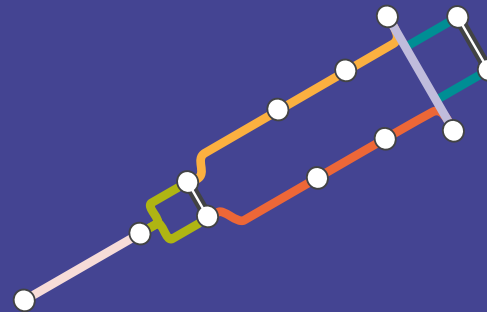
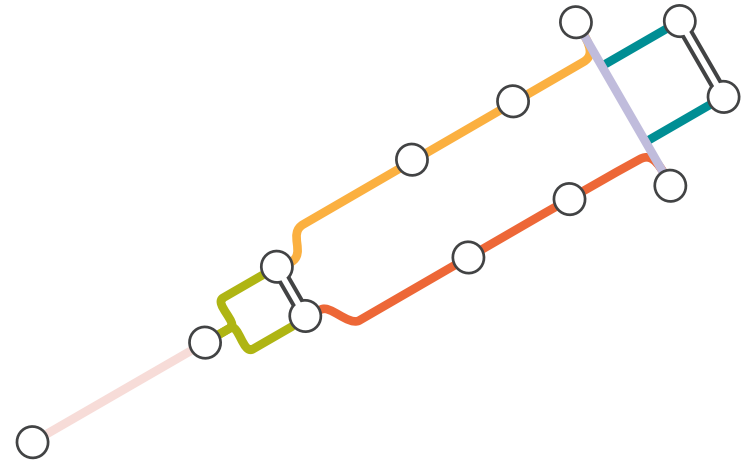


# *The social and cognitive determinants of adult vaccination*

Introduction to a psychometrically validated tool



*From package to protection Symposium— Sept 23 , 2014*  
*Bruno Rigole*



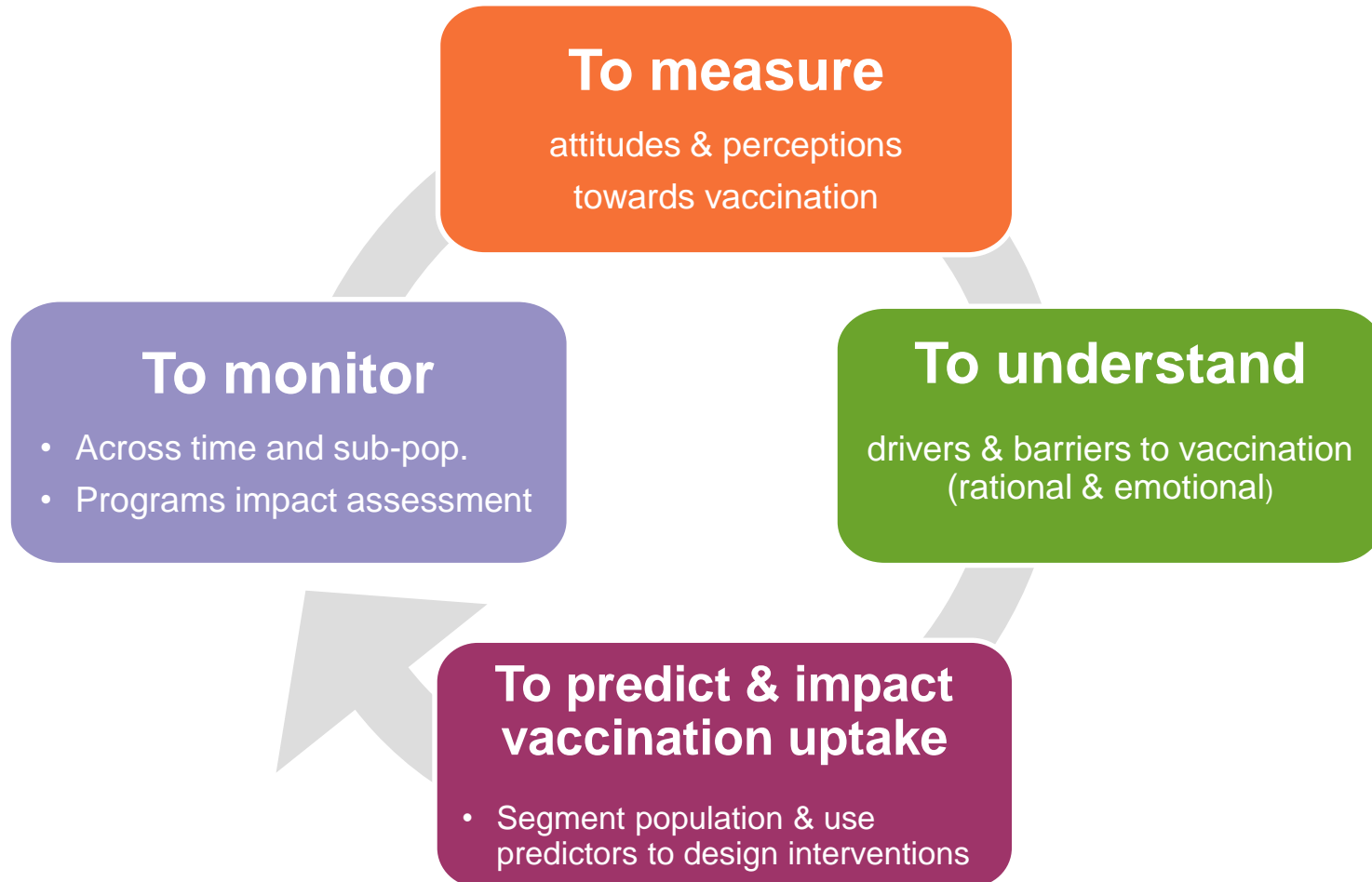
# presentation of the project

- ❑ Increasing expectation of the public to be active **partners** in their medical care
- ❑ Increasing threats to public health programs linked to the combination of **individuals' empowerment + increasing facility to share opinions** in social media. Everywhere.
- ❑ People's decisions rooted in complex belief structures : **understanding their attitudes towards vaccination & mechanisms of choice is critical** to:
  - design effective engagement campaigns
  - secure & increase vaccine adoption
  - protect vaccination programs



**Public Health Priority :**  
**Improve the perception of vaccines**

*We cannot change what we cannot measure*



# A collaborative, innovative, patient centric project

- Partnership :

Imperial College  
London



SANOPI PASTEUR 



- Global scope

- North & South
- Adult population (18+)



- Holistic approach of adult vaccination

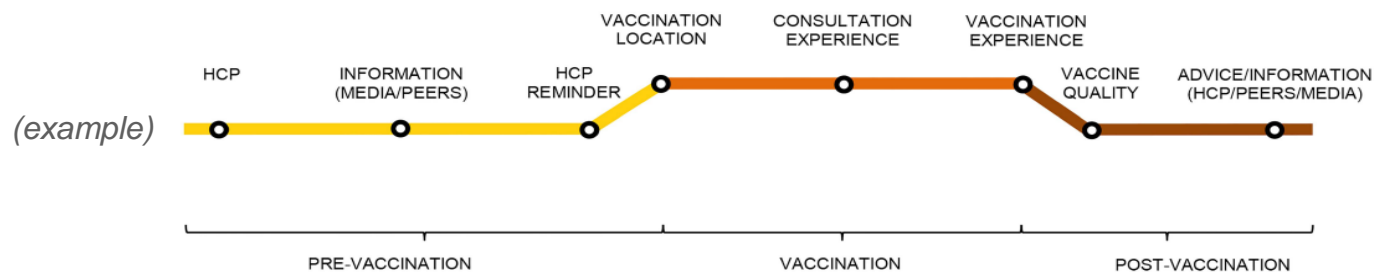
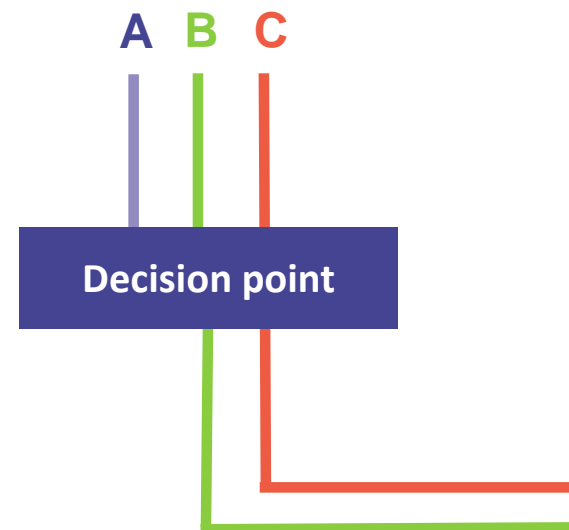


- vaccination
- influenza vaccine
- adult boosters

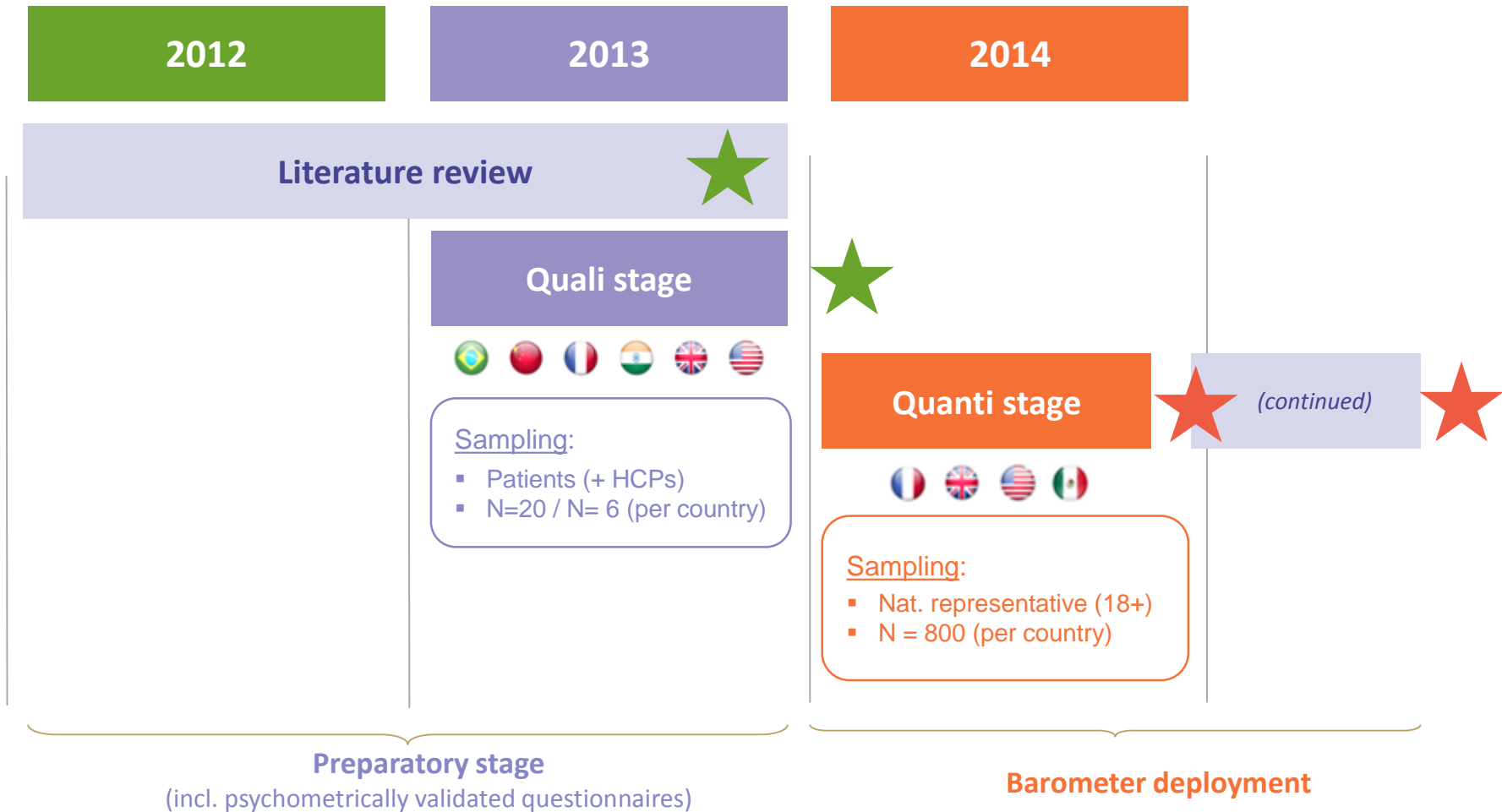
# The concept of **journey to vaccination**

The interviews were designed to allow to understand the **journey to vaccination** :

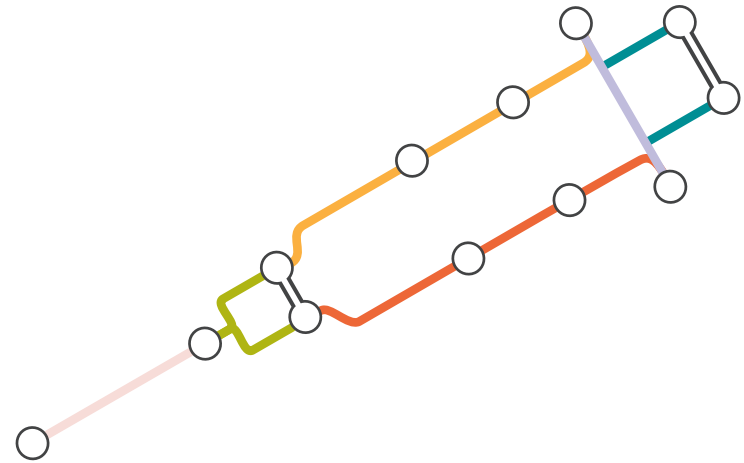
- **stages** people go through
- **decision points** and tipping points that move people from one stage to the next
- **specific triggers** that prompt people to move through those decision points
- **barriers** that people must overcome through the journey
- **resources** people draw on to overcome barriers



# Project helicopter view



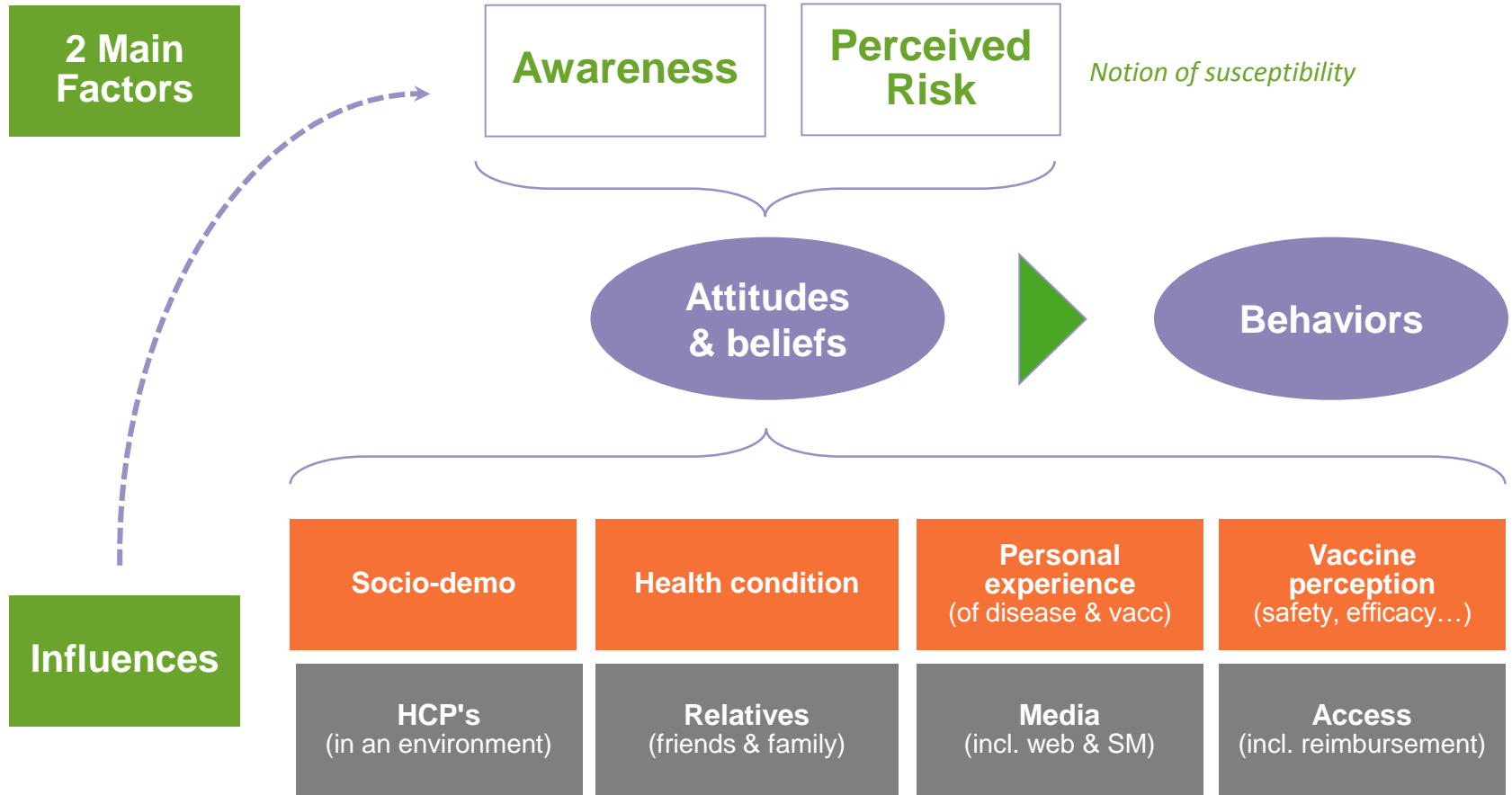




# some insights from the qualitative stage

# Vaccination journeys ... complex and highly individual

Multiple influences interact, build perceptions, and trigger behaviors



# Seasonal influenza vaccine ... significant barriers exist

Flu non-vaccination journey is **highly** emotional (triggered by lack of trust and/or perceived vulnerability)  
Flu vaccination journey is more rational for those feeling "at risk"

## DRIVERS

- HCP recommendation
- Reco from family & friends  
(low driver in HCPs' minds)
- Conviction of vaccine effectiveness
- Feeling to be susceptible, at risk  
(strong driver in pandemic context: China +)
- Perceived disease severity
- Altruism (China/UK +, France -)
- Media (strong driver in HCPs' minds)
- Free of charge

## BARRIERS

- Lack of perceived susceptibility
- Concerns about safety & side effects
- Belief that the vaccine can cause flu
- Low disease severity (strong barrier in HCPs' minds)
- Lack of vaccine effectiveness (France +)
- Other barriers include :
  - logistics & pain vs. benefit/risk
  - low knowledge on disease & vaccine (South Hem+)

# Adult booster vaccine\* ... less controversial

Booster vaccination journey is more **rational**

Non-vaccination journey is triggered by lack of perceived vulnerability and/or recommendation

## DRIVERS

- Disease(s) severity is not questioned
- Trusted efficacy & safety of the vaccine
- Tetanus vaccination is widely endorsed by HCPs, and is familiar since childhood
- Some specific and concrete triggers :
  - Injury
  - occupation / hobbies
  - travel
- HCPs reminders for booster shot (France / US)

**NB:** HCPs feel their advice is not necessarily of great importance to patients when the vaccine is recommended

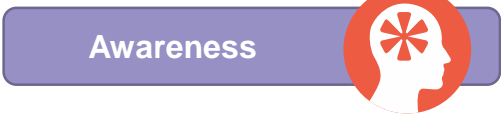

## BARRIERS

- Feeling of low susceptibility
- Unlikely to remember when the booster is due
- Feeling of no need :
  - a treatment exist (if injury / tetanus)
  - lack of knowledge of waning immunity concept
- Absence of reco from HCP, or health authorities (South Hem, UK)
- Limited access / availability (China)

# Take home messages

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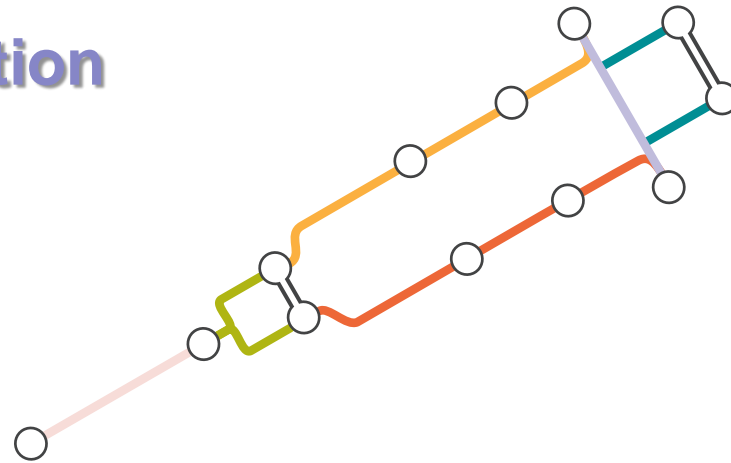
- Attitudes to individual vaccines... rather than to vaccination in general.
- People can have different attitudes (and behaviors) towards different vaccines.
- The journey to each vaccine is highly individual, and goes beyond socio-demo factors
- Many internal & external factors interact and influence an individual's mind-set. Emotions play a significant role.

- The starting point is:  Awareness  Perception of risk
  - Awareness = disease prevalence + existence of a vaccine to prevent it
  - Risk perception = likelihood to get the disease + potential consequences + trust in the vaccine
- Influencing factors : HCPs recos, influence of relatives, (social) media, health care environment, ...



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Thanks for your attention



Questions ?