

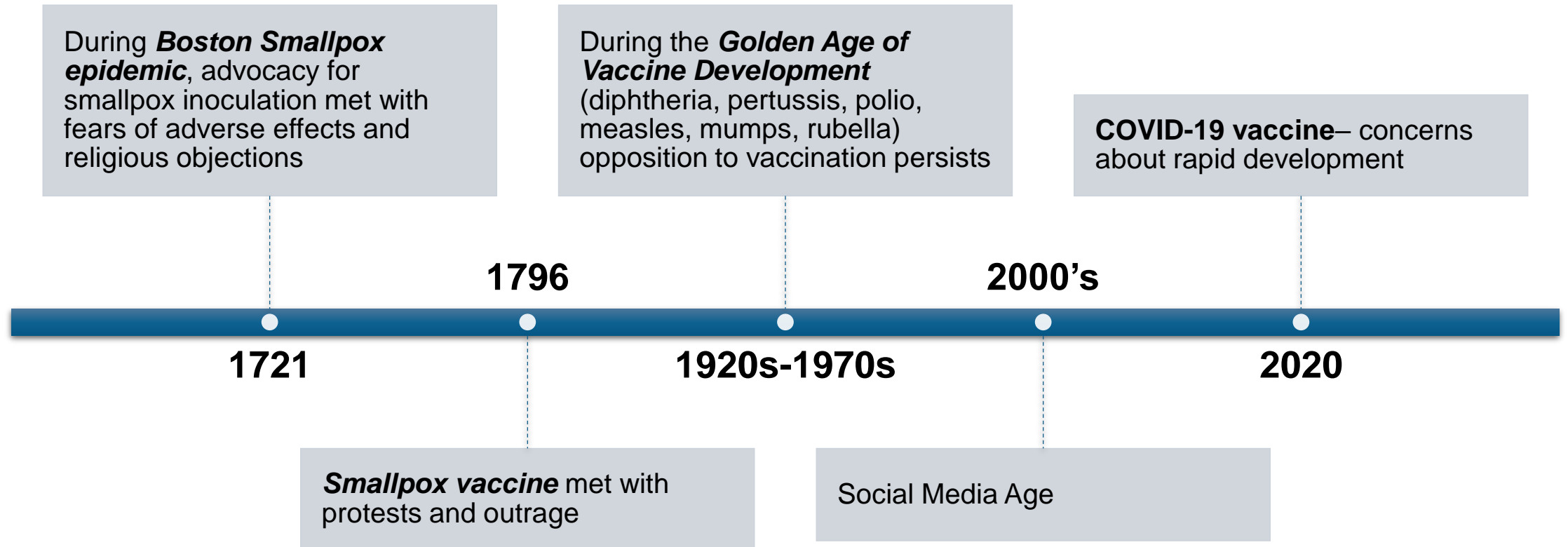
# ADDRESSING VACCINE HESITANCY

Michele Peake Andrasik, PhD, EdM



HIV VACCINE  
TRIALS NETWORK

# A BRIEF HISTORY OF VACCINE HESITANCY



# Do we *misunderstand* *human* *vulnerabilities*?



We need social connection.



We need hope for future.



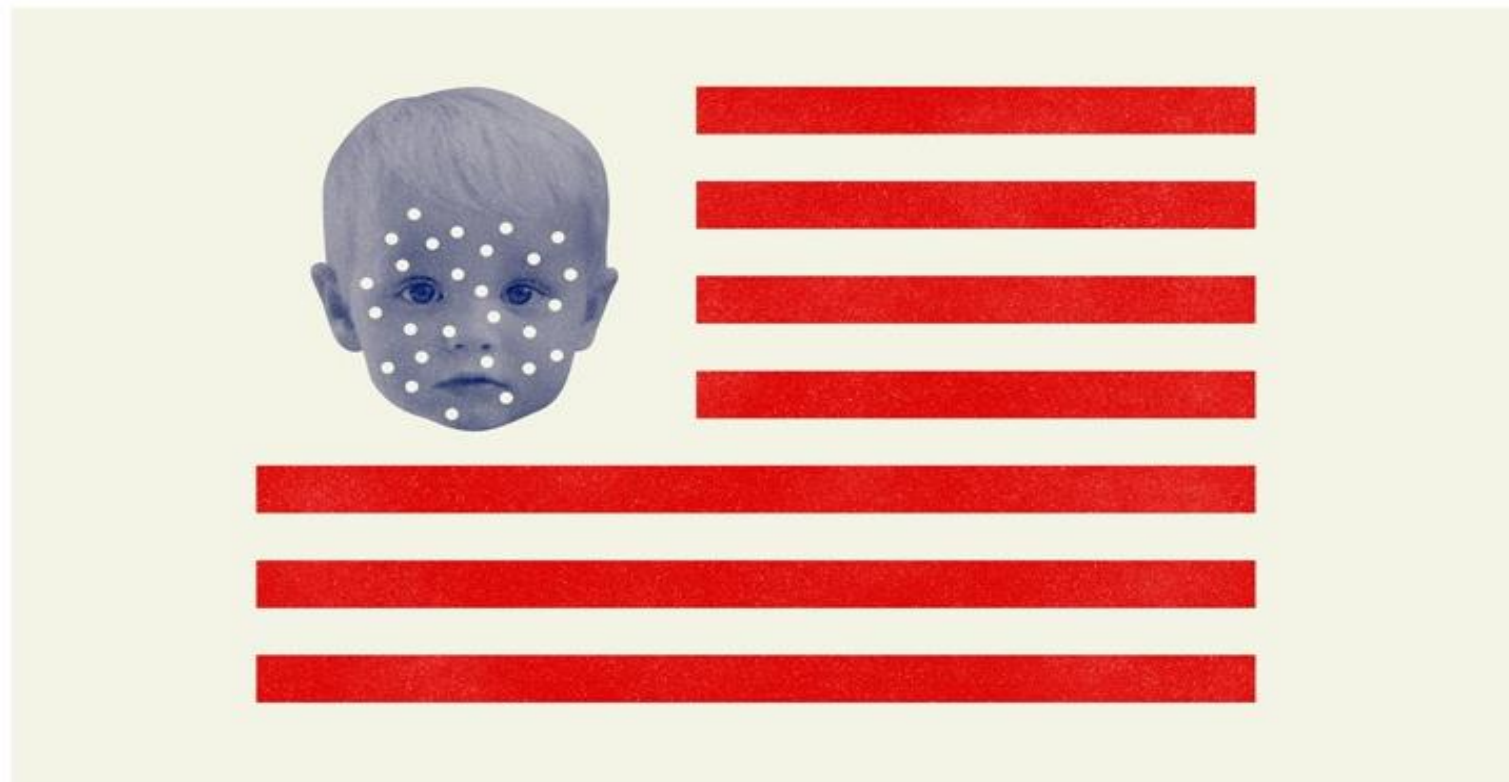
The lack of either affords  
opportunity for science  
communication challenges.

HEALTH

# What the Measles Epidemic Really Says About America

The return of a vanquished disease reflects historical amnesia, declining faith in institutions, and a troubling lack of concern for the public good.

PETER BEINART AUGUST 2019 ISSUE



*“Anti-vaccination activists have enjoyed particular success in communities whose cultural isolation makes them easy prey for misinformation.”*



Jerusalem Post > HEALTH & SCIENCE >

# A CURE FOR CANCER? ISRAELI SCIENTISTS MAY HAVE FOUND ONE

“Our results are consistent and repeatable.”

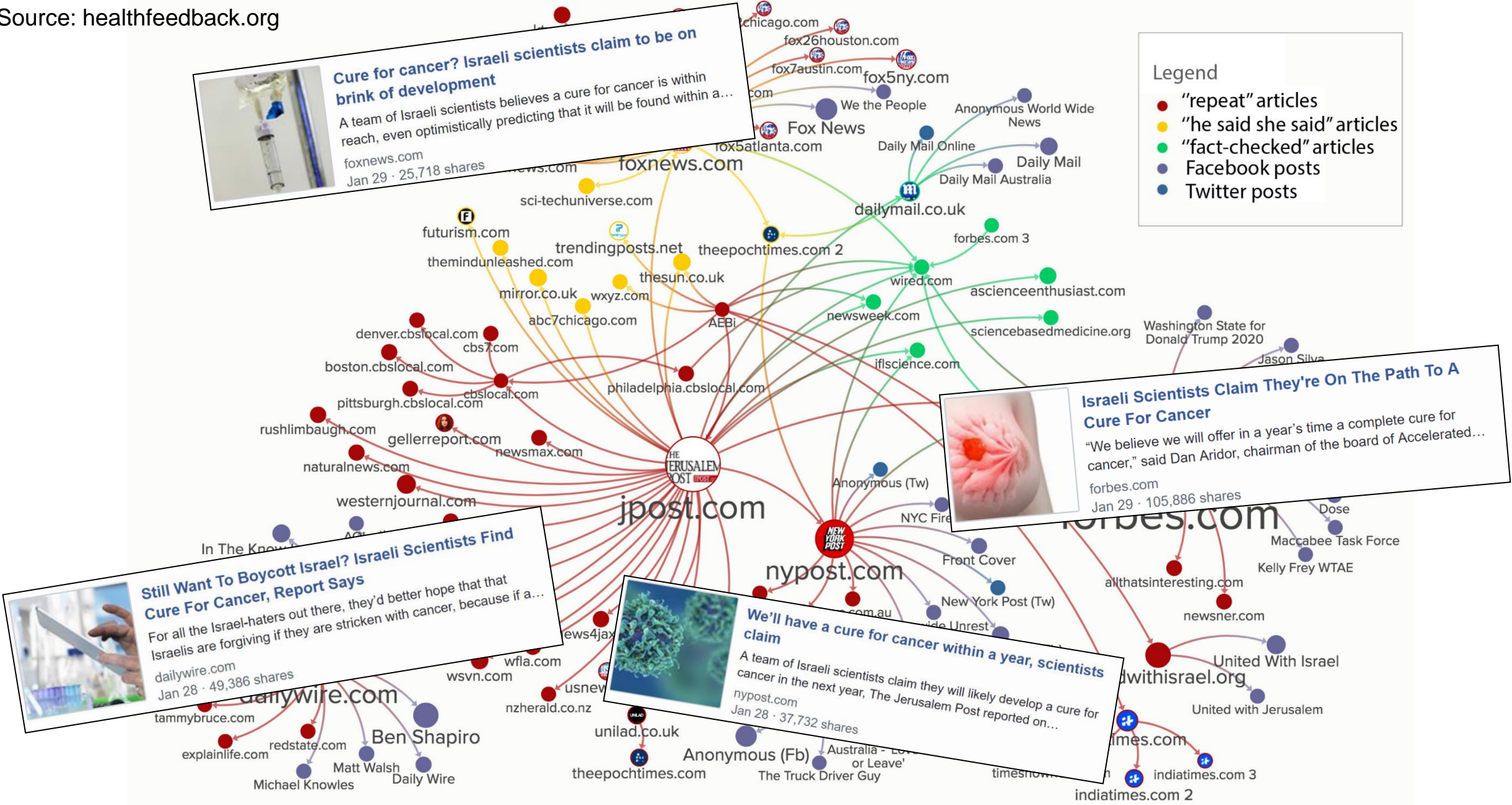
BY MAAYAN JAFFE-HOFFMAN / JANUARY 28, 2019 23:14

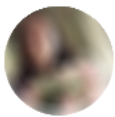
**A** small team of Israeli scientists think they might have found the first complete cure for cancer.

“We believe we will offer in a year’s time a complete cure for cancer,” said Dan Aridor, of a new treatment being developed by his company, Accelerated Evolution Biotechnologies Ltd. (AEBi), which was founded in 2000 in the ITEK incubator. AEBi developed the SoAP platform, which provides functional leads to very difficult targets.

Thank you to Dr. Vanessa Boudewyns for this example.

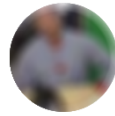




 **Emily Nguyen**  
January 30 · 🌐

Please Be Real 🙏  
PLEASE be Real 🙏  
PLEASE BE REAL. 🙏🙏🙏

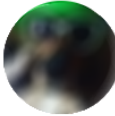
[Show Attachment](#)

 **Paul Kim** — 🌹 feeling hopeful.  
February 1 · 🌐

I pray this will happen. Sadly, many in the treatment industry, especially pharmaceuticals, will not want this to be. I'm flashing back to our movie "The Hidden."  
  
Holistic doctors have been getting murdered for decades. Maybe centuries.

[Show Attachment](#)

👍 3

 **Heather Baker**  
January 31 · 🌐

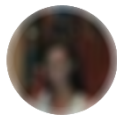
!!!!!!! Share share share  
[Show Attachment](#)

👍 6

👍 Like

 **Allison Marie Beaulieu**  
February 8 · 🌐


Is this real? Its posted by Forbes? Could it be true?  
[Show Attachment](#)

 **Patricia Schenck**  
February 8 · 🌐


Awesome news if true! Will have to research this some more  
[Show Attachment](#)

👍 Like


💬 Comment

 **Bernard Meyer**  
January 31 · 🌐

How I pray that this is true and that it won't be held up in the approval process in the U.S.

 **Michael Simpson**  
January 30 · 🌐

My wife died of Cancer..... I pray this is true.  
[Show Attachment](#)

 **[Redacted]**  
January 31 · 🌐

I'm sharing this again because I've seen a few more postings on it but I can't believe I'm not seeing it more, this is absolutely INCREDIBLE news!!  
[Show Attachment](#)

👍❤️ 2

2 Comments 3 Shares

👍 Like

💬 Comment

➦ Share

 **[Redacted]** Turned out to be fake.  
<https://www.google.com/.../the-complete-cancer-cure.../amp>



WIRED.COM  
**The 'Complete' Cancer Cure Story Is Both Bogus and Tragic**

Like · Reply · 8w



# Forbes



Forbes

January 29 · 🌐



FORBES.COM

**Israeli Scientists Say They Will Have A Complete Cure For Cancer Within A Year**

Shared  
over  
791,000  
times

1 day later...



Forbes

January 30 · 🌐



FORBES.COM

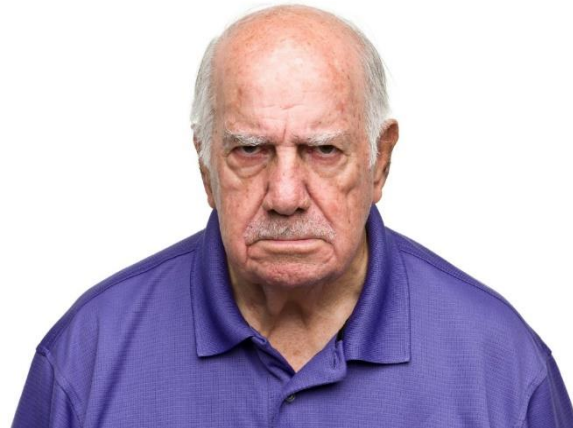
**An Israeli Company Claims That They Will Have A Cure For Cancer In A Year. Don't Believe Them.**

Shared  
over  
6,000  
times



# Might emotions make us vulnerable?

- Yes.
- Example: ***anger*** AND ***anxiety*** encourages inaccurate information acceptance.
- Example: Weeks, B. E. (2015). Emotions, partisanship, and misperceptions: how anger and anxiety moderate the effect of partisan bias on susceptibility to political misinformation. *Journal of Communication*, 65, 699-719.



# 5Cs FRAMEWORK OF VACCINE HESITANCY

1. **Confidence:** Trust in vaccines and healthcare providers.
2. **Complacency:** Perceived low risk of vaccine-preventable diseases.
3. **Constraints:** Access barriers (e.g., cost, location).
4. **Risk Calculation:** Balancing perceived risks and benefits.
5. **Collective Responsibility:** Considering the impact on the community.

# What do we need to do?

- Be empathetic
- View encounters as opportunities to learn values and preferences.
- Know what is out there:
  - Monitor and seek to understand – rather than prejudge – public information environments.
- Build relationships that encourage disclosure of misinformation
  - Build or reinforce trust
- Which of these is the most challenging for you?    **PRACTICE**

# How to talk about Vaccine Hesitancy

## APPROACHES TO AVOID

- Discrediting of information sources
- Not asking what is important to the person
- Using medical jargon in place of plain language
- Shame people for being wrong
- Overstating certainty associated with any corrective information

## APPROACHES TO USE

- **Show care and openness with body language**
- Ask what the person has learned about topic
- Ask about concerns, e.g., “What worries you?”
- Listen, acknowledge, and empathize
- Assess patient openness to new information
- Refer to accurate information resources



# Applications and new initiatives?

- What about telehealth applications?
- What information resources can your organization develop?
- What workforce development initiatives do we need?



# REFERENCES

1. Leask J, Kinnersley P, Jackson C, Cheater F, Bedford H, Rowles G. Communicating with parents about vaccination: a framework for health professionals. BMC Pediatr. 2012;12:154.
2. Rollnick S, Butler CC, Kinnersley P, Gregory J, Mash B. Motivational interviewing. BMJ. 2010; 340:c1900.
3. Southwell BG, Wood JL, Navar AM. Roles for health care professionals in addressing patient-held misinformation beyond fact correction. Am J Public Health. 2020;110(S3):S288-S289.

# THANK YOU



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**Thank you for joining us!**



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