

Let's talk  
**Vaccination**

# Behaviour- centered Initiative

Guidance for HCPs on  
tailoring an effective  
conversation about  
vaccination

## John Parrish-Sprowl

Global Health Comm Center,  
Communication Studies,  
Indiana University, USA

## Angus Thomson

Sanofi Pasteur, Lyon, France

# Bridging the Know-Do gap



- *Let's Talk Vaccination – A Practical Guide* aims to help you to bridge the Know-Do gap
- It takes a step back from the **WHAT**, to also look at the **WHO** and the **HOW**<sup>1</sup>



## The WHO

**WHO** are we talking with?

Understanding people by their attitudes, values & beliefs

## The HOW

**HOW** can we better talk with them?

Proven techniques for better managing the conversation

## The WHAT

**WHAT** can we say?

Evidence-based tools to support the conversation

# Vaccination Confidence Toolkit

## Supporting effective conversations

3.1



- Key behaviour-centered principles for design, content and production

### 1 Vaccination as an aspiration, not an act

- Put vaccination in a 'gain frame'
- Show happy, healthy, productive people

### 3 Don't trigger new concerns

- All materials that respond to vaccine-related concerns are in the hands of the HCP
- To allow a specific concern to be addressed without triggering new ones

### 5 Easy = True

- Cognitive ease (clear display, simple language):
  - Feels true
  - Feels familiar

### 2 No needles!

- See 1

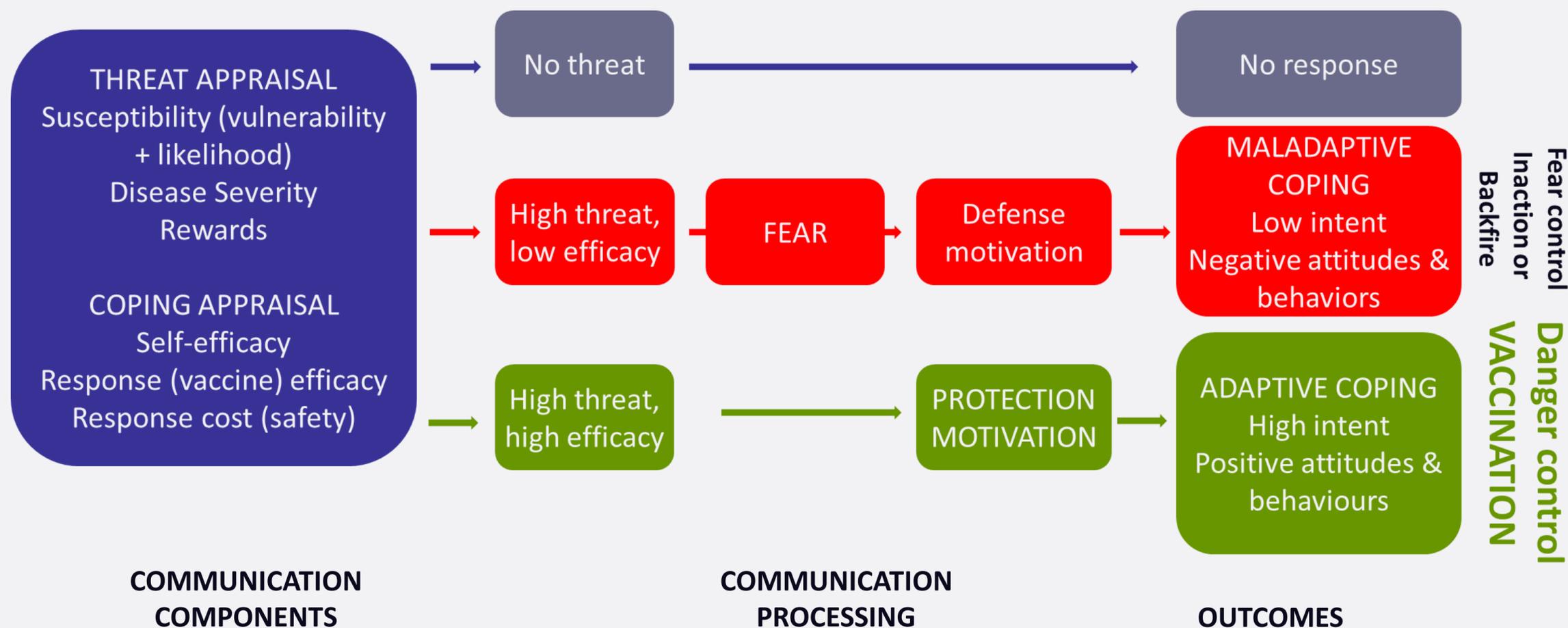
### 4 Attractive

- People trust beauty
- Saliency: people are more likely to respond to stimuli that are novel, simple & accessible
- Attract attention. We are more likely to do something that our attention is drawn towards.

# Z-Card & Leaflet are based on PROTECTION MOTIVATION behaviour change model

Let's talk  
**Vaccination**

- **Vaxitrends Attitudinal Barometer** (vaccination general, adult vaccination)
  - 3-year, 6-country empirical multi-method study
  - Collaboration with **Nick Sevdalis** (Kings College, London)
  - Suite of instruments to measure socio-psychological determinants of vaccination [1-3]
  - N=850 per country, 18+ yo, unweighted



**References**

- Maddux, J.E.; Rogers, R. W. (1983). "Protection motivation theory and self-efficacy: A revised theory of fear appeals and attitude change". J Exp Social Psychology. 19: 469–479. doi:10.1016/0022-1031(83)90023-9
- Wheelock et al 2016 Evaluating the importance of policy amenable factors in explaining influenza vaccination: a cross-sectional multinational study. Submitted for publication

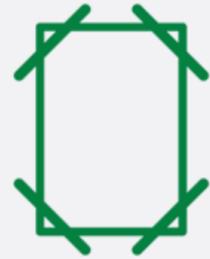
# Vaccination Confidence Toolkit

## Supporting effective conversations

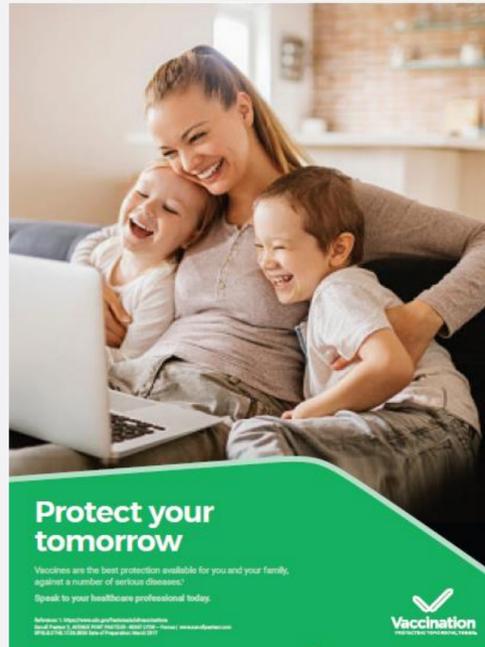
Let's talk

Surgery **Vaccination**

Waiting Room



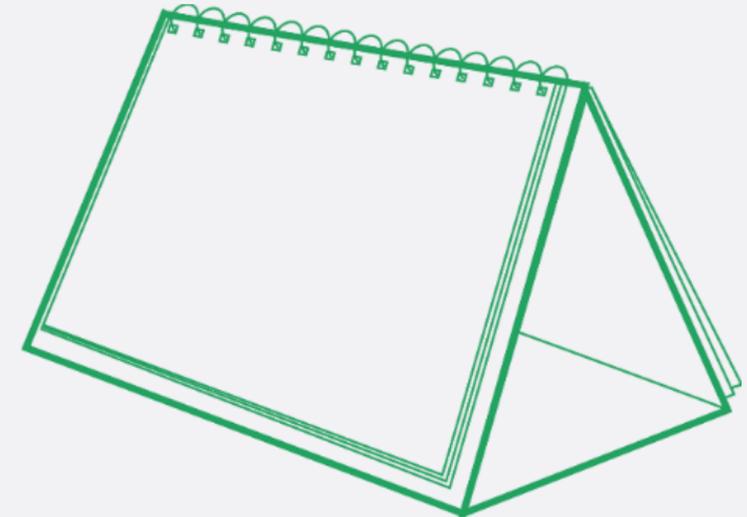
### 1 Posters



### 2 Z-Card



### 3 Flipchart



### 4 Concern cards



# Vaccination Confidence Toolkit

## Supporting effective conversations



Let's talk

Vaccination

Open access material to prime people to discuss vaccination with their HCP

These materials:

1. Are aspirational
2. Don't trigger questions
3. Prime for a conversation



**Protect your tomorrow**

Vaccines help protect you and your family against a number of serious diseases.<sup>1</sup>

Speak to your healthcare professional today.

Reference: 1. CDC, 10 Reasons To Get Vaccinated. <https://www.cdc.gov/features/adultvaccinations> [Accessed March 2017]. Initiative supported by Sanofi Pasteur.

**Vaccination**  
PROTECTING TOMORROW. TODAY.

#VACCINATEYOURTODAY

**Young children are vulnerable to serious illnesses.**  
So are the elderly and people with chronic conditions.

**Measles**  
Extremely contagious viral disease causing rashes in the mouth and on the face and body. Up to 1 in 4 affected children may be hospitalized, and 1 in 1000 will develop encephalitis (brain swelling).

**Whooping Cough**  
Infants experience severe coughing attacks that can make them turn blue or worse. They are at risk of pneumonia, seizures, lung collapse and death.

**Tetanus**  
A potentially fatal illness easily contracted via infected cuts. It is common in the natural environment and impossible to eradicate.

**Diphtheria**  
Can injure heart and nerve problems, and kills up to 1 in 5 people infected.

**Bacterial meningitis**  
(Haemophilus influenzae infection)  
Can cause blindness, deafness (up to 1 in 5 children), mental retardation, and 1 in 20 infected children die from complications.

**Influenza**  
This highly contagious virus causes abrupt onset of high fever, muscle pain and headache. Complications such as pneumonia are highest amongst the elderly, young children and people with chronic conditions like coronary heart disease or diabetes.

**Polio**  
Before vaccination, several public epidemics in the US and Europe caused paralysis and death in children and adults.

**Vaccine safety**  
Since vaccines are administered to healthy people, they are among the most rigorously tested and safest medical products available. The safety of every vaccine is continuously monitored after it's been introduced.

Vaccines, like any medicine, can cause reactions. However, these are usually mild and may include some arm pain or low fever (which actually shows the vaccine is working). Severe allergic reactions can happen with any medicine, but they are extremely rare.

You are more likely to be struck by lightning than to have a severe reaction to a vaccine!

**You protect yourself and your family in many different ways. Vaccination is one of them.**

You protect your family and home against many different risks. Vaccines protect you and your family against many serious infectious diseases and even certain cancers.

In France, 90% of infants are fully vaccinated.

Vaccines protect you and your family against many infectious diseases. Almost all parents fully vaccinate their children. \*When fully vaccinated against diphtheria, tetanus and pertussis in 2016.

**Protect yourself and your family against contagious diseases. Talk to your healthcare professional about vaccination today.**

**Vaccination**  
PROTECTING TOMORROW. TODAY.

SANOFI PASTEUR  
1 AVENUE PASTEUR - 92015 PARIS  
www.sanofi-pasteur.com  
© 2016 Sanofi Pasteur. All rights reserved.

# Vaccination Confidence Toolkit

## Supporting effective conversations



Let's talk  
**Vaccination**

3.1

Material to help HCPs discuss about vaccination with their patients

### 3 HCP | Patient Flipchart

- Conversation aid to support HCP
- HCP side (*hidden from the patient*) suggests how to discuss this topic (Guidance, tips, scientific response (with references), bottom-line message)
- Patient side shows positive creative images and short messages

**Only use this page if your patient expresses an opinion/concern about the need for vaccines because they believe other approaches are suitable alternatives or don't understand how vaccines work**

Listen for comments such as:

- Vaccines are not natural
- Natural immunity from contracting a disease is better than vaccines
- Natural medicine (e.g. homoeopathic preparations) is a good alternative to vaccines
- A healthy lifestyle replaces the need for vaccines

**Use the illustration shown on the patient facing page to explain how vaccines work**  
Vaccines contain substances called antigens that are shaped like a virus or bacteria. Your body learns to recognize the shape of these antigens – and can then recognize and destroy any virus or bacteria with a similar shape.<sup>1</sup>

**Do not contradict current beliefs**  
Acknowledge and build the way that vaccines work into their health beliefs.<sup>2</sup>  
"I'm delighted that you follow a healthy lifestyle – it's very important for your general wellbeing. However, a healthy lifestyle alone cannot protect you from contagious diseases."  
"The unique action of vaccines actually involves stimulating your body's natural defenses so you are protected against such diseases, without the risks that come with catching these diseases."

**Vaccines train your body's natural defenses without exposing you to the risks of diseases**

References: 1. Centers for Disease Control. Understanding how vaccines work. Available from <http://www.cdc.gov/vaccines/hcp/patient-ed/conversations/download/understand-how-vaccines-work.pdf> Accessed November 2016. 2. Thomson A, Watson M. Vaccine 2016;34:1989–92.  
Patient tools: Consumer leaflet and Patient FAQ card "Vaccines provide your body with immunity that alternatives cannot"

Let's talk Vaccination

HCP side

VERBATIM

GIST

How vaccines work:

**Vaccines stimulate your body's natural defenses, without the risks of diseases**

Vaccines teach your immune system to recognize and remember a disease-causing virus or bacteria.  
If you are exposed to the disease later on, your immune system can react quickly to destroy the virus or bacteria in your body, so you do not develop a serious illness.

Vaccination PROTECTING TOMORROW. TODAY.

Patient side

# Vaccination Confidence Toolkit

## Supporting effective conversations



Let's talk  
**Vaccination**

3.1

*Material for people to share with family and friends, to support vaccine decisions*

2

### Concern cards



- HCP selects card(s) relevant to individual patient concern – only use the card(s) with concerns specific to that patient.
- HCP uses card to explain barrier to the patient in the clinic.
- Patients can take the cards home

**How much are vaccines tested before they are used?**

**It can take up to 15 years to develop and thoroughly test a new vaccine before it is licensed and made available to the public<sup>1</sup>**



Since vaccines are administered to healthy people, they are among the most rigorously tested medicinal products available.



The safety of every vaccine is continually monitored after it's been introduced.



Up to 70% of production time for vaccines is devoted to quality control, and it can take up to 22 months to manufacture a vaccine.<sup>2</sup> They can often be tested three times more than other medicines.<sup>2</sup>



#### Want to know more?

Your healthcare professional is the best person to answer any questions you might have about vaccines, but here is some further reading:

• Australian Government Department of Health  
<http://www.immunise.health.gov.au/internet/immunise/publishing.nsf/Content/safety-of-vaccines>

References: 1. [https://www.health.ny.gov/prevention/immunization/vaccine\\_safety/science.htm](https://www.health.ny.gov/prevention/immunization/vaccine_safety/science.htm). [Accessed March 2017].

2. <http://www.ifpma.org/resource-centre/maintaining-the-vaccines-innovation-edge/> [Accessed March 2017]. Initiative supported by Sanofi Pasteur.

SPLEB.0716.1703.0054