

# 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

## Background

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 <sup>rd</sup> 2019		
17:30-18:15	Registration	
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	Welcome Dinner	

Tuesday, September 24 <sup>th</sup> 2019		
<b>Session 1</b>	<b>Rapid Fire Talks</b> 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	Discussion	
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	Discussion	
9:05-9:15	Improved provider communication	Holly Seale
9:15-9:20	Discussion	
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	Discussion	
9:35-9:45	Swedish government initiative to improve child protection against communicable diseases	Madelene Danielsson Sarah Earnshaw Blomquist
9:45-9:50	Discussion	
9:50-10:00	Text message interventions	Abdul Momin Kazi
10:00-10:05	Discussion	
10:05-10:15	Vaccine acceptance in parents in Cote d'Ivoire	Harvey Toure
10:15-10:20	Discussion	
10:20-10:25	The Vaccine Safety Network	Isabelle Sahinovic
10:25-10:30	Discussion	
10:30-10:50	Coffee Break	

## Preliminary Agenda 13062019

<b>Session 2</b>		<b>Vaccine Mandates</b> Chair: Katie Attwell
10:50-11:10	Mandates overall review: / Australia / Italy	Katie Attwell & Mark Navin
11:10-11:20	<i>Discussion</i>	
11:20-11:40	Germany: data on total vs. partial mandates, defaults, and the effect on vaccine uptake and the remaining (non-mandatory) vaccines.	TBC
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>	

## Preliminary Agenda 13062019

<b>Session 3</b>		<b>Diverse perspectives on vaccine acceptance</b> 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	Views from health promotion science: perspectives from social marketing and lessons learned outside of vaccination	Hannah Burd	
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)	Bruce Gellin	
17:15-17:20	<i>Discussion</i>		
19:30	<i>Dinner</i>		

Wednesday, September 25th 2019		
<b>Session 4</b>	<b>Vaccination systems resilience &amp; Demand</b> 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	Demand Hub: coordinating global support for country program resilience	Lisa Menning
9:50-10:00	<i>Discussion</i>	
10:00-10:20	Evaluating & building resilience: a multi-country study	Chimeremma NNadi
10:20-10:30	<i>Discussion</i>	
10:30-11:00	<i>Coffee Break</i>	

<b>Session 5</b>	<b>Training in vaccine acceptance</b> 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
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>	

## Preliminary Agenda 13062019

<b>Session 6</b>	<b>Workshops:</b> <b>Telling compelling stories &amp; Resilience index</b> Chair: Cornelia Betsch
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14:00-16:00	<b>Workshop 1:</b> Telling compelling stories	Facilitator: Suzanne Tesselaar
	<b>Workshop 2:</b> Resilience index	Facilitator: TBC
16:00-16:30	<i>Summing up and closing of the meeting</i>	SC Members