

Measuring the Behavioural and Social Drivers (BeSD) of Vaccination

Annecy 7th Vaccine Acceptance Meeting

Les Pensières Center for Global Health Veyrier du Lac - France

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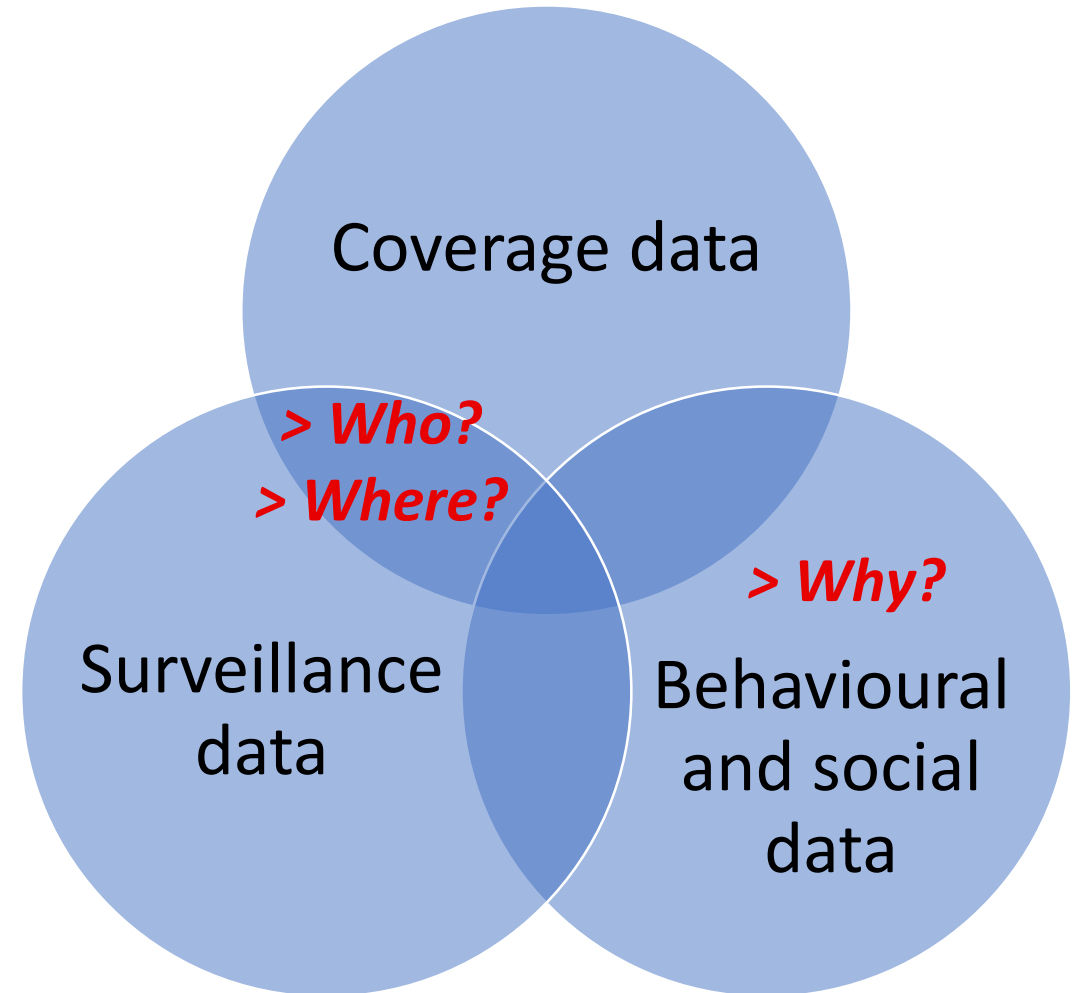
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The rationale...

- Stagnating DTP3 coverage globally
- Backsliding in some regions and countries
- Measles outbreaks in all WHO regions
- Shifting social and political context
- Vaccine-preventable diseases less visible

.... how, if at all, are these factors linked?

- About 40% of countries assessed reasons for “hesitancy” in the last 5 years...



BeSD working group

Objectives:

- Provide a set of tools and guidance for programmes and partners to boost the **availability, quality, and use** of *local* and *global* data on acceptance and demand
- Support assessments of under-vaccination to inform policy-making and planning
- Facilitate the design and evaluation of interventions
- Track comparable trends over time at a sub-national, national, and global level
- Contribute to regional and global reporting processes, e.g. WHO/UNICEF JRFs

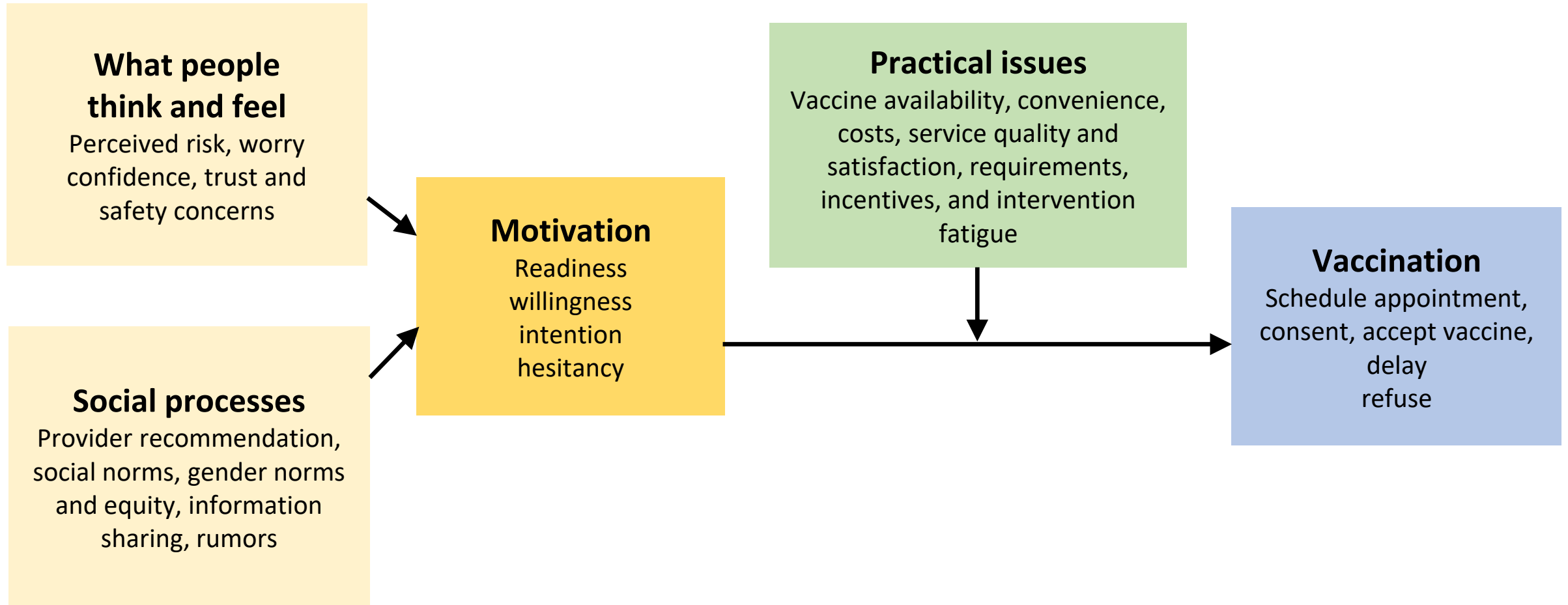
Expected outputs

- **Quantitative** survey tools - caregivers
- **Qualitative** interview tools - caregivers, health care workers, community health workers, and programme managers
- User-friendly practical **guidance** for local data collection, analysis and use

Activities

	Status
Identify drivers of vaccination – literature review	Completed
Identify existing measures – literature review	Completed
Agree on model, constructs and testing process	Completed
Identify user needs and capacity – in-depth informant interviews	April – Aug. 2019
Identify and refine candidate question items	July – Oct. 2019
Cognitive testing in 5 countries	Q1 2020
Psychometric validation in same 5 countries	Q2+ 2020
Disseminate final draft tools and guidance	Q4 2020

Conceptual Model



Source: The BeSD expert working group. Based on: Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest*. 18(3): 149-207

For more
information...

World Health Organization | Health Topics ▾ | Countries ▾ | Newsroom ▾ | Emergency

Immunization, Vaccines and Biologicals

Vaccines and diseases

Global Vaccine Action Plan

▸ WHO policy recommendations

▾ National programmes and systems

Policy and strategies

Service delivery

Linking with other interventions

Sustainability

Financing and planning

Supply chain

Workforce

▸ Monitoring and surveillance

Quality, safety and standards

▸ Research and development

Resource materials

Newsroom

Improving vaccination demand and addressing hesitancy

Increasing and maintaining vaccination uptake is vital for vaccines to achieve their success. Addressing low vaccination requires an adequate **understanding of the determinants** of the problem, tailored evidence-based strategies to **improve uptake**, and **monitoring and evaluation** to determine the impact and sustainability of the interventions.

1. Understanding the drivers of immunization uptake

A range of factors influence whether a person is vaccinated or not. The Increasing Vaccination Model (see below chart) states that what people think and feel and social influences will affect motivation to vaccinate. Practical factors affect the ability to act on the motivation and get vaccinated.

To support the systematic assessment of these factors affecting uptake, WHO is developing a set of tools to support programmes and partners to measure and address these reasons for under-vaccination, and to track consistent and comparable data over time. The tools include quantitative surveys, qualitative interview guides, and related user guidance.

In November 2018, a global expert group called 'Measuring Behavioural and Social Drivers of Vaccination' (BeSD) was established by WHO, in collaboration with core partners, to oversee development of these tools. They are expected to be finalized in late 2020. For more information about the work of this group, please consult their [meeting report from May 2019](#).

Increasing Vaccination Model

The diagram shows two boxes representing the drivers of immunization uptake. The first box is yellow and labeled 'What people think and feel'. The second box is green and labeled 'Practical issues' with 'Vaccine availability' written below it.

https://www.who.int/immunization/programmes_systems/vaccine_hesitancy/en/