

16TH ANNUAL SCIENTIFIC CONFERENCE

The Non-Communicable Disease (NCD's) Epidemic
A Focus on Early Life Determinants

CONFERENCE HIGHLIGHTS:

Allergy | Devolution in Health
Malaria | Nutrition
Paediatrics In Disasters

Pre-Congress: 26th - 27th April 2016
Congress: 28th - 29th April 2016
Venue: Boma Inn Eldoret



Communicating Vaccine Safety and Community Involvement in Vaccine Programs: Dealing with Vaccine Hesitancy and Negative Messaging

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Outline of talk

- Definitions
- Introduction
- The communication cycle
- Tackling vaccine hesitancy and negative messages
- WHO TIP Guide

Definitions

- Vaccine hesitancy
 - Refers to delay in acceptance or refusal of safe vaccines despite availability of vaccination services
 - The issue is complex and context specific, varying across time, place and vaccines
 - It is influenced by factors such as misinformation, complacency, convenience and confidence

(WHO SAGE 2014)

Definitions Contd...

- A negative message
 - Is any message/communication to which the reader/listener will have an unpleasant emotional reaction
 - Readers/listeners find negative messages disappointing or threatening in some way
- (Western Michigan University 2002)

Introduction

Immunization is

- One of the most successful and
- Cost-effective means to help children grow into healthy adults

(WHO SAGE 2014)

Successful programs

- High vaccine acceptance
- High coverage rates (>95%)
- Communicating vaccine safety
- Community involvement

(Arwanire et al 2015)

Worldwide Statistics

- Immunization averts 2 to 3 million deaths annually
- An additional 1.5 million deaths could be avoided if global vaccination coverage improves
- To date, an estimated 18.7 million infants (nearly 1 in 5 children) –are still missing routine immunizations

(WHO Immunization Week report 2016)

WHO estimates :Unvaccinated children
> 60% live in 10 countries:

ASIA

- Pakistan
- Philippines
- India
- Indonesia
- Iraq

AFRICA

- Nigeria,
- Ethiopia
- Uganda
- South Africa
- Democratic
Republic of the
Congo

Factors to achieving significant results in immunization coverage

- Strategic Advisory Group of Experts on Immunization (SAGE) 2014 report identified
 - Quality and use of data
 - **Community involvement**
 - **Communicating vaccine safety**
 - Better access to immunization services for marginalized and displaced populations
 - Strong health systems
 - Access to vaccines in all places at all times

THE COMMUNICATION CYCLE

70 *Current Drug Safety*, 2015, Vol 10, No. 1

Arwanire et al.

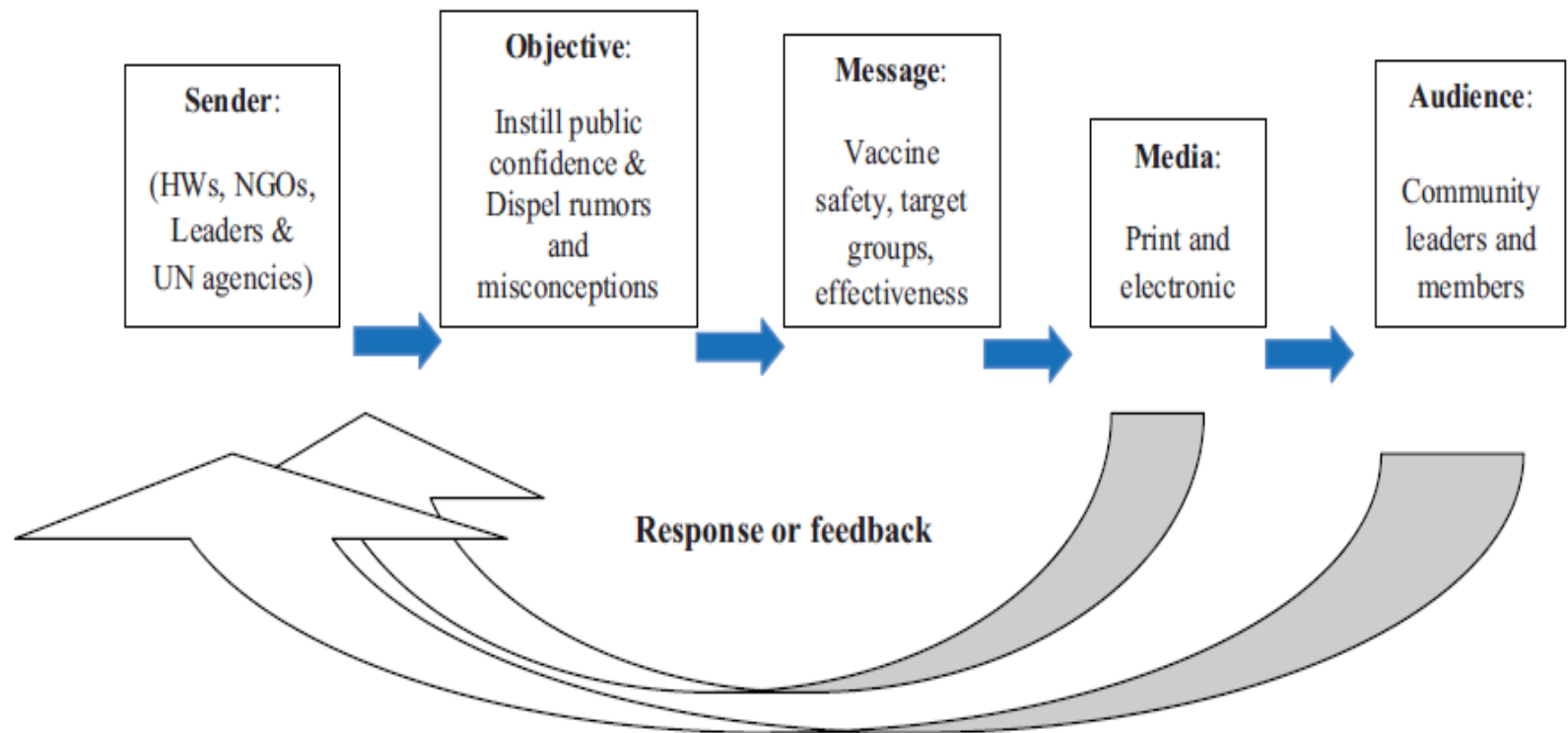


Fig. (1). The communication cycle [22].

Vaccine Hesitancy and Negative Messaging

1. Understand the magnitude and setting of the problem
2. Plan for strategies to address the root cause
3. Introduce monitoring and evaluation tools to determine the impact of the intervention

WHO :Guide to Tailoring Immunization Program (TIP)

- a) Identify and prioritize vaccine hesitant populations and subgroups
- b) Diagnose the demand and supply
 - side barriers to vaccination in these populations
- c) Design evidence
 - informed responses to vaccine hesitancy appropriate to the setting, context and hesitant

Advocacy, Social Mobilization and Communication

- Key messages about Vaccine Preventable Diseases
- Utilize members of the communities as mobilizers & vaccinators (e.g polio)
- Use of mass media
- Use of religious and community leaders etc



Conclusion

- Social mobilization using key
 - cultural, administrative, political,
 - media,
 - village health teams and
 - community health workers can lead to a
 - significant reduction of vaccine hesitancy and negative messaging
 - significant reduction of un-immunized children in the world

References

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4. Summary of WHO SAGE conclusions and recommendations on Vaccine Hesitancy. November 2014

https://youtu.be/9_nyG2TUDcQ



WORLD IMMUNIZATION WEEK 2016
www.who.int/campaigns/immunization-week/2016

CLOSE
THE IMMUNIZATION
GAP
IMMUNIZATION FOR ALL
THROUGHOUT LIFE

ACKNOWLEDGMENTS



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Thank you for listening

Questions and Comments are
welcome