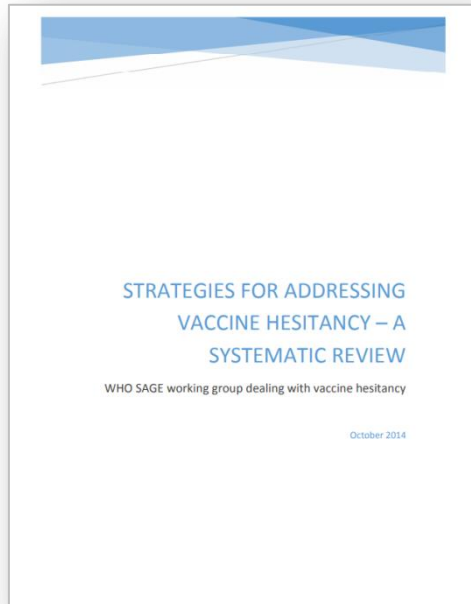


LIT REVIEW: VACCINE HESITANCY

Strategies for Addressing Vaccine Hesitance – A Systematic Review

World Health Organization
2014



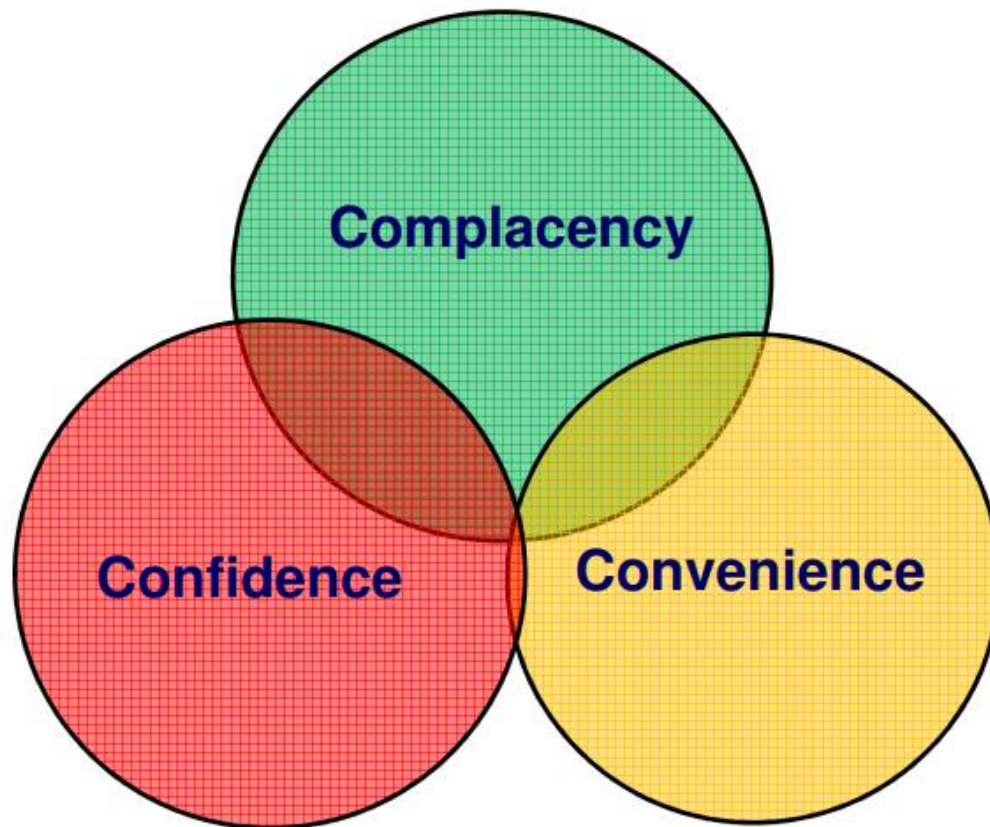
Summary of findings:

- +2000 studies/grey literature → limited strength & evidence
- Vaccine hesitancy is a complex issue, there is no single strategy that can address it; well integrated, multi-component strategies should be promoted and must be accompanied by an appropriate evaluation process.
- interventions that are multicomponent and/or have a focus on dialogue-based approaches tend to perform better.
- implementers must adequately identify the target population and understand the true nature of their particular vaccine and/or vaccination concerns; this will help ensure a well-informed intervention.

Overall, the design and delivery of interventions should try to reflect the following points:

1. Target audiences should be clearly identified and specific issues well researched and understood;
2. Interventions should focus on meaningful engagement (i.e., dialogue-based, social mobilisation) that supports realistic action;
3. Contextual influences, from the individual through to the health system, should be acknowledged and accounted for when choosing strategies;
4. Interventions should be multi-component and seek to address primary determinants of uptake across the different domains of interest;
5. Interventions must be evaluated.

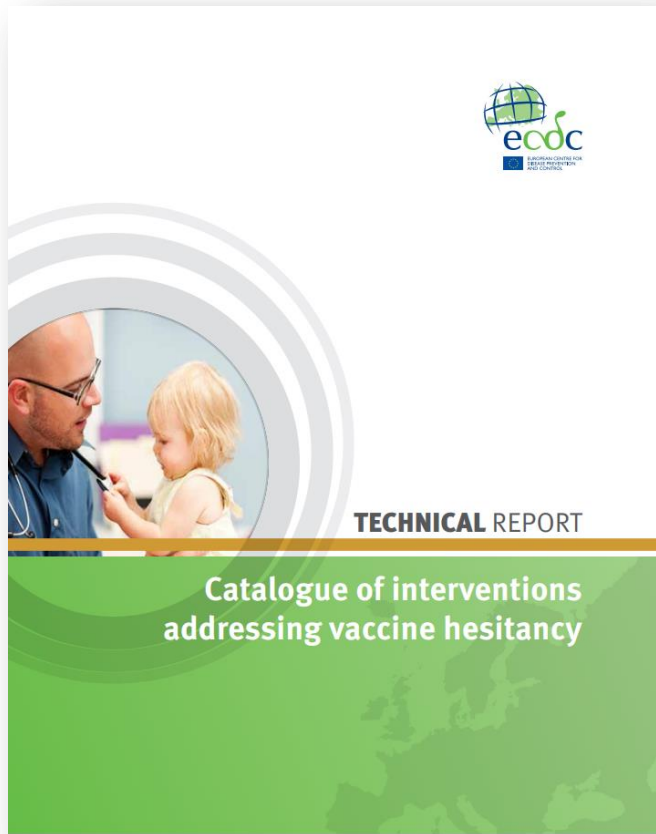
Vaccine Hesitancy Model



Catalogue of interventions addressing vaccine hesitancy

European Centre for Disease Prevention and Control (ECDC)

2017



Summary of findings:

40 interventions identified to address vaccine hesitancy.

- 10 diagnostic tools to measure or monitor vaccine hesitancy.
- 27 interventions based on dialogue, communication or information tools for parents or healthcare workers.
- one intervention is based on an advocacy campaign
- one on a reminder-recall system
- one on a multi-component approach, using both reminder-recall tools and dialogue based tools.
- No incentive-based intervention addressing vaccine hesitancy

<https://www.ecdc.europa.eu/sites/portal/files/documents/Catalogue-interventions-vaccine-hesitancy.pdf>

Social Media and vaccine hesitance

BMJ Global Health – Wilson & Wiysonge

October 2020

Summary of findings:

- **Background** Understanding the threat posed by antivaccination efforts on social media is critically important. We globally evaluate the effect of social media and online foreign disinformation campaigns on vaccination rates and attitudes towards vaccine safety.
- **Conclusion:** There is a significant relationship between organisation on social media and public doubts of vaccine safety. In addition, there is a substantial relationship between foreign disinformation campaigns and declining vaccination coverage



<https://gh.bmj.com/content/bmjgh/5/10/e004206.full.pdf>

Vaccine Hesitancy: Strategies to Support Primary Care Providers

Toronto Public Health

November 2019



CME Event – Recorded Webcast

Topics & Speakers

- Immunization Update, by Dr. V. Dubey
- Practical toolkit to address vaccine hesitancy in primary care, by Dr. V. Dubey
- Addressing health care providers as a source of vaccine hesitancy, Dr. S. Moss
- Communicating about vaccines: A journalist's view, by Carly Weeks
- → References & tools on website (Canadian Pediatrics Society, OMA, Immunize Canada, PHAC, CDC)

See notes section

Opinion: Lessons from the trenches to help overcome vaccine hesitancy

The Toronto Star: Alex Munter

Dec 2020



We need to build our campaign on three pillars:

- **The messenger matters more than the message.** Find reformed anti-vaxxers who paid a steep price. Figure out who's resistant but persuadable and reach them with spokespeople from their social, cultural or geographic community. Don't make politicians the key messengers
- **Beliefs matter more than facts.** Tap into people's sense of community and their commitment to their families, friends and neighbours
- **Prevent misinformation.** In the 1990s, governments stopped tobacco companies from promoting fake news and glamorizing smoking. They need to crack down on those who promote false information for profit today, namely Facebook and other social media companies.

<https://www.thestar.com/opinion/contributors/2020/12/08/lessons-from-the-trenches-to-help-overcome-vaccine-hesitancy.html>

Opinion: What I've learned countering vaccine disinformation on social media

The Toronto Star: Sabina Vohra-Miller

Dec 2020



People engage disproportionately to sensational and provocative content.

- **Understand they come from a place of fear.** Fear is often not rational or logical. Recognize, empathize and validate their feelings and anxiety.
- **Academics love speaking in jargon.** Don't inundate with complex data — people don't understand this and you lose them before you even begin. Package info in easy-to-understand infographics. Be clear, concise, consistent.
- **Make an emotional connection.**
- **Racism and discrimination in health care plays a huge role.** Remember that many BIPOC communities are distrustful of medicine, health care and vaccinations — and with good reason. There is a long legacy of systemic racism and discrimination. It is so incredibly vital to take a trauma-informed and culturally sensitive approach to gain back trust
- **Partner with communities.**
- **Understand there is a basis for their concern.**

<https://www.thestar.com/opinion/contributors/2020/12/14/what-ive-learned-countering-vaccine-disinformation-on-social-media.html>

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Opinion: Anti-vaxxers may be a lost cause but the vaccine-hesitant must be brought on board

Healthy Debate: Ahmed Bagit, Urooj Khan, Amirpouyan Namavarian,
Abdulwahab Sidiqi, Saad Ahmed and Kashif Pirzada
December 2020

Key Themes

WHO [report](#) suggests 3 ways to overcome vaccine hesitancy:

1. cultivating social influencers in favour of vaccination (countering disinformation);
2. curating vaccine-enabling environments (ensuring vaccines are accessible to marginalized communities);
3. and motivating individuals to get vaccinated

“Within promotional social media campaigns, leveraging the influence of trusted community leaders, physicians and nurses is crucial as it can generate the needed public trust in the vaccine.”

“Real-life interactions are where we as health professionals can transform attitudes toward vaccination. Studies continue to show that healthcare professionals remain the most trusted source of health-related information. Direct communication with patients increases the likelihood of vaccine uptake.”

