



How to build vaccine confidence in crisis situations

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There are different kinds of crisis

**Outbreaks, natural disasters,
conflicts and other human-made
confidence crises**

There are complex, multiple crises

Each has different implications

COVID-19 pandemic wipes out 81 million jobs in Asia-Pacific in 2020, ILO says

With fewer paid hours of work available, median incomes are falling. Overall, labor incomes in the region fell by as much as 9.9% in the first three quarters of the year, equivalent to a 3.4% drop in gross domestic product, the ILO said.

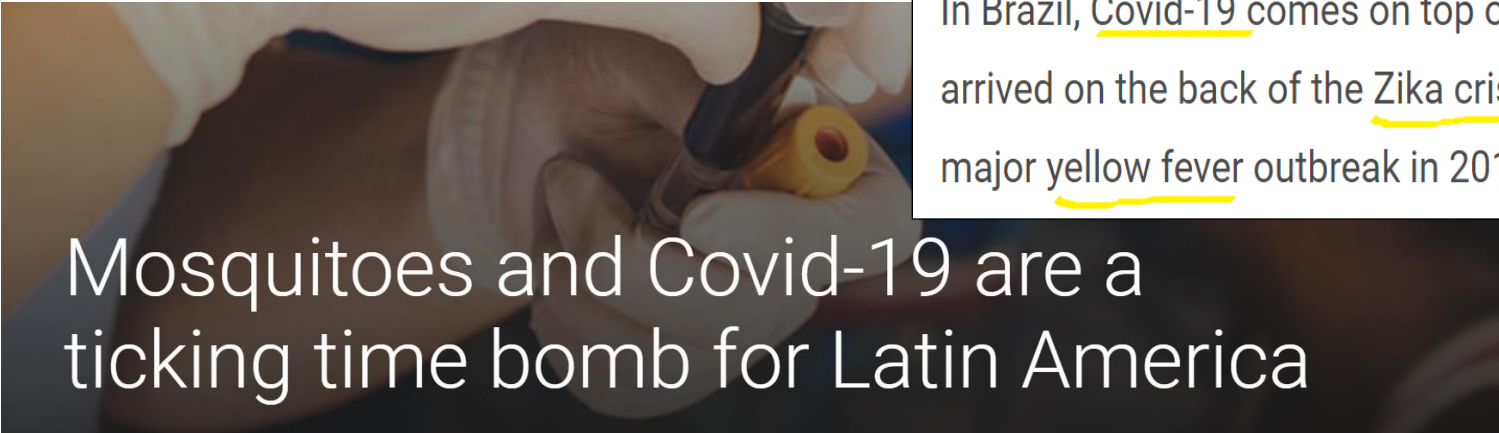
By: **Bloomberg** | Updated: December 16, 2020 1:51:01 pm



Fighting Epidemics in Complex Emergencies: The Ebola Crisis Response

The coronavirus-arbovirus syndemic in Brazil

In Brazil, Covid-19 comes on top of a **major dengue epidemic**. Worse still, this epidemic itself arrived on the back of the Zika crisis in 2016, the introduction of chikungunya fever, and a major yellow fever outbreak in 2018.



Mosquitoes and Covid-19 are a ticking time bomb for Latin America

Crises and conflicts in world's poorest nations spark major fears over vaccine rollout for most vulnerable

While high-income countries have already secured billions of doses, access to supplies of the Covid vaccines for the world's poorest and most vulnerable populations remains uncertain. **Samuel Lovett** reports



A

n end to the pandemic may now be in sight for the Western world, but for those countries that have found themselves at the back of the vaccine queue, the road ahead remains bleak and fraught with uncertainty.

**Background crises
matter**

They frame public trust

Dengvaxia Scare: Turning A Serious Health Issue To A Political Witch-Hunt

2 weeks ago · 1,438 Views · 5 Min Read



News

Philippines immunisation rates plummet amid Dengue vaccination scare



Authorities have warned of a big drop in immunisation rates amid 'anti-vax' concern. RANOCO/ REUTERS

Colombia: Girls fainting after HPV vaccine
Region with history of violence and sexual abuse

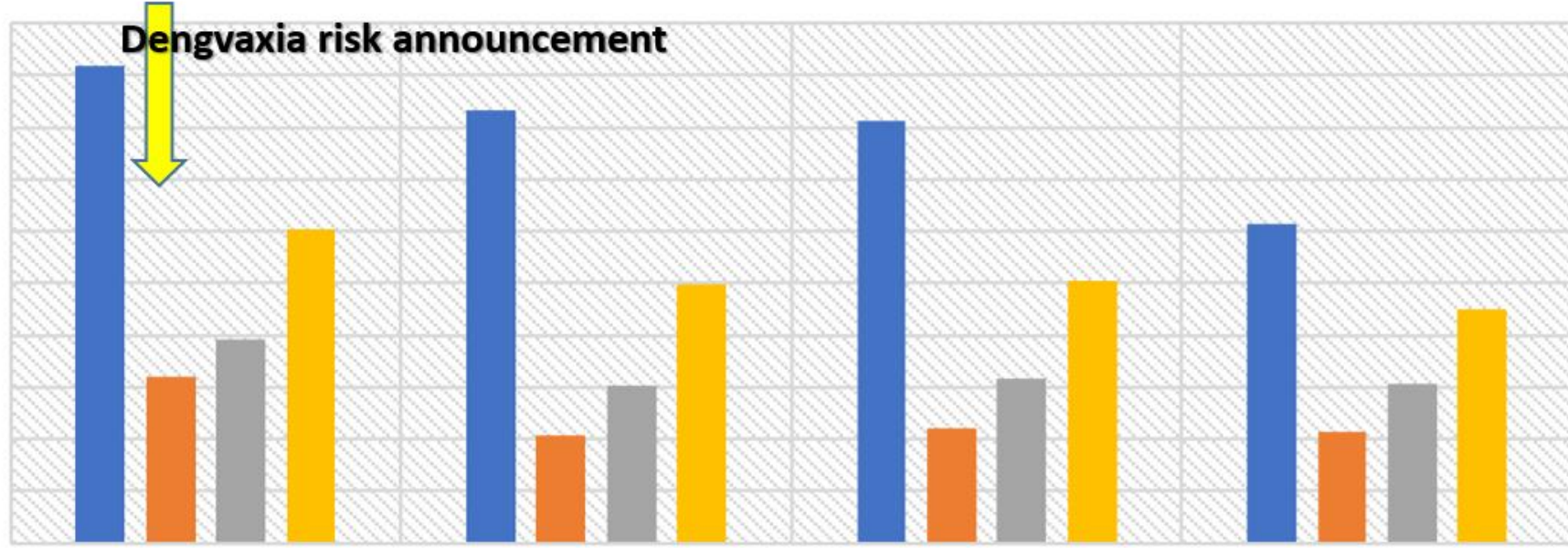


Philippines Vaccine Confidence

Strongly agree

Strongly Disagree

100
90
80
70
60
50
40
30
20
10
0



Vaccines are important for children to have

Overall, I think vaccines are safe

Overall, I think vaccines are effective

Vaccines are compatible with my religious beliefs

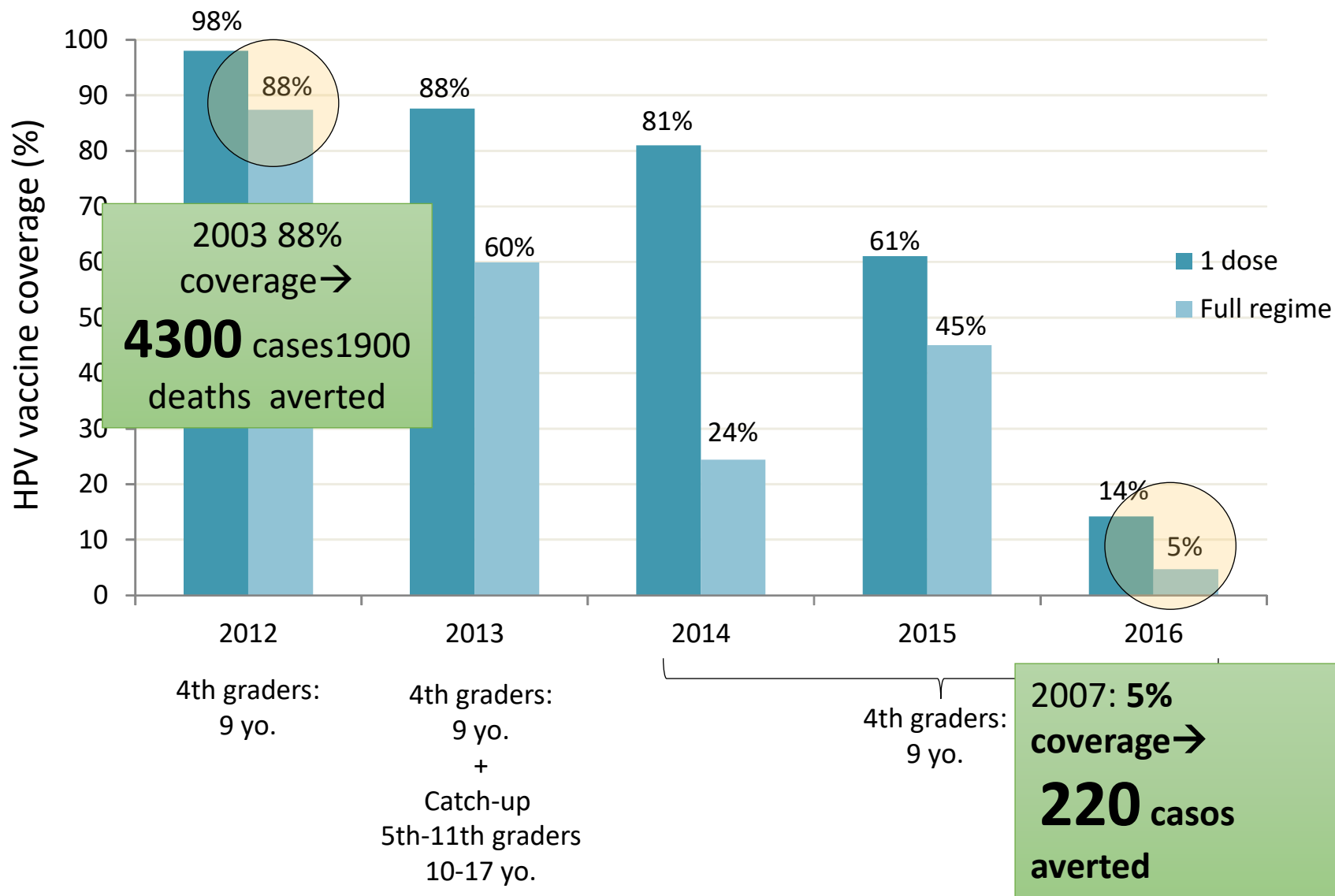
■ Nov-15 ■ Mar-18 ■ Nov-18 ■ Mar-19



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HPV vaccine coverage rates and expected number of cases of cervical cancer and of deaths prevented

COLOMBIA



Background confidence matters

Vaccines and immunisation

Sarah Boseley *Health editor*

Wed 19 Jun 2019 05.01 BST



637

Survey shows crisis of confidence in vaccines in parts of Europe

Just half of people in eastern Europe think vaccines are safe, compared with 79% worldwide



▲ A nurse preparing an MMR jab. Measles outbreaks in a number of countries have been linked to vaccine hesitancy. Photograph: Johannes Eisele/AFP/Getty Images

A global survey of attitudes towards science has revealed the scale of the crisis of confidence in vaccines in Europe, showing that only 59% of people in western **Europe** and 50% in the east think vaccines are safe, compared with 79% worldwide.

<https://www.theguardian.com/society/2019/jun/19/survey-shows-crisis-of-confidence-in-vaccines-in-parts-of-europe>

Across Africa, confidence in vaccine safety is well below importance

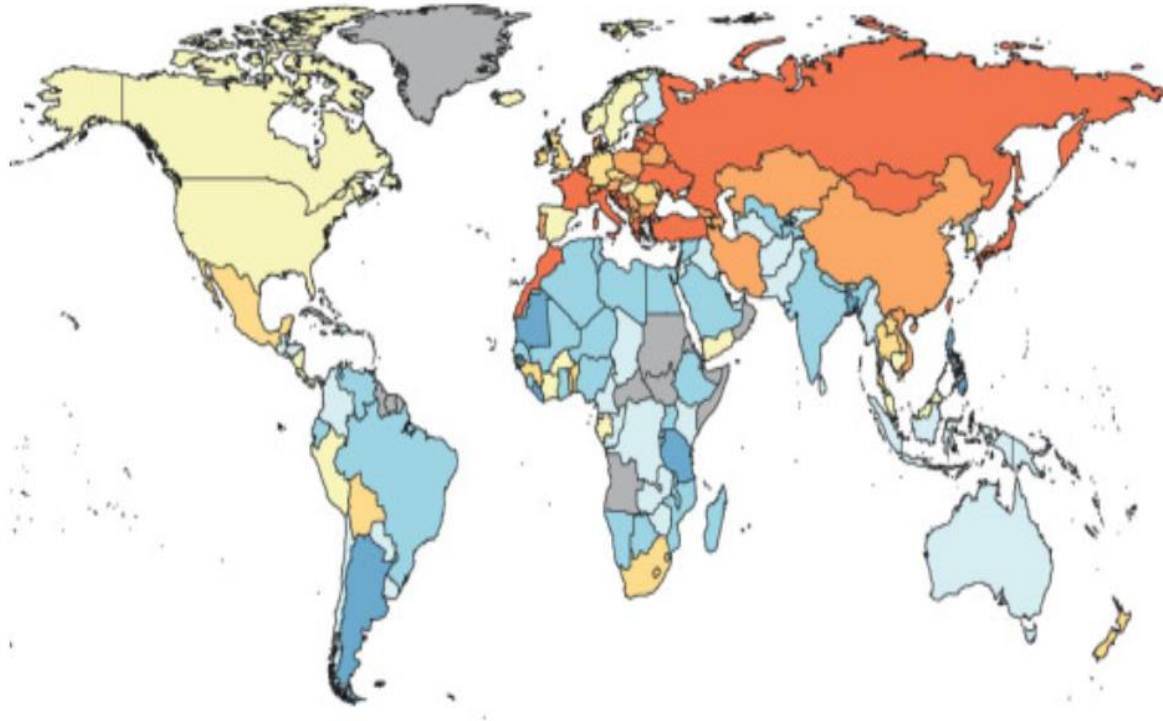
Vaccines are	Important?	Safe?	Vaccines are	Important?	Safe?	Vaccines are	Important?	Safe?
Algeria	65%	43%	Ghana	88%	78%	Niger	79%	74%
Benin	79	64	Guinea	81	64	Nigeria	91	83
Botswana	91	75	Ivory Coast	76	57	Rep Congo	84	63
Burkina Faso	83	56	Kenya	89	76	Rwanda	94	82
Burundi	95	82	Liberia	92	87	Senegal	87	61
Cameron	84	58	Madagascar	83	73	Sierra Leone	90	84
Chad	68	57	Malawi	95	89	South Africa	82	68
Comoros	89	79	Mali	82	59	Swaziland	85	58
DR Congo	82	66	Mauritania	81	64	Tanzania	94	85
Ethiopia	96	86	Mauritius	84	45	Togo	72	33
Gabon	73	42	Mozambique	85	76	Uganda	89	75
Gambia	89	82	Namibia	84	71	Zambia	84	69
						Zimbabwe	90	74

Data collected between 2016-2018 using Vaccine Confidence Index™
 Representative sampling by phone, internet or house visit in local language

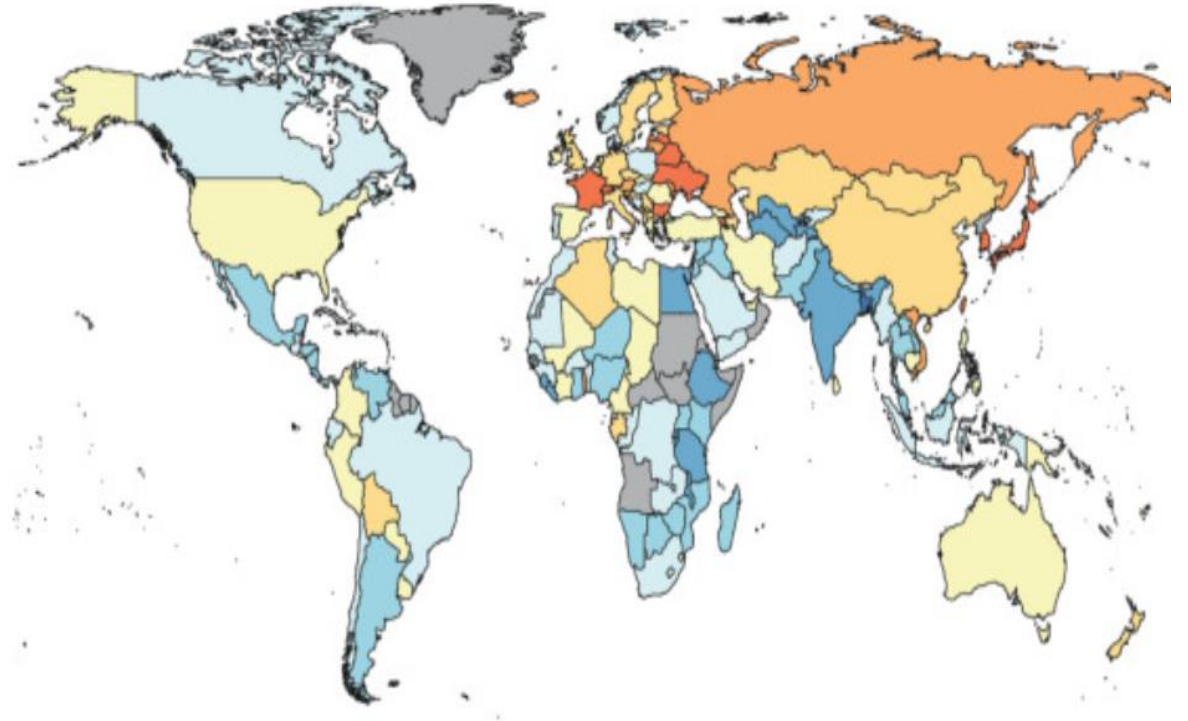
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Mapping global trends in vaccine confidence

A Vaccines are safe 2015



B Vaccines are safe 2018

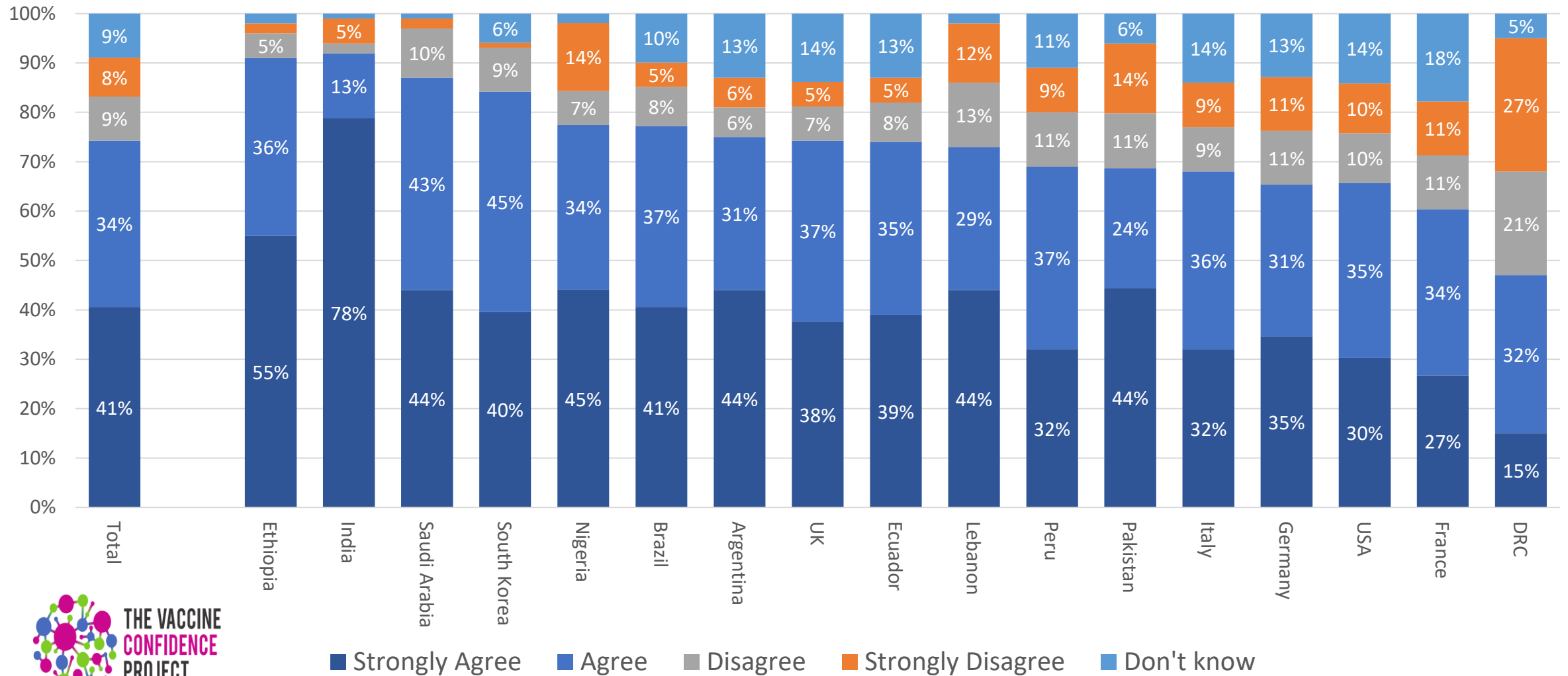


Respondents who strongly agree (%)



Lancet. 10 Sept.2020. *A. de Figueiredo**, *C Simas**, *E Karafillakis*, *P Paterson*,
HJ Larson heidi.larson@lshtm.ac.uk

“If a new Coronavirus (COVID-19) vaccine became publicly available, I would take it.” Agree/Disagree



THE VACCINE
CONFIDENCE
PROJECT

■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree ■ Don't know

Q11. Imagine a new vaccine for Coronavirus (COVID-19) was fast tracked and approved by medical professionals and regulators. How strongly do you agree or disagree with the following statements - If a new Coronavirus (COVID-19) vaccine became publicly available I would take it. Base = all respondents (Total = 19,243; All countries n = 1000 1,577 except DR Congo = 500; USA = 2,500. All fieldwork conducted between 10 June and 22 July 2020, exact dates vary by country). Values <3% not labelled.

Multiple issues will affect
public confidence and
willingness to vaccinate in
times of crisis

Denialism



The ACT UP Historical Archive: AIDS ...

2014

EBOLA IS REAL
A.B.C. Avoid body contact
N.H.S. No Hand shake



STAY SAFE

EBOLA FEVER
VS
CHRISTMAS FEVER

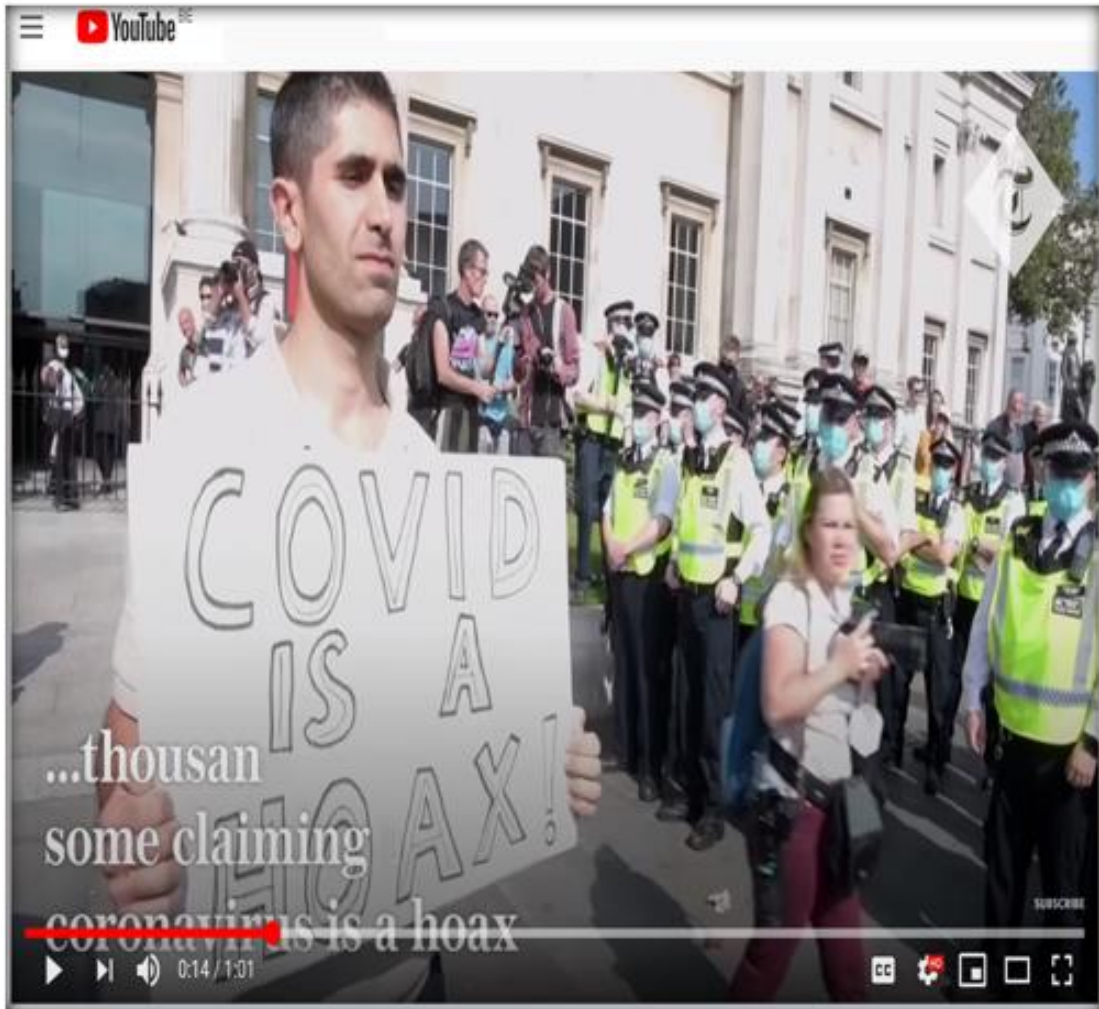
2020

COVID IS REAL
A.B.C. Avoid body contact
N.H.S. No Hand shake



STAY SAFE

COVID FEVER
VS
CHRISTMAS FEVER



Uncertainty, rumours

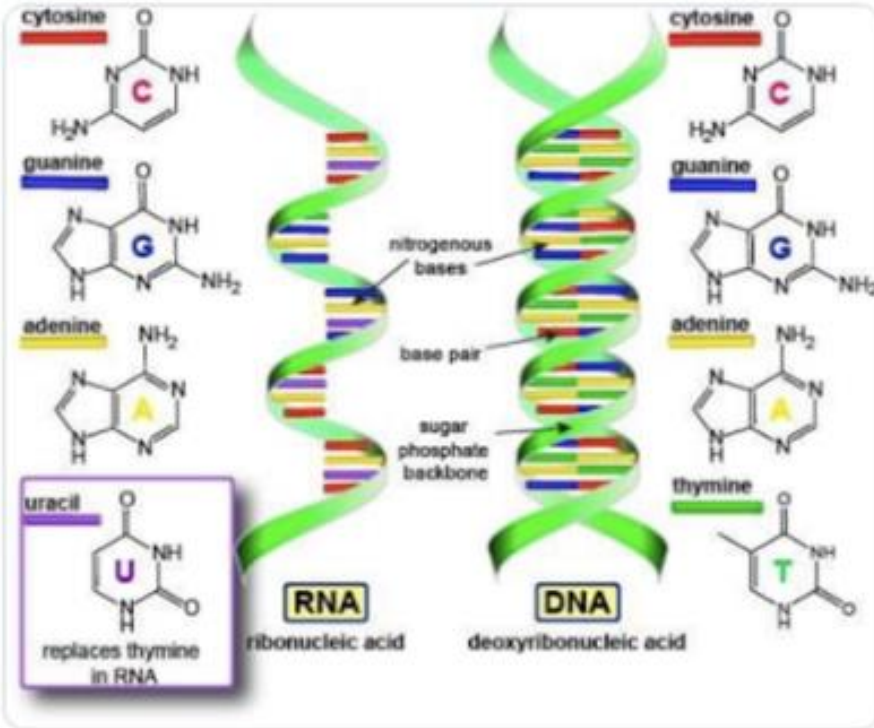
Scientists have expressed doubts over the effectiveness of a coronavirus vaccine that has been rushed to human trials, after all of the monkeys used in initial testing later contracted coronavirus.



News from the Perimeter
@PerimeterNews

IMAGE 2

The new vaccine for Covid-19 will be the first of its kind EVER. It will be an mRNA vaccine which will literally alter your DNA. It will wrap itself into your system. You will essentially become a genetically modified human being.



12:14 AM · Jul 24, 2020 · Twitter for iPhone

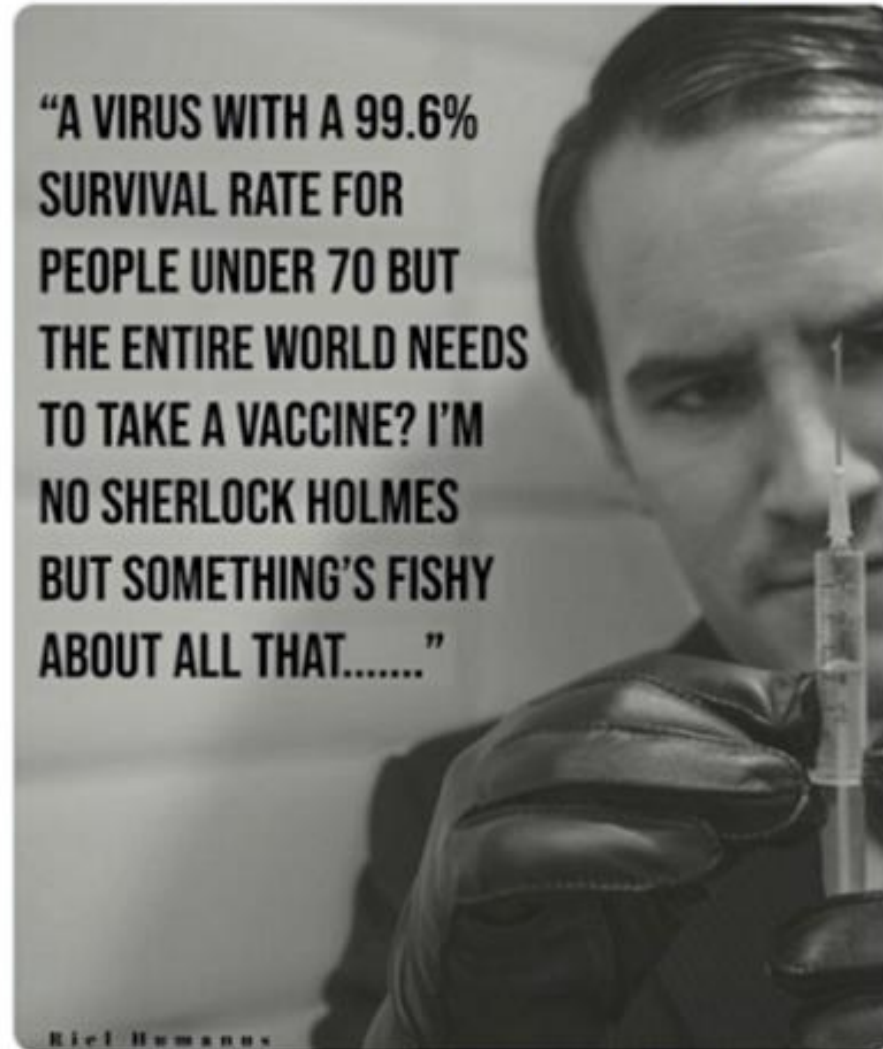
15 Retweets and comments 13 Likes



Jim Corr
@Jimcorrsays

IMAGE 4

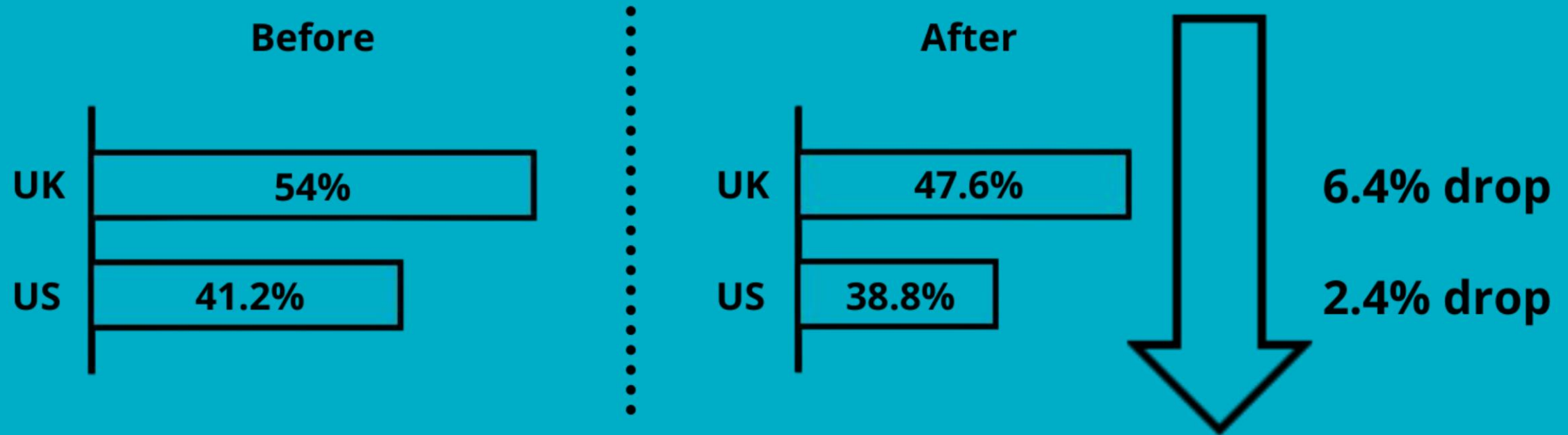
Something is very fishy about all this indeed 🙄



Online misinformation threatens COVID-19 vaccine uptake



Percentage of UK and US respondents before and after being exposed to misinformation who would "**definitely accept**" a potential COVID-19 vaccine.



“... scientists of the Ghana Food and Drugs Authority (FDA) blithely authorised Ghanaian scientists, working for a foreign pharmaceutical company to carry out trials of an Ebola vaccine, without so much as a word to the Ghanaian public, to prepare their minds for the trials.” (Ghanaian Times, 30.06).



That was the feeling among the people.

Controversial Ebola Vaccine Trials in Ghana



A lot of people are confused. The youth are agitating, and massing up for a demonstration.

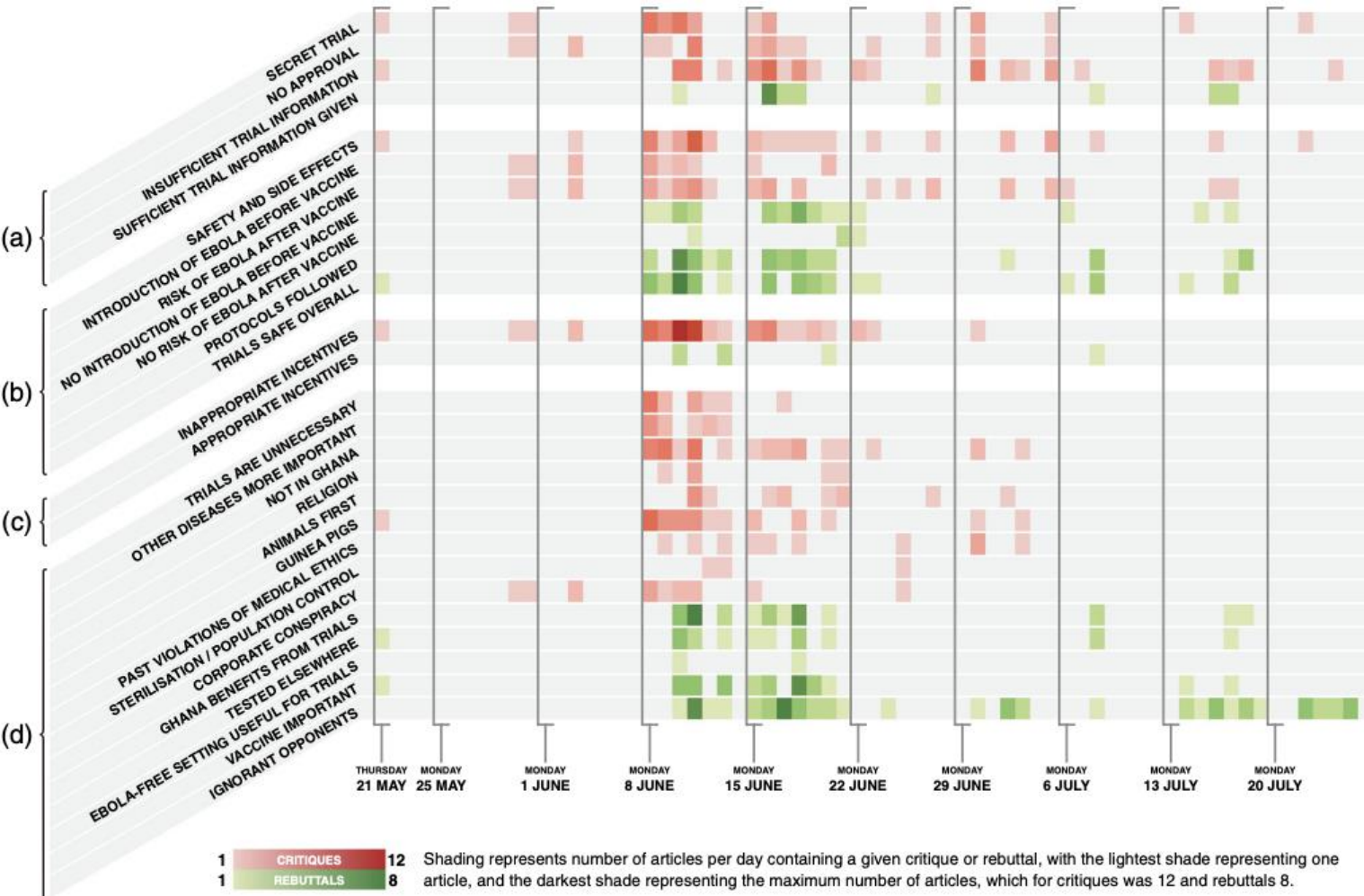
5:35 / 10:02

YouTube



Controversial Ebola vaccine trials in Ghana: a thematic analysis of critiques and rebuttals in digital news

Per Egil Kummervold^{1*}, William S. Schulz², Elizabeth Smout², Luis Fernandez-Luque^{1,3} and Heidi J. Larson²



Media monitoring to track and analyze rumours that suspended two Ebola vaccine trials in Ghana



**community
engagement**



**identification
tools**



**mobile
technology**

**For
participant
follow up**

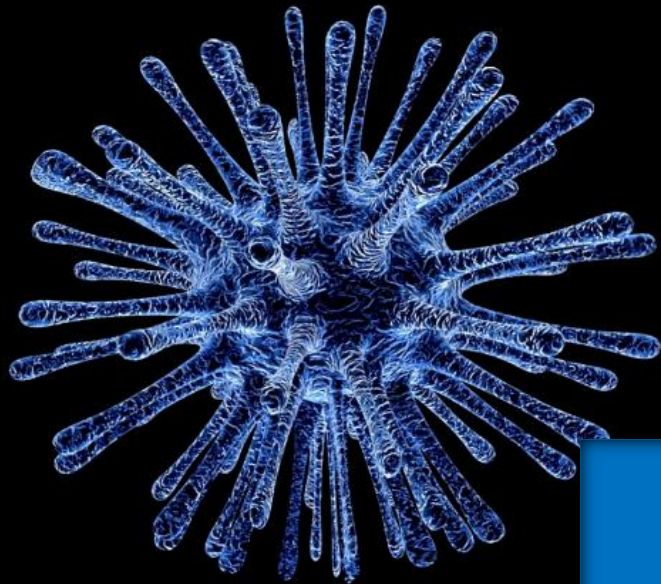


*This project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking which receives support from the European Union's Horizon 2020 research and innovation programme and European Federation of Pharmaceutical Industries and Associations (EFPIA).
www.imi.europa.eu*

THE
SPARS PANDEMIC

2025 - 2028

A Futuristic Scenario for Public Health Risk Communicators



COMMUNICATION DILEMMA

Engendering Public Trust and a Sense of Self-Efficacy When a Crisis is Still Evolving and Health Information is Incomplete

COMMUNICATION DILEMMA

Responding to Public and Political Pressure to Share Information about Potential MCMs in the Development Pipeline Even Though Information May be Incomplete or Proprietary

COMMUNICATION DILEMMA

Communicating the Need for and Reasoning Behind the Prioritization of Scarce Resources

FOOD FOR THOUGHT

authorities putting themselves in the place of outraged groups? How might authorities then adapt their messages?

health authorities balance scientific explanations for the allocation framework with a humanistic acknowledgement of the public's distress

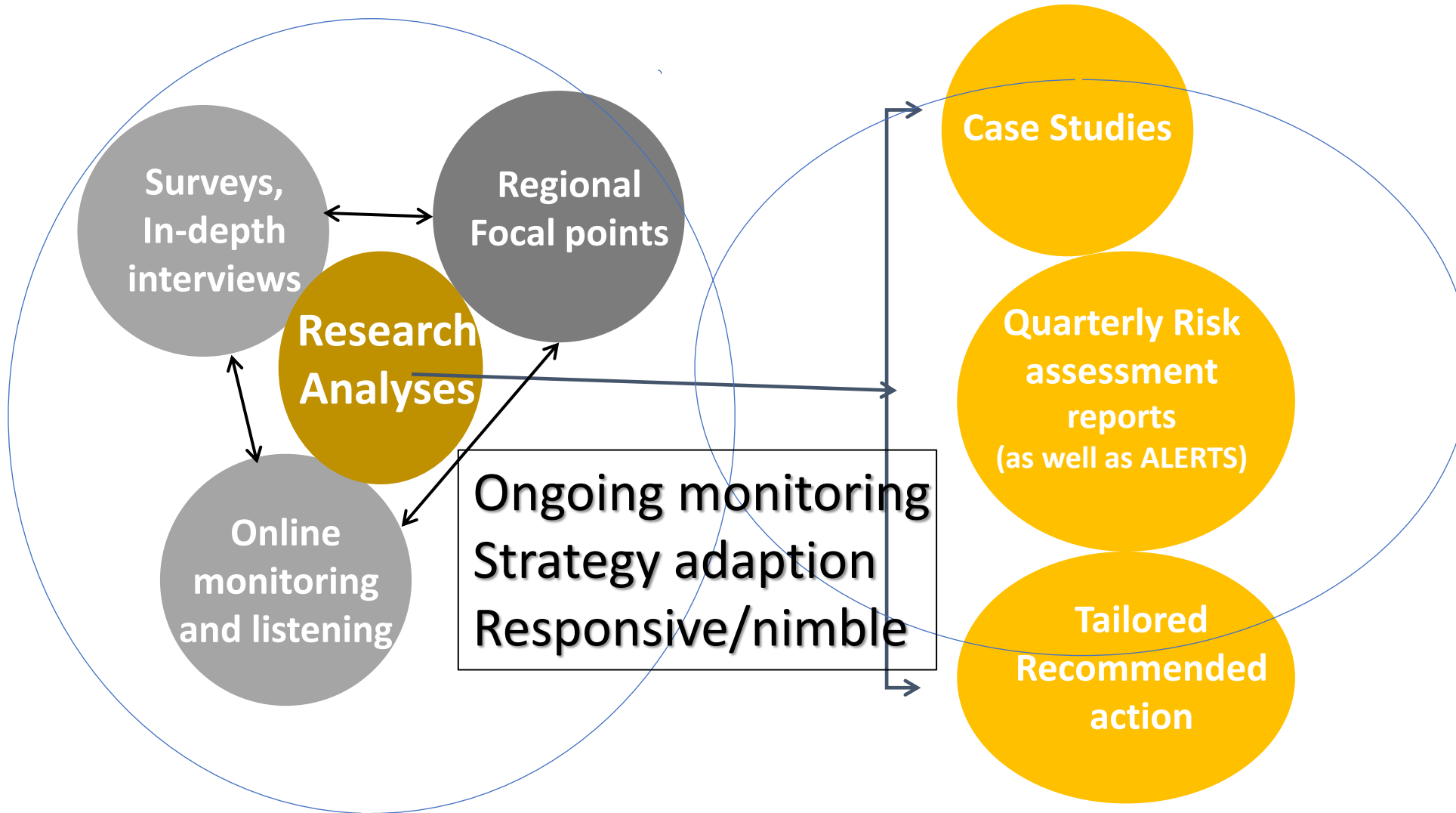
set public expectations nature of the outbreak, the vaccine supply, and the emergence of new knowledge about risks and benefits?

strategies to address the outrage of lower priority vaccination groups?

timely outreach
potential partnerships



Mitigating risk, building confidence, saving lives





DEMOCRATIC REPUBLIC OF
CONGO

CENTRAL AFRICAN REPUBLIC

CHAD



As we adapt our approach to the coronavirus pandemic and support the response to it, it is important to remember that a one-track focus on COVID-19 will sow the seeds of other major health crises.

EMMANUEL LAMPAERT, MSF OPERATIONS COORDINATOR IN DRC



At least 80 million children under one at risk of diseases such as diphtheria, measles and polio as COVID-19 disrupts routine vaccination efforts, warn Gavi, WHO and UNICEF

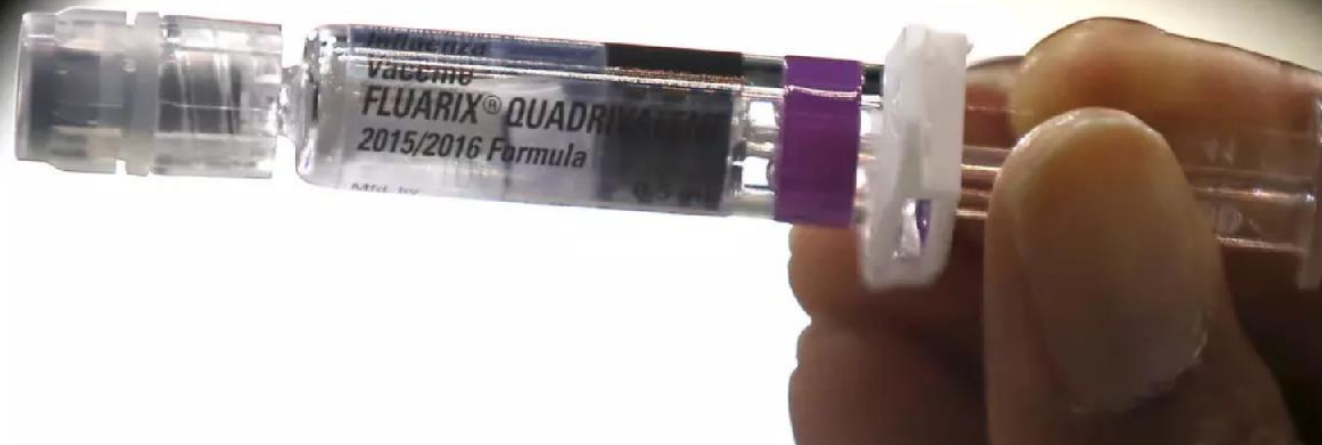
العربية 中文 Español



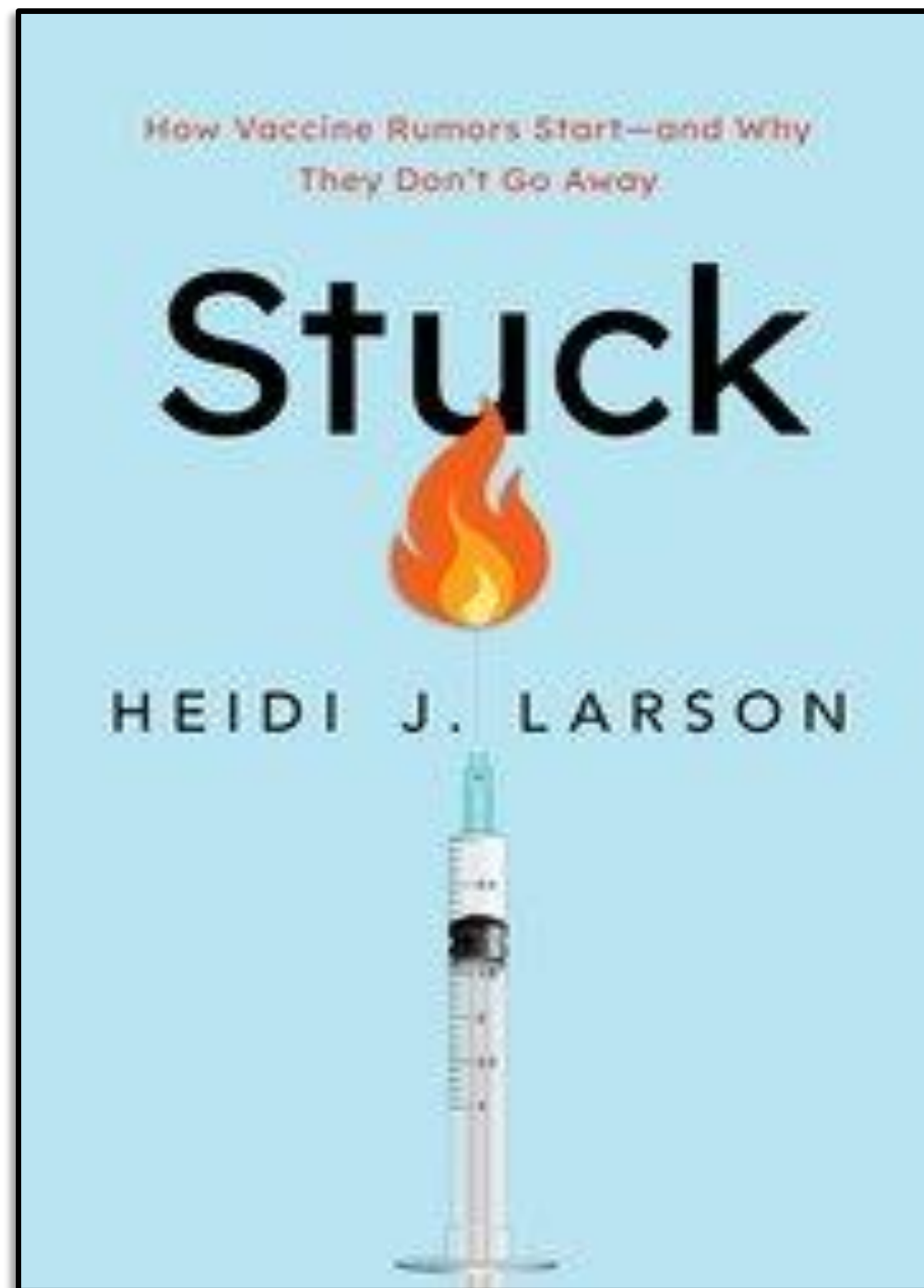


[Global Agenda](#) | [COVID-19](#) | [Vaccination](#) | [Pandemic Preparedness and Response](#)

Want to minimise the impact of COVID-19? Get a flu shot



“Personal stories and emotional testimonies have become the new landscape of ‘evidence’”



“Public sentiments and emotions around the COVID-19 – What is the world feeling and how is it different across time and place?”

READ MORE →

COVID-19



A guide to how — and when — a Covid-19 vaccine could be authorized



One million coronavirus deaths: How did we get here?

20 Sep 2020



Don't jump to conclusions about the Oxford vaccine trial suspension

12 Sep 2020



Scientists question Russian vaccine trial data on 'unlikely' patterns

10 Sep 2020

Vaccine Confidence Project™ is dedicated to monitoring public confidence in immunisation programmes worldwide