Strategies to increase vaccine acceptance and uptake

Les Pensières Fondation Mérieux Conference Center Veyrier-du-Lac - France

26-28 September 2016

Steering Committee:

- Eve Dube
- Julie Leask
- Jacques Louis
- Saad Omer
- Nick Sevdalis
- L. Suzanne Suggs
- Angus Thomson

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Background

Significant gaps in coverage in both infant and adult immunization programs across the world mean that hundreds of millions of people are not being protected against serious infectious diseases. There are myriad reasons for low vaccine uptake including challenges to access, affordability, awareness, acceptance and simple activation of people to act.

This meeting will focus primarily on vaccine hesitancy, understanding the drivers and barriers to awareness, acceptance and activation, with a view to informing the development of effective strategies to close immunization gaps.

Information and education alone do not change behavior. So what might work?

The development and implementation of vaccination programs is built upon rigorous science to ensure efficacy, effectiveness, safety, quality and supply. However, a number of recent reviews suggest that the same scientific rigor is not being applied to a final crucial determinant of vaccination: uptake of vaccines by the public. These reviews consistently found poor quality in study design, including lack of consistent, reliable and validated outcome measures.

Successful development, implementation, and evaluation of vaccination uptake require the participation of individuals and communities, along with healthcare providers and researchers, the public and private sectors, and civil society organizations. Collaboration between those who generate the evidence and those who apply it in practice is key to success.

There are a few interventions that are effective in enhancing vaccination uptake. However, these are scattered and often hard to find and appraise. We must not let the best be the enemy of the good - there is an immediate need to find and share best practices with the global immunization community.

This meeting brings together people from diverse settings across the globe working in vaccination uptake for mutual learning and knowledge exchange. The ultimate aim is to improve interventions and develop them where they do not exist, so that more people get the vaccinations they need and better health for all can be achieved.

Scientific programme

Monday, September 26th 2016

17:30 - 18:15	Registration	
18:15 - 18:40	Welcome address	Fondation Mérieux Angus Thomson
18:40 - 19:30	Key-note address: what's your story?	Tara Haelle
19:30	Welcome dinner	

Tuesday, September 27th 2016

Session 1

Rapid fire talks related to strategies to increase vaccine acceptance and uptake

Chair: Suzanne Suggs

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Introduction, rules of the game	L. Suzanne Suggs	
How and why a large public health campaign on immunization may be effective (or not): insights from social psychology	Nicolas Fieulaine	
Socio-psychological predictors of influenza vaccination behaviour: results from a 5-country study	Angus Thomson	
Vaccine today: online playbook	Gary Finnegan	
Translation alone is not enough – introducing a "stakeholder –based" approach to the cultural adaptation of vaccination information materials	Sabrina Cecconi	
Lessons learned from Khushi Baby's first randomized controlled trial in rural Udaipur, India	Ruchit Nagar	
Finding goldilocks: how much information is "just right" in pregnancy immunisation decision making	Kerrie Wiley	
Questions and general discussion		
Coffee break		
Improving flu vaccination uptake: EU country policies and communication strategies	Anne Ohlrogge	
Understanding uptake of immunization in «Travellers» and Gypsy communities	Cath Jackson	
	Introduction, rules of the game How and why a large public health campaign on immunization may be effective (or not): insights from social psychology Socio-psychological predictors of influenza vaccination behaviour: results from a 5-country study Vaccine today: online playbook Translation alone is not enough – introducing a "stakeholder –based" approach to the cultural adaptation of vaccination information materials Lessons learned from Khushi Baby's first randomized controlled trial in rural Udaipur, India Finding goldilocks: how much information is "just right" in pregnancy immunisation decision making Questions and general discussion Coffee break Improving flu vaccination uptake: EU country policies and communication strategies Understanding uptake of immunization in	

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Scientific programme

11:00 - 11:10	Communicate to vaccinate: a research project building evidence for the implementation and evaluation of communication for childhood vaccination	Jessica Kaufman
11:10 - 11:20	Insights into vaccine confidence	Glen Nowak
11:20 - 12:00	Questions and general discussion	
12:00 - 12:15	Anthropological assessment for oral cholera vac- cine acceptability and uptake	Rachel Démolis
12:15 - 12:30	Discussion	
12:30 - 14:00	Lunch	

Session 2

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Provider-based interventions		
Chair: Eve Dubé		
14:00 - 14:20	SARAH: an approach to vaccine communication in primary care	Julie Leask
14:20 - 14:35	Discussion	
14:35 - 14:55	Motivational interviewing session at birth increases vaccination acceptance and uptake	Arnaud Gagneur
14:55 - 15:10	Discussion	
15:10 - 15:30	Levels of engagement with vaccination impacts risk perception and vaccination - Decisions in healthcare workers	Gaelle Vallee- Tourangeau
15:30 - 15:45	Discussion	
15:45 - 16:15	Coffee break	

Session 3

Public engagement approaches			
Chair: Angus Thomson			
16:15 - 16:35	What drives the biasing influence of narrative information on risk perceptions	Cornelia Betsch	
16:35 - 16:50	Discussion		
16:50 - 17:10	Hearts, minds, nudges and shoves: (How) Can we mobilise communities in a marketised society?	Katie Attwell	
17:10 - 17:25	Discussion		
17:25 - 17:45	Putting Evidence Based Research into Practice to Increase Vaccine Confidence	Amy Pisani	
17:45 - 18:00	Discussion		
19:00	Dinner		

Scientific programme

Wednesday, September 28th 2016

Session 4

Behavioral insights		
Chair: Gaelle Vallée-Tourangeau		
8:30 - 8:50	Behavioral insights-based studies to increase vaccine acceptance	Saad Omer
8:50 - 9:05	Discussion	
9:05 - 9:25	Implementation science – A novel perspective on bridging the gap between evidence and immunisation acceptance	Nick Sevdalis
9:25 - 9:40	Discussion	
9:40 - 10:00	Social marketing - insight driven approaches to vaccination confidence building for all	Franklin Apfel
10:00 - 10:15	Discussion	
10:15 - 10:45	Coffee break	
10:45 - 12:15	Debate: That vaccination should be mandatory, with only medical exemptions	Facilitators: Saad Omer & Julie Leask
12:15 - 14:00	Lunch	
14:00 - 15:15	Panel discussion - Lessons learnt	Organizing Committee
15:15 - 15:30	Closing comments-Sum up	

