“Resistance to care”
- or building resilient demand for vaccination?

Presenter: Katrine Bach Habersaat
Technical Officer
Vaccine-preventable Diseases and Immunization

Improving the Response of Global Public Health in a Fast-changing World
Copenhagen, Denmark 2 December 2019
"Resistance to care"

"Pills and medicine are okay, but really doctor, I don't do shots."
Why Aren’t Parents Vaccinating Their Children?

November 28, 2011 / by Gretchen Gavett

When Parents Don’t Vaccinate Their Children

As cases of measles resurface, readers discuss the risks posed by “anti-vaxxers” while others explain their hesitation.

March 12, 2019

“We are not anti-science’: mothers defend right to not vaccinate children

Vaccine parents fear recent measles backlash, a new study explains why they remain skeptical and offers solutions for illness that would remove personal or philosophical opposition to school-age children. Photograph: Ted S Warren/AP

graduate. Another is a corporate

located, middle-class professionals, who had been widely ridiculed since more than a decade ago. In 2009, they traced to Disneyland. Critics su
“Vaccine refusal has been increasing in many EU member states:

between 2000 and 2017, routine immunisation coverage of [MMR1] – has decreased in nine EU member states and since 2010, it has increased to 12”
Vaccine hesitancy

- Complex
- Context-specific
- Varies across time, place and vaccines
Socioeconomic factors

- Income
- Education
- Ethnicity
Building resilient demand for vaccination

Making vaccination acceptable, attractive, accessible, possible and convenient for people

Adapted with permission from Michie et al (2014): The behaviour change wheel. A guide to designing interventions
Psychological factors which affect vaccination
Risk perception is critical for vaccination decisions

The risk perception gap:

Public

GAP

Health Authorities

Data
Evidence
Investigation
Comparing risk

Hmm. This bridge is only 99.997% safe.
I think I’ll swim.
Availability heuristic

Closeness in time and place affects our risk perception

Kahneman D, Tversky A. 1974, 1984 and 2011
Omission bias

Action entails a greater responsibility than inaction

Ritov and Baron (1990)
David (2006)
Howard-Snyder (2011)
Affect heuristic

We are guided by emotions, such as fear, anger or uncertainty

Kahneman D, Tversky A. 1974, 1984 and 2011
Dickert S, Västfjäll D, Mauro R, Slovic P. 2015
Simplification bias

When information and actions are easy to understand and conduct, they are more likely to change our perceptions and behaviours.
Default effect

Preference for the current state of affairs (status quo)

Johnson and Goldstein 2003
Increasing vaccination coverage – what works?

"All we have to do is place them on the waiting room chairs!"
• Change feelings and perceptions

Keeping vaccination on people’s minds

• Reducing barriers (logistical, behavioural)
Incentives/sanctions

• Facilitating the behaviour directly

Evidence says...?
Limited that this is possible
Intention-behaviour gap

Evidence says...?
Promising
We need to learn more

Evidence says...?
Strong evidence

Brewer et al. 2017
Keeping vaccination on people’s minds: Reminders

Cochrane intervention review

- 75 studies:
- reminder and recall interventions
  - telephone, autodialer calls, letters, postcards, text messages, combination of mail and outreach.

Cochrane review:

**High certainty evidence** that reminders improve receipt of childhood and adolescent routine vaccinations

**High certainty evidence** that postcards, text messages and autodialers are effective

Jacobsen Vann et al, 2018
Stockwell et al. AjPH, 2012
Pain mitigation

The median first cry duration

<table>
<thead>
<tr>
<th>SECONDS</th>
<th>intervention</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.0</td>
<td>(5.8-62.8)</td>
<td>57.5</td>
</tr>
</tbody>
</table>

Presuming compared with asking

Presumptive:
"Well, we have some shots to do"
"So we will do three shots and a drink, okay?"

Participatory:
"Are we going to do shots today?"
"You are still declining shots?"

Results
% caregivers resisting recommendations

![Chart showing comparison between presumptive and participatory formats](chart.png)
First understand the barriers and drivers – then design the response

• Behaviours are complex
• Populations are diverse
• A holistic programme view is needed
• Solutions must be targeted and tailored

www.euro.who.int/TIP
School module on vaccination

EURO.WHO.INT/vaccinesafetycommunication

EURO.WHO.INT/newvaccines

EURO.WHO.INT/vaccinedeniers

EURO.WHO.INT/immunization-advocacy-library
Thank you!