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Behavioural Science and
Public Health Network



Strategies to reduce vaccine hesitancy

Webinar for Primary Care in Herts

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Public Health Covid Briefings



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Jim is a member of the national Vaccine Deployment Steering Group and of the National Vaccine Equalities Board representing ADPH

Jim is a registered Public Health Specialist, a Chartered Psychologist and Chartered Scientist and a Fellow of the British Psychological Society

Where does a Vaccine fit into our strategy?

- It looks like, for the foreseeable future, Covid isn't going away. While it does like every virus, mutate, it hasn't yet evaded vaccines.
- So we need to articulate a future with covid, for now
- We also know that while the Vaccine does reduce risk of serious illness and death we don't **YET** know that it stops transmission, like other vaccines.
- So a vaccine is a part of our strategy.

Where does a Vaccine fit into our strategy? 2



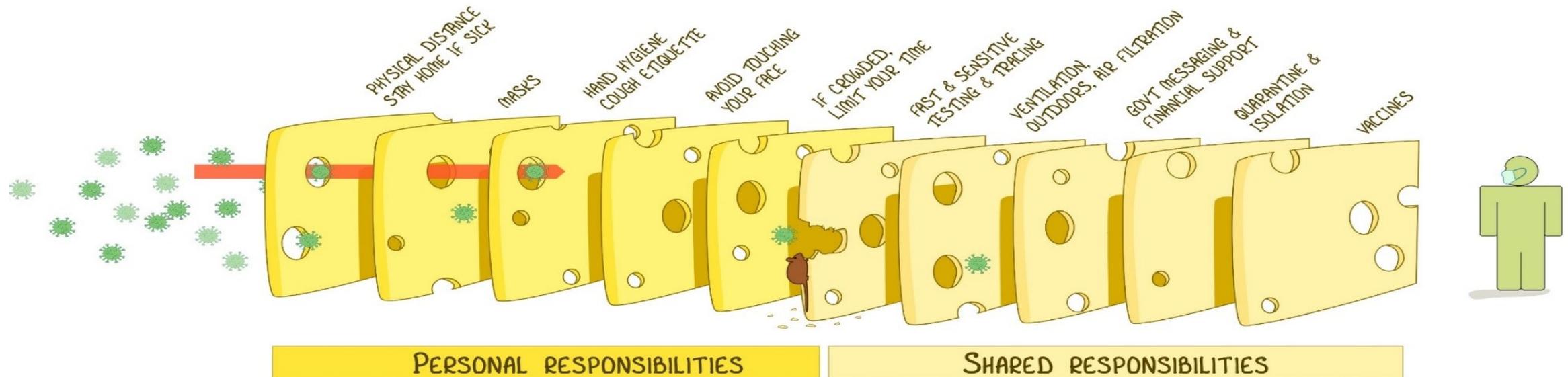
The key things we have to continue to do for some time are:

1. Reduce the circulation of the virus as much as possible through testing, contact tracing and successful isolation of infected people and close contacts. *This will also help reduce the number of new variants*
2. Keep on with the prevention measures for a world where the virus will circulate for some time (distance, coverings, hygiene, safe working practices)
3. Roll out the vaccine to as many people as possible

Keep going with prevention & control

THE SWISS CHEESE RESPIRATORY VIRUS PANDEMIC DEFENCE

RECOGNISING THAT NO SINGLE INTERVENTION IS PERFECT AT PREVENTING SPREAD



EACH INTERVENTION (LAYER) HAS IMPERFECTIONS (HOLES).
MULTIPLE LAYERS IMPROVE SUCCESS.

IAN M MACKAY
VIROLOGYDOWNUNDER.COM
WITH THANKS TO JODY LANARD, KATHERINE ARDEN & THE UNI OF QLD
BASED ON THE SWISS CHEESE MODEL OF ACCIDENT CAUSATION, BY JAMES T REASON, 1990
VERSION 3.0
UPDATE: 24OCT2020

Vaccine Hesitancy Defined



The SAGE Working Group on Vaccine Hesitancy:

"Vaccine hesitancy refers to delay in acceptance or refusal of vaccination despite availability of vaccination services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines. It is influenced by factors such as complacency, convenience and confidence."

What is vaccine hesitancy?

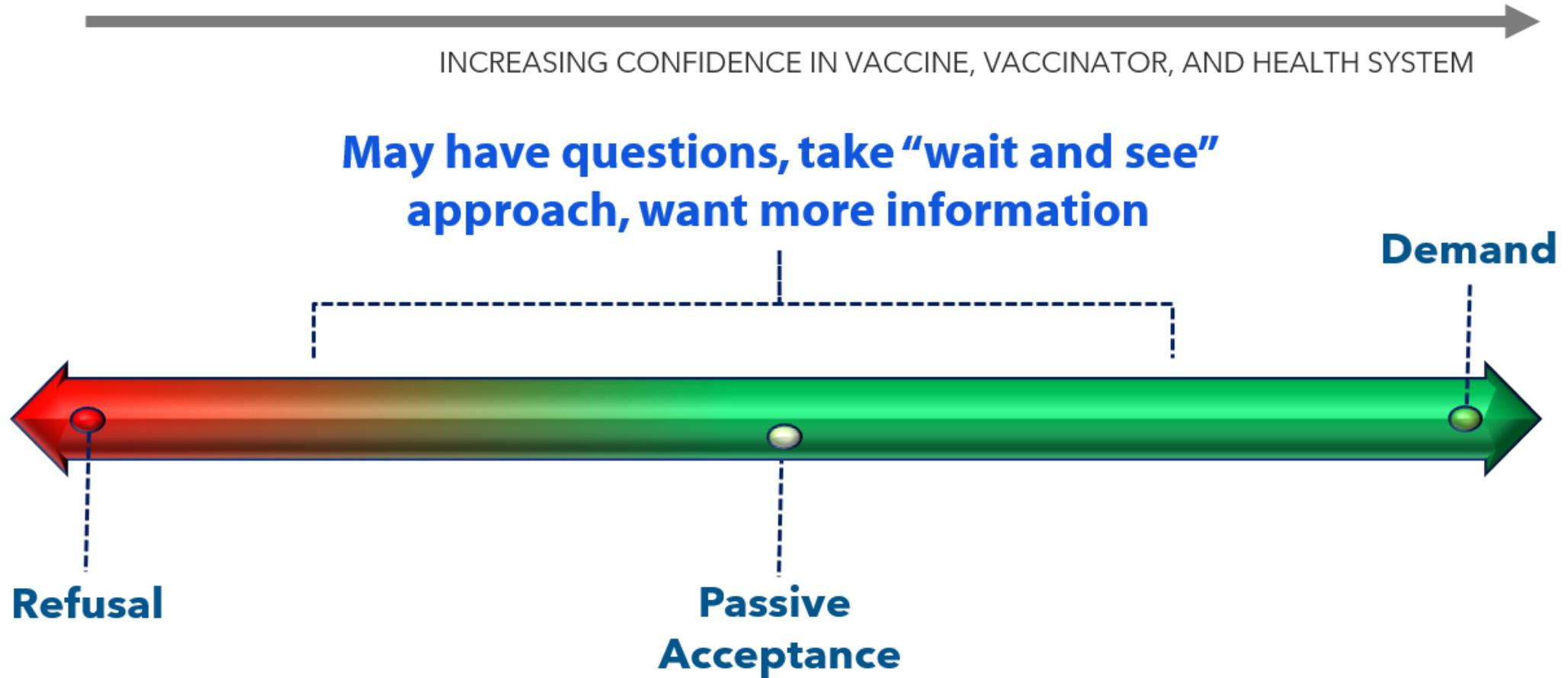


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- Vaccine hesitancy is NOT the same as being anti vaccine
- It's often a catch all term for people having questions, or concerns, about a vaccine. These range from safety to religious or ethical concerns and also people who have been misinformed. It is one of the biggest challenges in getting people to take up vaccines.
- Most people who are hesitant are looking for accurate, trustworthy information that can help them make an informed judgement
- There is a significant amount of mis-information out there, and most vaccine myths have been repeated for years
- There are organisational aspects to it as well as individual

Willingness to accept a vaccine falls on a continuum



Source: US CDC

Vaccine Hesitancy

- Review of reasons / types of objections
 - Safety
 - Too many vaccines, pain with injections, severe adverse reactions
 - Necessity
 - Disease is "natural", VPD are gone/rare/not that severe
 - Distrust
 - Vaccines aren't well tested, research inadequate
 - Societal "norm"
 - Other children unvaccinated
 - Religious / personal choice
 - Right to choose, parent knows what is best, disallowed by religion

Vaccine Hesitancy Tips

- Acknowledge concerns
- Remain non-judgmental
- Be knowledgeable
- Provide science / evidence-based information
- Discuss risk / benefit
- Remind / educate:
 - Vaccines are extensively studied prior to licensure
 - Vaccine safety monitoring does not end at licensure

Getting to Confidence

- We want to go from hesitancy to confidence
 - Structural Factors
 - Barriers to Access
 - How you behave as clinicians
 - Know the vaccine, Know the facts, Engage
 - Quality and Trustworthiness of Information
 - Quality of Information



Vaccinate with **Confidence**

A National Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.



Vaccinate with **Confidence**

A component of the National Strategy to Reinforce Confidence in COVID-19 Vaccines

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

- Tactics**
- ✓ **Engage local and national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.**
 - ✓ **Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.**
 - ✓ **Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed**

Top 6 strategies for building COVID-19 vaccine confidence among healthcare personnel

1. Encourage senior leaders to be vaccine champions.
2. Host discussions where personnel at different levels can provide input and ask questions.
3. Share key messages with staff through emails, breakroom posters, and other channels.
4. Provide information and resources to healthcare teams about COVID-19 vaccines, how they are developed and monitored for safety, and how teams can talk to others about the vaccines.
5. Talk to non-medical staff about the importance of getting vaccinated.
6. Make the decision to get vaccinated visible and celebrate it!

How do I address Hesitancy? Top Tips

1. Act as a role model – show that you use information only from accurate sources like NHS, science, medical or public health and if you are having the vaccine, say so apologetically and why. Don't get into allowing people to question your reasons for having the vaccine, they are valid
2. Listen and show you take their questions seriously. That doesn't mean you have to agree with them. Be open and above all non confrontational.
3. Provide accurate, well trusted sources of information (the purpose of this toolkit)
4. Never repeat or share misinformation, only provide accurate information
5. If you don't know the answer to a question, say so, and try to find out
6. Peer influence – A well informed peer from the same job role or community can be as powerful if not more powerful than an expert. Personal stories people can identify with are hugely important.
7. Q and A sessions live or virtual with people who **really** know their facts on local media, radio or social media
8. Promote sharing of accurate information
9. Push Techniques

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A framework for driving uptake



	Organisational	Individual
Cohort	<ul style="list-style-type: none"> Accurate registers from which to call people 	<ul style="list-style-type: none"> Understanding issues your cohort may have People like ME getting vaccine
Call	<ul style="list-style-type: none"> Letter? Phone? Language? Advance information? 	<ul style="list-style-type: none"> Language? Style? Confidence
During	<ul style="list-style-type: none"> Information on hand in right language 	<ul style="list-style-type: none"> Listen and Answer Push not Pull “It’s time for”
Reminder	<ul style="list-style-type: none"> Systems for reminders across text AND call AND letter 	<ul style="list-style-type: none"> The Personal touch Push techniques
Recall	<ul style="list-style-type: none"> As per call 	<ul style="list-style-type: none"> Deal with any adverse reactions they’ve had

Anti-vaxxers and vaccine skeptics



- These are two very different phenomena. Vaccine skeptics are sceptical of science for a variety of reasons. They may come round. Anti-vaxxers or vaccine denialists are ideologically opposed to vaccines and will quote their understanding of science
- Unless you really know your science, the best way to respond is not to engage, don't acknowledge conspiracy theories and stick to the facts and promoting vaccine information. You will rarely win here and there is more to be gained from putting out accurate information.
- <https://theconversation.com/4-ways-to-talk-with-vaccine-skeptics-125142>

Thank You!

We have a toolkit of messages and images we can use

Appendix 1: More on hesitancy

Where do I learn more?



Some good reads

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(19\)30218-1/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(19)30218-1/fulltext)

Catalogue of hesitancy reduction requirements

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

<https://www.ecdc.europa.eu/en/publications-data/catalogue-interventions-addressing-vaccine-hesitancy>

[https://www.mayoclinicproceedings.org/article/S0025-6196\(20\)31487-7/pdf](https://www.mayoclinicproceedings.org/article/S0025-6196(20)31487-7/pdf)

https://www.who.int/immunization/sage/meetings/2014/october/3_SAGE_WG_Strategies_addressing_vaccine_hesitancy_2014.pdf

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Where do I learn more?



Some materials on vaccine hesitancy here

- Short read <https://www.local.gov.uk/our-support/guidance-and-resources/comms-hub-communications-support/covid-19-communications/covid-8>
- Longer reads
 - <https://www.hertfordshire.gov.uk/services/health-in-herts/professionals/covid-19-behavioural-science-resources.aspx>
 - <https://www.ecdc.europa.eu/en/immunisation-vaccines/vaccine-hesitancy>
- A podcast here <https://www.bsphn.org.uk/719/Coronavirus-Mini-Series-8---Behavioural-Science-to-Increase-Vaccine-Uptake-Jim-McManus-Wayne-Bateman-Paul-Chadwick>
- A useful video resource here <https://www.ama-assn.org/delivering-care/public-health/covid-19-vaccine-hesitancy-10-tips-talking-patients>
- <https://www.hcpa.info/guideline/covid-19-vaccinations/>

Appendix 2: Some Resources to share with communities

Resources for Sharing

- A video on what vaccines are (5 mins)
<https://www.youtube.com/watch?v=rb7TVW77ZCs>
- A video from *Nature* journal on how they work
<https://www.youtube.com/watch?v=4SKmAlQtAj8>
- Celebrating Vaccines – a public web resource from the British Society for Immunology <https://www.immunology.org/celebrate-vaccines>
- Throughout this toolkit you will see graphics designed for public use by the British Society for Immunology. Check out their website for regular updates

Faith and Covid



- The majority of faith leaders from most faiths support people getting the vaccine. Muslim, Catholic and many other official leaders have been particularly prominent here.
- FaithAction, a multi-faith agency, has a series of blogs and information pages on faith and the vaccine which you can find here
 - <https://www.faithaction.net/blog/2021/01/28/covid-19-vaccine-early-data-hesitancy-and-faith/>

British Sign Language Resources



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- SignHealth is a registered Charity and have produced a range of videos in British Sign Language on Covid and the vaccine

<https://signhealth.org.uk/campaign/covid-19-vaccine-information/>

NHS Videos and Leaflets



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- Videos in a range of Languages can be found here <https://vimeo.com/user132203718>
- Government leaflets for older adults in multiple languages can be found [here](#)

Easy Read Materials



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- <https://www.oxfordhealth.nhs.uk/news/easy-read-resources-on-covid-vaccine/>
- <https://www.mencap.org.uk/advice-and-support/coronavirus-covid-19/coronavirus-help-stay-safe-and-well>
- <https://suffolkordinarylives.co.uk/covid-19-vaccine-information-from-camden-learning-disability-service/>
- <https://www.easyhealth.org.uk/index.php/health-leaflets-and-videos/covid-19/>
- <https://www.keepsafe.org.uk/vaccine-questions>

Highlight the extensive testing of vaccines before and after licensure

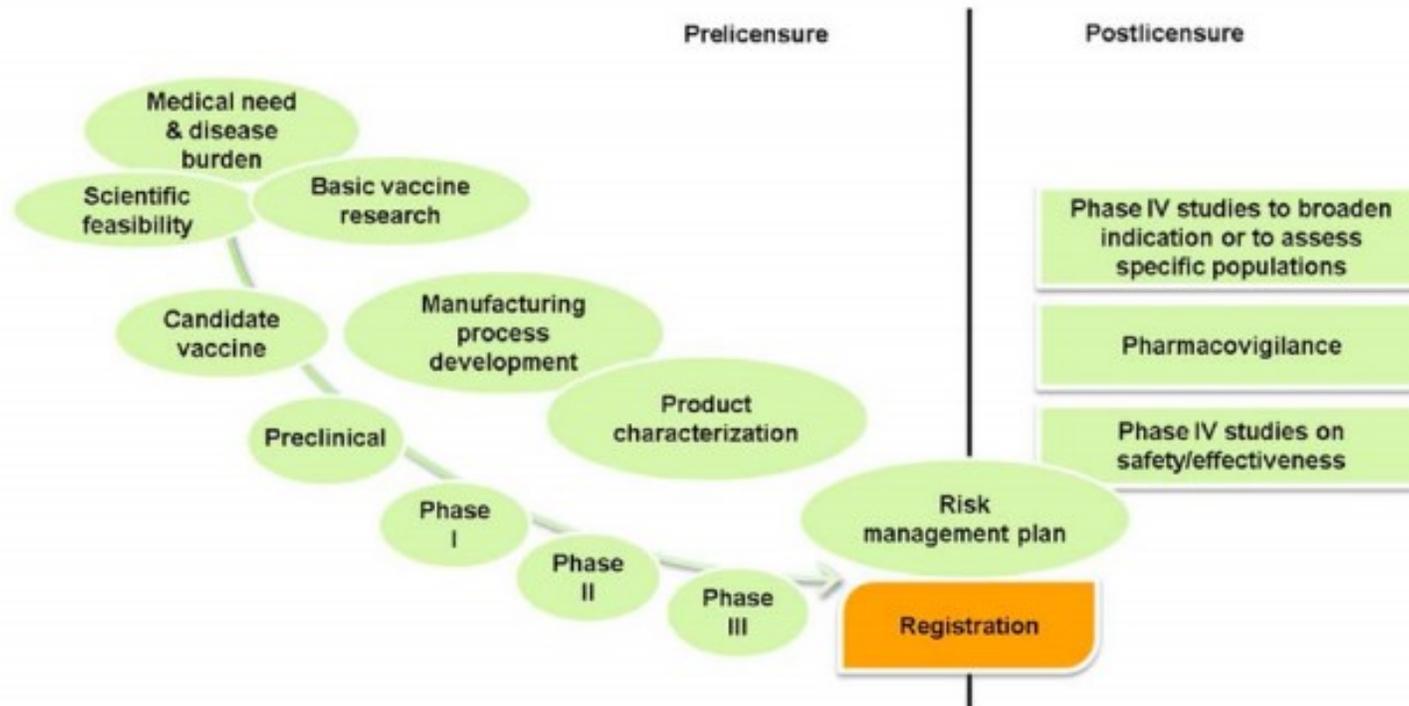


FIGURE 1

Vaccine pipeline: prelicensure and postlicensure vaccine development activities. From Hardt K, Schmidt-Ott R, Glismann S, Adegbola RA, Meurice F. Sustaining vaccine confidence in the 21st century. *Vaccines*. 2013;1(3):204–224. Copyright © 2013 by the authors; licensee MDPI, Basel, Switzerland. Reproduced under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).

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Centers for Disease Control at cdc.gov

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Delamater PL, Pingali SC, Bутtenheim AM, et al. Elimination of nonmedication immunization exemptions in California and school-entry vaccine status. *Pediatrics*, 2019; 145(6): e20183301. doi: 10.1542/peds.2018-3301

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Nowak GJ, Cacciatore MA. Parents' confidence in recommended childhood vaccinations: extending the assessment, expanding the context. *Human Vaccines & Immunotherapeutics*, 13(3): 687-700. doi: 10.1080/21645515.2016.1236881

Omar SB, Allen K, Chang DH, et al. Exemptions from mandatory immunization after legally mandated parental counseling. *Pediatrics*, 2018; 141(1): e20172364. doi: 10.1542/peds.2017-2364