

# Vaccine acceptance science, policy, and practice in a «post-fact» world

Les Pensières Center for Global Health  
Veyrier-du-Lac - France

25-27 September 2017

## Steering Committee:

- Katie Attwell
- Cornelia Betsch
- Eve Dube
- Arnaud Gagneur
- Jacques Louis
- Saad Omer
- Valentina Picot
- L. Suzanne Suggs
- Angus Thomson
- Cindy Grasso, Meeting Coordinator

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# Background

Significant gaps in coverage in immunization programs are leading to outbreaks of preventable diseases such as measles, whooping cough, rubella, and mumps across Europe and N. America.

To address this budding public health crisis – in June 2017 Europe has already seen more than 11,000 cases of measles, including 30 deaths in Romania - states are considering mandates for infant immunization.

In this post-truth world, vaccination is being used as a platform for populist politicians in Italy, and even the President of the US has cast spurious doubts on the safety and efficacy of vaccines.

In June 2017 the EU High Court ruled that vaccines may be associated with illnesses without any scientific evidence of causality.

This meeting will bring together both researchers and practitioners working on vaccine acceptance and uptake to identify policies and practices that are working or could work to build and sustain trust in vaccines.

## Scientific programme

Monday, September 25th 2017

17:30 - 18:15	Registration	
18:15 - 18:40	Welcome address	Fondation Mérieux Angus Thomson
18:40 - 19:30	Key-note address: Turmoil, trust and truth; immunising today's 'post fact' world	Joanne Yarwood
19:30	Welcome dinner	

Tuesday, September 26th 2017

# Session 1

## Rapid fire talks

Chair: Angus Thomson

8:30 - 8:40	Introduction, rules of the game	Angus Thomson
8:40 - 8:50	How to respond to vocal vaccine deniers – Experimental evidence and a new best practice guidance by WHO/Euro	Dorothee Heinemeier
8:50 - 9:00	Parental knowledge, opinions and beliefs to enhanced program of immunization vaccines in a reference vaccination center in Abidjan, Ivory Coast	Harvey Atttoh-Touré
9:00 - 9:10	Cognitive biases and vaccine acceptance	Saad Omer
9:10 - 9:20	How a model for evaluating communication strategies could help to unpack and address vaccine hesitancy	Jessica Kaufman
9:20 - 9:30	Sharing Knowledge About Immunisation (SKAI): strategies for communicating with hesitating parents in primary care	Nina Berry
9:30 - 9:40	“Protecting tomorrow. Today”: a clinic-centered public campaign	Angus Thomson
9:40 - 10:00	Questions and general discussion	
10:00 - 10:30	Coffee break	

# Scientific programme

## Session 2

### Social marketing and vaccination acceptance: understanding and addressing determinants of behaviors and mechanisms of change in context

Chair: Suzanne Suggs

10:30 - 10:50	Social marketing and vaccination acceptance: understanding and addressing determinants of behaviors and mechanisms of change in context	Suzanne Suggs
10:50 - 11:05	Discussion	
11:05 - 11:25	Creating demand for HPV vaccination: Branding and social marketing strategies	William Douglas Evans
11:25 - 11:40	Discussion	
11:40 - 12:00	Engaging parents to advocate for immunizations in their communities: results from an evaluation of the immunity community program	Clarissa Hsu
12:00 - 12:15	Discussion	
12:15 - 14:00	Lunch	

## Session 3

### Supporting HCWs to foster trust in vaccination

Chair: Arnaud Gagneur and Nina Berry

14:00 - 14:20	Let's talk vaccination: the AIMS approach to vaccine conversation	John Parrish-Sprowl & Angus Thomson
14:20 - 14:35	Discussion	
14:35 - 14:55	PromoVac update : From PromoVac to EMMIE program	Arnaud Gagneur
14:55 - 15:10	Discussion	
15:10 - 15:30	Factors affecting vaccinators' relationship to clients in Pakistan	Yasir Khan
15:30 - 15:45	Discussion	
15:45 - 16:15	Coffee break	



# Scientific programme

## Session 4

### How do we sustain acceptance in societies with mandates

Chair: Katie Attwell

16:15 - 16:25	Brief overview	Katie Attwell
16:25 - 16:45	France	Christine Jestin
16:45 - 17:00	Discussion	
17:00 - 17:20	Germany	Sabine Reiter
17:20 - 17:35	Discussion	
17:35 - 17:55	How do we sustain acceptance in societies with mandates - Italy	Pier Luigi Lopalco
17:55 - 18:10	Discussion	
19:00	Dinner	

Wednesday, September 27th 2017

## Session 5

### TRANSLATIONAL | How do we align research goals with public health needs

Chair: Eve Dubé

8:30 - 8:50	Improving uptake and acceptance of maternal and childhood vaccines in pregnancy in Australia - a novel and sustainable approach	Margie Danchin
8:50 - 9:10	Integration of research into policy: the Québec's experience	Monique Landry
9:10 - 9:30	Notes from the periphery: When policy drives data (and ways to keep data in or near the driver's seat)	Brent Wolff

## Session 6

### DEBATE | Part 1

Chair: Eve Dubé

9:30 - 10:15	WORKSHOP 1: Evidence informed policies and practice	Nick Sevdalis, Saad Omer
10:15 - 10:45	Coffee Break	
10:45 - 11:30	Questions and general discussion	





## Scientific programme

## Session 7

## DEBATE | Part 2

Chair: Arnaud Gagneur and Rachel Green

11:30 - 12:30	WORKSHOP 2: Motivational interviewing (Part1)	
12:30 - 14:00	Lunch	
14:00 - 16:00	WORKSHOP 2: Motivational interviewing (Part2)	
16:00 - 16:30	Closing comments - Sum up	