Vaccine Trust Masters Trainer Program
International Pediatric Association

Naveen Thacker
Executive Director
IPA
The International Pediatric Association (IPA) is a 109 years old umbrella organization of more than one million pediatricians, 169 member societies from 149 countries taking care of more than one billion children.
Communication ecology

- HEALTH AUTHORITIES
- MEDIA
- HCPs
- ENTOURAGE
- CIVIL SOCIETY
- SOCIAL MEDIA
TRUST IS THE BEDROCK OF VACCINE ACCEPTANCE

How can we increase trust in Vaccines²? India Polio experience

People’s decisions to vaccinate are grounded in general feelings of trust. Trust in the vaccines, healthcare professionals and the government¹.

Critical Role of Healthcare Professionals

Healthcare Professionals are the trusted gatekeepers to vaccination\(^1\)–\(^3\)

A clear recommendation =
Primary driver of vaccine uptake \(^1\)–\(^3\)

Reassurance & vaccine information from HCPs =
the reason people change their minds & accepted vaccines. \(^4\)–\(^7\)

The multipliers of vaccine confidence & uptake

But It is Not Always Easy

However, HCPS may:

• Underestimate their influence\(^1\)
• Have low perceived/actual self-efficacy to influence a decision\(^1\)
• Have decreased time to discuss vaccination
• Use prescriptive, factual language to address enquiries,\(^2\) which may have limited effectiveness in changing behavior\(^2,3\) [know-do gap]

Trust in the source of information may be more important than what is in the information\(^4\)

Enabling HCPs To Improve Vaccine Confidence & Build Resilient Demand

- You are a trusted source of vaccine information
- Your recommendation is a powerful predictor of vaccination

You are the cornerstone of public acceptance of vaccination

You need to know this, be valued for this and be equipped to help people make healthy decisions such as vaccinating

IPA Master Trainer Program

a practical guide aims to facilitate this
IPA VACCINE HESITANCY TRUST PROJECT

Fostering resilient public trust in vaccination

Aims

- Equip & Galvanize health professionals to advocate vaccination
- Create resilient public health communications ecosystems

Objectives

- To engage and empower pediatricians on vaccination by improving the effectiveness of their conversations with patients leading to increased trust, positive intent to vaccinate and healthy preventative behaviors.
To provide leadership and policy advice to national pediatric societies so that they can build nationwide Value of Vaccination (VoV) messaging to the public, media, politicians and decision makers and support the pediatricians in their efforts in vaccine advocacy.

To train pediatricians to become influencers in the community and social media so that they are recognized as the go-to experts on vaccination thus enhancing community ownership of positive vaccination practices and are able to execute counter measures to negative propaganda by virtue of being advocates of child health.

Build a community of practice, share knowledge, best practices – Global Leadership Forum

Document, analyze and share impact of pediatric advocacy, effects of enhanced communication techniques and influence of counter measures
Vaccine Trust Master Trainer Program

**GIVING PEDIATRICIANS AN EFFECTIVE VOICE IN DIFFERENT CHANNELS**

- MEDIA
- HEALTH AUTHORITIES
- HCPs
- CIVIL SOCIETY

Regional Training of Trainers (ToTs) in 7 IPA regions, roll out and scale up in multiple countries
Vaccine Trust Master Trainer Program

5 training modules

- **Behavioral Science**: Understand evidence-based principles of behavioral science
- **Interpersonal Communication**: Support and train frontline healthcare workers in the Global Interpersonal Communication on Immunization (IPC-I) package.
- **Building Vaccine Value**: To support prevention strategies and build trust and awareness in the value of vaccines
- **Social Media**: Train HCPs to become influencers in the social media conversation on vaccines.
- **Main Stream Media**: Prepare HCPs to become media go-to experts on vaccination.
AIMS IPC Training Package

Communications & behavioral research shows that HOW we speak with people is as important as WHAT we say.

- **Talking to [didactic]** → **Talking with [conversation]**

  - **Reactive state** → **Responsive state**

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**Announce**
- Announce vaccination will happen, assume people are ready to vaccinate

**Inquire**
- Seek to understand the person by asking them about their concerns

**Mirror**
- Ensure they know you understand them by repeating what they said & asking if that is what they mean

**Respond & Secure**
- Respond to the persons concern
- Consolidate every conversation by securing trust
AIMS IPC Training Package

Behavior-centered Interpersonal Communications training for HCPs

WHAT | Rich multi-media package

1. Pre-reads
2. Modules 1 & 2
   - Vaccine Hesitancy Overview
3. Public Campaign
4. Facilitator guide & Evaluation model
5. Online learning module (in development)

AIMS Methodology

Development of both qualitative & quantitative approaches to measuring impact on:
1. Practice,
2. Perceived self-efficacy &
3. Vaccine Acceptance.
IPC/I Initiative By UNICEF - Proposed IPA Collaboration

- Global Advisory Group – Nine global partners including GAVI, CDC, WHO, JSI, Manoff, Emory University, Bullcity Learning & IPA.
- IPA endorsing the package
- Advocacy for need of package
- Helping in regional Training of Trainers by providing Master trainers
- IPA can coordinate to develop M & E indicators globally
- Member societies can promote and help coordinate in tweaking IPC along with local governments and ensure that timelines are maintained
Social Media Engagement Module

**Helping HCPs to become influencers in the social media vaccine conversation**

### Social Media 101
- Understanding social media
- Getting started
- Tips & Tricks
- Becoming an influencer

### Vaccines Disinformation Narrative
Facilitates tailored presentation on vaccine disinformation that tiggers listener to question:
- How disinformation spreads & gets traction
- How to innoculate against disinformation
- 6 illustrative case studies

### Social Media Advanced

#### Social Media Strategy Guide and Anti-Vaccine Combat Toolkit:
- Developed by Dr. Todd Wolynn & colleagues at Kids Plus Pediatrics after they had a huge denial-of-service attack
- “Shots Heard” Round the World: social media rescue network to aid HCPs experiencing a large-scale anti-vaccine social media attack.
What can be done?

Innoculate against misinformation - 2

- Highlight the tactics used to confound
  - WHO-EU has identified the most common tactics
- Challenge source credibility
  - Unmask underlying motivations of authors of disinformation
  - Pre-emptively warning people of a hidden agenda behind spread of disinformation can “inoculate’ people
- 3 common hidden agendas:

  1. Conspiracies
  2. Fake experts
  3. Selectivity
  4. Impossible expectations
  5. Misrepresentation and false logic

Main Stream Media Engagement

Helping HCPs to interact with media and deal with vocal vaccine deniers

- Understanding the Media
- Developing key messages
- General interview tips
- Engaging during crisis
- Writing a press release
- Writing blogs and op-eds
Monitoring & Evaluation Plan

**Output Indicators**
- Knowledge Evaluation
- Value Perception
- Workplace Output
- Social Media Output
- Social Media Interaction

**3-step process**
- Pre-training Evaluation
- Post-training Session
- Post Use Session

**Methodology**
- Sample Surveys
- Self-assessments
- Client exit interviews
- Qualitative Interviews
- Social Media Hashtags
- Media Articles
Pilot Master Trainer Workshops

93% of participants felt empowered to proactively talk about vaccination with their patients.

>80% participants believed the acquired skills will help their daily practice

Pilot 2 - Panama City. March 2019
No. of trainees: 49
62 participants
20 countries

Pilot 1 - Delhi, India. December 2018
No. of trainees: 58
83 participants
18 countries
Global Leadership Forum

Building a community of practice, share knowledge, best practices

- Advise on local challenges and identify potential strategies
- Engaging with local stakeholders
- Sharing knowledge on issues
- Serving as influencers to build trust
- Execute counter measures
- Provide leadership and policy advice
Thank you

@naveenthacker