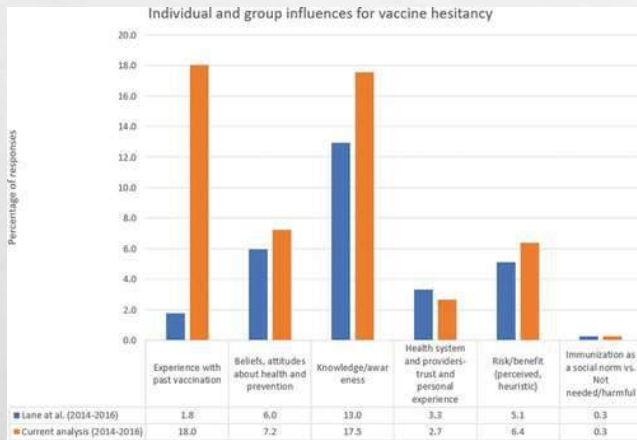
Global map of rising and falling confidence in the overall safety and general effectiveness of vaccines and importance of vaccinating children

(de Figueiredo, et al., The Lancet, 2020/Appendix 1)



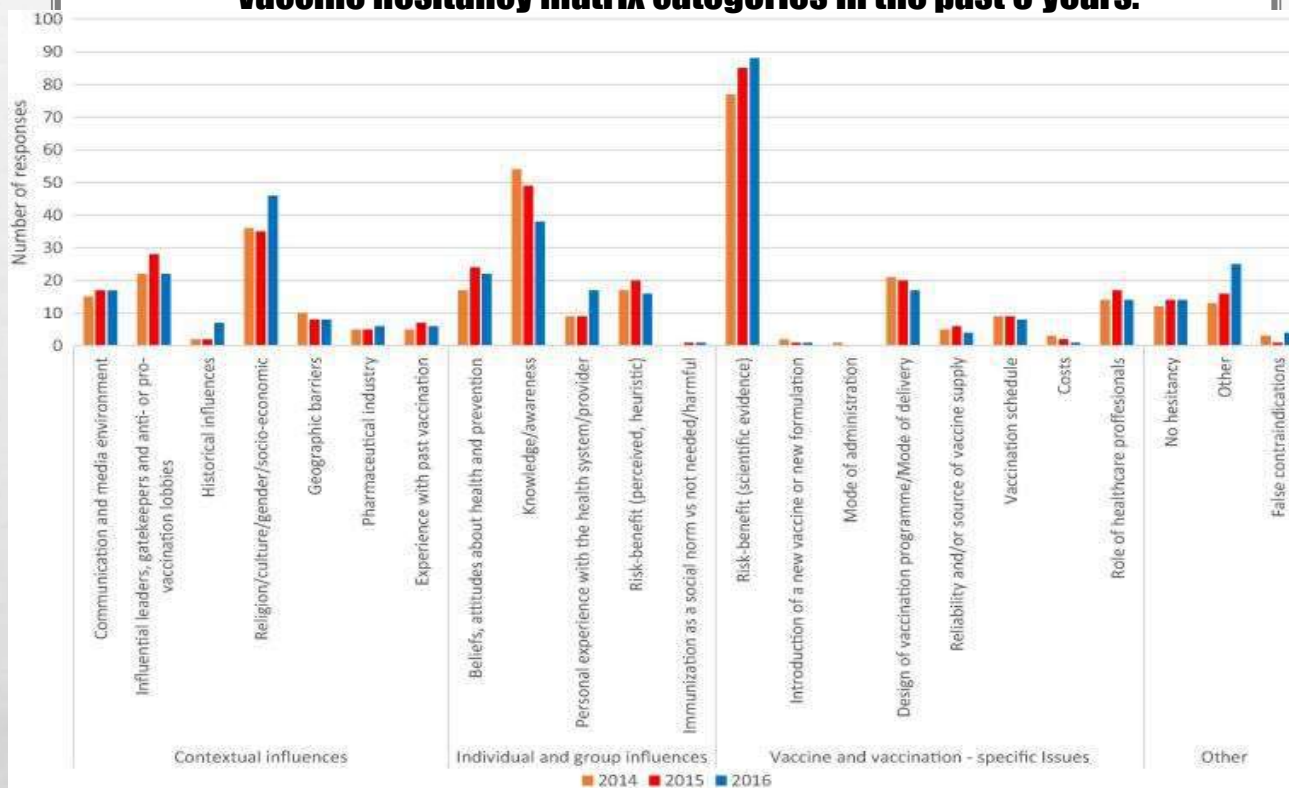
Response rates to the query what are the top 3 reasons for not accepting vaccines according to the national schedule reported by countries in the 6 WHO regions over the past 3 years.

CONTRIBUTORS TO VACCINE HESITANCY



Lane et al analysis: Lane S, MacDonald NE, Marti M, Dumolard L. Vaccine hesitancy around the globe: Analysis of 3 years of WHO/UNICEF Joint Reporting Form data-2015-2017. WHO: World Health Organization; UNICEF: United Nations Children's Fund
 Shibani Kulkarni, Bonnie Harvey, Dimitri Prybylski & Mohamed F. Jalloh (2021) Trends in classifying vaccine hesitancy reasons reported in the WHO/UNICEF Joint Reporting Form, 2014-2017: Use and comparability of the Vaccine Hesitancy Matrix, Human Vaccines & Immunotherapeutics, DOI: 10.1080/21645515.2020.1859319

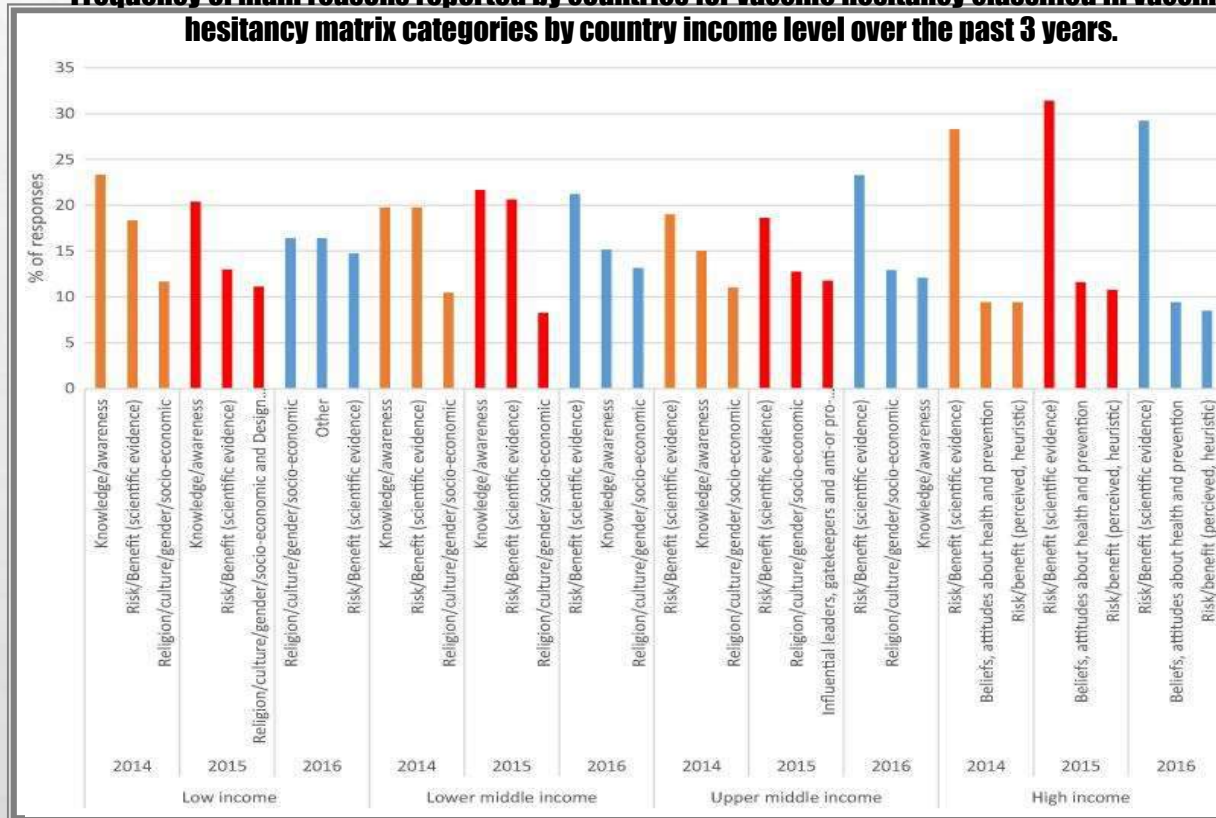
Reasons reported by countries for vaccine hesitancy classified in vaccine hesitancy matrix categories in the past 3 years.



TOP REASONS

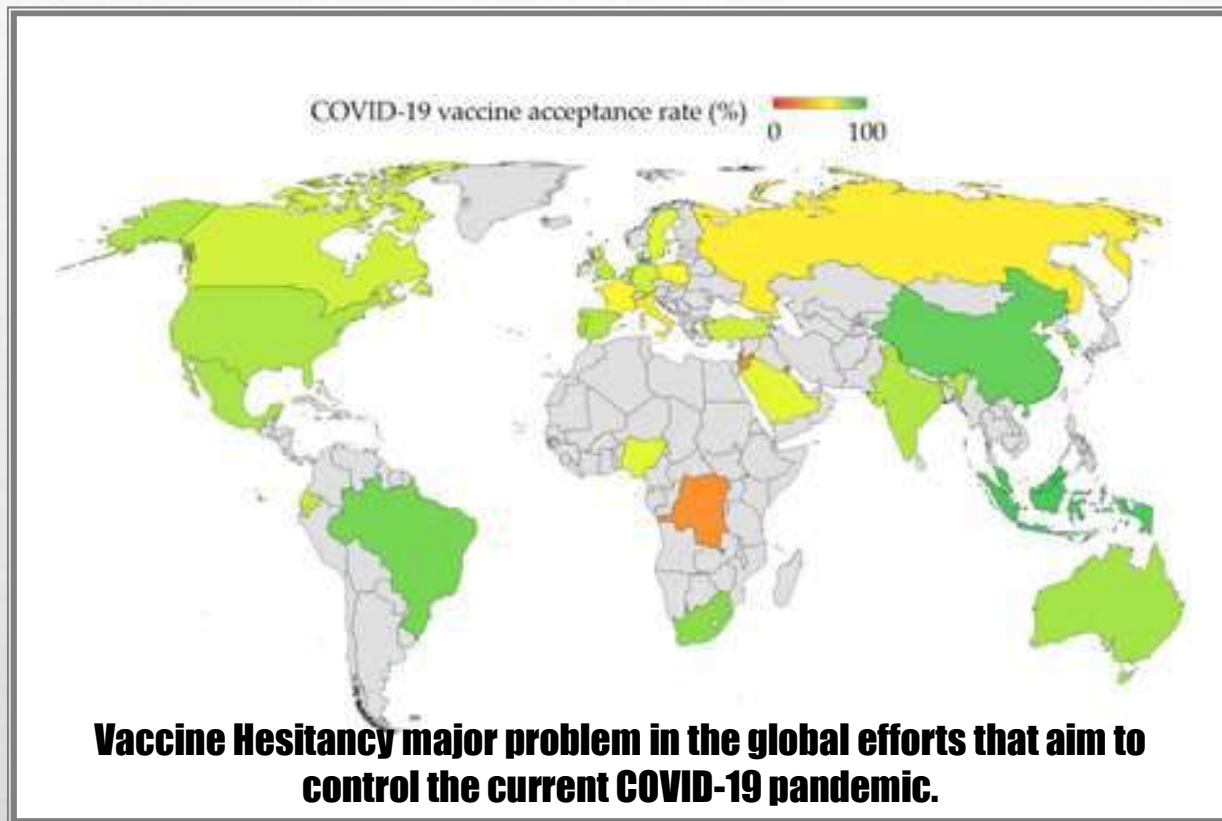
- **DESIGN OF VACCINATION PROGRAM/MODE OF DELIVERY**
- **RISK-BENEFIT (SCIENTIFIC EVIDENCE)**
- **LACK OF KNOWLEDGE AND AWARENESS OF VACCINATION FOR COUNTRIES.**
- **INFLUENTIAL LEADERS, IMMUNIZATION PROGRAM GATEKEEPERS AND ANTI-OR PRO-VACCINATION LOBBIES**

Frequency of main reasons reported by countries for vaccine hesitancy classified in vaccine hesitancy matrix categories by country income level over the past 3 years.



RISK FACTORS

- PRESENCE OF ANTI-VAXXERS, ORGANIZED / BLOGGERS ISOLATED SOCIAL MEDIA
- POLITICS
- FUND GENERATION
- SCIENTIFIC UNCERTAINTIES
- RELIGIOUS ISSUES
- CONSPIRACY THEORIES
- BIOTERRORISM



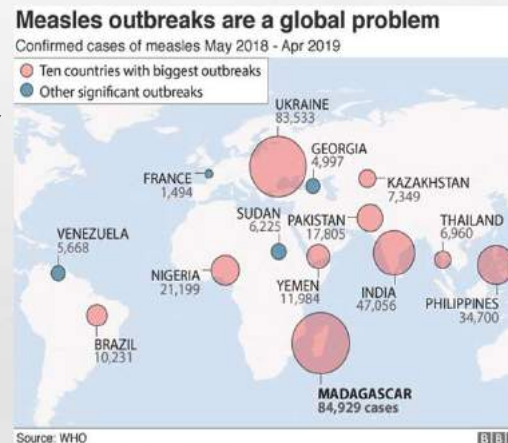
VACCINE ACCEPTANCE

- **LOW RATES OF COVID-19 VACCINE ACCEPTANCE WERE REPORTED IN THE MIDDLE EAST, RUSSIA, AFRICA AND SEVERAL EUROPEAN COUNTRIES.**

CLINICAL MANIFESTATIONS

- **VPD OUTBREAKS**
- **DISTRUST OF PUBLIC HEALTH OFFICIALS**
- **LOSS OF LIVES- MORE IN CHILDREN THAN ADULTS**
- **BREAKDOWN OF HEALTH DELIVERY SYSTEM**
- **EMERGENCE OF NEW PATHOGENS AND DISEASES WITH MUTANTS/VARIANTS**

“alongside declining immunization coverage, the infants in the Philippines had substantial delays in vaccine receipt”¹



INQUIRER.NET
Today, February 16, 2021

NEWS OPINION SPORTS LIFESTYLE ENTERTAINMENT BUSINESS TECHNOLOGY GLOBAL NATION

DOH eyes higher immunization rate

By Jeric Yee - Reporter | @jeric_yee | 6:56 AM January 02, 2020

The outbreak of measles and polio—two vaccine-preventable diseases—in 2019 underscored the need to prioritize and improve the country's immunization rate, Health Secretary Francisco Duque III said.

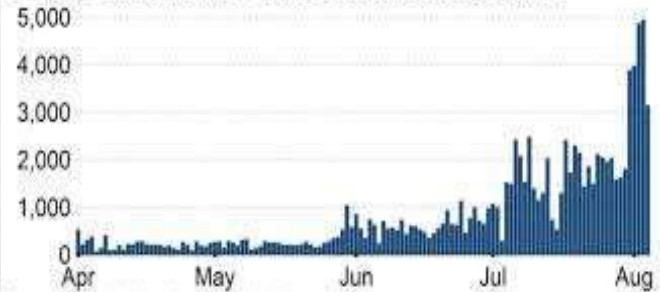
“The most important lesson from the 2019 experience is that we have to prioritize immunization at all times,” Duque said in an interview, adding that a community must achieve a 95 percent vaccination coverage to achieve herd immunity and protection from the 12 vaccine-preventable diseases.

RELATED: Why start a child's...

¹Raguindin, P.F., Morales-Dizon, M., Aldaba, J. et al. Timeliness of childhood vaccinations in the Philippines. *J Public Health Pol* (2021). <https://doi.org/10.1057/s41271-020-00255-w>

COMPLICATIONS

Daily coronavirus cases in the Philippines



Source: World Health Organization

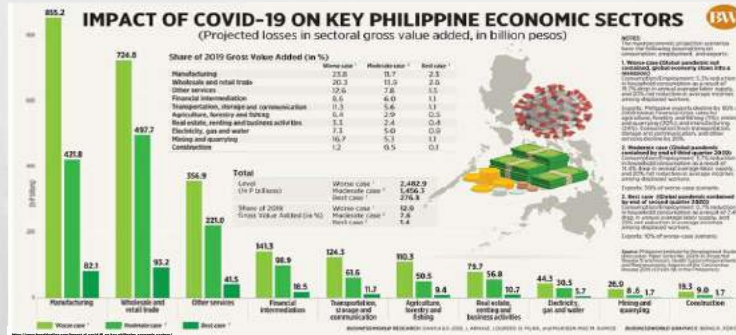


- **LOSS OF LIVES**
- **LOSS OF JOBS - ECONOMIC BREAKDOWN AND DISASTER**
- **MULTI-AGENCY AND INTER-AGENCY FAILURE LEADING TO TOTAL SYSTEM COLLAPSE (WITHOUT ANY INTERVENTION)**

COVID-19

47% of Metro Manila respondents undecided on COVID-19 vaccine - survey

<https://www.healthline.com/health/covid-19/survey-covid-19-vaccine-study-healthline-2021>



TREATMENT/MANAGEMENT



COMMUNICATION



ADVOCACY



**FINDING
CHAMPIONS**



**POSITIVE
CONVERSATIONS**



**FACTS AND EVIDENCE
PRESENTATION**

HOW PH IS HANDLING VACCINE HESITANCY AND THE INFODEMIC

VAC-SEEN: SHOULD I BE SCARED OF COVID-19 VACCINES?

Okay DOC

Wednesday | 6:00pm

DR. LULU BRAVO
Executive Director
Philippine Foundation for Vaccination
Professor Emerita of College of Medicine

DR. JANETTE GARIN
MD, MBA-N
Former Secretary
Department of Health

The Philippine Foundation for Vaccination
in coordination with:
The League of Municipalities of the Philippines (LMP) - Iloilo Chapter
present

BAKIT BAKUNA
roadshow:
A COVID-19 Vaccine Education Program for Communities
February 11, Thursday | 2:00pm

TOPICS!

- Getting to know vaccines and how they help us
- COVID-19 Pandemic: Update and personal
- Preceding vaccine education to promote community readiness

Dr. Lulu Bravo
Executive Director
Philippine Foundation for Vaccination

Dr. Rontome Solante
Specialist
Adult Infectious Diseases and Hospital Medicine

Rep. Janette Garin, MD, MBA-N
Former Secretary
Department of Health

Join us through **zoom**
Meeting ID:
880 8702 7243

Webinar
Comp. Sol Alagones
PHL/ANLCC, Legane

Philippine Society for Microbiology and Infectious Diseases
February 22 at 11:29 AM · 🌐

WE AT THE MEDICAL CITY
ARE ONE WITH THE NATION IN FINDING SOLUTIONS
TO END THIS GLOBAL PANDEMIC.

YOUTUBE.COM
Vaccines Save Lives. Magbabakuna.
Kami sa The Medical City ay nakikiisa sa patulong na paghahanap ng...

PHILIPPINE INSTITUTE OF CIVIL ENGINEERS, INC.
in coordination with the
PHILIPPINE FOUNDATION FOR VACCINATION

WEBINAR ON COVID-19 VACCINE LITERACY PROGRAM

DR. RONTOME M. SOLANTE
President
Adult Infectious Diseases and Hospital Medicine

DR. JANETTE L. GARIN
Former Secretary
Department of Health

26 February 2021 at 1:00PM via Zoom Cloud Meeting App and live streamed through our official Facebook page
"Philippine Institute of Civil Engineers, Inc."

www.pice.org.ph | facebook.com/pice.natl | facebook.com/PICENationalpage/

0:08 THIS PROGRAM WILL BE OVER SHORTLY
WATCH THE LIVESHOW AT www.tvup.ph

WEBINAR #39
WHO SHOULD NOT BE VACCINATED FOR COVID-19?

DR. REGINA BERBA
Associate Professor, UP College of Medicine
Head of Hospital Infection Control Unit
Philippine General Hospital

DR. SHELLEY ANN DELA VEGA
Specialist, Institute of Health, UP Manila
National Institute of Health, UP Manila

DR. CARMENCITA PADILLA
Specialist, University of the Philippines Manila

DR. TEODORO J. HERBOSA
Executive Vice President, University of the Philippines
Special Professor, Institute of Health, UP Manila

DR. INDIY DANS
Specialist, Epidemiologist and Hospital Infection Control Specialist

ASST. SECRETARY NOEL MACALALAD
Specialist, Hospital Infection Control Unit
Philippine General Hospital

DR. RAIMUND FRANCIS SARGENTON
Specialist
PHL/ANLCC, Legane

HOSTED BY:
DR. RAIMUND FRANCIS SARGENTON
Specialist
PHL/ANLCC, Legane

TVUP
FEBRUARY 5, 2021 | FRIDAY | 2PM-3PM

Magical moments need not be delayed.
Wear masks to protect yourself and your loved ones.

Wear the appropriate face mask correctly.
A friendly reminder from PSMID and PHICS

Town Hall
ON COVID-19 VACCINE DEPLOYMENT PLAN

February 23, 2021 (Tuesday) | 9 AM-12 NN | Via Zoom

How to join?

1. Pre-register using the Registration Link or scanning the QR code below.
2. Wait for the confirmation email containing the Zoom link.
3. You can submit questions in advance via email at psmid@psmid.gov.ph

Register via QR by [TownHallPSMIDGovPH](https://www.townhallpsmid.gov.ph).
You can also watch live via DSH Facebook.

SCAN ME

Philippine Society for Microbiology and Infectious Diseases was live.
February 23 at 9:50 AM · 🌐

PCP and PSMID Health Forum

The Philippine College of Physicians and Philippine Society for Microbiology and Infectious Diseases invite you to:

COVID-19 and Vaccines
ADDRESSING MYTHS, MISCONCEPTIONS AND FACTS

DR. REGINA BERBA
Specialist
PHL/ANLCC, Legane

DR. SHELLEY ANN DELA VEGA
Specialist
PHL/ANLCC, Legane

DR. CARMENCITA PADILLA
Specialist
UP Manila

DR. TEODORO J. HERBOSA
Executive Vice President
University of the Philippines

DR. INDIY DANS
Specialist
PHL/ANLCC, Legane

ASST. SECRETARY NOEL MACALALAD
Specialist
PHL/ANLCC, Legane

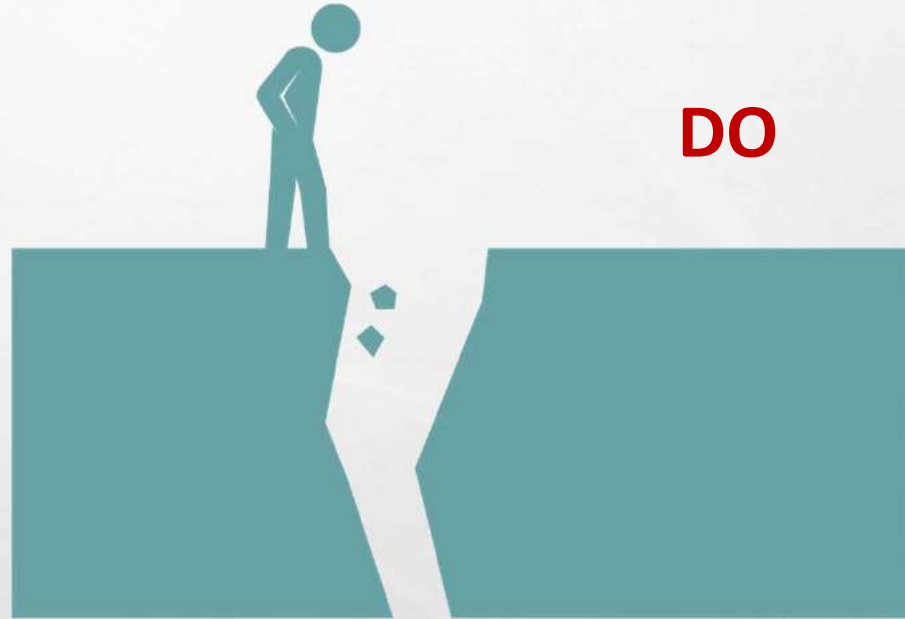
DR. RAIMUND FRANCIS SARGENTON
Specialist
PHL/ANLCC, Legane

TUESDAY | FEBRUARY 23, 2021 | 10 AM - 11 AM
VIA PCP AND PSMID FACEBOOK PAGE AND ZOOM

LIVE 09:35

**Vaccine confidence
cannot be increased
by
facts and education
alone**

KNOW



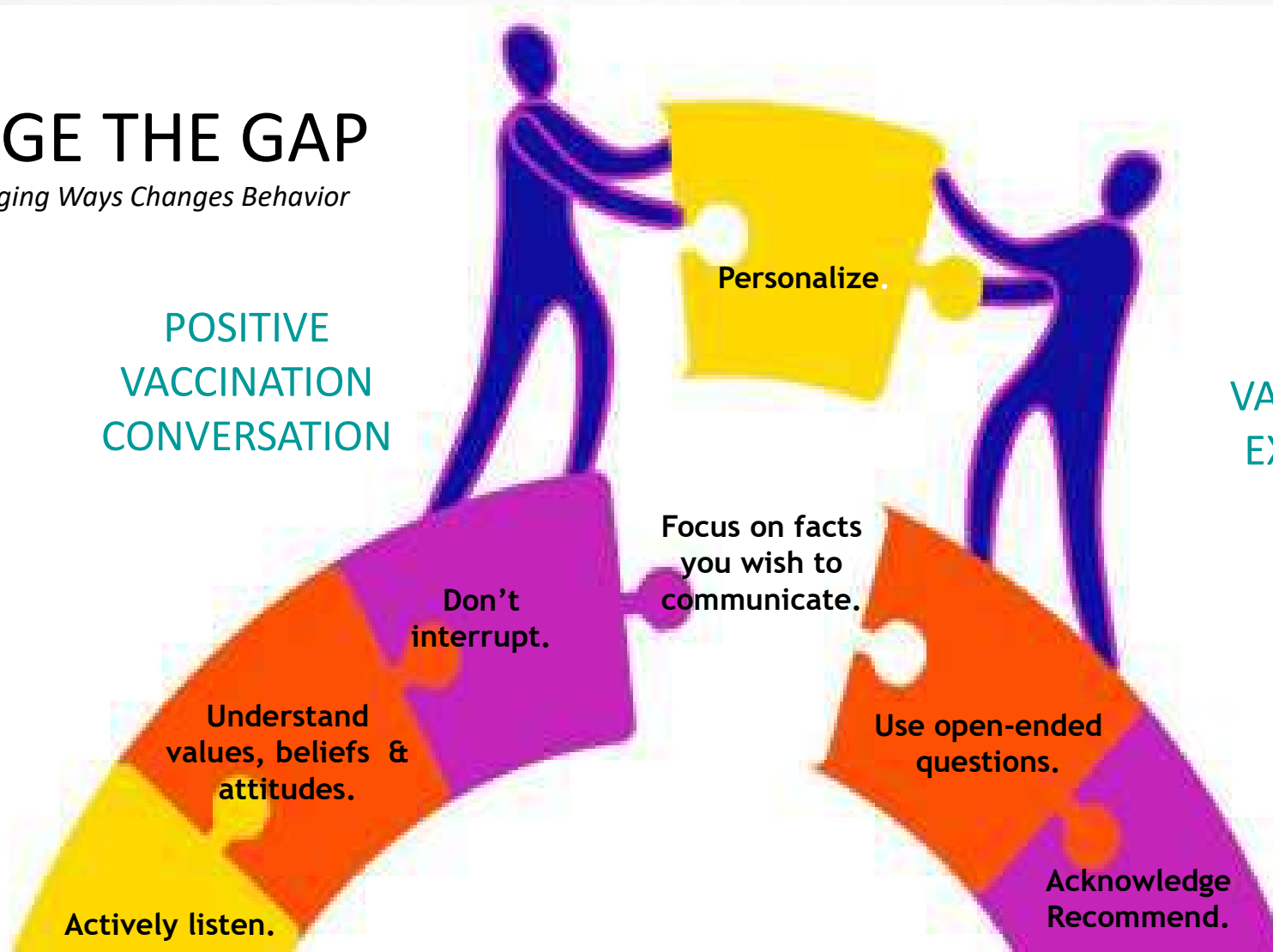
DO

BRIDGE THE GAP

Changing Ways Changes Behavior

POSITIVE
VACCINATION
CONVERSATION

POSITIVE
VACCINATION
EXPERIENCE



INSIGHTS FROM AP EXPERTS

Pakistan

We should not miss any opportunity to dispel myths on vaccinations

Sri Lanka

Take in consideration the lessons and experience in this pandemic – it is time for a global strategy.

Myanmar

Increase access points for vaccination to decrease need for travel.

Thailand

Home vaccination is possible!

Malaysia

Measles outbreak would be imminent early 2021 unless vaccine uptake is increased

Singapore

It is an opportune time to remind Everyone that there are many vaccines available for many diseases.

Republic of Korea

We need to encourage more elderly to get vaccinated – cell phone text has been effective for child vaccination reminder.

Japan

Main reason for delaying vaccination is fear of COVID-19

Hong Kong, China

There is no documented decrease in vaccination coverage.

Philippines

Doctors sharing pictures of themselves in PPE and how safe their clinics are for vaccination would be reassuring.

Indonesia

Perceived immunization level has gone down compared to pre-pandemic level.

Australia

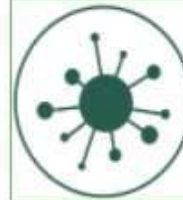
Missed doses, delayed vaccination, outbreaks will further strain in the healthcare system.

PREVENTION

- **SURVEILLANCE
AND MONITORING**
- **RESEARCH
AND INNOVATION**
- **GOOD GOVERNANCE
AND LEADERSHIP**



Republic of the Philippines
Department of Health
Kagawaran ng Kalusugan



NCOV Tracker

DOH, NTF: DONATED SINOVAC VACCINES TO ARRIVE OVER THE NEXT FEW DAYS, ROLLOUT SCHEDULE ON HOLD PENDING NITAG RECOMMENDATION ON ALLOCATION

February 26, 2021



COVID Policies

DOH CALLS ON PARENTS TO HAVE CHILDREN VACCINATED AGAINST MEASLES, RUBELLA, AND POLIO

February 23, 2021



Case Bulletin

BIO SURVEILLANCE DETECTS SARS-COV-2 MUTATIONS; FURTHER INVESTIGATION NEEDED TO DETERMINE PUBLIC HEALTH IMPLICATION

February 19, 2021

DOH: COVID-19 TREND STABILIZING BUT EXTRA VIGILANCE NEEDED TO RETAIN TREND AND CONTINUE REOPENING ECONOMY

February 18, 2021

**THE ASIA PACIFIC
REGION HAS A
LARGE POTENTIAL
TO INCREASE
VACCINE UPTAKE
MOVING
FORWARD...IT HAS
BEEN DONE IN THE
PAST, IT CAN BE
DONE AGAIN**



Success Story: Vaccination of Health Care Workers in Vietnam with Seasonal Influenza Vaccine

Posted July 10, 2018

School Immunization Programme in Malaysia 24 February to 4 March 2008

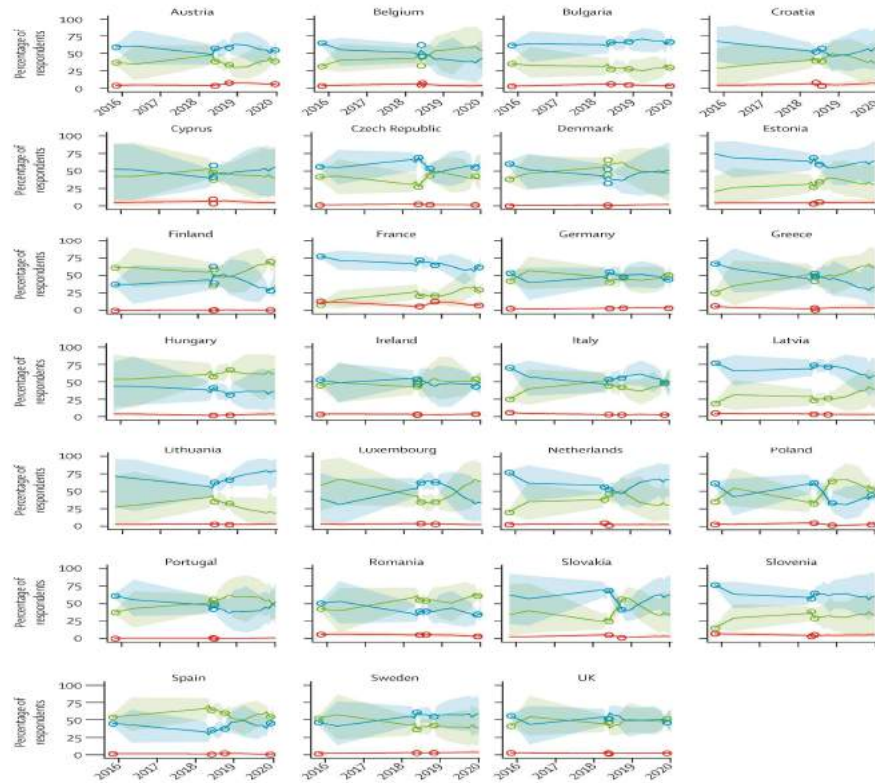


Trends in the perceived safety of vaccines

Estimated percentages of respondents in EU countries agreeing or disagreeing that vaccines are safe

- Strongly agree
- Neither strongly agree nor strongly disagree
- Strongly disagree

Lines show mean values
Shaded regions show 95% confidence intervals



Graphs show time-series trends in vaccine confidence until the end of 2019. Circles show the observed percentage of respondents from one data.

Figueroa A, Simas C, Kavafalaki E, Palermi P, Larson H. Mapping global trends in vaccine confidence and investigating barriers to vaccine uptake: a large-scale retrospective temporal modelling study. The Lancet 2020.



The Lancet
@TheLancet



Replying to @TheLancet

Findings from largest study of global vaccine confidence to date finds that although confidence remains low across Europe, there are signs that it is increasing for much of Europe, including France hubs.li/H0w0gKb0

6:57 AM · Sep 11, 2020 · Twitter Web App

THE PATH TOWARDS THE SUCCESS OF THE COVID-19 VACCINE AND OTHER VACCINES DEPEND ON VACCINE CONFIDENCE. VACCINE CONFIDENCE NOW DEPENDS ON EFFECTIVE COMMUNICATION AND CAREFUL PLANNING.



**Talk about
VACCINE SAFETY** clearly



**Keep your key
message clear and
simple**



**Know your target
audience: *What questions
do they have?***



**Choose your means
of communication**



Develop a plan



**Understand the
media's
perspective**





Webinar Series: The Role of Vaccination in
Maintaining Health and the Economy During
Pandemics

Combatting Vaccine Hesitancy to Foster Resilient Life-Course Immunization Programs

2 March 2021 20:00 (Washington, DC)

3 March 2021 9:00 (Singapore)

14:00 (Auckland)



Vice President, Vaccine Acceptance and Demand
Sabin Vaccine Institute



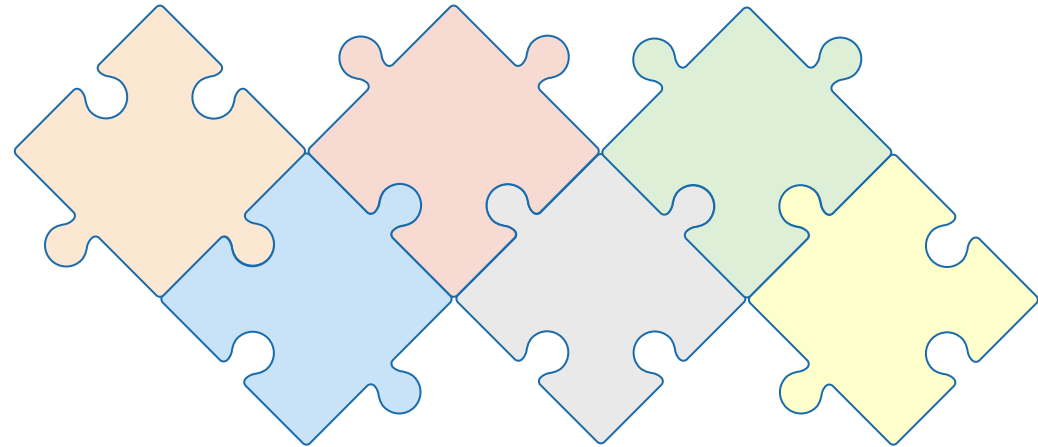
Building knowledge about the drivers of vaccine acceptance

Kaitlin Christenson
Sabin Vaccine Institute
March 2, 2021

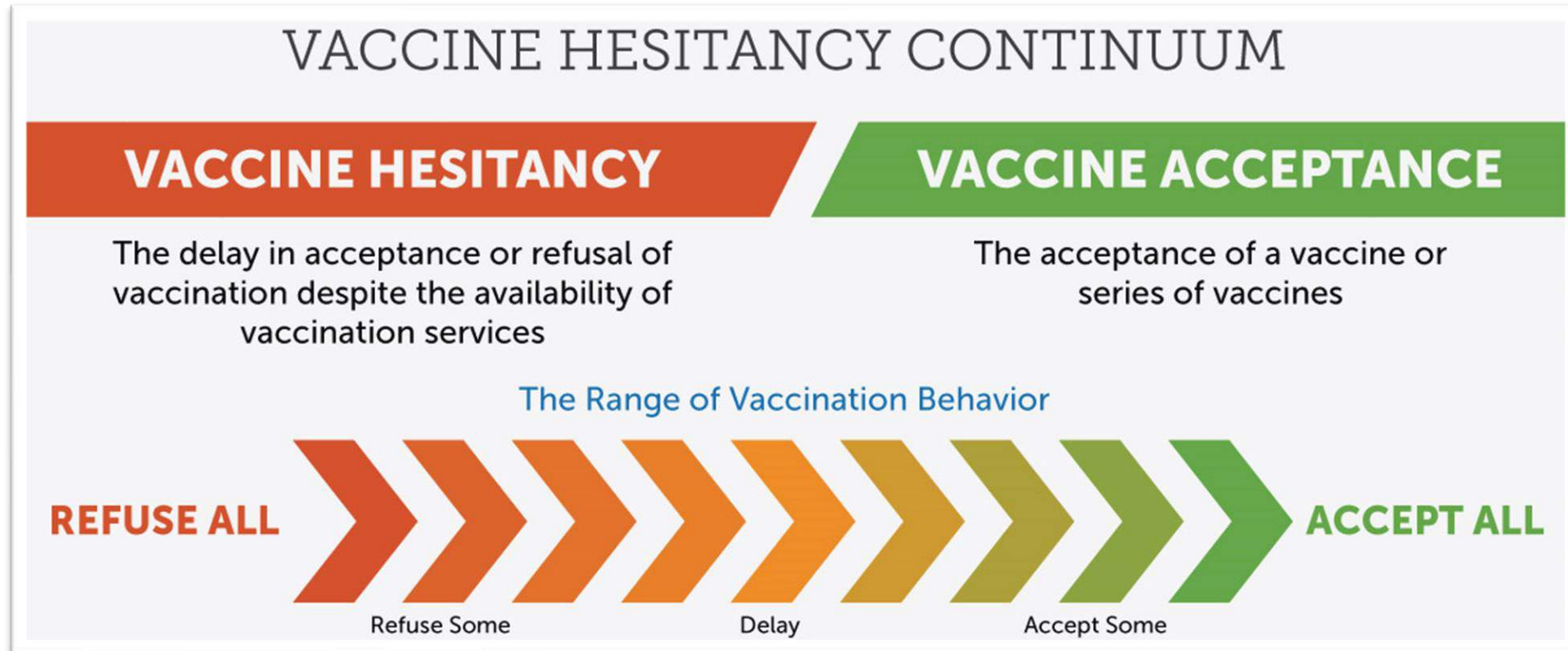
Our Mission

To make vaccines more accessible, enable innovation & expand immunization across the globe.

The reasons we see declining vaccine uptake in a given community or setting will vary; understanding and acting to address them is essential.



Vaccine hesitancy and acceptance occur along a continuum



Sabin and the Aspen Institute published a [report](#) in 2020 outlining ideas for meeting the challenge of vaccine hesitancy

- **There is an urgent need to better understand the causes and dimensions of vaccine hesitancy**
- Efforts needed to address hesitancy, even as efforts to understand it are incomplete
- Need to improve vaccination services and reduce access barriers
- Efforts to boost vaccination coverage must be coordinated
- A dedicated media strategy is needed, focused on role, impact of social media



Social and behavioral research can unlock new knowledge about the drivers of vaccine acceptance



Research grants explore such issues as impact of COVID-19 misinformation, vaccination decision-making pathways, and health worker perceptions

Findings to date include:

- Strong social networks have significant influence on decisions
- Community health workers with strong communications skills can increase vaccine acceptance
- Critical to engage all stakeholders involved in vaccination decisions when generating demand
- Vaccination program design and delivery should focus on trust, power, and social relations

Social media platforms hold great potential to influence vaccine knowledge, attitudes, and behaviors

Social media platforms are a key resources for individuals seeking information and support for vaccination decisions

Those who rely on social media for news may be more likely than traditional media consumers to be misinformed about the safety of vaccines

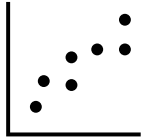


A systematic literature review, to be published soon, focused on the impact of social media interventions on hesitancy

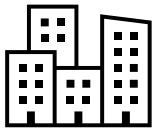
This review explored the impact on vaccine knowledge, vaccine attitudes, and vaccine behaviors.

Overall the existing body of literature indicates that social media interventions can have positive impact on all three.

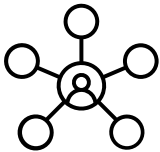
Additional interviews with key informants highlighted challenges and opportunities



- **Lack of systematic monitoring and surveillance** of social media leaves countries unprepared to address misinformation



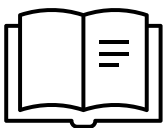
- Industry and government policy related to vaccine content could take a **more active role to stop misinformation and disinformation**



- **Usage of social media campaigns may be useful** in countering vaccine misinformation or improving vaccine attitudes



- **Limited ability to measure and evaluate** how well social media campaigns are working to reduce vaccine hesitancy



- **Future research agendas related to social media and vaccine hesitancy** should leverage influencers and message testing

Recommendations to strengthen vaccine acceptance

- Assess and understand local drivers of hesitancy; identify partners with capacity to address them, including through social media platforms
- Equip health providers, who are often among most trusted sources of information, to communicate effectively about vaccines and immunizations to their clients and other stakeholders
- Include community members in vaccination program, policy design; understand the “vaccination decision-making pathway” and engage all key influencers when generating demand for vaccines
- Include targeted social media strategies in immunization planning (new introductions, campaigns, and routine)
- Maintain the availability of routine health services, including immunization, even during COVID-19 response



THANK YOU

Kaitlin Christenson

kaitlin.christenson@sabin.org

sabin.org



Webinar Series: The Role of Vaccination in
Maintaining Health and the Economy During
Pandemics

Combating Vaccine Hesitancy to Foster Resilient Life-Course Immunization Programs

2 March 2021 20:00 (Washington, DC)

3 March 2021 9:00 (Singapore)

14:00 (Auckland)



Chief Strategy Officer
Immunization Action Coalition (IAC)

Leveraging immunization coalitions to unify the pro-vaccine message

Litjen (L.J) Tan, MS, PhD

Chief Strategy Officer, Immunization Action Coalition

Co-Chair, National Adult and Influenza Immunization Summit

Disclosures

- I have no conflicts of interest.
- I do NOT intend to discuss an unapproved or investigative use of a commercial product/device in my presentation

Disclaimer

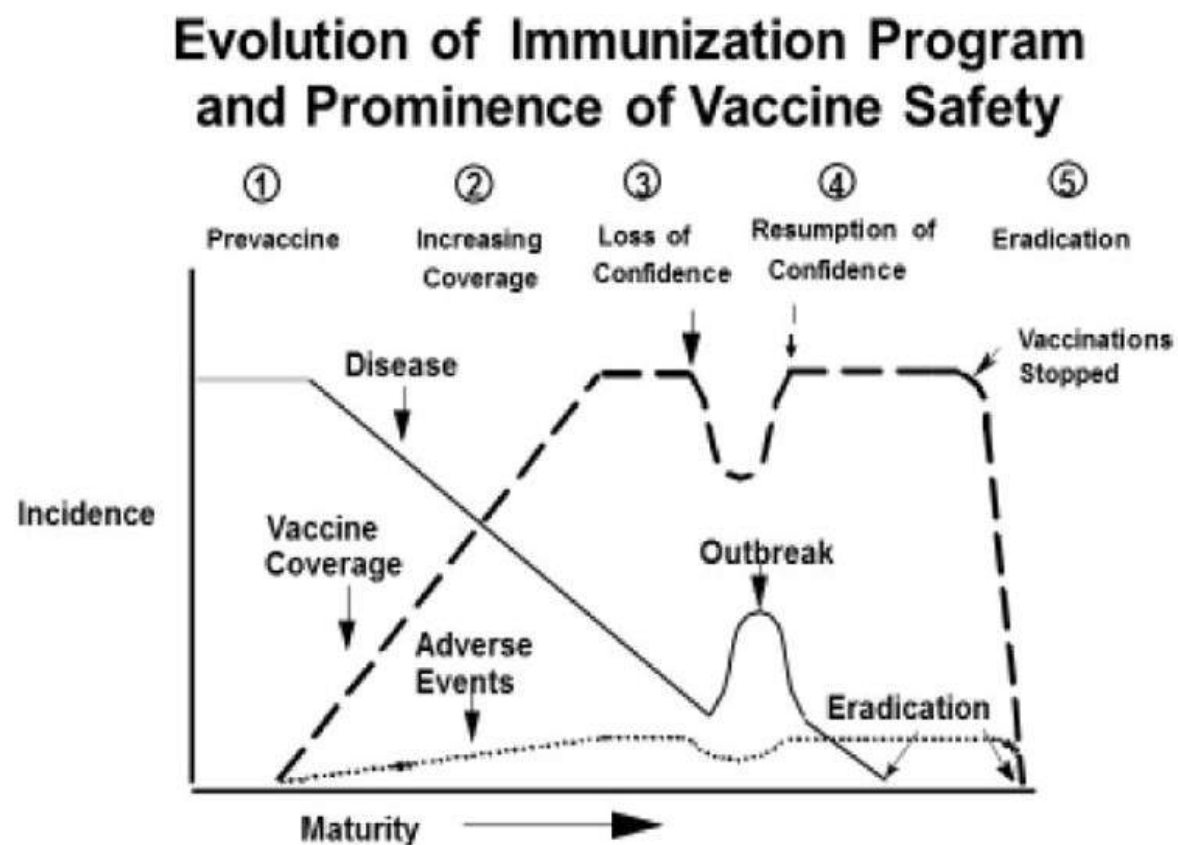
- The opinions expressed in this presentation are solely those of the presenter and do not necessarily represent the official positions of the Immunization Action Coalition, or the National Adult and Influenza Immunization Summit

Outline

- Increase in vaccine hesitancy in the United States
- The importance of risk communications and unified messaging
- The best partnerships are immunization coalitions
- Leveraging the coalitions to deliver unified vaccine confidence messaging

We Are A Victim of Our Own Success...

- Good success in our pediatric immunization programs has led to record low levels of vaccine preventable diseases (VPDs)
- In the absence of disease, the perception (and acceptance) of risk changes



We Are A Victim of Our Own Success...

- There comes a tipping point when patient concerns about adverse events outweigh what they perceive as benefits from vaccines
- Those concerns will ultimately lead to public detriment
- That time is NOW!
 - 46% of adults are unsure that vaccines do not cause autism¹
 - 1 in 4 parents believe that vaccines can cause autism²
 - 1 in 6 caregivers of children with ASD believed that vaccines were the cause³
- In many ways, the science is less relevant and risk communication is paramount

1. Reinhart, RJ. Gallup, January 14, 2020: <https://news.gallup.com/poll/276929/fewer-continue-vaccines-important.aspx>
2. Freed, et al. Pediatrics Vol. 125 No. 4 April 1, 2010, pp. 654 -659
3. Fombonne, E. et al. Vaccine 2020: <https://doi.org/10.1016/j.vaccine.2019.12.026>

Changing landscape of public opinion

Four-month-old infected with measles after Disneyland visit as outbreak caused by unvaccinated children continues to spread
Ariel Loop, from Pasadena, California, caught measles after a visit to Disneyland. The outbreak that has affected 122 people in 18 states since February 2015. Ariel Loop were going to give Mobius vaccine a week before first case of disease during four contagious days before first case.

Medscape Medical News
'Disneyland' Measles Spreads to More States
Robert Lowes
February 09, 2015
5 comments

EDITOR'S RECOMMENDATIONS

Other views: Get rid of religious, philosophical vaccine exemptions
By Baker City Herald
Published: March 3, 2015 4:28PM

OPINIONS

Fight the foolish: Tackling the vaccination crisis
February 23, 2015 1 Comment
Johnathan Bowes
Columnist

'We are not anti-science': mothers defend right to not vaccinate children

As some anti-vaccine parents fear recent measles backlash, a handful of mothers explain why they remain skeptical and unmoved by criticism

Disneyland Asked California to Say Report Says Was Safe During Measles Outbreak
U.S. INFECTIOUS DISEASE
Maya Rhodan @m_rhodan | Feb. 12, 2015

USA | SOCIETY
States move to toughen vaccination laws in wake of measles outbreak
At least 14 states have introduced bills that would make it harder for parents to gain vaccination exemptions. But one expert says the proposed laws focus on the wrong thing.
By Amanda Paulson, Staff writer | MARCH 3, 2015



Clusters of vulnerability!

The Washington Post
Measles outbreak highlights the importance of adult immunization

By ROSANNA XIA AND RONG-GONG LIN II

FEBRUARY 12, 2015, 5:00 AM

Measles was once considered a childhood illness, spreading rapidly across playgrounds and parks.

But the national measles outbreak that began two months ago at Disneyland has a side of the highly infectious disease — that it is a danger to people of all ages.

By Lenny Bernstein February 5

To Your Health
Adults are skipping their vaccinations, too — for lots of diseases

Measles danger to adults overlooked

By Anna Edney, Bloomberg News
Bloomberg

FEBRUARY 2, 2015, 11:20 PM

WASHINGTON — The debate spurred by a measles outbreak linked to Disneyland over whether to vaccinate children for infectious diseases has overshadowed another vulnerable population: grown-ups.

More than half of the cases in the measles outbreak in California, which started in December at Disneyland and Disney California Adventure Park, have been adults, according to the U.S. Centers for Disease Control and Prevention.

The anti vaccine lobby changes tact

OPINION

Mandatory vaccination is not the answer

Feb. 18, 2015 | Updated 4:39 p.m.

By BOB SEARS
/ Contributing
Writer

Measles. It used to be just a disease. Now it's become a banner under

Dr. Bob Sears: Mandatory Vaccination is Not the Answer
Patient Rights, Not the Answer
By LAUREN LEIGH NOSKE (NEWS@GOSPELHERALD.COM) Feb

Informed Consent/Personal autonomy appears to be the latest tactic for the anti-vaccination forces

Tuesday, March 3, 2015
by EDMUND GESWEIN, D.C., LOMPOC

Big Pharma's Mass Vaccination As
Propaganda Assault on Informed Consent
advisor
James F. Tracy
RINF Alternative News

Vaccines Linked to Autism – Preserve Medical Freedom: Dr. Paul Thomas, M.D.

By Health Impact News
Global Research, February 25, 2015
Health Impact News

Region: USA
Theme: Law and Justice, Police State & Civil Rights, Science and Medicine

Share 6921 Like 6k Tweet 78 Email 22 +1 30 ShareThis 7511



News and analysis on California politics



Chiropractors lobby against bill ending belief exemptions for vaccines

So, here's where we are

- Vaccines are safe and effective
- Vaccination is the social norm
 - This fact should be communicated nationally
- Work to understand specific reasons for concern at a local level and address concerns locally
- Most patients/parents do vaccinate. This majority should be supported and when supported they can be powerful advocates in their communities
- Methods to support providers to engage in conversations with patients/parents about vaccination are critical (strategies and reimbursement for time)
- Best practices should be collected and shared
- Messaging and messages matter
 - Narratives are powerful tools to communicate
 - Communicating the risks of not vaccinating is important

The Powerful Narrative

- Story telling is fundamental
 - Remember a story can be inaccurate and still change minds, and a story can be non factual and still move people...
 - This can be very difficult for researchers, public health officials, medical professionals to accept...
 - Denying this by trying to separate “authoritative sources” from “less credible” content, like stories breeds skepticism in the web
 - Need to propel our own narrative strongly

Voices for Vaccines is the pro-vaccine community's response

Voices for Vaccines
PARENTS SPEAKING UP FOR IMMUNIZATION

Home About Vaccines Tools Why I Choose Blog Join Us Support

**Pro-Child.
Pro-Community.
Pro-Vaccine.**

Voices for Vaccines (VFV) is a parent-driven organization supported by scientists, doctors, and public health officials that provides parents clear, science-based information about vaccines and vaccine-preventable disease, as well as an opportunity to join the national discussion about the importance of on-time vaccination.

Find out More



“

Because it's the right thing to do.

”

<https://www.voicesforvaccines.org/>

The role of partnerships especially organized as a coalition

- Partnerships allow for coalescing of ideas and actions
- Organizing partners into a cohesive structure is one way to align
- What is a coalition then?
 - A coalition is a group of individuals or organizations whose members agree to work together to achieve a common goal
 - Members commit to an agreed-on purpose and shared decision-making to influence an external institution or target
 - Each member organization maintains its own autonomy

IZ Coalitions form in response to urgent events (vaccine hesitancy?), or low coverage

Supply triggers



US: Vaccine supply shortage in 2000

→ Triggered CDC and American Medical Association to form a coalition



AU: Media scare news in 1990/1991 led to sudden surge in demand leading to supply shortage

→ Triggered creation of Influenza Specialist Group...which became the Immunisation Coalition in 2016

VCR triggers



US: Low VCR in SE Asian refugees in local geography

→ Motivated local grass roots community leaders to work together improve VCR...becoming the genesis of IAC



CA: Low VCR in the older population in the 1980s despite public immunization funding in place

→ Motivated Ontario Lung Association to partner with a manufacturer on local public awareness and HCP education campaigns that were expanded geographically due to success, setting stage for coalition formation

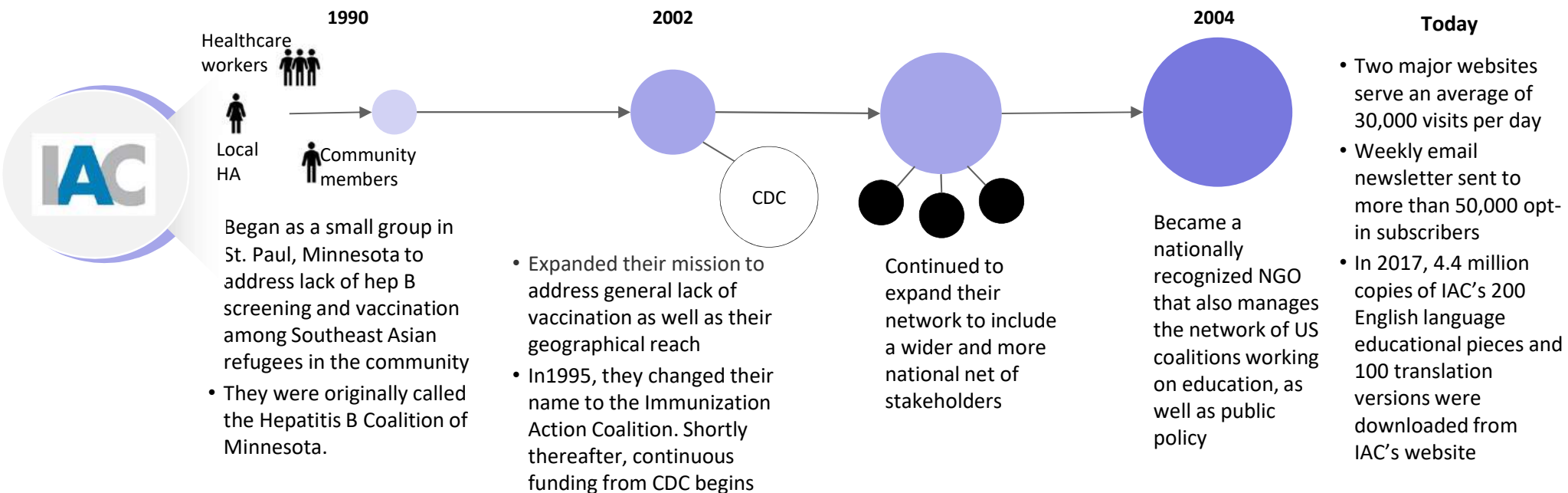
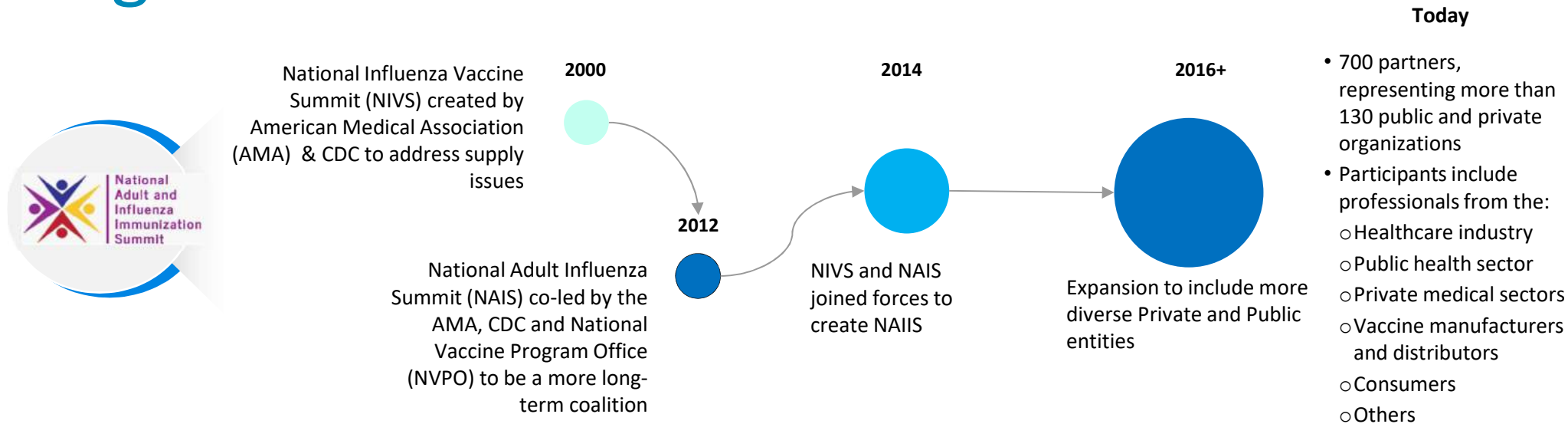


PO: Consecutive VCR decline from 2005 – 2012 including years of Avian flu and Swine flu along with lack of reimbursement and loss of public/HCP confidence in flu vaccine

→ Prompted an NGO to lead coalition formation efforts in 2012



Specific development pathways for each organization



Coalition missions tend to focus on awareness, education, and programs that support coverage improvements of approved, recommended vaccinations



Visit IAC/Summit Resources!

- Read our publications!
 - <http://www.immunize.org/publications/>
- Visit our websites!
 - www.immunize.org
 - www.vaccineinformation.org
 - www.standingorders.org
 - www.izcoalitions.org
 - www.izsummitpartners.org (Summit)
- Stay ahead of the game! Subscribe to our updates!
 - <http://www.immunize.org/subscribe/>
- Voices for Vaccines
 - <https://www.voicesforvaccines.org/>

**Thank You
for your
attention!**

