

7th Vaccine Acceptance Meeting

Evidence based policy for vaccines - Update on current state of behavioural & social determinants of vaccination

Organized by Fondation Mérieux

*Les Pensières Center for Global Health
Veyrier du Lac - France*

September 23rd to 25th, 2019

Steering Committee:

- Katie Attwell
- Cornelia Betsch
- Eve Dube
- Arnaud Gagneur
- Saad Omer
- Valentina Picot
- Jonas Sivelä
- L. Suzanne Suggs
- Angus Thomson

- Cindy Grasso, Event Coordinator

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Background

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Early in 2019, the World Health Organization labelled reluctance to receive recommended vaccines - despite the availability of vaccination services – as one of the 10 most important threats to global health. At the same time, global headlines reported a 300% increase in measles cases worldwide, with many outbreaks directly linked to vaccine acceptance.

Misinformation on the Internet and social media and the “anti-vaccine” movement are often blamed for vaccination programmes losing momentum. While public health organizations struggle with providing interventions to effectively promote vaccination at the population-level, many countries are considering implementing or tightening mandatory policies. Meanwhile, front-line vaccination providers need more support to address the vaccination concerns of patients in their practices.

There is an undeniable need for effective strategies to enhance vaccine acceptance and uptake in low, middle, and high-income settings. However, interventions must tackle the many drivers of vaccine acceptance and uptake, ranging from logistics (access to and awareness of affordable vaccines), to complex psychological, social, political and cultural factors. Fortunately, the field of research that is rigorously developing, implementing and evaluating interventions to address challenges around vaccine acceptance is growing rapidly.

Different initiatives are ongoing at the global level. The World Health Organization and UNICEF, along with other partners such as GAVI and the Gates Foundation, are creating a “hub for vaccine acceptance and demand” to better coordinate global efforts in the field. The new Vaccination Acceptance Research Network (VARN) is launching a global network of multi-disciplinary researchers and immunization program managers to address immunization program challenges and improve vaccination acceptance. Another initiative is this annual Vaccine Acceptance meeting in Annecy, France. Its success is highlighted by the creation of an informal community of practice that facilitates mutual learning and sharing of knowledge. Many initiatives and research projects have directly resulted from this meeting (see the special issue in Vaccine on outputs at <https://www.sciencedirect.com/journal/vaccine/vol/36/issue/44>).

This 7th meeting will once again bring people from diverse sectors together to discuss emergent vaccine acceptance challenges and evidence-informed ways to address them. The sessions will present different perspectives on strategies to enhance vaccine acceptance, ranging from training on vaccine acceptance, to policy interventions and vaccine mandates, to telling compelling stories about the importance of vaccination and efficacy.

Scientific Programme

| Monday, September 23 rd 2019 | | |
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| 17:30-18:15 | <i>Registration</i> | |
| 18:15-18:40 | Welcome addresses | Fondation Mérieux Co-organization Institution |
| 18:40 -19:30 | Keynote Address: Bringing human behavior to the fore at the WHO | Katherine O'Brien |
| 19:30 | <i>Welcome Dinner</i> | |

| Tuesday, September 24 th 2019 | | |
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| Session 1 | Rapid Fire Talks Chair: Jonas Sivela | |
| 8:30-8:35 | Introduction, rules of the game | Jonas Sivela |
| 8:35-8:45 | Understanding Measles Vaccine Hesitancy in Sudan | Majdi Sabahelzain |
| 8:45-8:50 | <i>Discussion</i> | |
| 8:50-9:00 | COM-B model to understand attitudes & access to paediatric & antenatal influenza, experienced by parents of children hospitalised for influenza | Samantha Carlson |
| 9:00-9:05 | <i>Discussion</i> | |
| 9:05-9:15 | Improved provider communication | Holly Seale |
| 9:15-9:20 | <i>Discussion</i> | |
| 9:20-9:30 | Vaccine clinical trials in low-resource settings: perspectives from Uganda, Tanzania and Kenya | Machteld Van den Berg |
| 9:30-9:35 | <i>Discussion</i> | |
| 9:35-9:45 | Swedish government initiative to improve child protection against communicable diseases | Madelene Danielsson Sarah Earnshaw Blomquist |
| 9:45-9:50 | <i>Discussion</i> | |
| 9:50-10:00 | Text message interventions | Abdul Momin Kazi |
| 10:00-10:05 | <i>Discussion</i> | |
| 10:05-10:15 | Vaccine acceptance in parents in Cote d'Ivoire | Harvey Toure |
| 10:15-10:20 | <i>Discussion</i> | |
| 10:20-10:25 | Update on the Vaccine Safety Network developments | Cherstyn Hurley |
| 10:25-10:30 | <i>Discussion</i> | |
| 10:30-10:50 | <i>Coffee Break</i> | |

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| Session 2 | | Vaccine Mandates Chair: Katie Attwell | |
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| 10:50-11:10 | Mandates overall review: / Australia / Italy | Katie Attwell | |
| 11:10-11:20 | <i>Discussion</i> | | |
| 11:20-11:40 | TBD | Mark Navin | |
| 11:40-11:50 | <i>Discussion</i> | | |
| 11:50-12:10 | The politics, policy and epidemiology of mandates in the US and Europe | Saad Omer | |
| 12:10-12:20 | <i>Discussion</i> | | |
| 12:20-14:00 | <i>Group Picture and Lunch</i> | | |
| Session 3 | | Diverse perspectives on vaccine acceptance Chairs: L. Suzanne Suggs | |
| 14:00-14:20 | Views of complementary and alternative health practitioners | Michael Deml | |
| 14:20-14:30 | <i>Discussion</i> | | |
| 14:30-14:50 | KPP Social Media Strategy Guide & Anti-Vaccine Combat Toolkit & 'Shots Heard Round the World' pro-science, rapid-response, social media rescue network | Todd Wolynn | |
| 14:50-15:00 | <i>Discussion</i> | | |
| 15:00-15:20 | Increasing Vaccination: Lessons from Behavioural Science | Hugo Harper | |
| 15:20-15:30 | <i>Discussion</i> | | |
| 15:30-16:00 | <i>Coffee break</i> | | |
| 16:00-16:20 | The EMMIE program: A successful governmental educational program to increase vaccine acceptance in Quebec | Arnaud Gagneur | |
| 16:20-16:30 | <i>Discussion</i> | | |
| 16:30-16:50 | HPV vaccination in Rwanda – A social marketing example | W. Doug Evans | |
| 16:50-17:00 | <i>Discussion</i> | | |
| 17:00-17:05 | Update on the work of the WHO working group on Measuring Behavioural and Social Drivers (BeSD) of Vaccination | Julie Leask Lisa Menning | |
| 17:05-17:10 | <i>Discussion</i> | | |
| 17:10-17:15 | Update on the work of the Vaccine Acceptance Research Network (VARN) | Dorothy Peprah | |
| 17:15-17:20 | <i>Discussion</i> | | |
| 19:30 | <i>Dinner</i> | | |

| Wednesday, September 25th 2019 | | |
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| Session 4 | Vaccination systems resilience & Demand Chairs: Eve Dubé & Angus Thomson | |
| 8:30-8:50 | Exploring pathways for building trust in vaccination and strengthening health system resilience | Sachiko Ozawa |
| 8:50-9:00 | <i>Discussion</i> | |
| 9:00-9:20 | National Level: experience with the Danish HPV safety crisis | Bolette Söborg |
| 9:20-9:30 | <i>Discussion</i> | |
| 9:30-9:50 | High-impact, resilient and equitable: an update on vaccination demand strategies from WHO HQ | Lisa Menning |
| 9:50-10:00 | <i>Discussion</i> | |
| 10:00-10:20 | Resilience in the Ebola setting | Chimeremma NNadi |
| 10:20-10:30 | <i>Discussion</i> | |
| 10:30-11:00 | <i>Coffee Break</i> | |
| Session 5 | Training in vaccine acceptance Chair: Arnaud Gagneur | |
| 11:00-11:05 | Introduction | Arnaud Gagneur |
| 11:05-11:25 | US-wide roll-out of Announcement Approach communication training for vaccine providers | Noel Brewer |
| 11:25-11:35 | <i>Discussion</i> | |
| 11:35-11:55 | MumBubVax developed out of research in 2 Australian states and incorporating P3 principles; specifically delivering an online communication / education package for Australian midwives | Jessica Kaufman Margie Danchin |
| 11:55-12:05 | <i>Discussion</i> | |
| 12:05-12:25 | The International Pediatrics Association Vaccine Trust Master Trainer program | Naveen Thacker |
| 12:25-12:35 | <i>Discussion</i> | |
| 12:35-14:00 | <i>Lunch</i> | |
| Session 6 | Workshops: Telling compelling stories & Resilience index Chair: Cornelia Betsch | |
| 14:00-16:00 | Workshop 1: Telling compelling stories | Facilitator: Suzanne Tesselaar |
| | Workshop 2: Resilience index | Facilitator: Dorothy Peprah |
| 16:00-16:30 | <i>Summing up and closing of the meeting</i> | |
| | | SC Members |