

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
- Gaelle Vallee-Tourangeau

- Cindy Grasso, Meeting Coordinator

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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

8:30 - 8:50	Introduction, rules of the game	L. Suzanne Suggs
8:50 - 9:00	How and why a large public health campaign on immunization may be effective (or not): insights from social psychology	Nicolas Fieulaine
9:00 - 9:10	Socio-psychological predictors of influenza vaccination behaviour: results from a 5-country study	Angus Thomson
9:10 - 9:20	Vaccine today: online playbook	Gary Finnegan
9:20 - 9:30	Translation alone is not enough – introducing a “stakeholder –based” approach to the cultural adaptation of vaccination information materials	Sabrina Cecconi
9:30 - 9:40	Lessons learned from Khushi Baby’s first randomized controlled trial in rural Udaipur, India	Ruchit Nagar
9:40 - 9:50	Finding goldilocks: how much information is “just right” in pregnancy immunisation decision making	Kerrie Wiley
9:50 - 10:20	Questions and general discussion	
10:20 - 10:40	Coffee break	
10:40 - 10:50	Improving flu vaccination uptake: EU country policies and communication strategies	Anne Ohlrogge
10:50 - 11:00	Understanding uptake of immunization in «Travellers» and Gypsy communities	Cath Jackson



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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 vaccine acceptability and uptake	Rachel Démolis
12:15 - 12:30	Discussion	
12:30 - 14:00	Lunch	

Session 2

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	Gaëlle 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	



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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	

