

Vaccine Communication & Media Engagement Workshop

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Global Impact of Vaccines

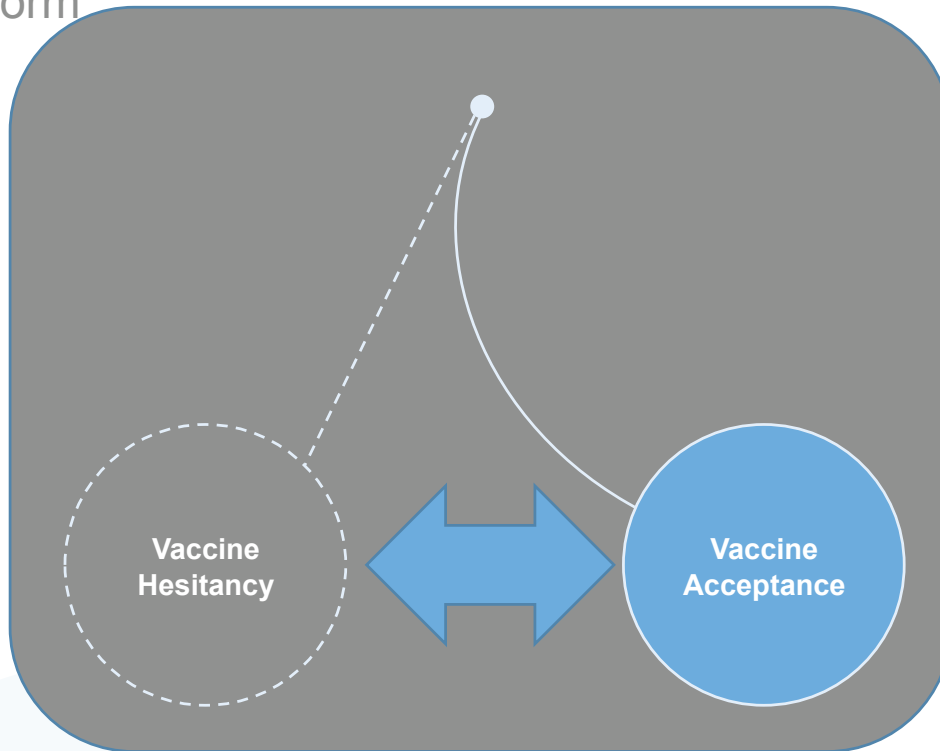
- Smallpox, which had killed two million people per year until the late 1960s, was wiped out by 1979 after a massive worldwide immunization campaign.
- The number of polio cases fell from over 300,000 per year in the 1980s to just 2,000 in 2002
- Two-thirds of developing countries have eradicated neonatal tetanus.
- Since the launch of the World Health Organization's Expanded Program on Immunization (EPI) in 1974, the number of reported measles deaths has dropped from 6 million to less than 1 million per year.
- Whooping cough cases have fallen from 3 million per year to less than a quarter of a million.
- Diphtheria cases have declined from 80,000 in 1975 to less than 10,000 today.

Current State of Public Opinion

- Historically high vaccination coverage and very low incidence of vaccine-preventable childhood diseases has led to **complacency toward the diseases**.
- Recently, **vaccine coverage rates** in Europe have been **declining** and **outbreaks** of vaccine preventable diseases are **increasing**.
- Poorly-managed immunization campaigns in some countries and an avoidance of transparent dialogue with the public have caused **mistrust of vaccines and government vaccination programs**.
- Due in part to the success of vaccination campaigns and the decline of vaccine preventable diseases, there are **less conversations about the diseases** themselves, allowing for discussion on vaccine safety to be more visible and potentially more frequent.
- Rooted in scientific and pseudoscientific online sources of information, **messages are often manipulated and misinterpreted**, undermining the confidence of parents and causing them to question the need for, and efficiency of vaccines.

Reversing the Pendulum of Public Opinion

Vocal pro-vaccine community is needed to reverse the pendulum of public opinion, influence parental decision making, and maintain routine immunization as the “societal norm”



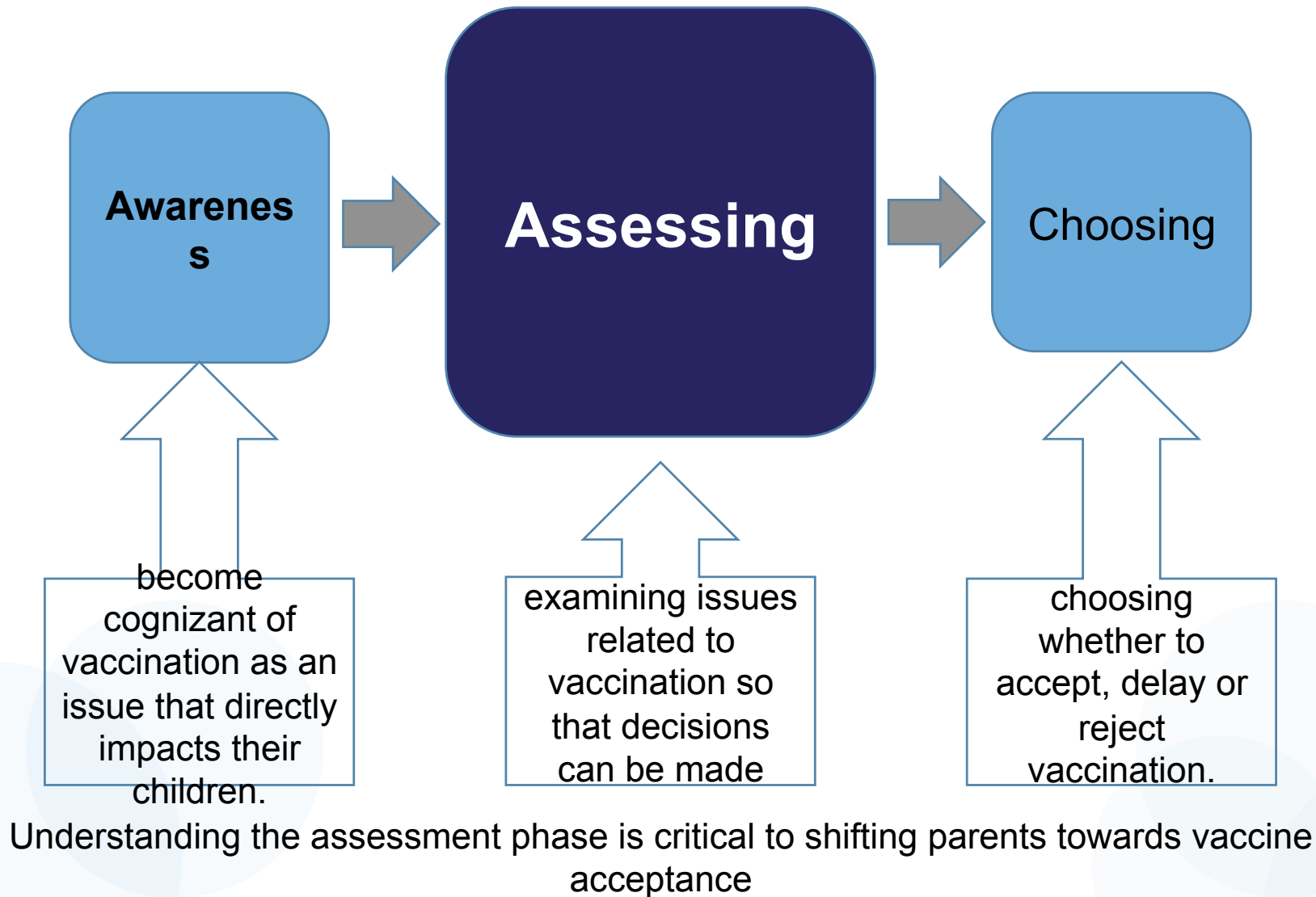
Messages should be:

- Consistent
- Reinforced
- Evidence based
- Benefits and risks

Platforms should include:

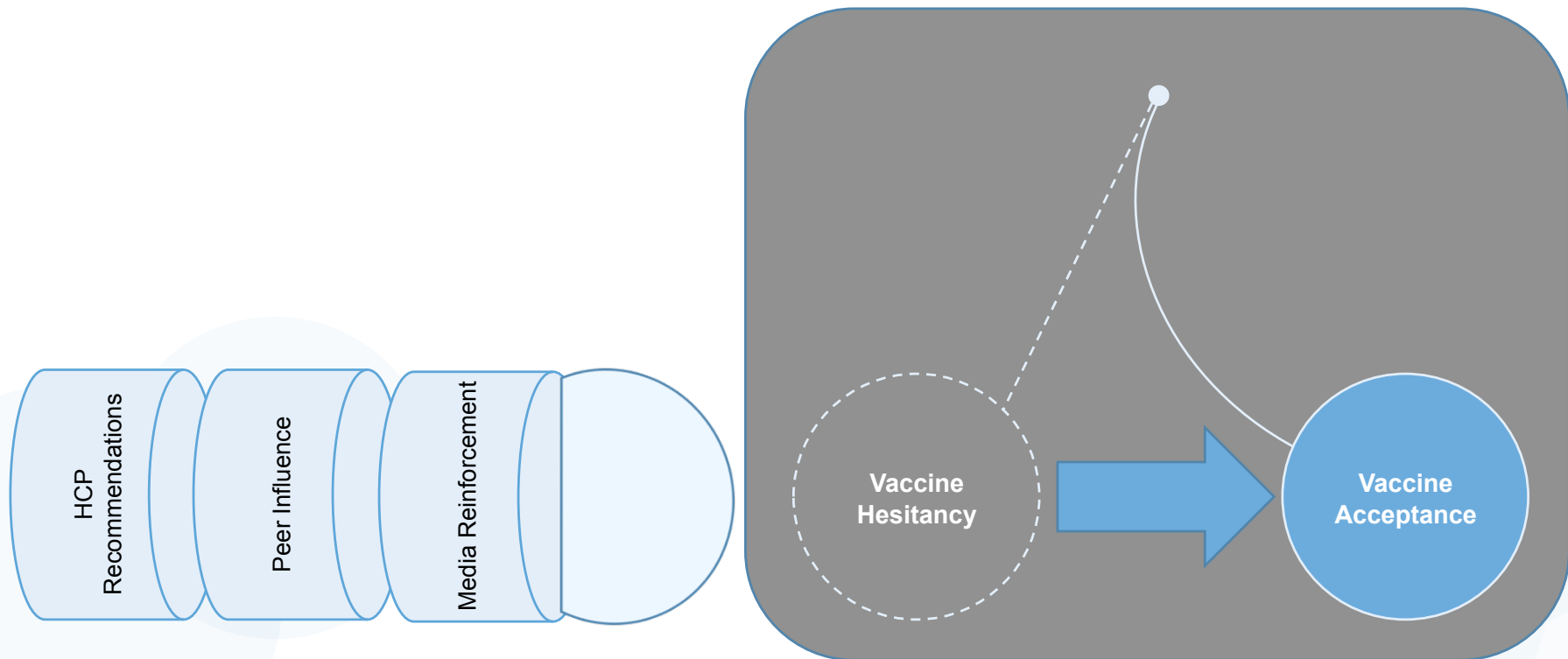
- Healthcare provider offices
- Mainstream media
- Social media
- Gatherings of friends
- Schools

Parental Decision Making Process



Influencing Vaccination Attitudes

Parental attitudes about vaccination are influenced by consistent evidence based messages delivered by healthcare professionals, peers, and the media.



Pharma's Role in Building Vaccine Confidence

- Facilitate opportunities to discuss value of vaccination and importance of the role of health care professionals in building parental confidence
- Convene relevant experts to build a community of confident vaccination advocates
- Provide support through resources and materials
 - **Resources (predigest documents that they can adapt, complete documents from credible source)**
 - **Training (traditional media + social media)**
 - **Online platforms for engagement**
- Experience of working with governments in launching vaccines around the world and through the life cycle (clinical trials to vaccine adoption)

Interactive Workshop

- Media Training
- Risk Communication
- Message Development
- Crisis Management