

Vaccine Trust Masters Trainer Program

International Pediatric Association

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@IPAWorldorg
#IPATrustsVaccines



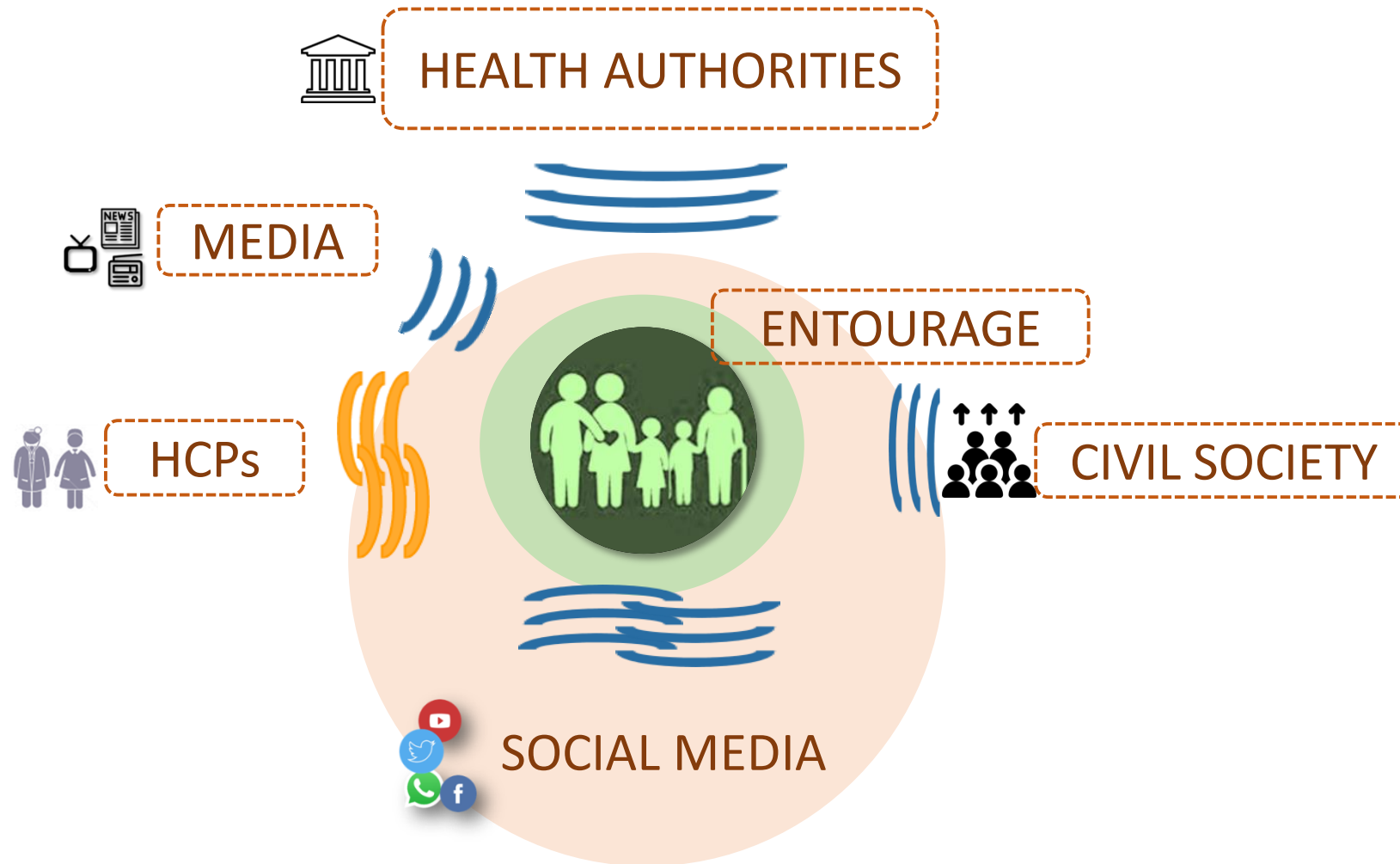


The International Pediatric Association (IPA) is a 109 years old umbrella organization of more than one million pediatricians, 169 member societies from 149 countries taking care of more than one billion children.



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Communication ecology



TRUST IS THE BEDROCK OF VACCINE ACCEPTANCE

How can we increase trust in Vaccines²? India Polio experience



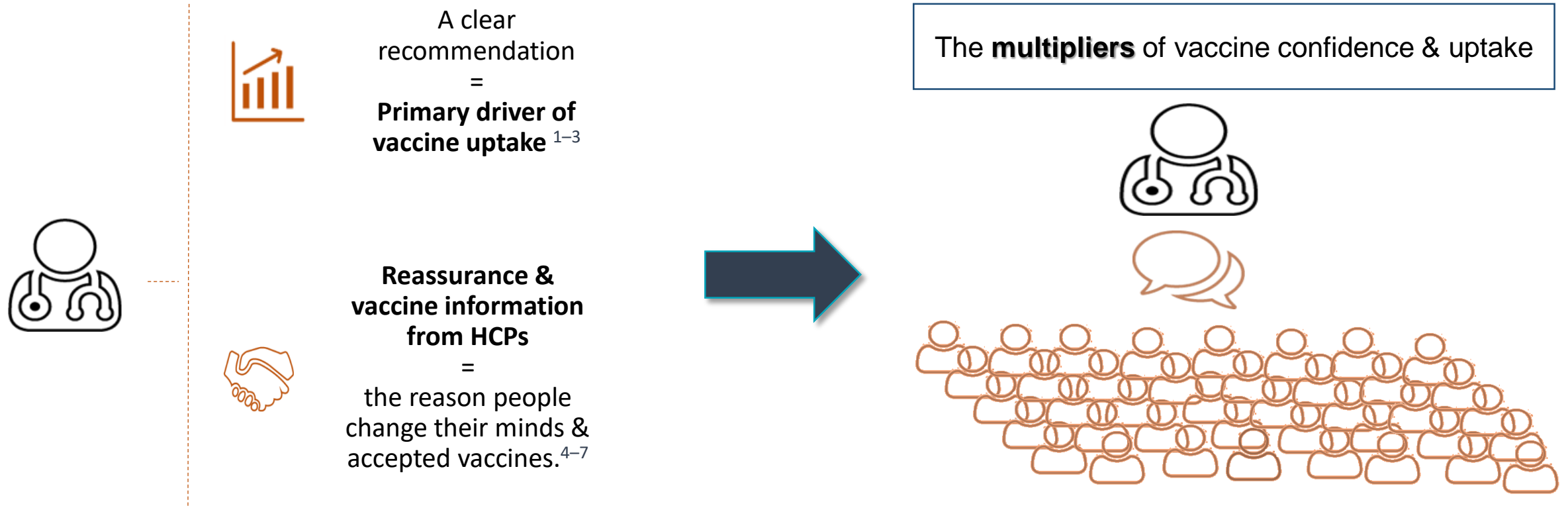
People's decisions to vaccinate are grounded in general feelings of trust. Trust in the vaccines, healthcare professionals and the government¹.



1. Salmon DA, et al. *Vaccine* 2015; 33:Suppl 4:D66-71. 2. <https://blogs.scientificamerican.com/observations/how-can-we-increase-trust-in-vaccines/>

Critical Role of Healthcare Professionals

Healthcare Professionals are the **trusted** gatekeepers to vaccination¹⁻³



1. Freed GL, et al. Pediatrics 2011; 127:S107–S112. 2. McCauley MM, et al. Acad Pediatr 2012; 12:375–383. 3. Kundi M, et al. Curr Drug Saf 2015; 10:16–22. 4. Gust DA, et al. Semin Pediatr Infect Dis 2003; 14:207–12. 5. Wheelock A, et al. 7th European Public Health Conference 2014. 6. Marlow LA, et al. Vaccine 2007; 25:1945–52. 7. Salmon DA, et al. Vaccine 2015; 33:Suppl 4:D66–71. Courtesy: Angus Thomson

But It is Not Always Easy



However, HCPS may:

- Underestimate their influence¹
- Have low perceived/actual self-efficacy to influence a decision¹
- 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 information⁴

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

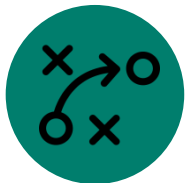
Fostering resilient public trust in vaccination

Aims



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

Objectives



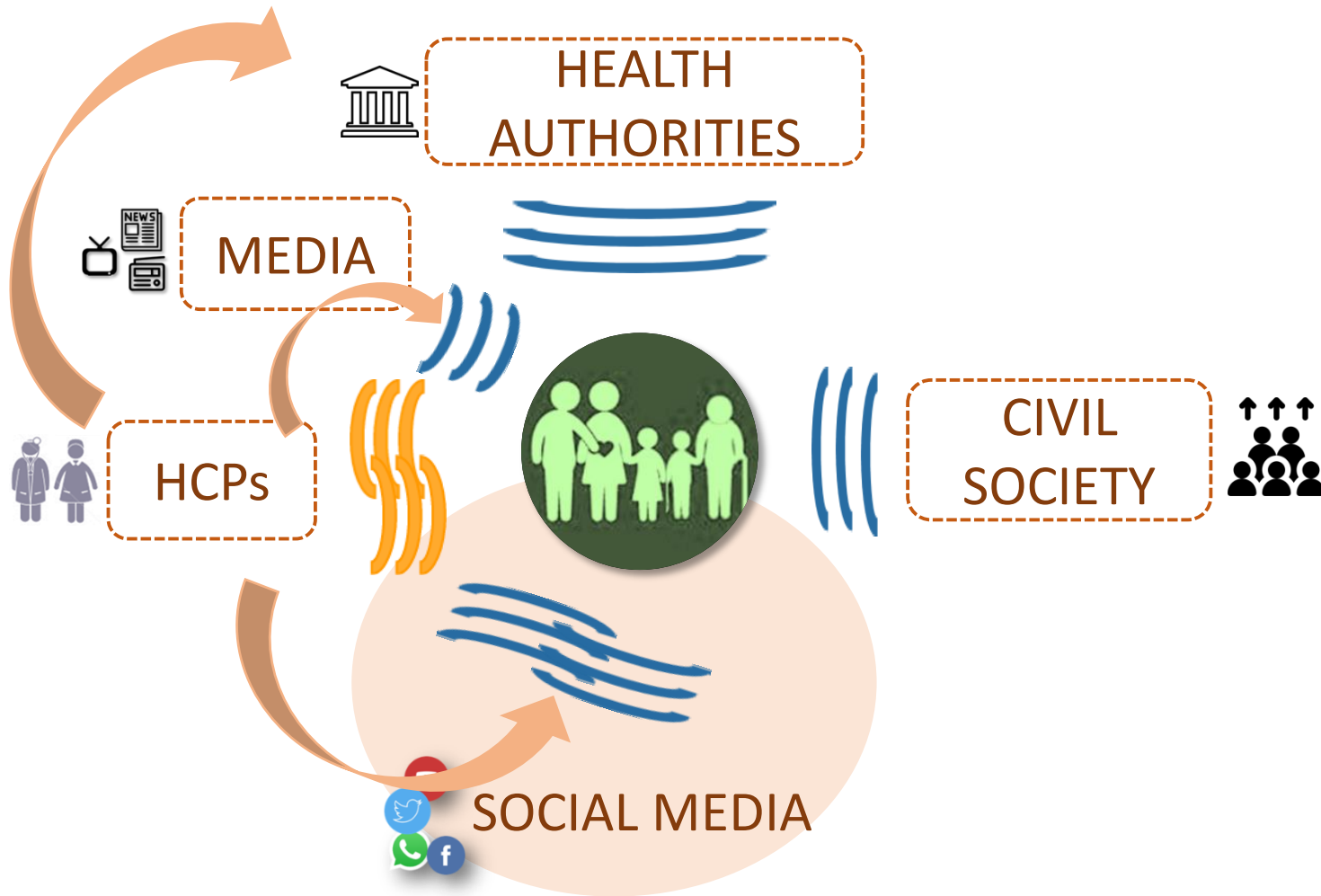
- To **engage and empower pediatricians** on vaccination by improving the effectiveness of their conversations with patients leading to increased trust, positive intent to vaccinate and healthy preventative behaviors.

Cont.

- 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



Regional Training of Trainers (ToTs) in 7 IPA regions, roll out and scale up in multiple countries



Vaccine Trust Master Trainer Program

Content

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 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



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

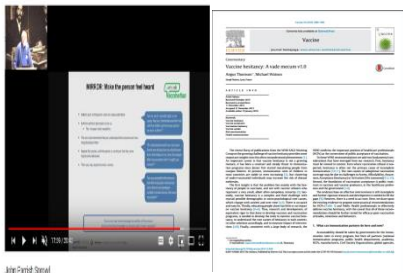
AIMS IPC Training Package

Behavior-centered Interpersonal Communications training for HCPs

WHAT | Rich multi-media package

1

Pre-reads



John Parish-Spaul

2

Modules 1 & 2

Vaccine Hesitancy Overview

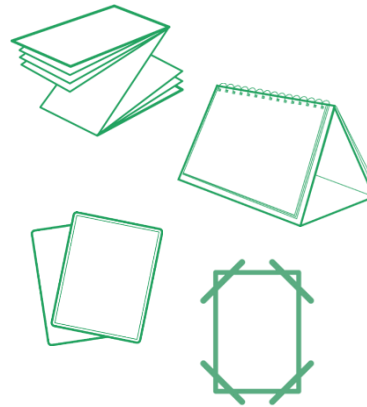


AIMS Methodology



3

Public Campaign



Guidance for adaptation of materials to country context

4

Facilitator guide & Evaluation model



Development of both **qualitative & quantitative** approaches to measuring impact on:

1. Practice,
2. Perceived self-efficacy &
3. Vaccine Acceptance.

5

Online learning module (in development)



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 inoculate 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 tactics¹
- Challenge source credibility
 - Unmask underlying motivations of authors of disinformation
 - Pre-emptively warning people of a hidden agenda behind spread of disinformation can “innoculate” people²
- 3 common hidden agendas:

Monetise

Politicise

Polarise

1. Conspiracies	Arguing that scientific consensus is the result of a complex and secretive conspiracy.
2. Fake experts	Using fake experts as authorities combined with denigration of established experts.
3. Selectivity	Referring to isolated papers that challenge scientific consensus.
4. Impossible expectations	Expecting 100% certain results or health treatments with no possible side-effects.
5. Misrepresentation and false logic	Jumping to conclusions, using false analogies etc.

Main Stream Media Engagement

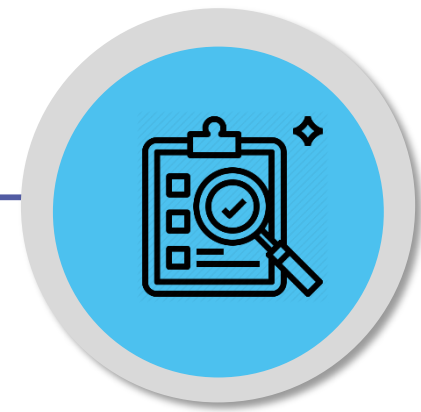
Helping HCPs to interact with media and deal with vocal vaccine deniers



- 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

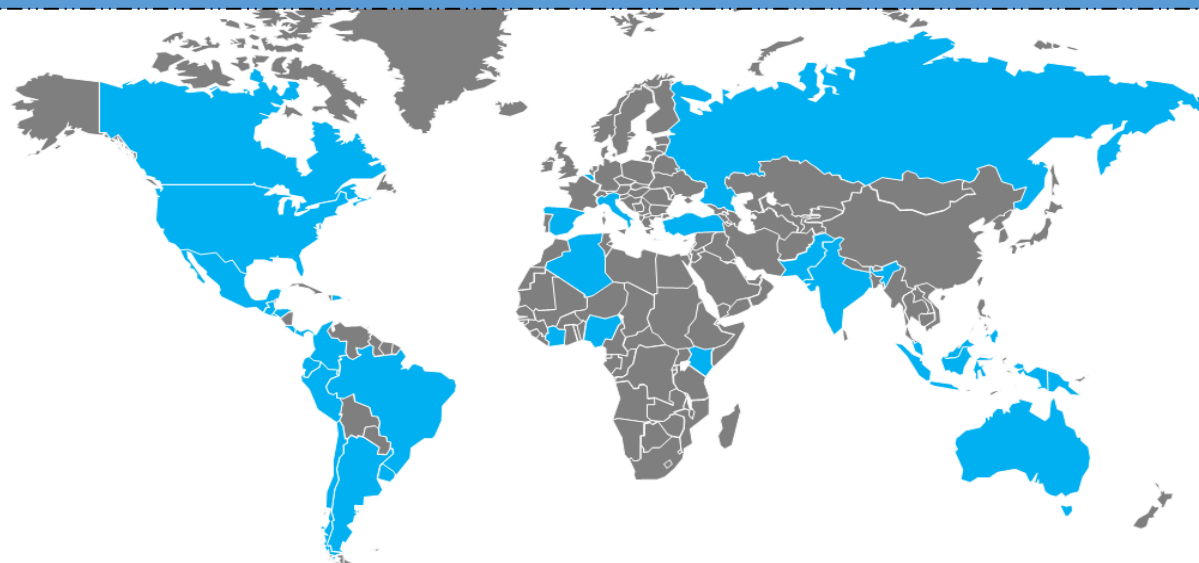
93% of participants felt empowered to proactively talk about vaccination with their patients.

>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

IPA Vaccine Trust Project Team

IPA Team

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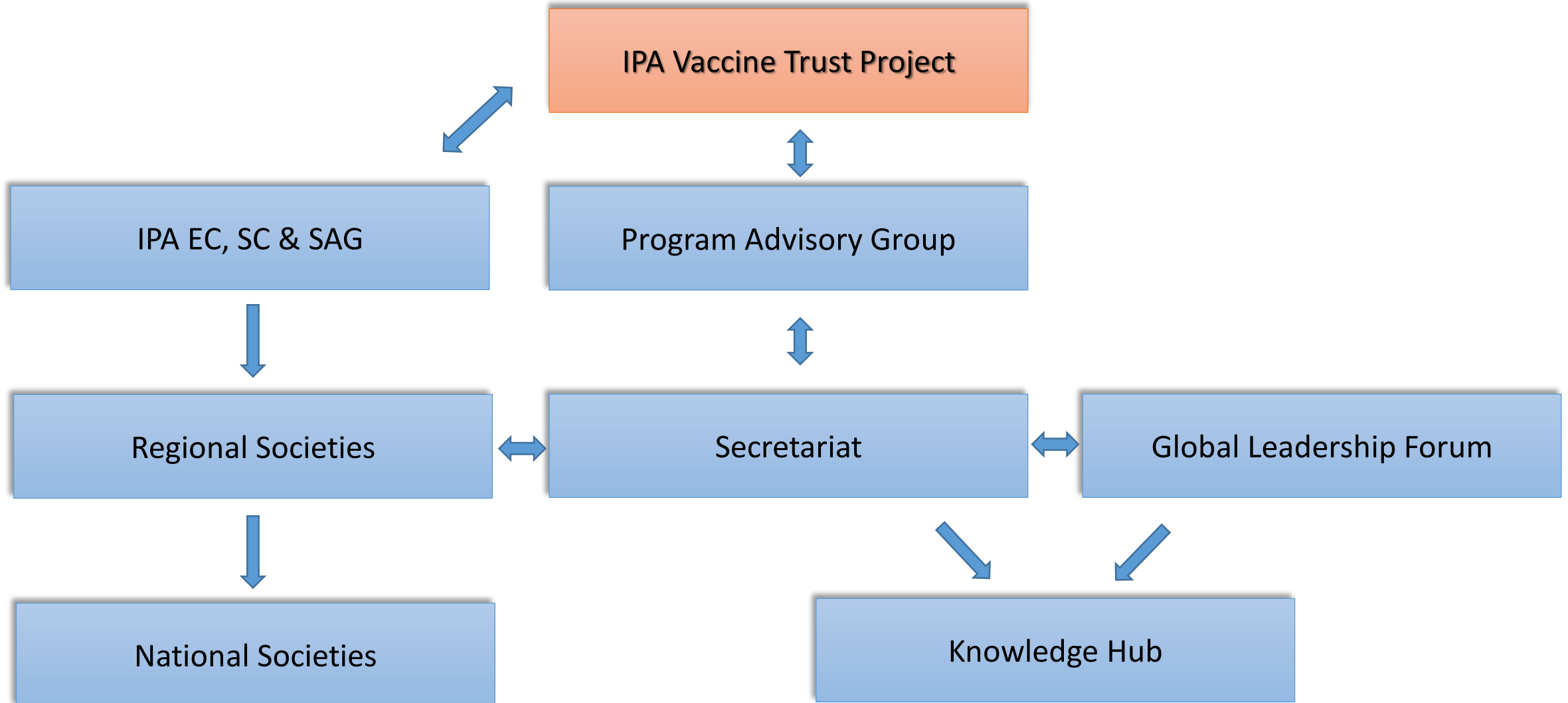
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Governance Chart



Thank you



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