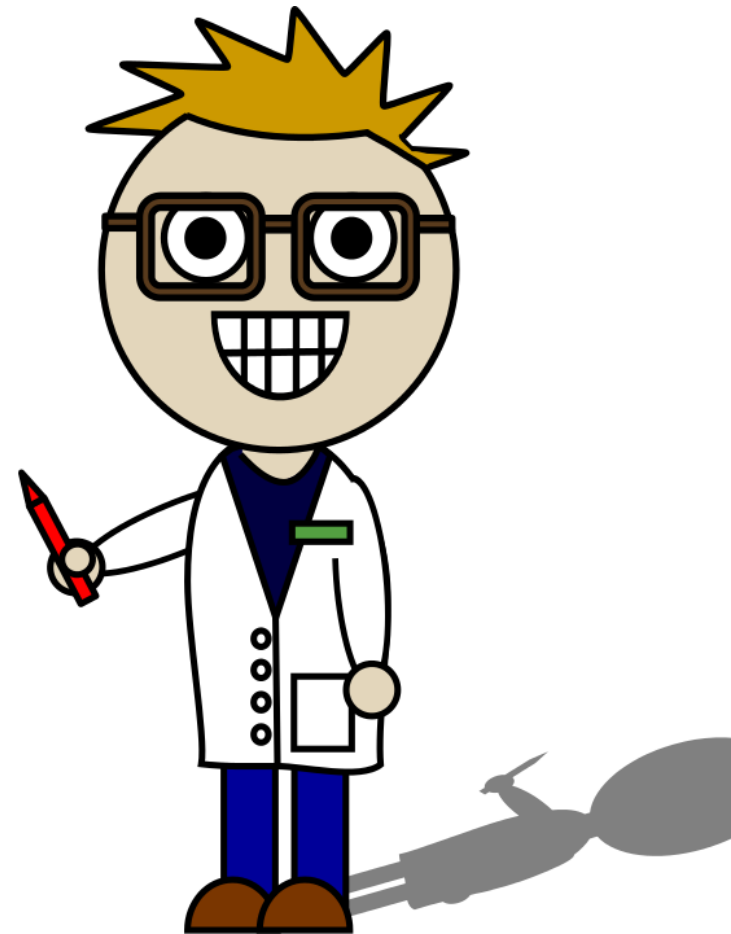


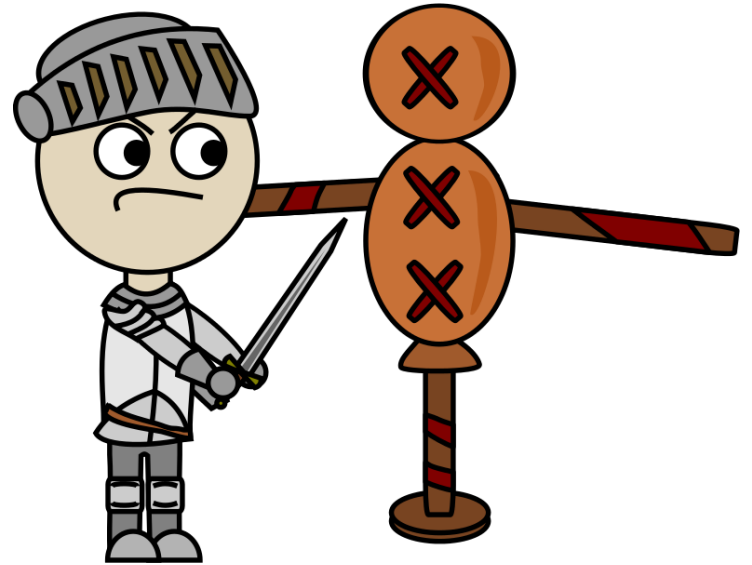
Bringing science to life... and death to pseudoscience

Lessons learnt as an irreverent blogger

Olivier Bernard, B.Pharm, M.Sc
Also known as « Le Pharmachien »



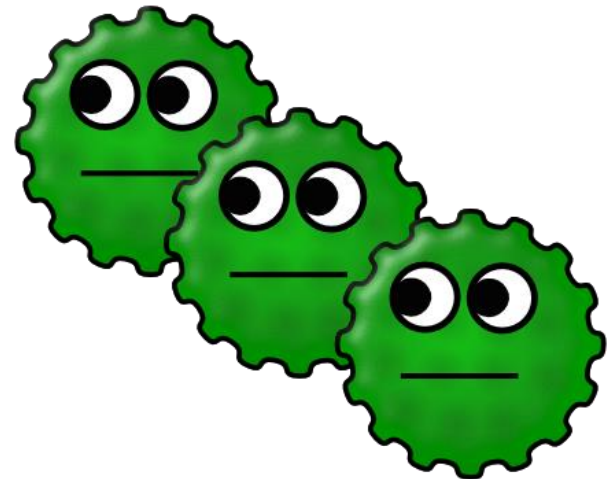
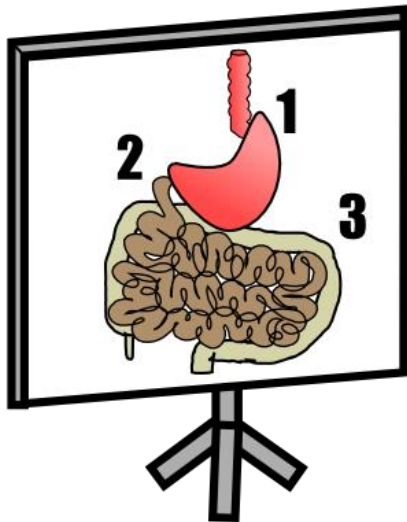
Learning objectives



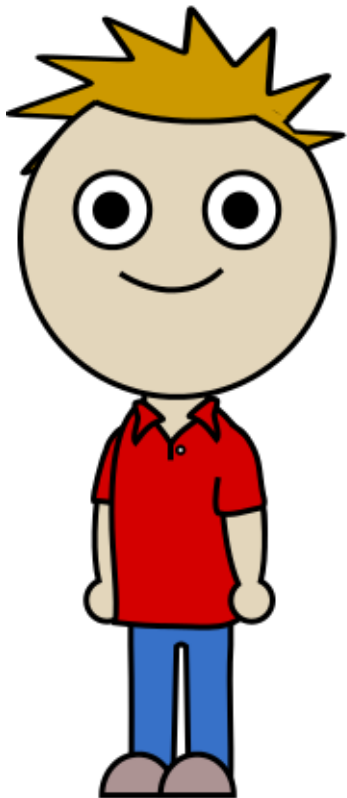
- 1. Fight jet lag**
- 2. Kill time until dinner**
- 3. Listen to a weird guy talk about his online comics**
- 4. Eventually link up everything with vaccination**
- 5. Possibly leave with an amazing idea (of your own)**

Game plan

1. About me and what I do
2. How great topics are made
3. The vaccines “debate”
4. Lessons learnt : how can we do better ?



A brief word about who I am and what I do



=



=





Canada

United States

Mexico

North
Atlantic
Ocean

South
Pacific
Ocean

Venezuela
Colombia

Peru
Brazil
Bolivia
Chile

Argentina

Greenland

Iceland

United
Kingdom

Norway

Sweden

Finland

Germany

France

Spain

Italy

Turkey

Ukraine

Poland

Algeria

Libya

Mali

Niger

Chad

Sudan

Nigeria

Ethiopia

Kenya

DR Congo

Tanzania

Angola

Namibia

Botswana

Madagascar

South Africa

Saudi Arabia

Iraq

Iran

Afghanistan

Pakistan

India

Thailand

Indonesia

Papua New
Guinea

Australia

New
Zealand

Kazakhstan

Mongolia

China

South Korea

Japan

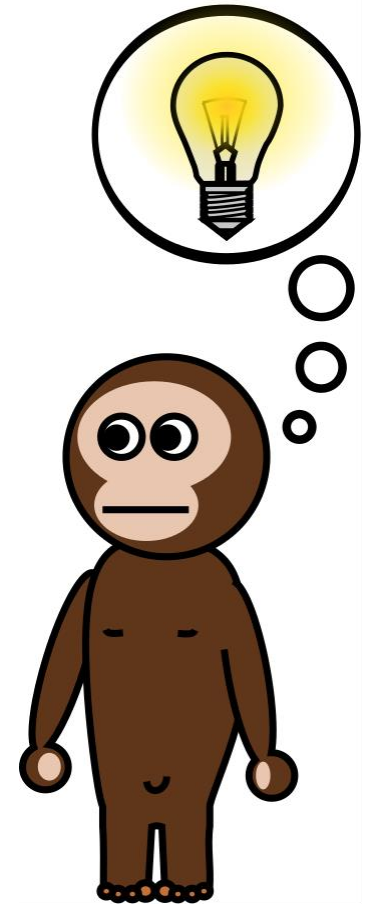
Russia

Indian
Ocean



An idea

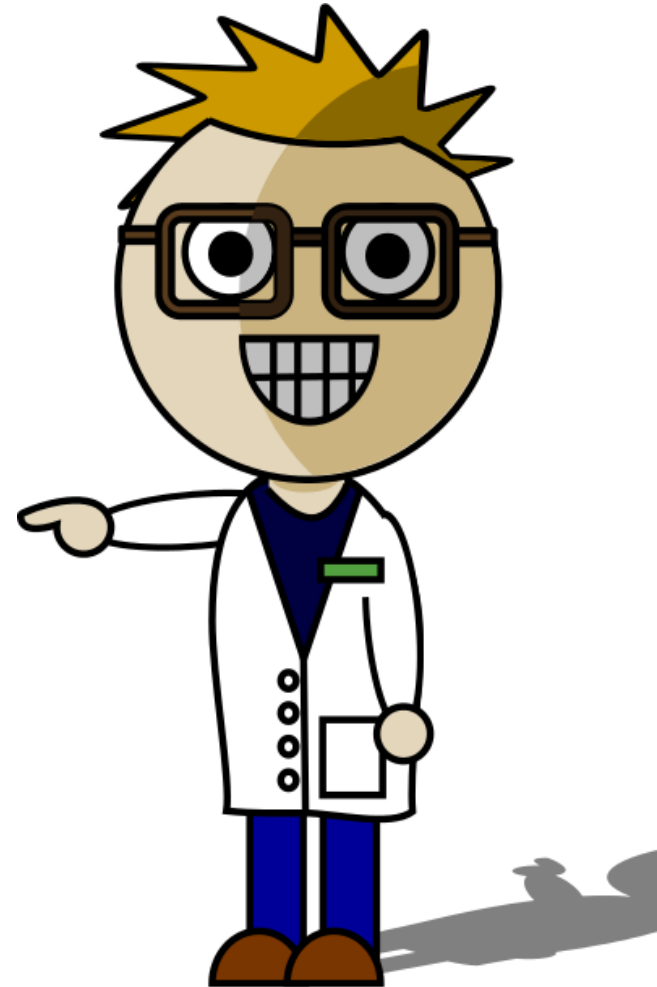
- **Scientific & credible - yet funny**
- **Accessible to anyone (ex. blog)**
- **Tackle health-related myths**
- **Possibly draw something**



Le Pharmachien

(the PharmaDOG... ?!)

The irreverent
pharmacist who
brings science to life
and death to
pseudoscience



Le Pharmachien

You are posting, commenting, and liking as Le Pharmachien — Change to Olivier Bernard

Page Activity 24 Insights Settings Build Audier

Le Pharmachien

Le pharmacien impertinent qui simplifie la science et anéantit la pseudoscience



Le Pharmachien Website

Liked Following Message

Timeline About Photos Likes More



Sep. 2014





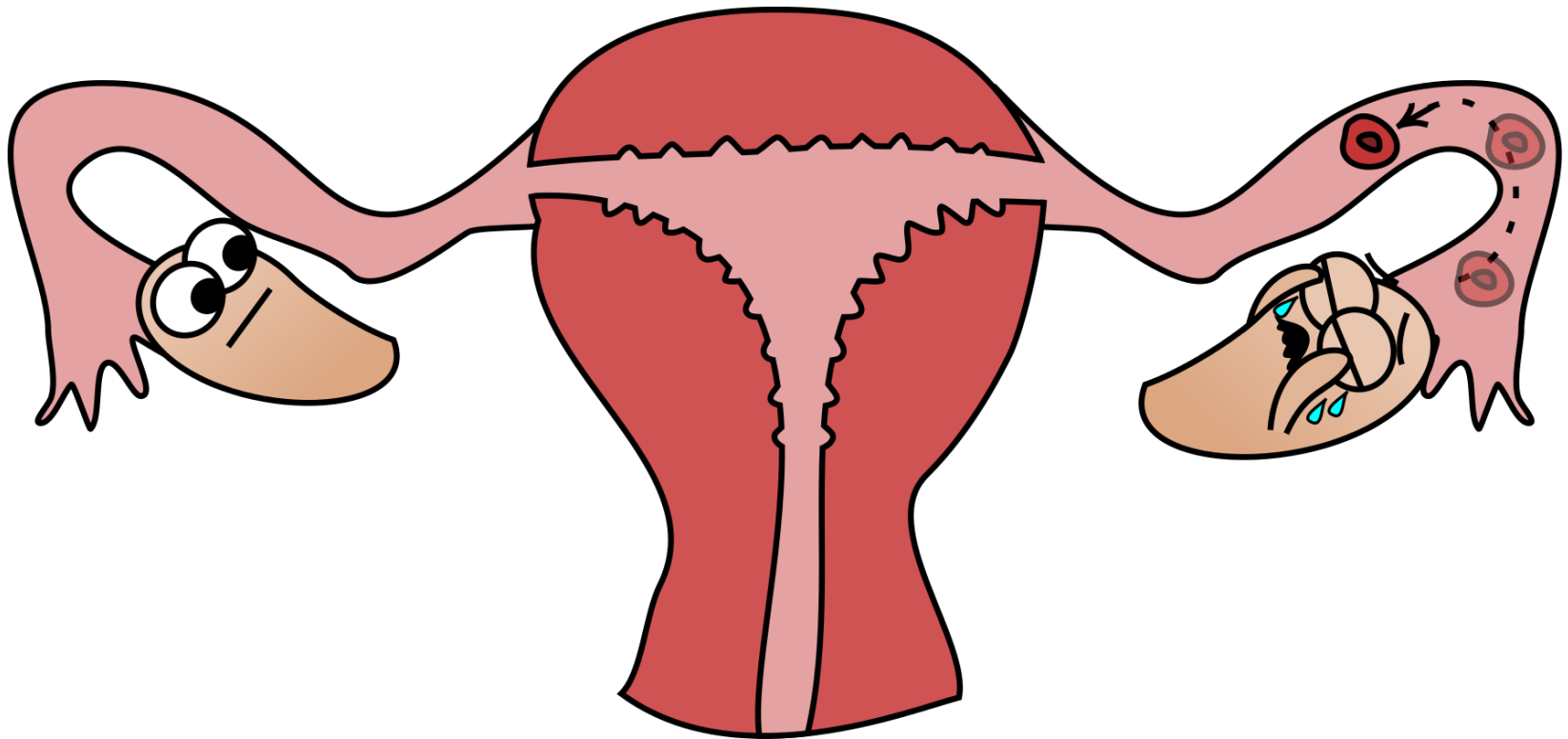
NOUVEAUX SERVICES EN PHARMACIE
Québec retarde l'entrée en vigueur

TVA

INFO MAN

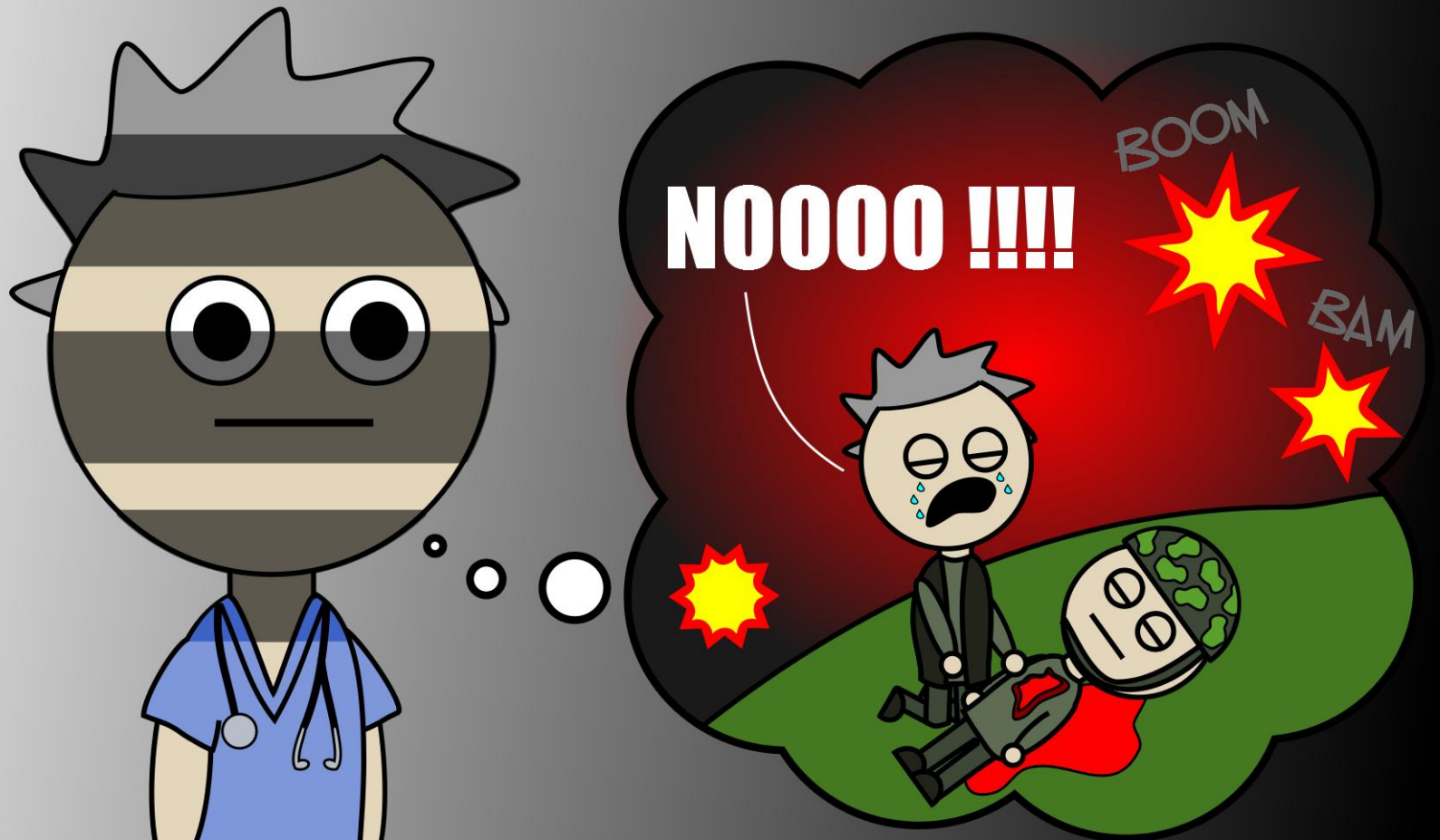
OLIVIER BERNARD
Pharmacien et auteur du blog
"Le pharmacien"

How great topics are made

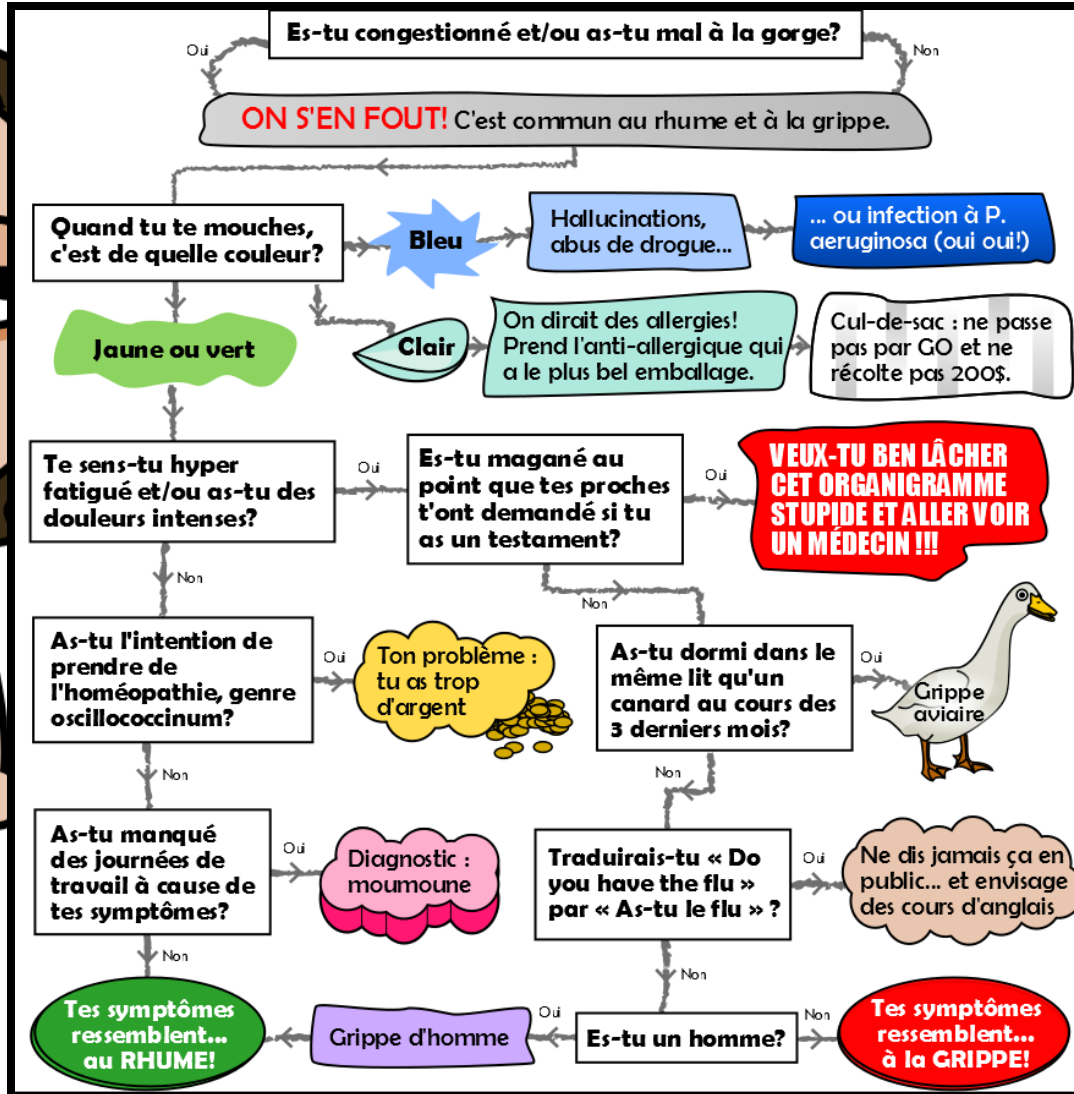


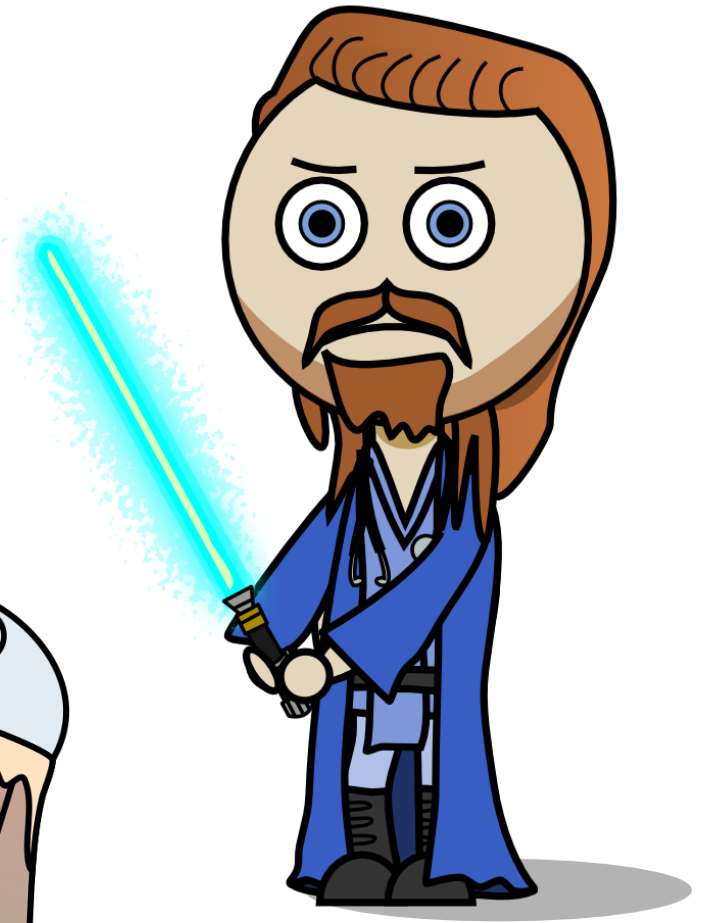
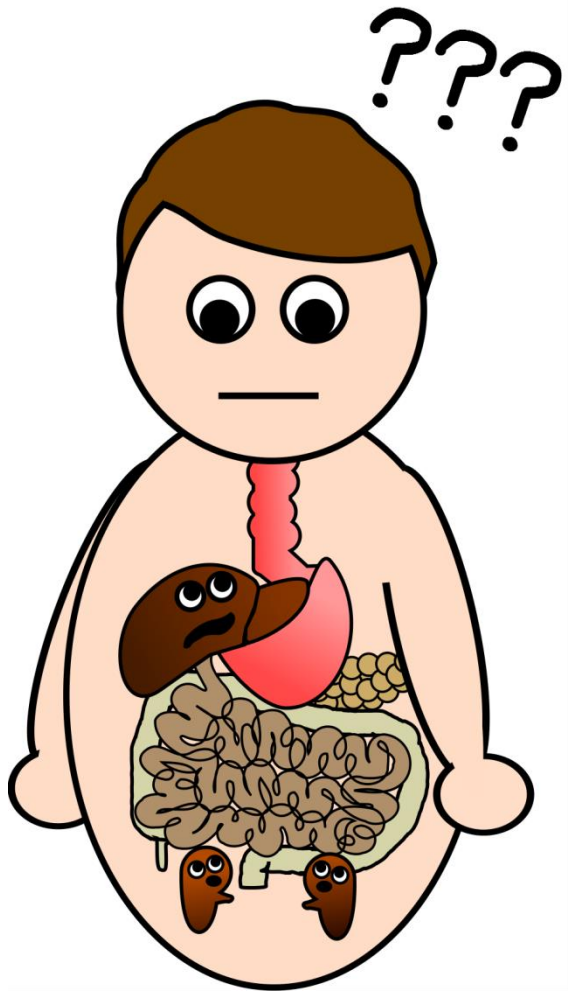
There is no such thing as a great topic

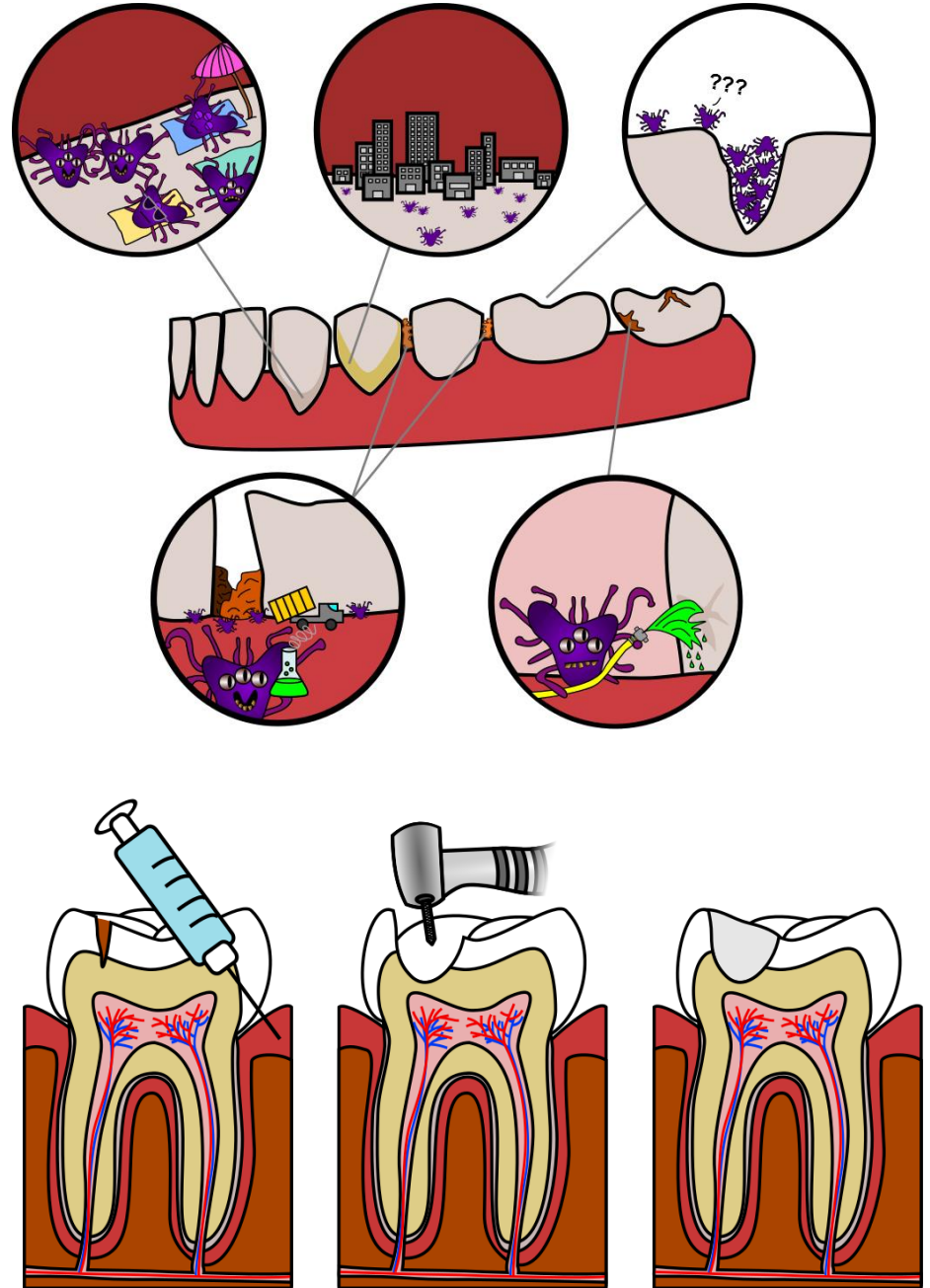
There are only topics approached
from a **great angle**

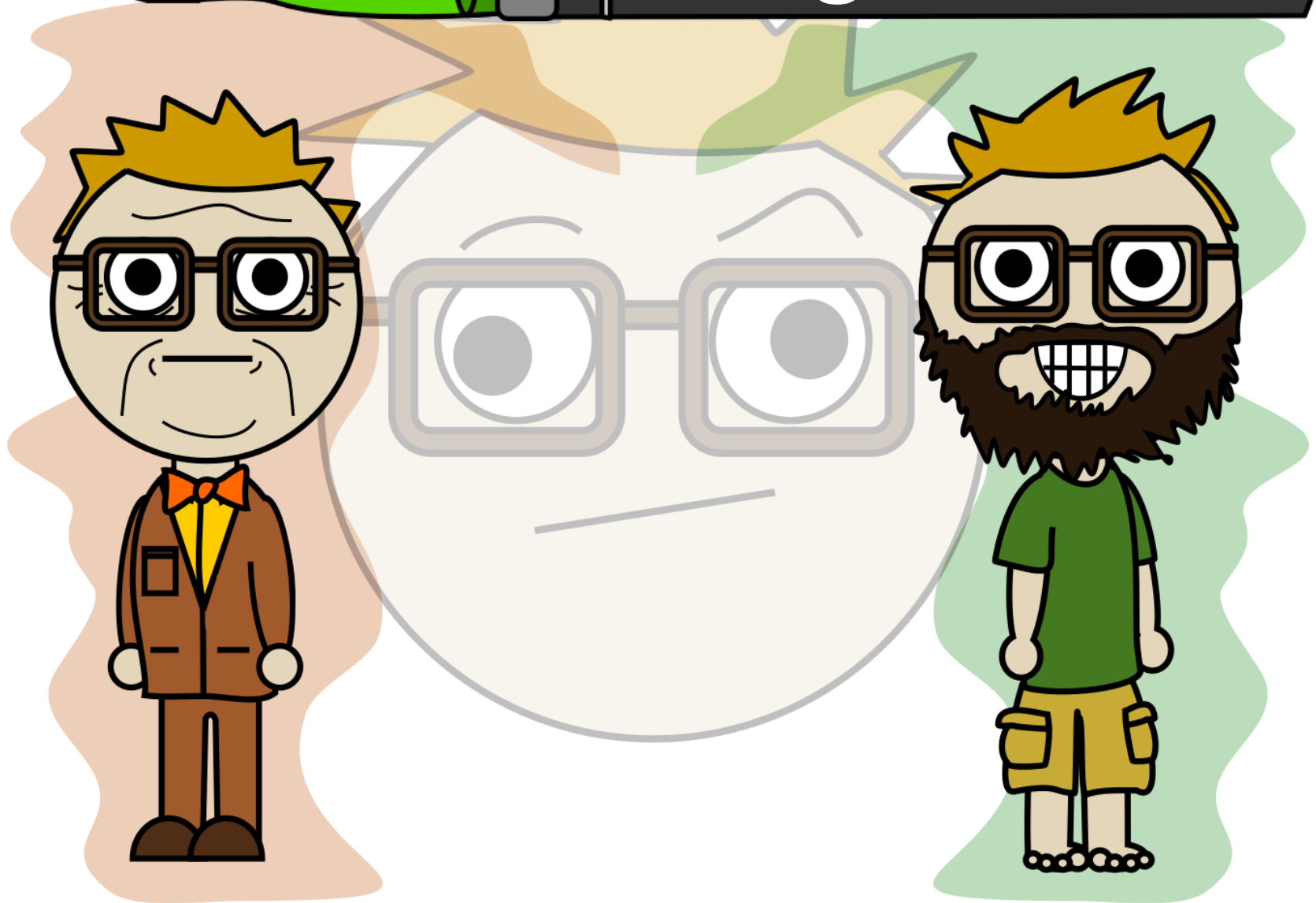


Do I have a **COLD** or the **FLU** ?



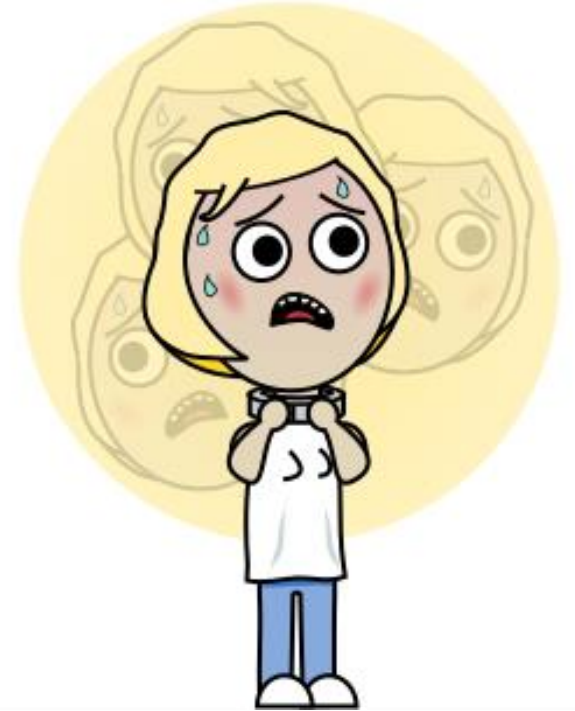
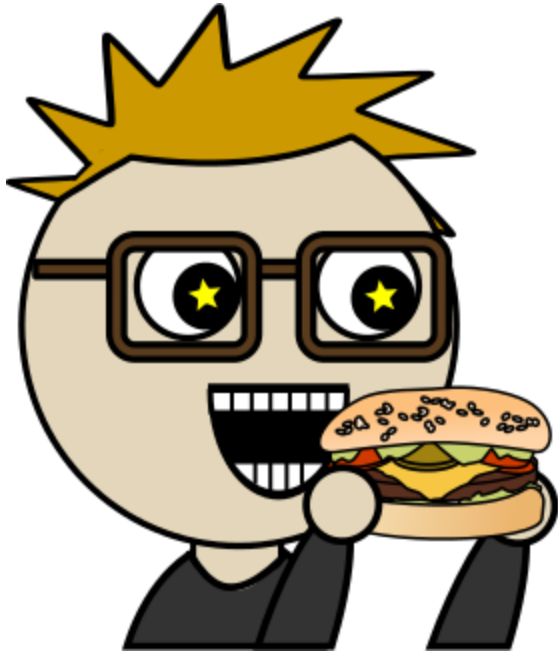




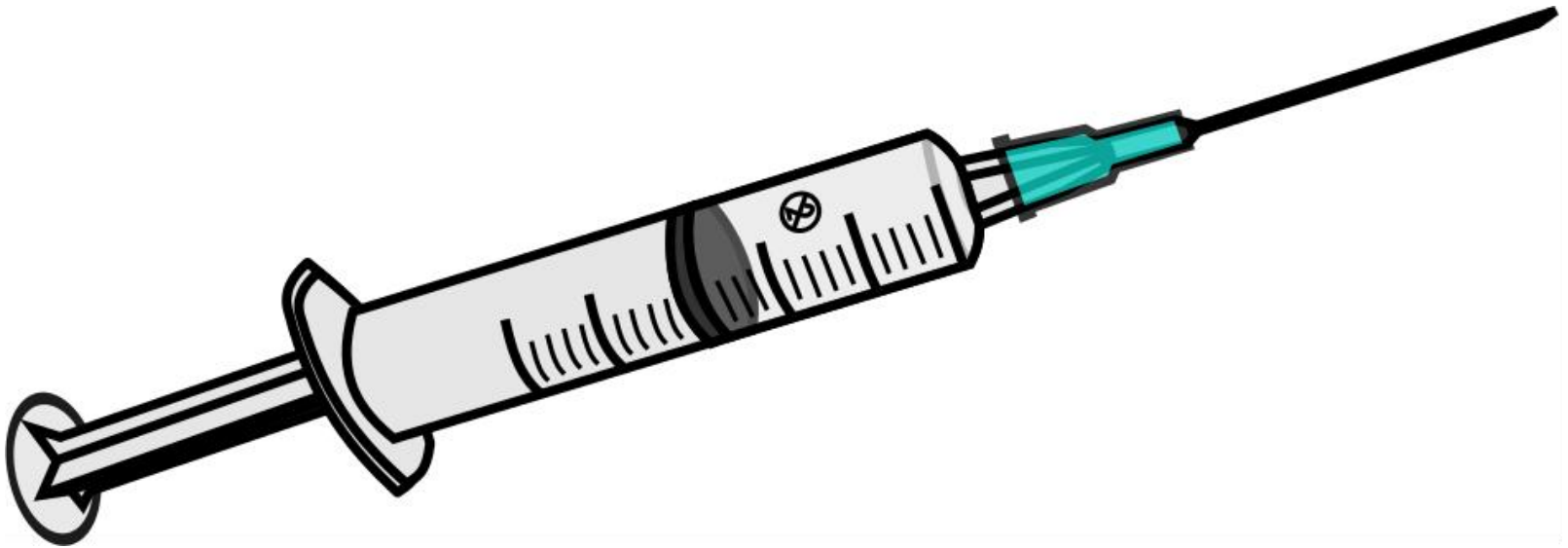


How I explain the success of my website

**Authentic
Involvement
Emotion
Need
Unique
Effort**

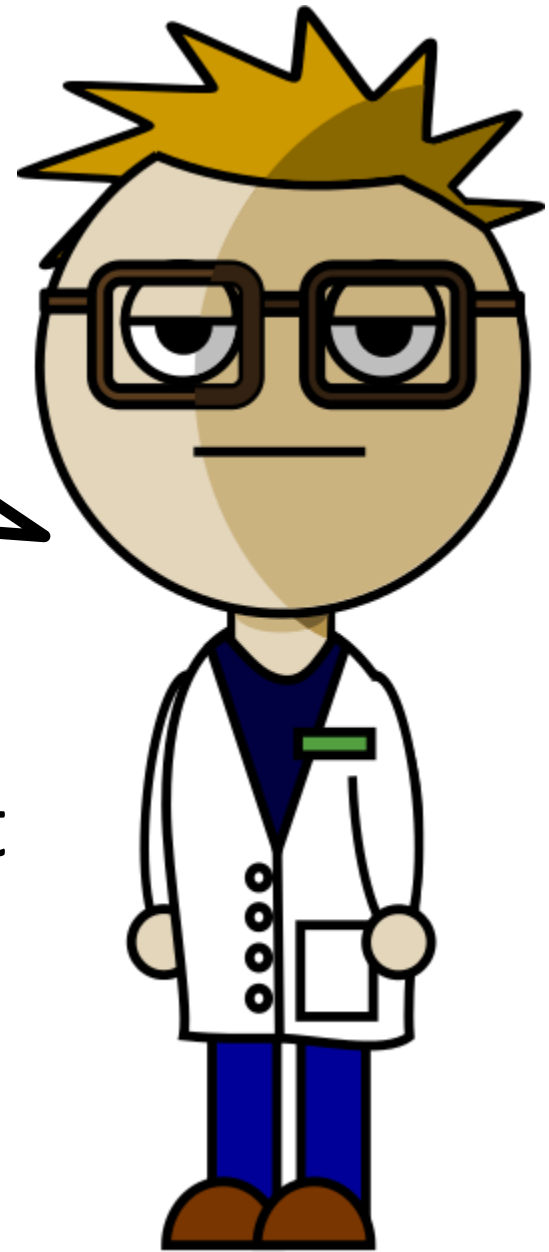


The vaccines “~~debate~~”



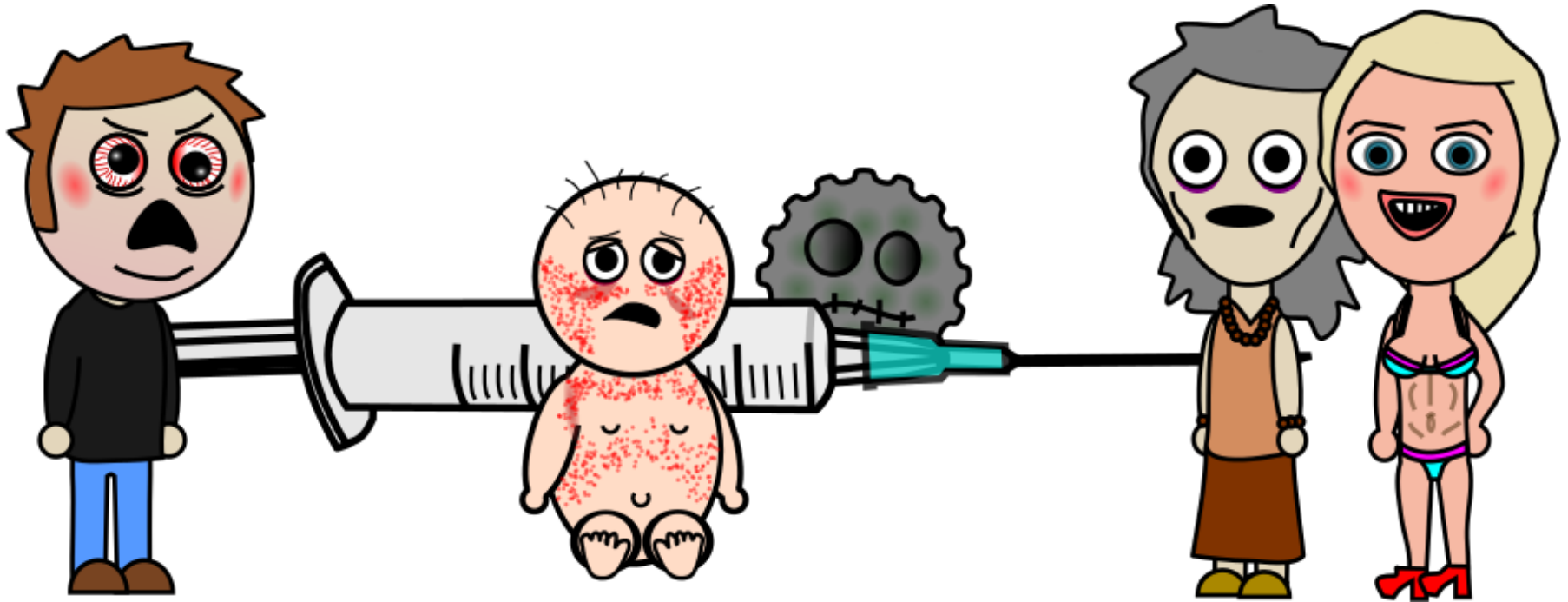
No*

* There is no debate about vaccination, so I can't see myself pretending that there's one on TV.

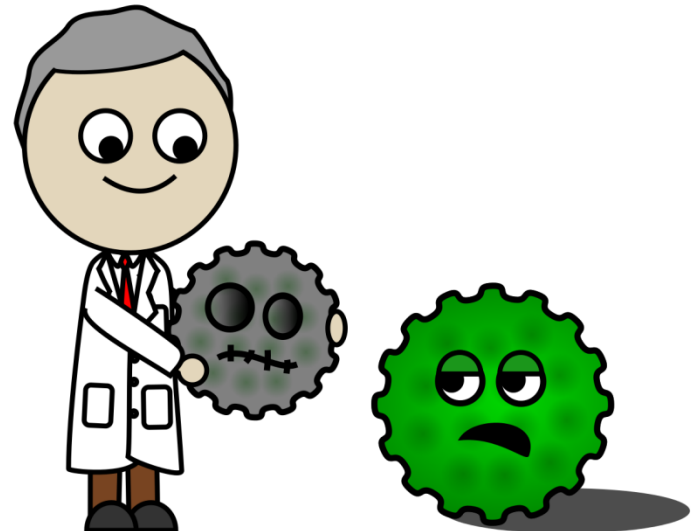
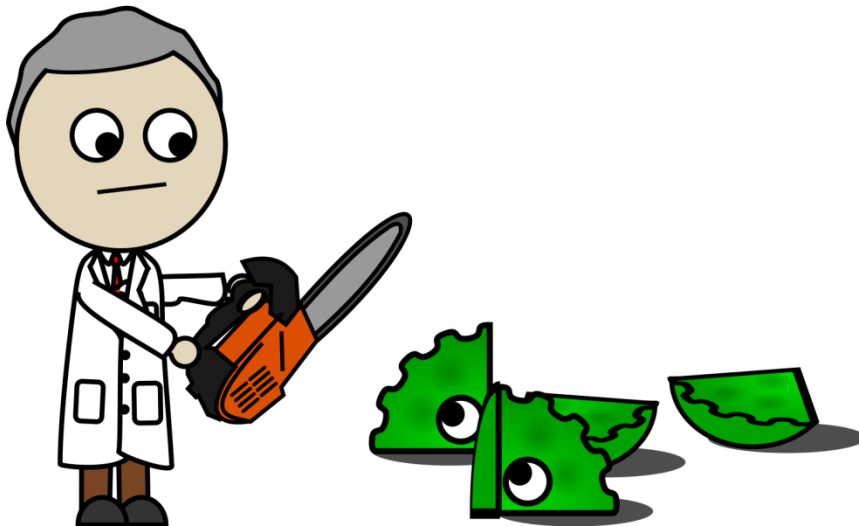
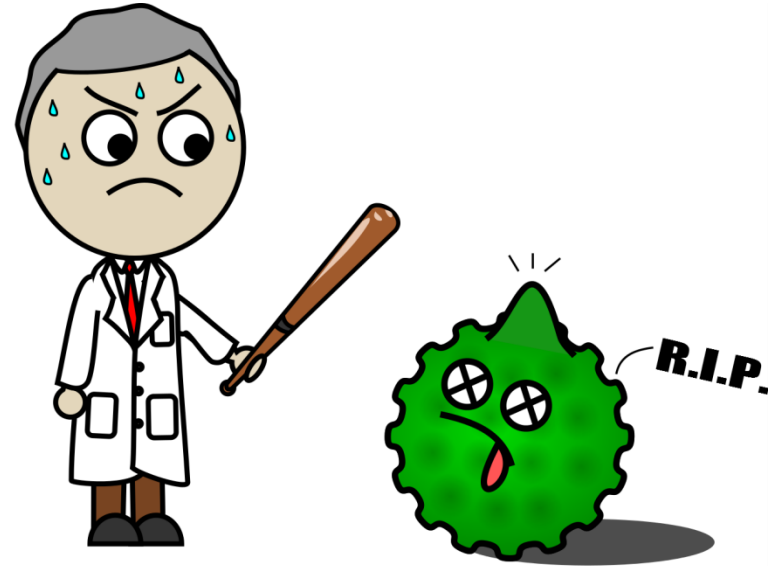
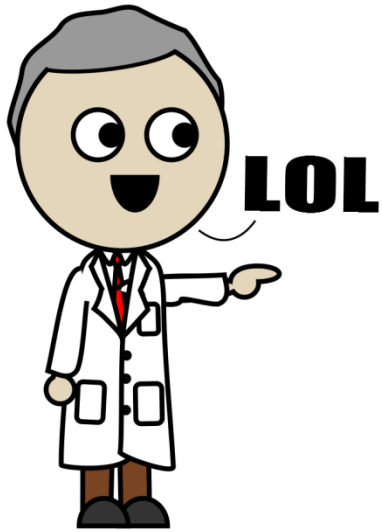


5

**badly informed
opinions about
vaccines**



The flu vaccine causes the flu



Polio doesn't even exist anymore !

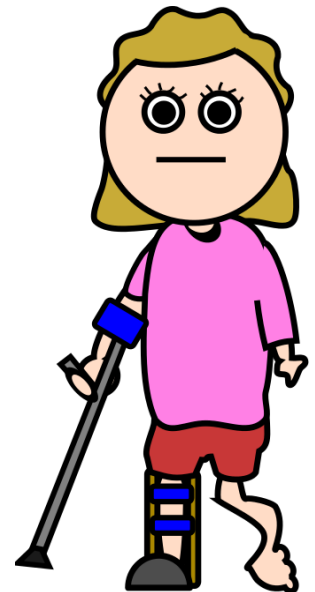
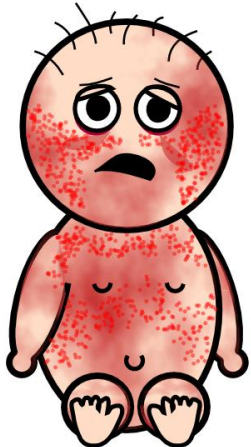
5. No more vaccines !!!

1. Horrible diseases kill people

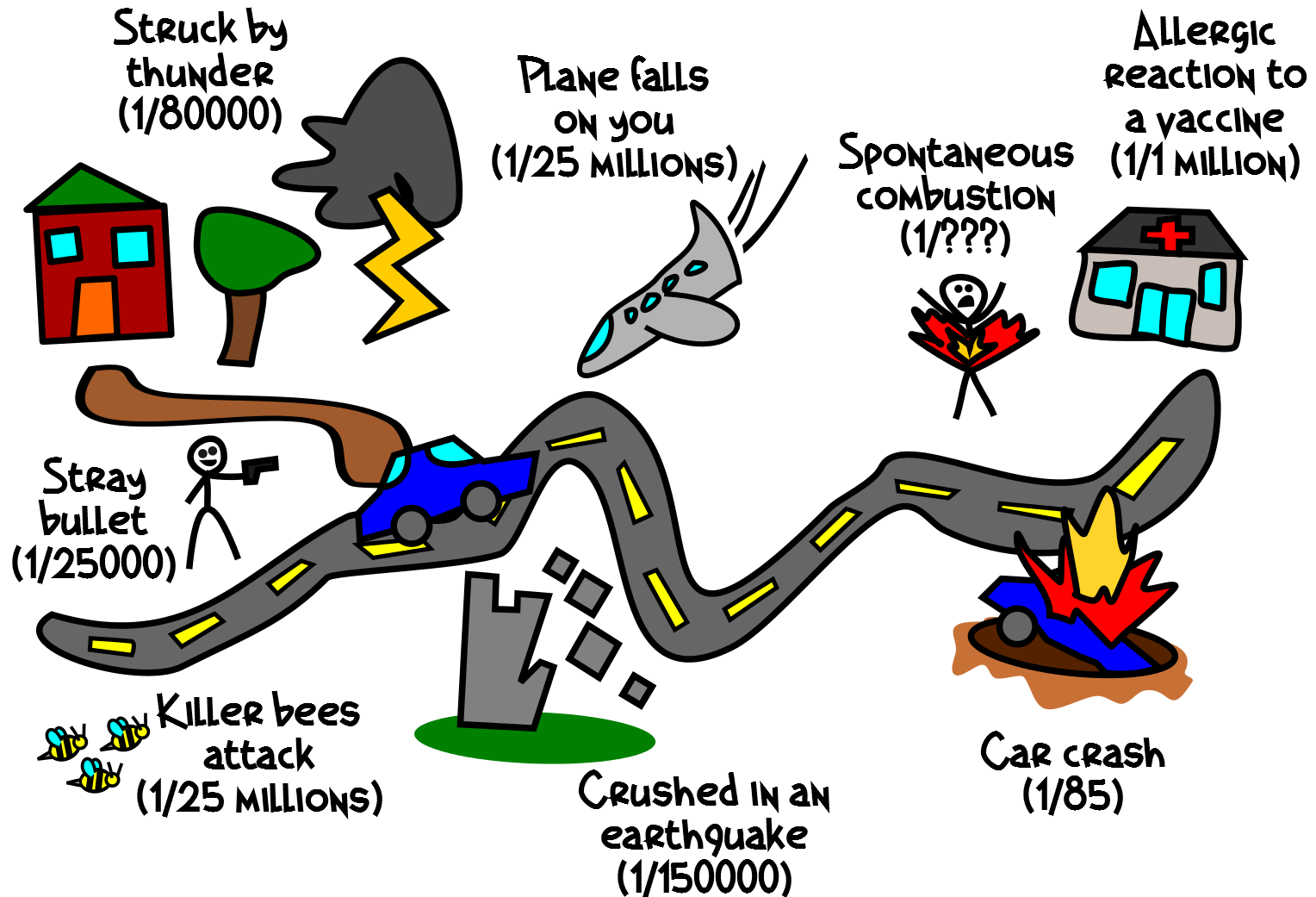
4. Uh... why do we vaccinate again ?

2. Let's vaccinate everyone !

3. Wow, diseases are almost gone !



The safety of vaccines is unknown



Vaccines cause autism



The thiomersal-aluminium scapegoat

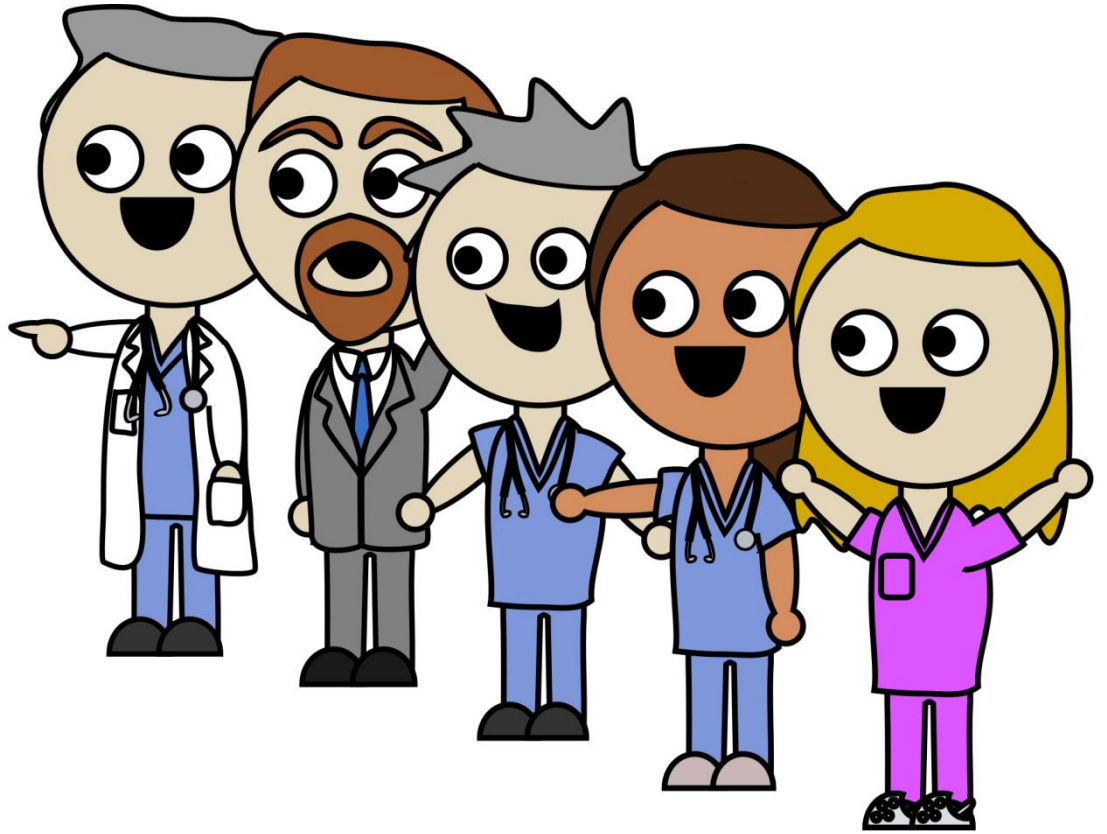
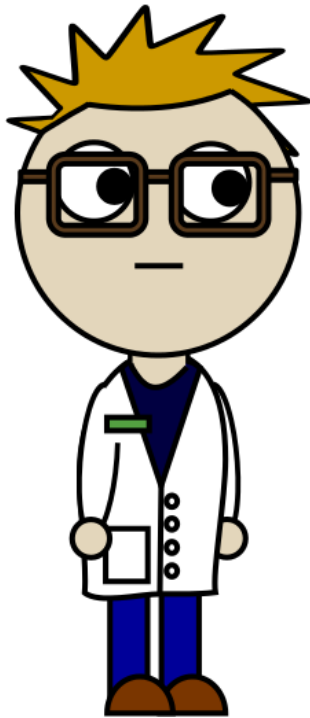
My kids don't need vaccines because...

I give them homeopathic vaccines !

The whole family is on a toxin-free, gluten-free diet !

I make a herbal tea to boost their immune system !

They only hang out with unvaccinated kids !





FLOOD OF
COMMENTS

Vaccines are crap

**(I'll be dead before anyone
vaccinates my child)**

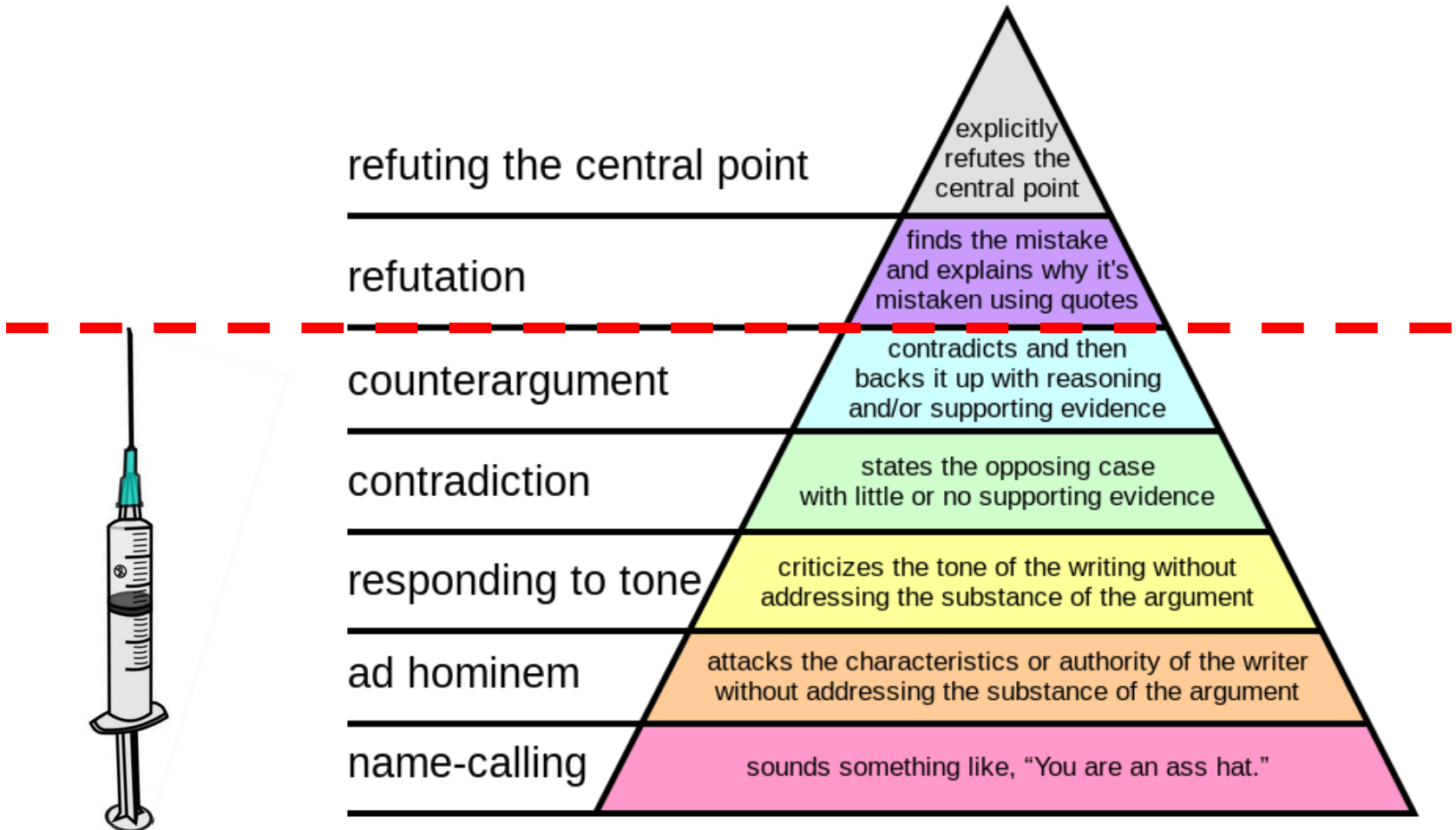
**Everybody has a right to
their opinion**

**Vaccines are how the US
government introduced
AIDS in Africa**

**Vaccines do more harm
than they do good**

**Vaccines cause autism
and other serious
diseases**

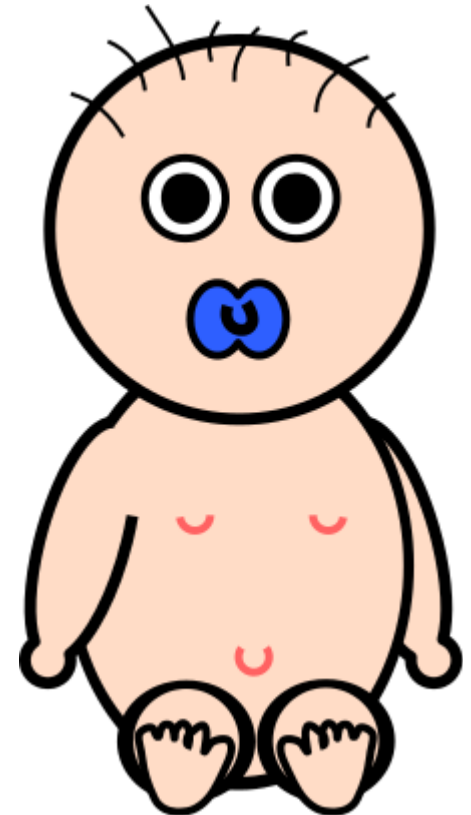
Paul Graham's hierarchy of disagreement



The “debate” is not a
rational one

It’s an

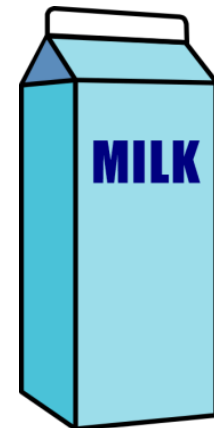
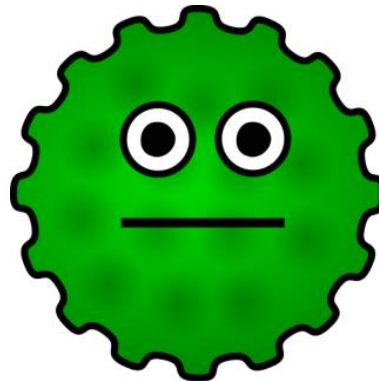
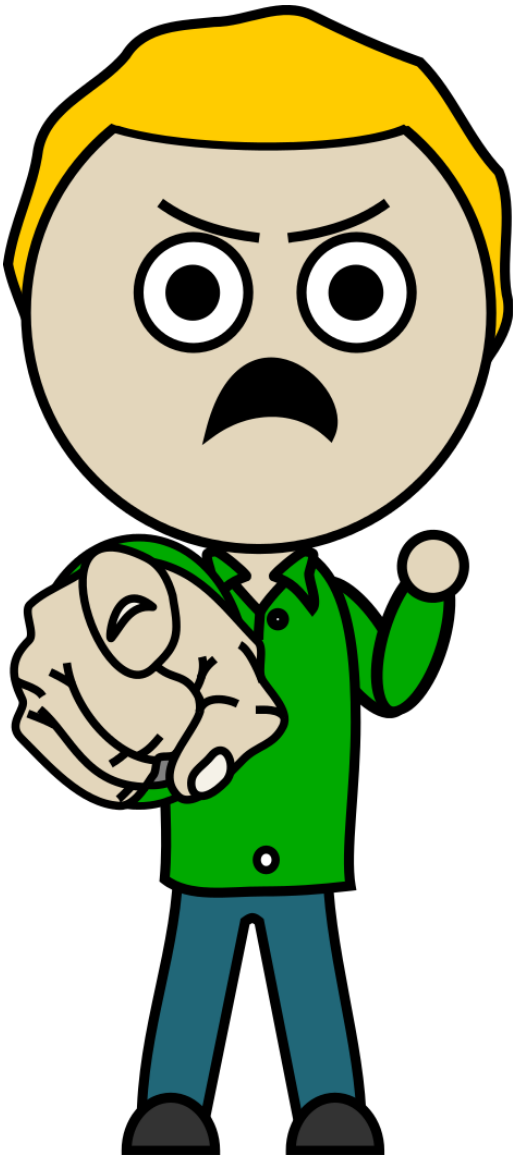
EMOTIONAL one

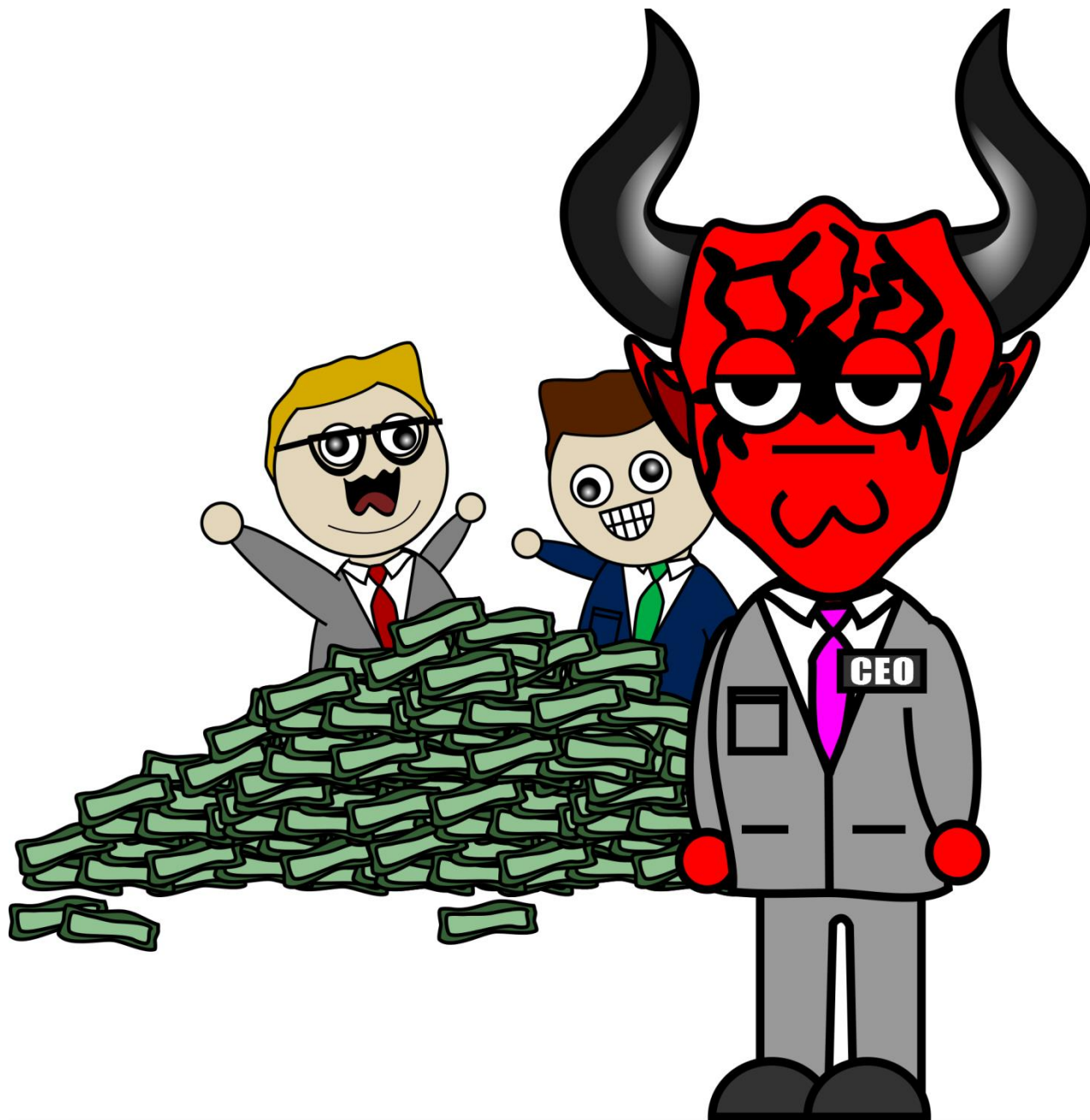


**I'm not sure if I should
get vaccinated or not**

Refusal

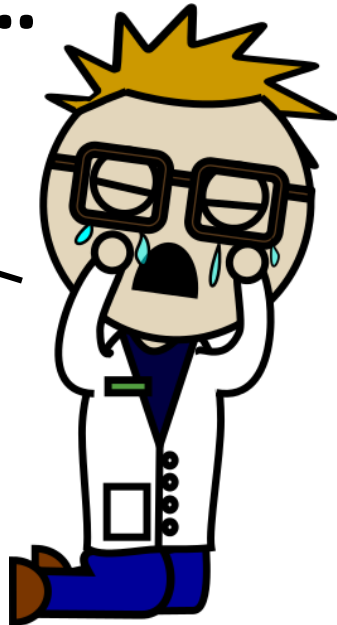
is part of a
set of beliefs



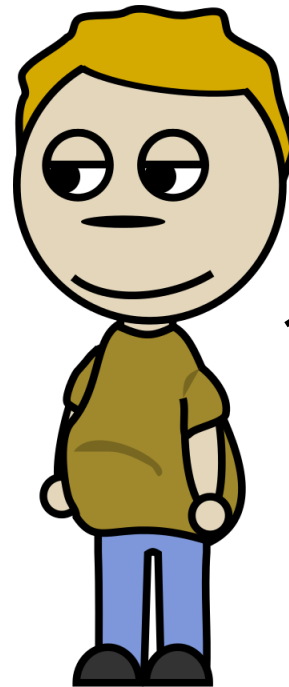


Lessons learnt : How can we do better ?

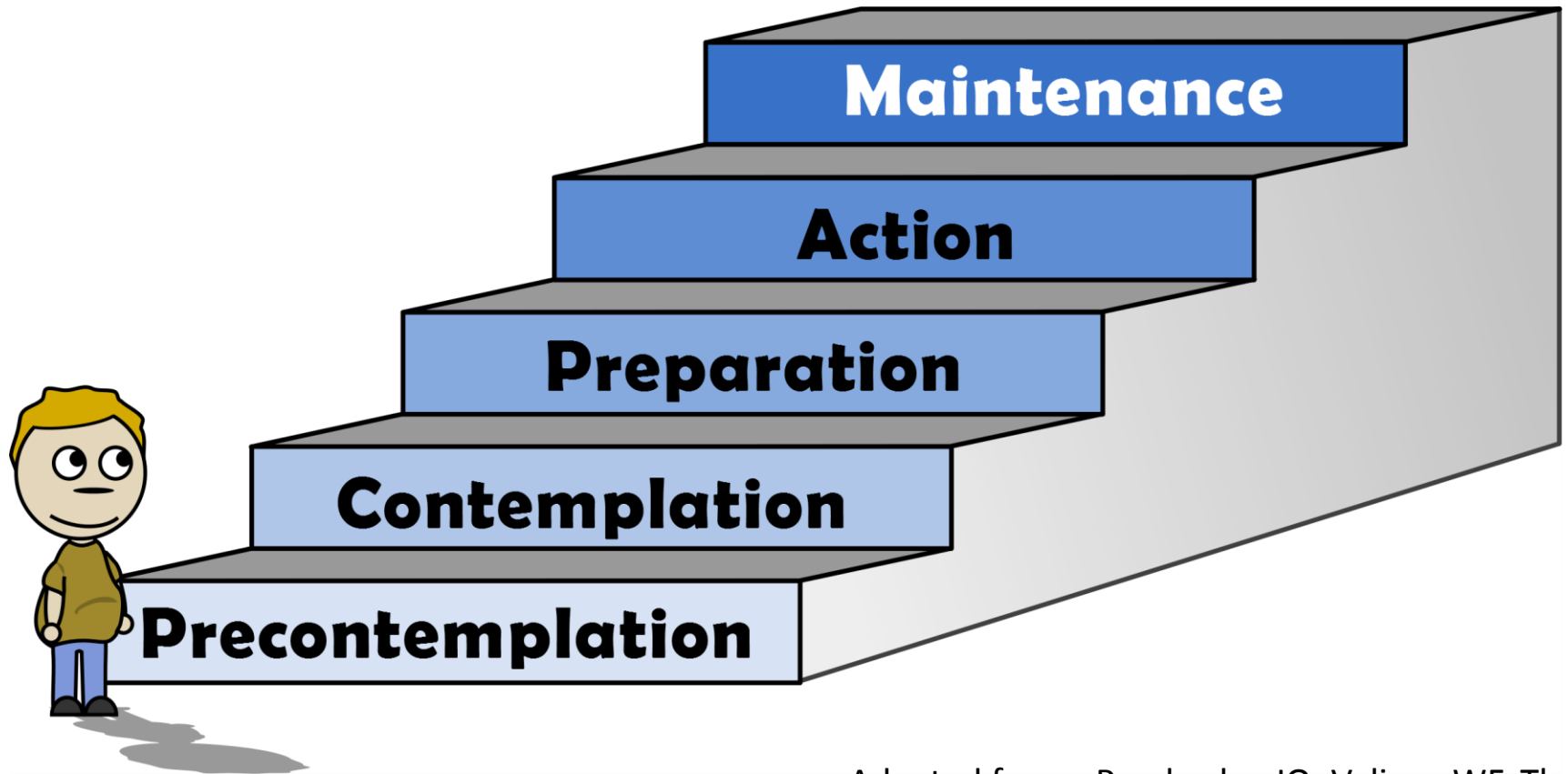
**Will you
listen to me...
PLEASE !**



**... huh, what
were you
talking about,
again ?**

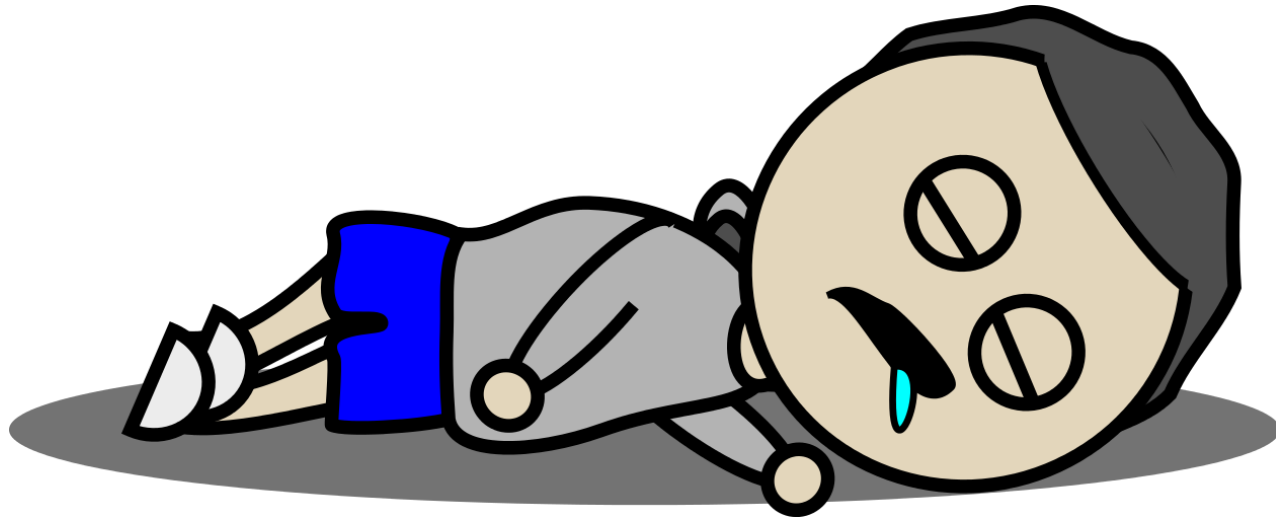


HCPs must improve their ability to influence behaviour

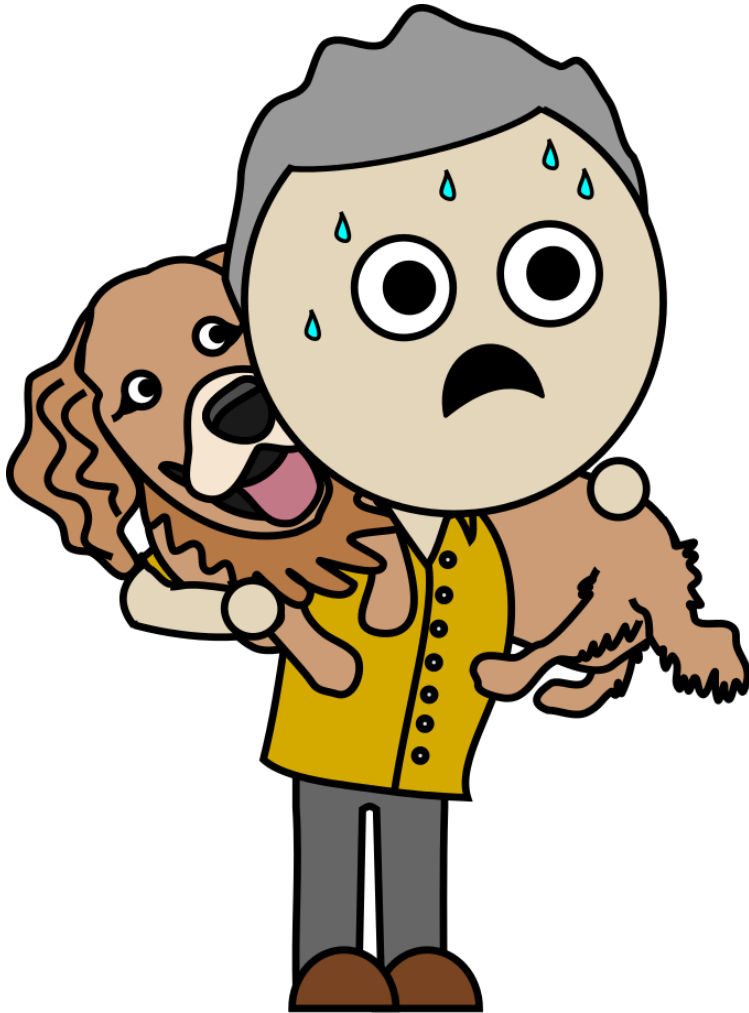


Adapted from : Prochaska, JO; Velicer, WF. The transtheoretical model of health behavior change. Am J Health Promot 1997 Sep–Oct;12(1):38–48.

**People are
dramatically
unmoved by data**



What gets people interested ?



Emotions

Using their language

Stuff they can use

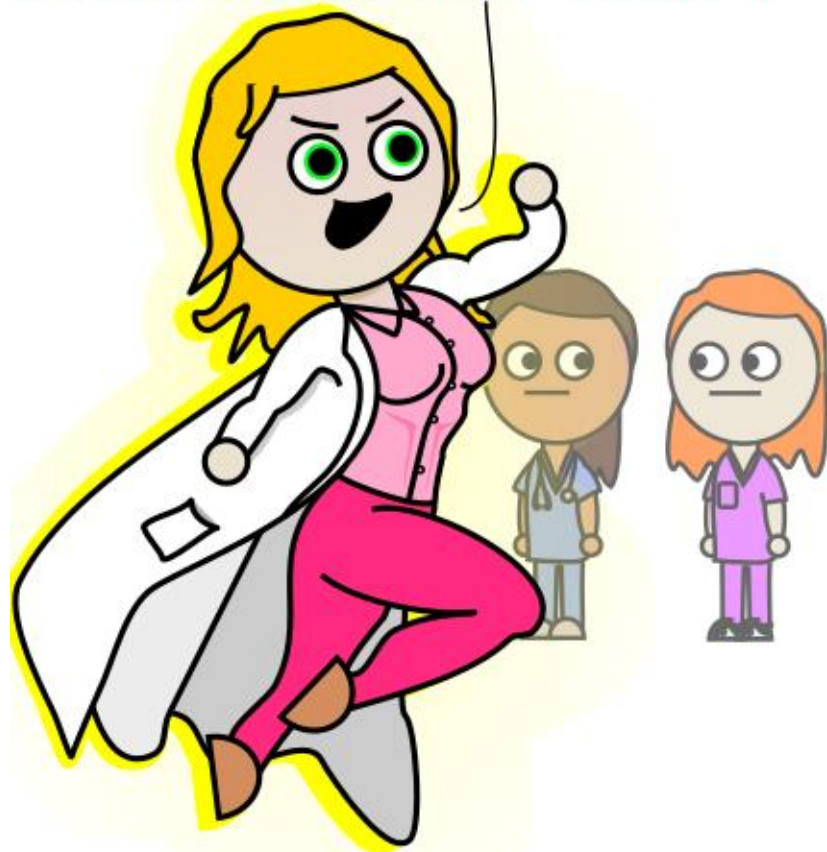
Authenticity

Humility

Bridge the gap

At work

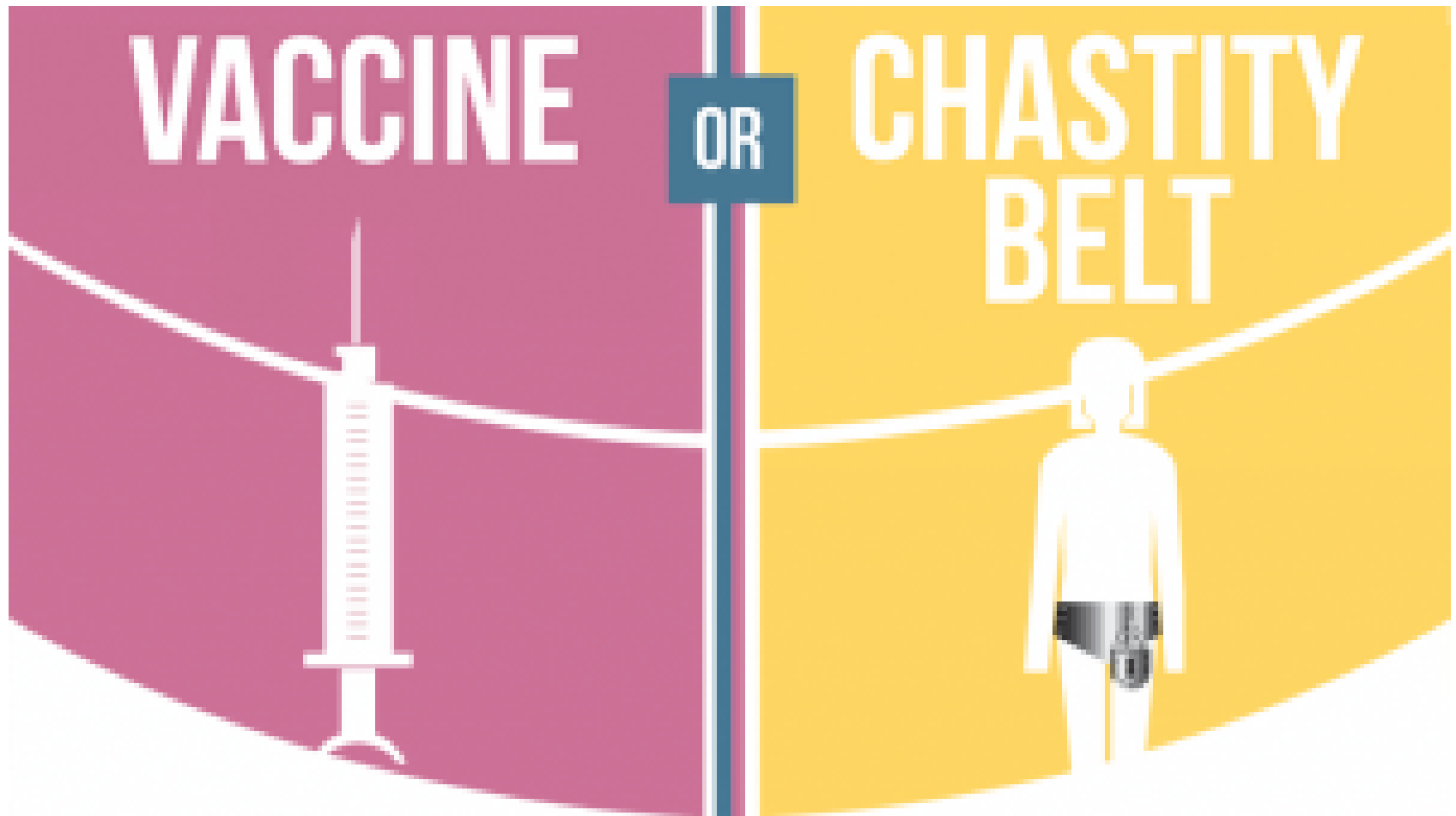
BRING IT ON !



At home



HPV vaccine campaign in Quebec (2011)



Media scrutiny

[g+1](#) [Tweet](#) [Share](#) [★ Favorite](#)

663,512 VIEWS	2,233 COMMENTS	204K SHARES
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Posted August 24, 2014

**Fraud at the CDC uncovered,
340% risk of autism hidden from
public**

CNN iReport



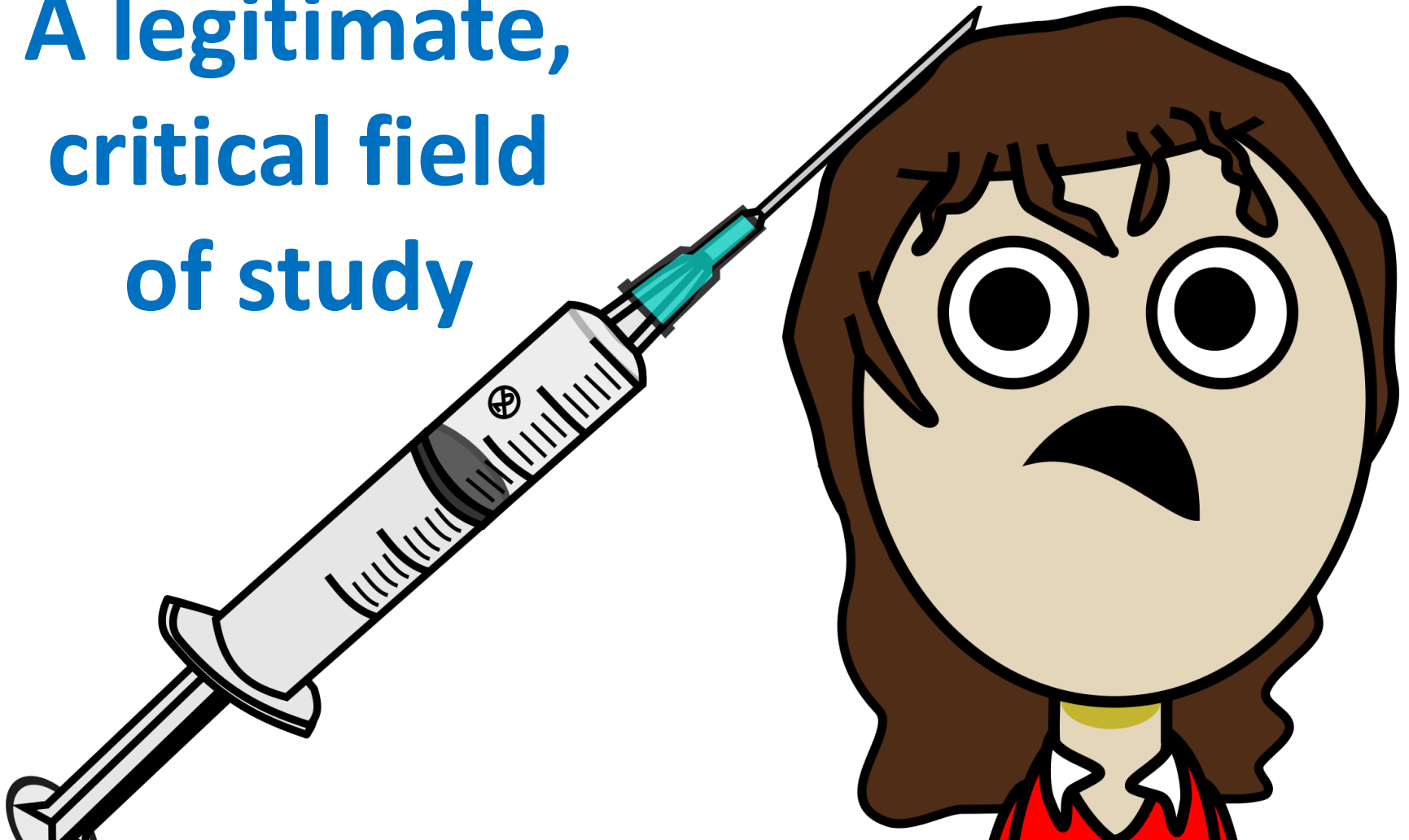
Trust in the pharma industry

1 → 2 → 3



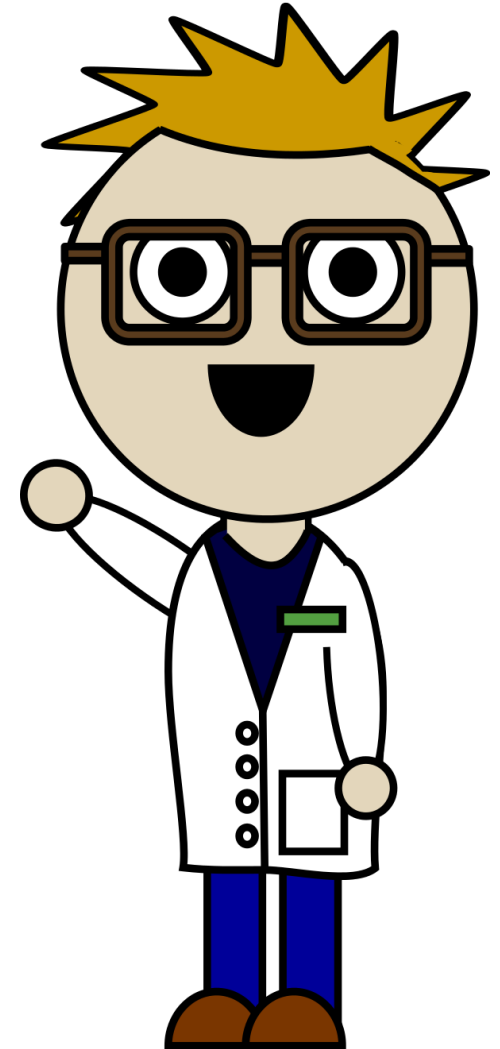
Vaccination acceptance

A legitimate,
critical field
of study

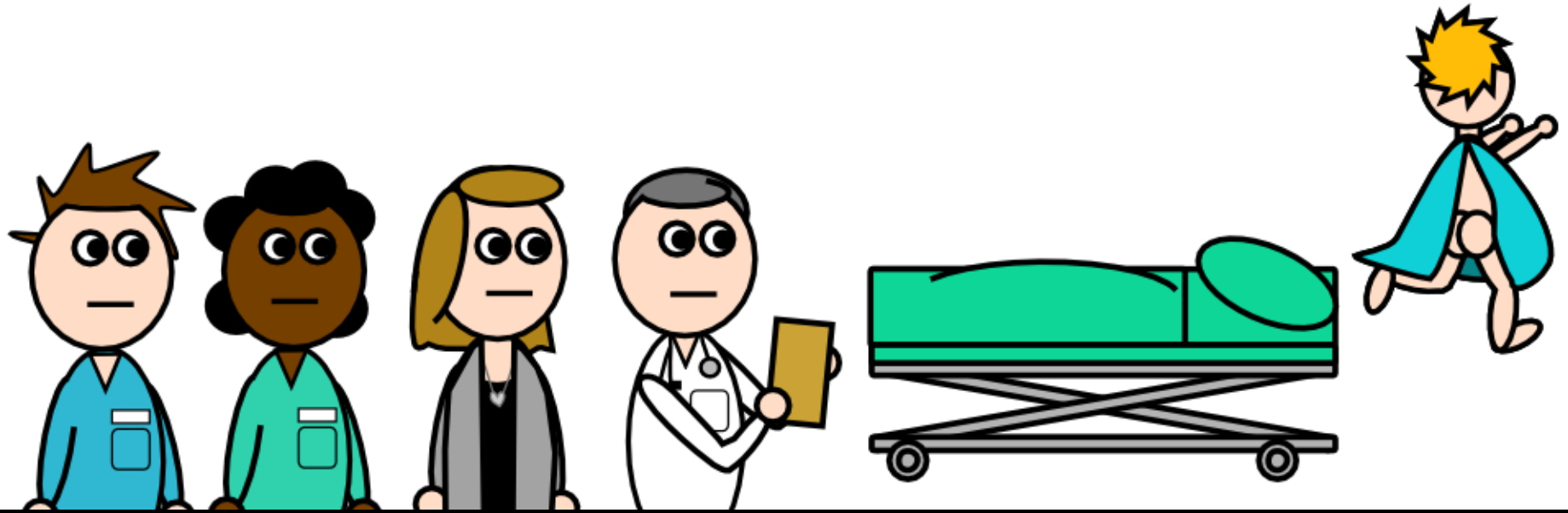


Acknowledgements

- **Everyone in the room for attending !**
- **The organizing committee for inviting me !**
- **People who waste time on my website...**



olivier@synaupsis.com



See ya !

**(don't be shy : please come talk
to me during the meeting !!!)**