

Vaccine Confidence/Hesitancy Update

February 6, 2013 - NVAC
Sharon Bergquist, PhD
National Vaccine Program Office



Sept 2012 NVAC Session on Vaccine Confidence

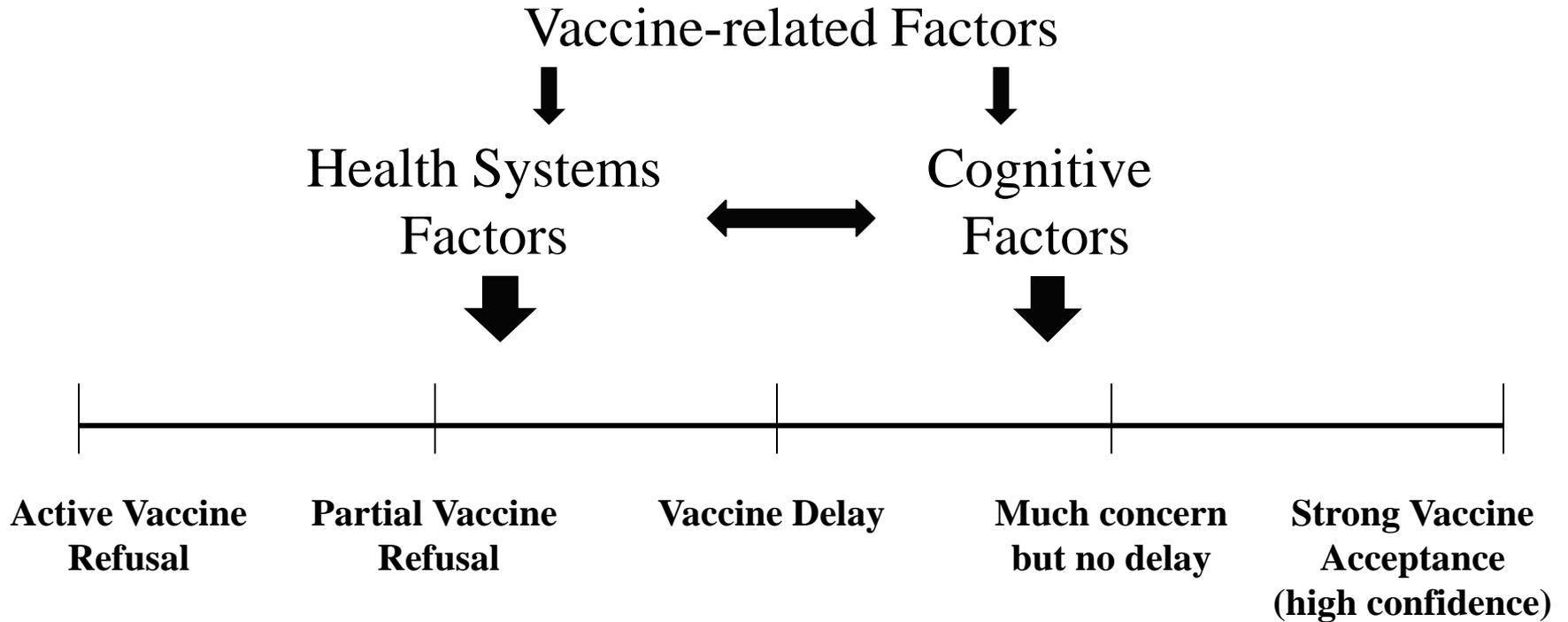
- Glen Nowak, PhD
 - CDC
- Saad Omer, MBBS MPH PhD
 - Emory University
- Ginny Heller, MSW
 - Vax Northwest
- Heidi Larson, PhD
 - London School of Hygiene and Tropical Medicine



Defining Vaccine Confidence

- **Vaccination confidence** is one of a number of factors that affect individual and population-level willingness to accept a vaccine. Confidence in:
 - The safety and efficacy of a vaccine
 - The reliability and competence of health professionals
 - The motivations of the policy-makers who decide which vaccines are needed and when.
- **Vaccination confidence** is required for achieving and maintaining high immunization rates.

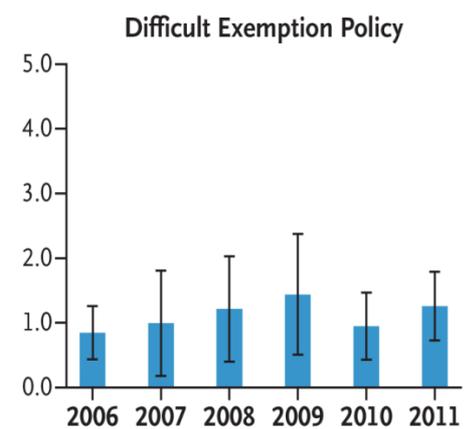
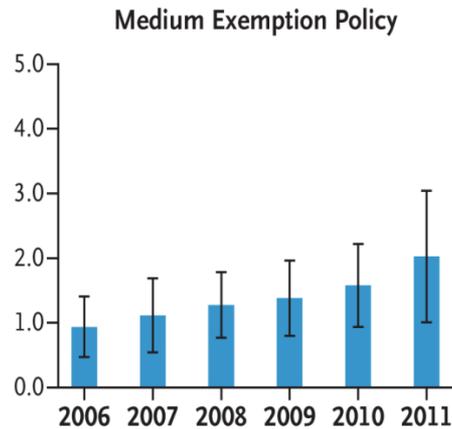
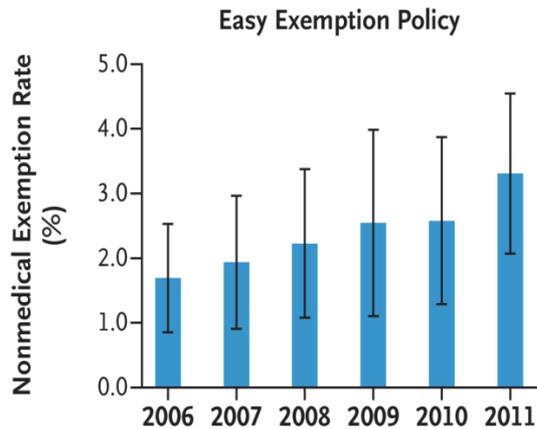
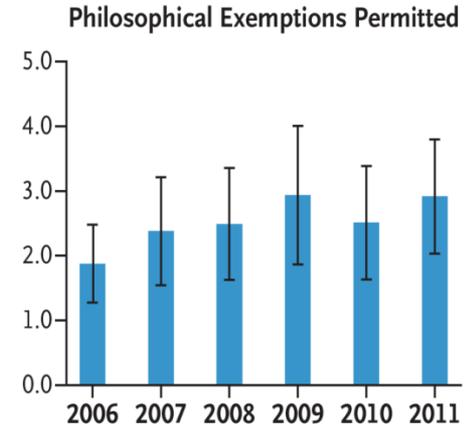
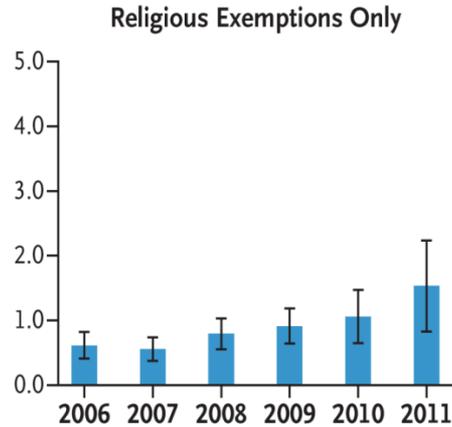
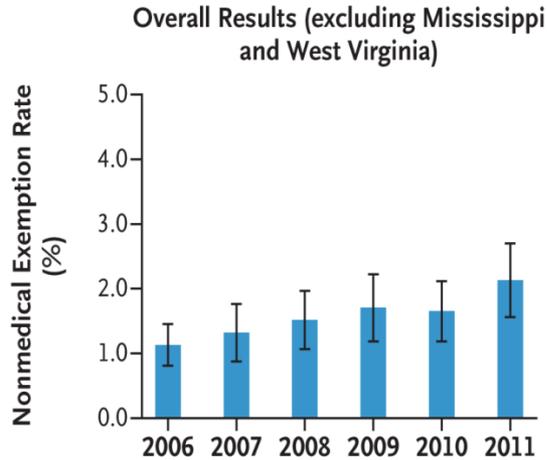
Defining Vaccine Confidence



Nowak, Sept. NVAC



Exemption rates are increasing in the US



Omer et al. NEJM, 2012



Exemption rates correlate with disease incidence

- High Exemption Rates are associated with increased personal risk of pertussis and measles
- High Exemption Rates are associated with increased state wide incidence of pertussis
- Regions with high exemption rates spacially overlap with pertussis outbreak clusters

Omer, Sept. NVAC



Intervention strategies: WA state and Vax NW



VAX
NORTHWEST



GroupHealth.



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Washington State Department of
Health

WithinReach

Community
PEDIATRIC
FOUNDATION
of WASHINGTON

Heller, Sept. NVAC



Targeting Parents and Providers

- **Pro-vaccine Parents**

- The vast majority do vaccinate their children – but they are often the silent majority.
- Hypothesized that when given local data on the vaccination rates in their community and support, these parents would become activated to speak out.
- Have recruited now 7 childcare centers and preschools each with 2 parent advocates.
- Early success with policy changes and engaged parents.

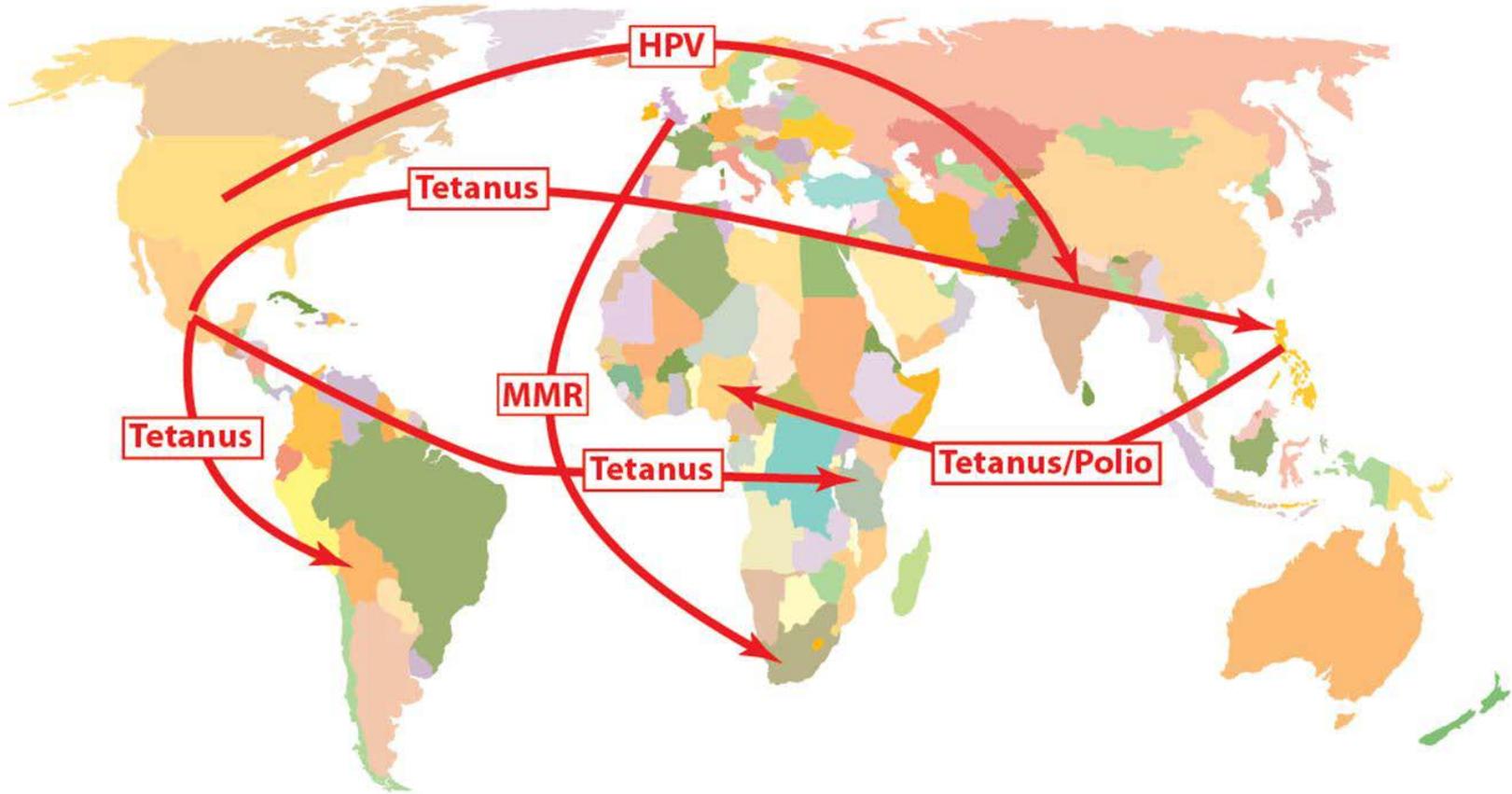
- **Providers**

- Providers are the most trusted source of information for parents.
- Providers have limited time and are feeling increasingly unprepared to answer parental concerns.
- There are no evidenced-based interventions to support provider-parent conversations.
- Vax NW has developed a tool to aid providers and has started a randomized control trial with 50 clinics to see if it works.

Heller, Sept. NVAC



Global Perspective



Larson, Sept. NVAC

Anticipating loss of confidence

- Once there is widespread vaccine refusal it is very difficult to reverse public opinion
- Before refusal there is a period of growing loss of confidence
- The Vaccine Confidence Project
 - Identify indicators of loss of confidence
 - Determine influencing factors
 - Act to counter loss of confidence

Larson, Sept. NVAC



Follow up from Sept. NVAC

- NVPO
 - Review of the US literature on vaccine confidence
 - Landscape analysis of who is working on this issue in the US and what work is being done



CHARGE

Recognizing that immunizations are given across the lifespan and there are likely to be important differences in vaccine acceptance at different stages of life, the Assistant Secretary for Health (ASH) is initially charging the National Vaccine Advisory Committee (NVAC) to report on how confidence in vaccines impacts the optimal use of recommended childhood vaccines in the United States, including reaching HP2020 immunization coverage targets. Focus of such a report may include understanding the determinants of vaccination acceptance among parents, what HHS should be doing to improve parental confidence in vaccine recommendations and how to best measure confidence in vaccine and vaccination to inform and evaluate interventions in the future.

