

Socio-psychological correlates of influenza vaccination behaviour: results from a 5-country study



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Two instruments for understanding attitudes to adult vaccination & in HCPs to vaccination & advocating vaccination



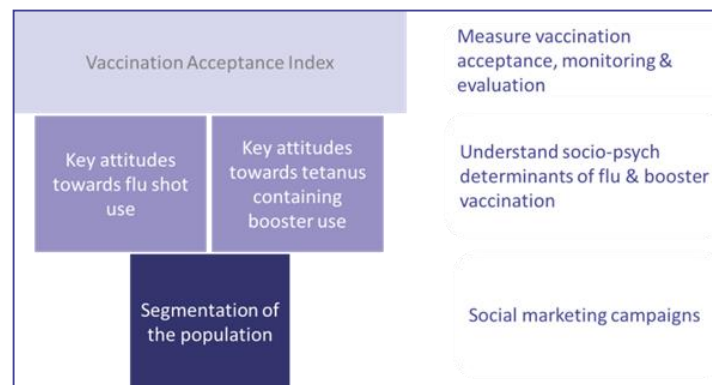
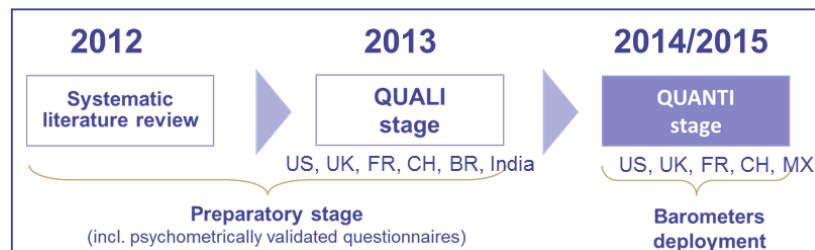
● Vaxitrends Attitudinal Barometer (vaccination general, adult vaccination)

- 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



● HCP Attitudinal Barometer (vaccination, vaccination advocacy)

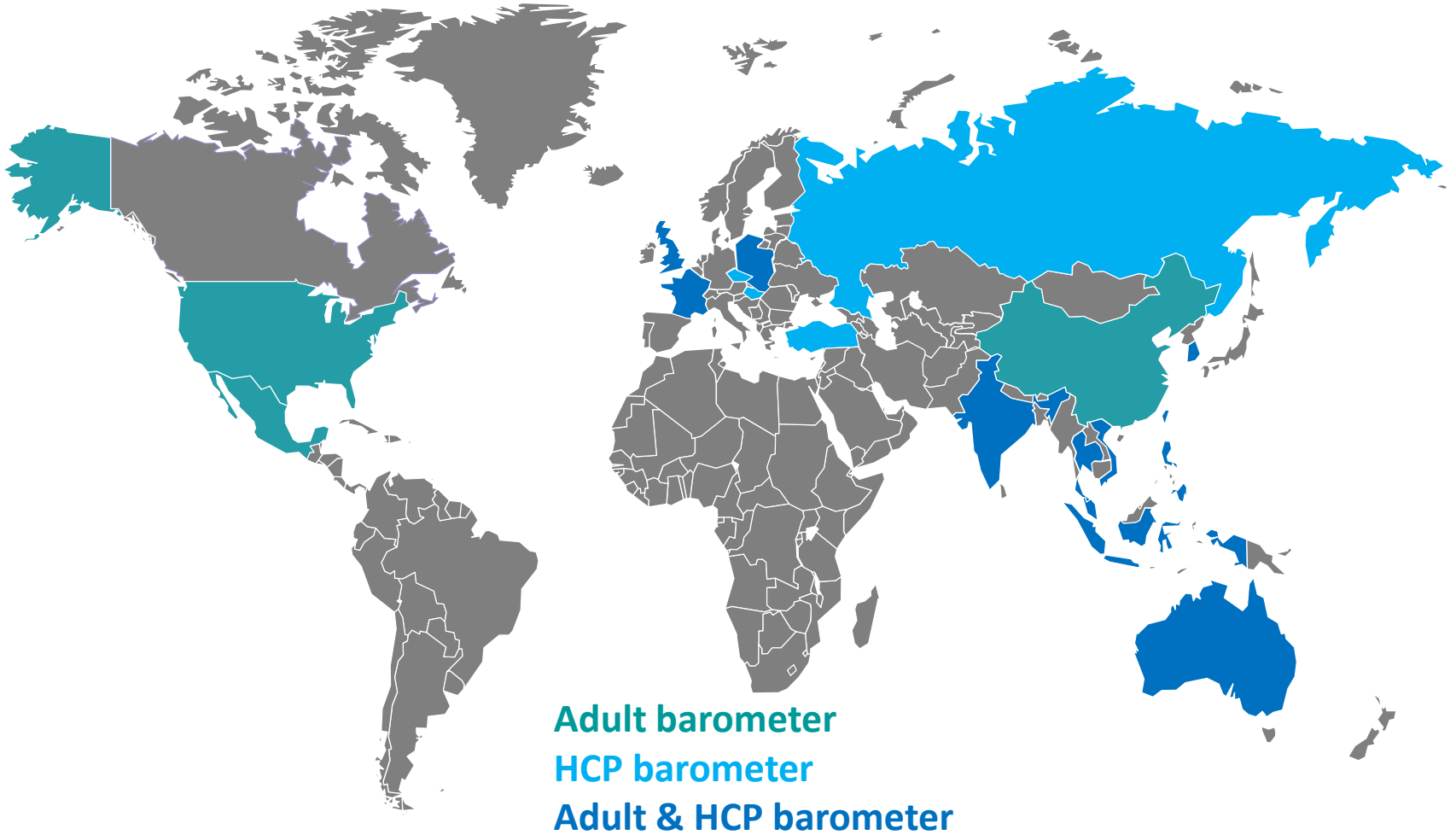
- Collaboration with **Gaelle Valle-Tourangeau** (Kingston University, London)
- **MoVac©** and **MovAd©** tools measure individuals' autonomous motivation to get vaccinated & to engage with vaccination advocacy



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1. Wheelock A, Thomson A, Sevdalis N. (2013) Social and psychological factors underlying adult vaccination behavior: lessons from seasonal influenza vaccination in the US and the UK. *Exp Rev Vaccines*. 12:893-901.
 2. Wheelock A, Parand A, Rigole B, Thomson A, Miraldo M, et al. (2014) Socio-Psychological Factors Driving Adult Vaccination: A Qualitative Study. *PLoS ONE* 9(12): e113503
 3. Wheelock A, et al. Journey to vaccination: a protocol for a multinational qualitative study. *BMJ Open* 2014;4:e004279.
 4. Leask J, Willaby HW, Kaufman J. (2014) The big picture in addressing vaccine hesitancy. *Hum Vaccin Immunother* 2014;10:2600-2602.

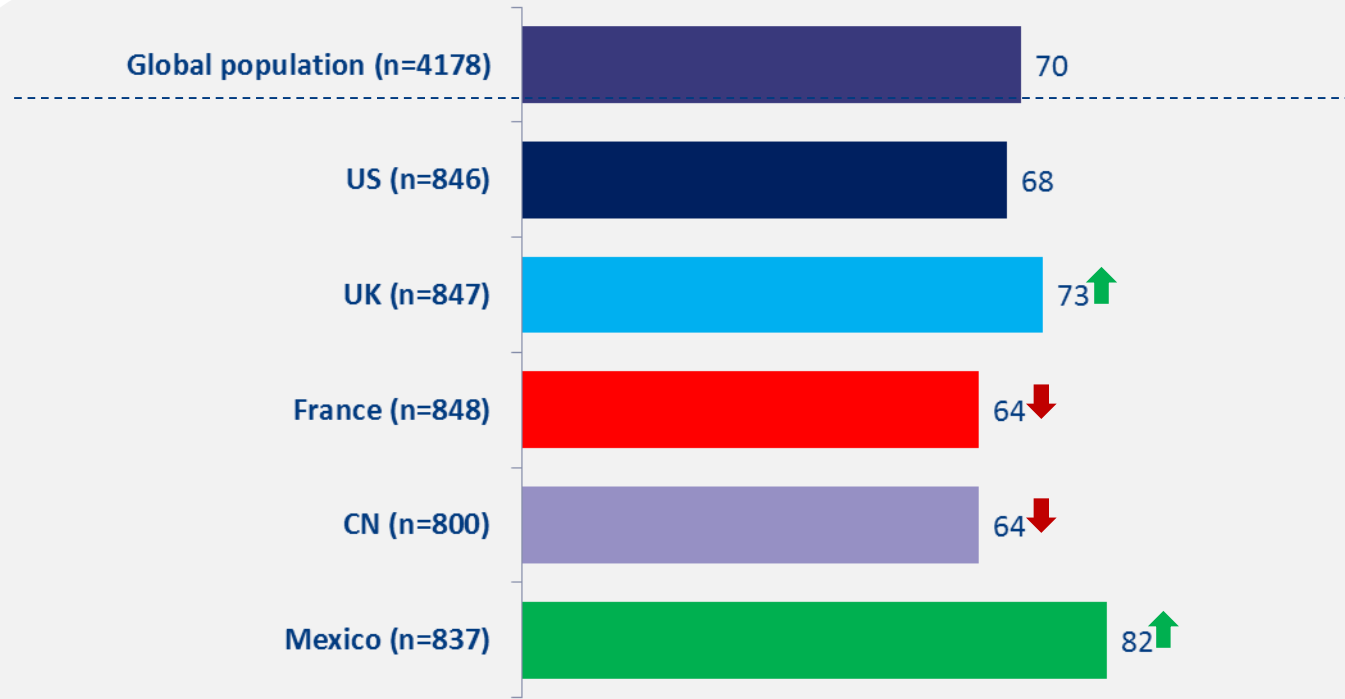
Attitudinal barometer studies





VaxiTrends Attitudinal Barometer Vaccination Acceptance Index (VAI)

"I am personally in favor of vaccination"	
<i>I generally trust vaccination</i>	Vaccination forms part of a healthy lifestyle
	I feel it is important that I get vaccinated
	I understand how vaccination helps my body fight infectious disease
	I generally trust vaccine manufacturers or pharmaceutical companies
	I generally trust the NHS/ Department of Health/National Health Authorities

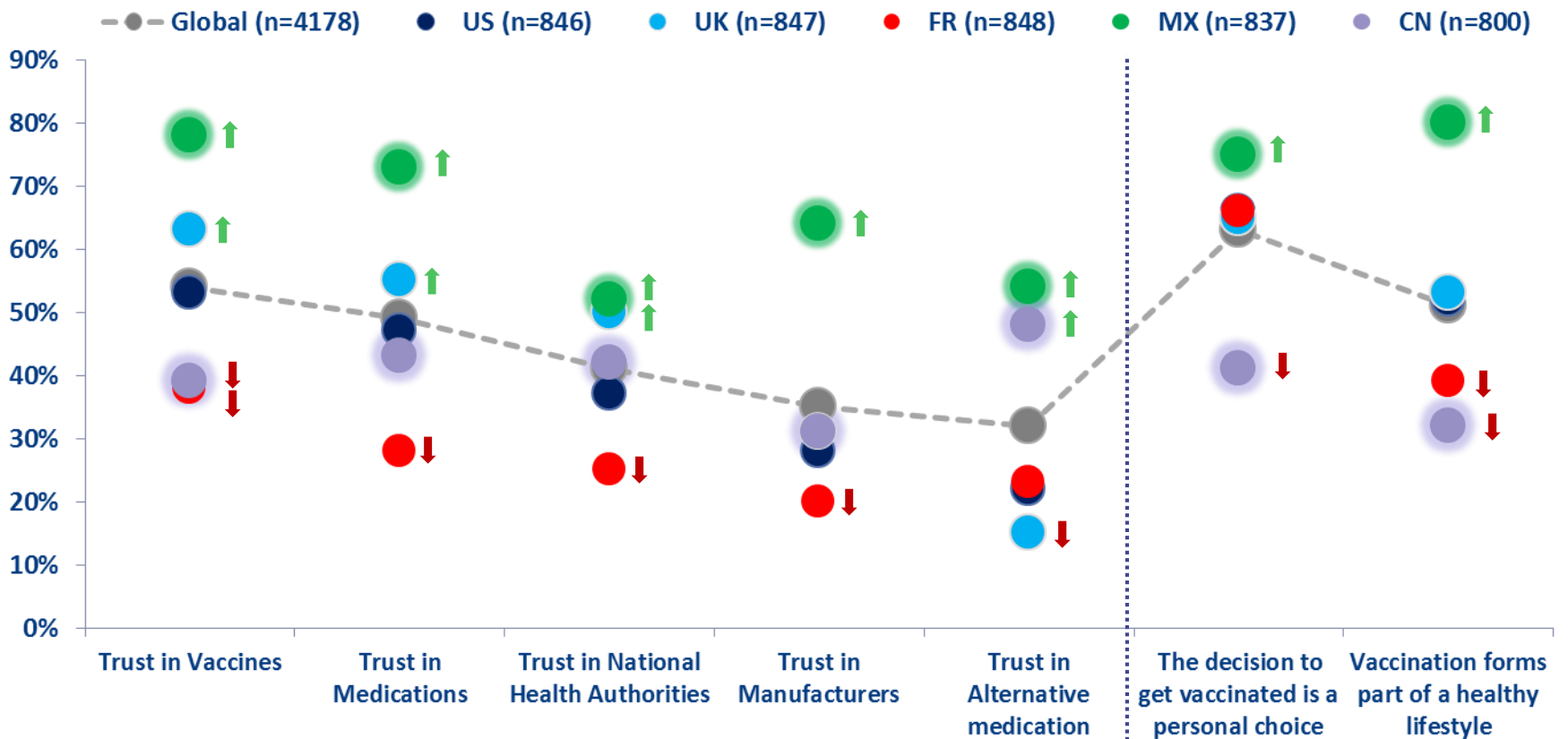


↑ ↓ Significantly different from other countries (99% confidence level)



Trust underpins acceptance, shows significant variability across countries

("Agree" = % scores 8-9-10)



Base (4178)

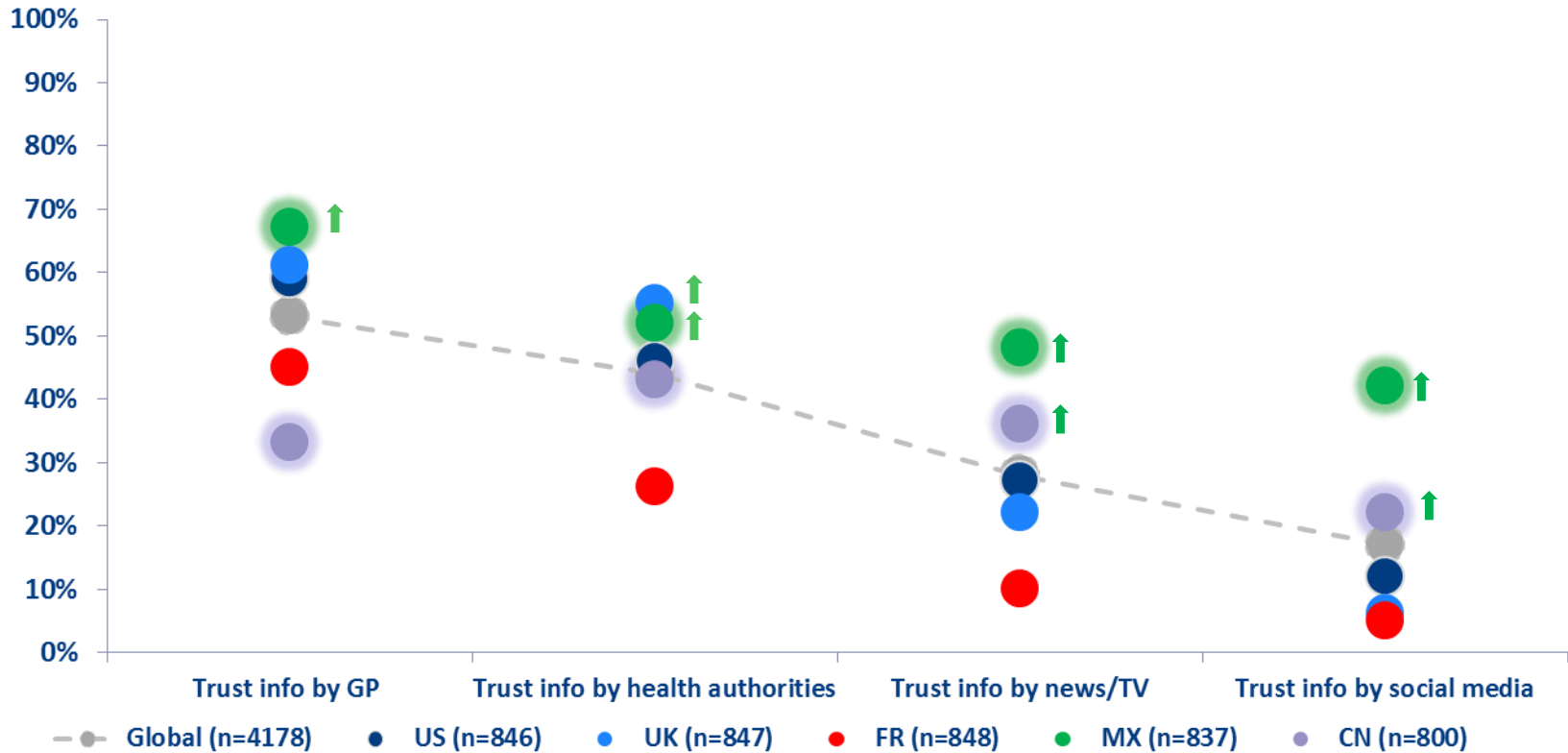
↑↓ Significantly different from 3 other countries (99% confidence level)



HCPs are the most trusted source of information on flu vaccination

("Agree" = % scores 8-9-10)

Information sources for flu shot








Q53. I trust the information provided by my doctor / GP / Point of Vaccination (POV) about the flu shot, Q50. I trust the information provided by the NHS / Department of Health / National Health Authority / Chinese Center For Disease Control and Prevention / The Mexican Government for Health Authorities about the flu shot, Q51. I trust the information provided by news reports on TV & radio or newspapers about the flu shot, Q52. I trust information provided by blogs, Facebook or Twitter about the flu shot

↑↓ Significantly different from 3 other countries (99% confidence level)

Unpublished data

VaxiTrends Attitudinal Barometer

Global socio-psychological correlates of flu vaccination

	Item	US	UK	FR	
	My GP thinks I should get the jab	✓	✓(3.7)	✓(5.0)	HCP Reco
	Severity - the flu could make me severely ill	-	-	-	
	Vulnerable to flu without a jab	✓	✓(1.1)	-	Threat appraisal
	Likelihood - Without shot, sure I would get the flu	✓	✓(1.3)	✓	
	Anticipated regret of not vaccinating	-	✓(1.3)	✓	
	Coping - Taking action to protect myself against flu	✓	✓(1.3)	✓	Coping Appraisal
	Vaccine efficacy - The jab would protect me from flu	✓	-	-	
	Self-Efficacy - I can get a flu jab if I want one	-	✓(1.3)	-	
	Perceived control – I can avoid the flu without jab	✓	✓(0.8)	✓	
	Worried some contents may be dangerous	-	✓(0.9)	✓	
	The flu shot could give me flu	✓	-	-	Safety
	The flu jab is painful	-	-	-	
	Scary health experience (child)	✓	✓(3.0)	✓	

✓ = significantly correlated with flu vaccination/**non-vaccination**; (odds ratio)

Results of multivariate analysis of global data (UK, US & France). Unpublished data.
Credit: Ana Wheelock, Nick Sevdalis, Bruno Rigole, Tim Subotkowski, Double Helix

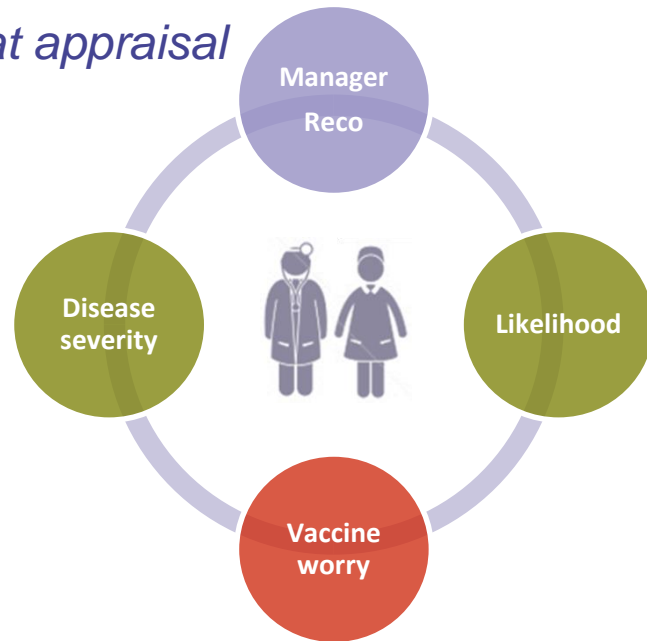
Unpublished data

Communicating likelihood of catching flu

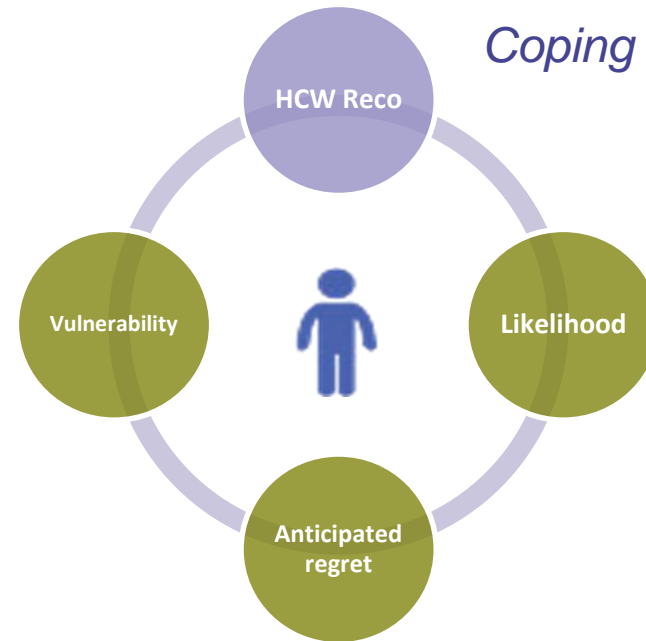


Comparing HCW & public behavioural determinants of flu vaccination in UK (2013/14)

Threat appraisal



Coping appraisal



Aged over 65 yrs old

Chronic condition

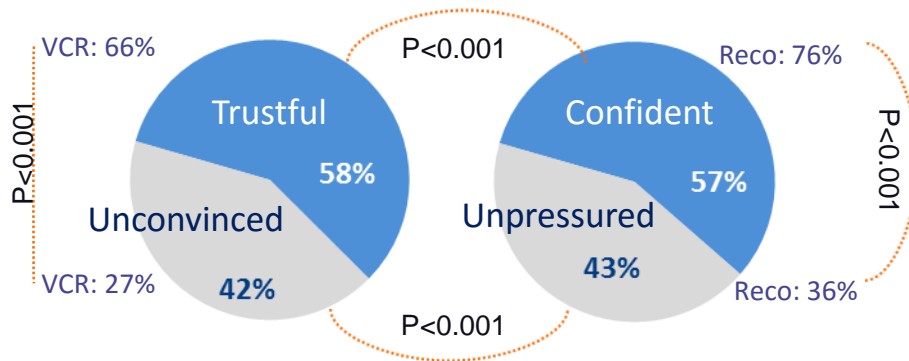
Scary health experiences as a child

Comparing HCW & public behavioural determinants of flu vaccination in UK (2013/14)



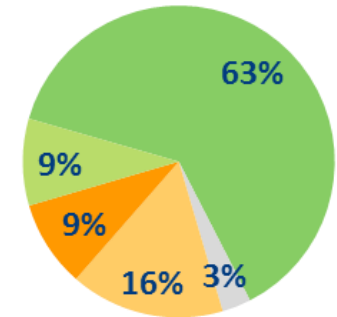
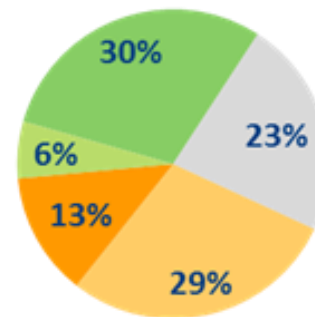
Flu vaccination

Vaccination advocacy



18+

Older (60+)



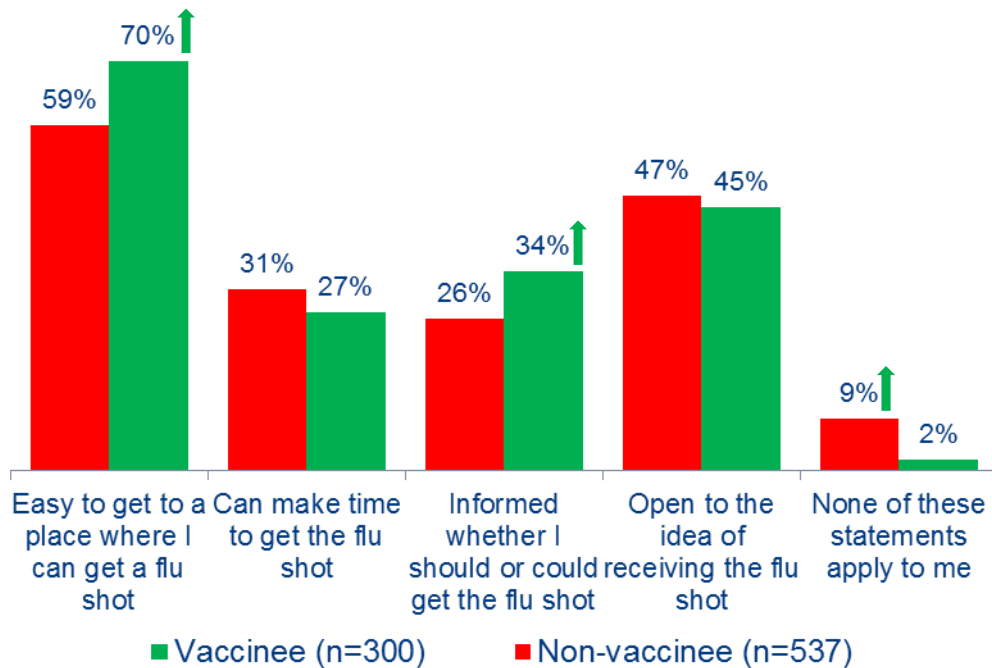
- Trustful vaccinees
- Selective
- Anxious vaccinees

- Unconcerned
- Skeptical

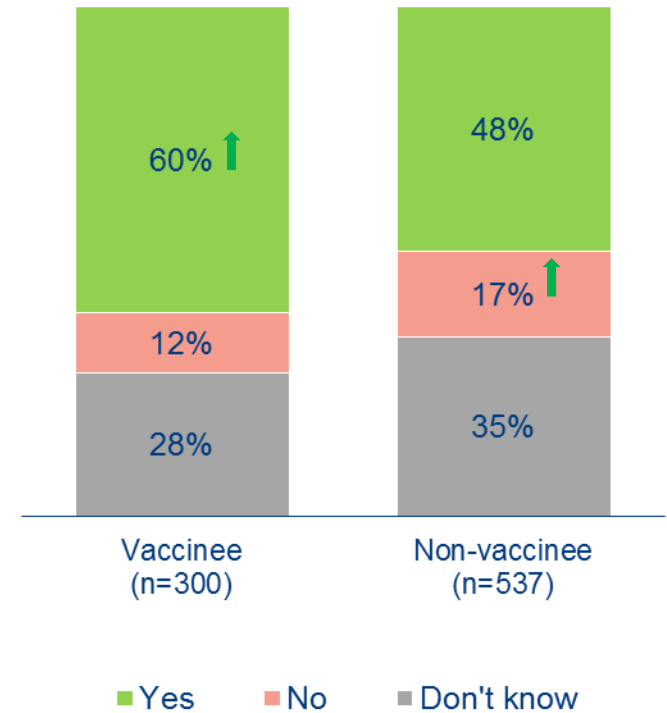


Acceptance is not always the primary reason for non-vaccination

Self efficacy in receiving the flu shot: comparison by flu vaccinee vs. non-vaccinee



Ability to afford the flu shot: comparison by flu vaccinee vs. non-vaccinee



Q67. Which of the following statements apply to you?; Q67B. If you had to pay for the flu vaccine, do you think you can afford it?

↑ ↓ Significantly different (95% confidence level)

Unpublished data

Conclusions

- Trust is the bedrock of vaccine acceptance
 - People 'cope' with flu
 - We must understand what matters to people, not what matters to us
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Acknowledgements

- Christina Klein & Laura Millet (Sanofi Pasteur, Lyon)
 - Michael Watson (Valera; formerly Sanofi Pasteur, Lyon)
 - Bruno Rigole and Tim Subotkowski (Sanofi Pasteur, Lyon)
 - Nick Sevdalis & Ana Wheelock (Kings College, London)
 - Gaelle Valle-Tourangeau (Kingston University, London)
 - Double Helix, London
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