

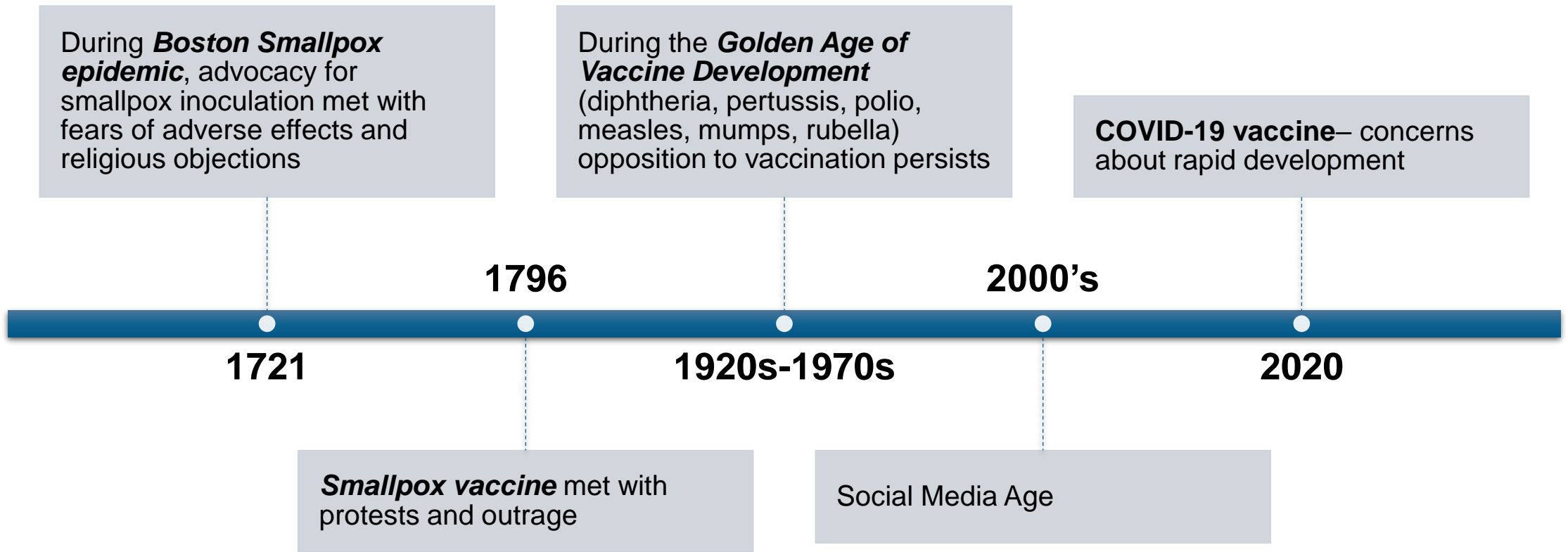
ADDRESSING VACCINE HESITANCY

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.



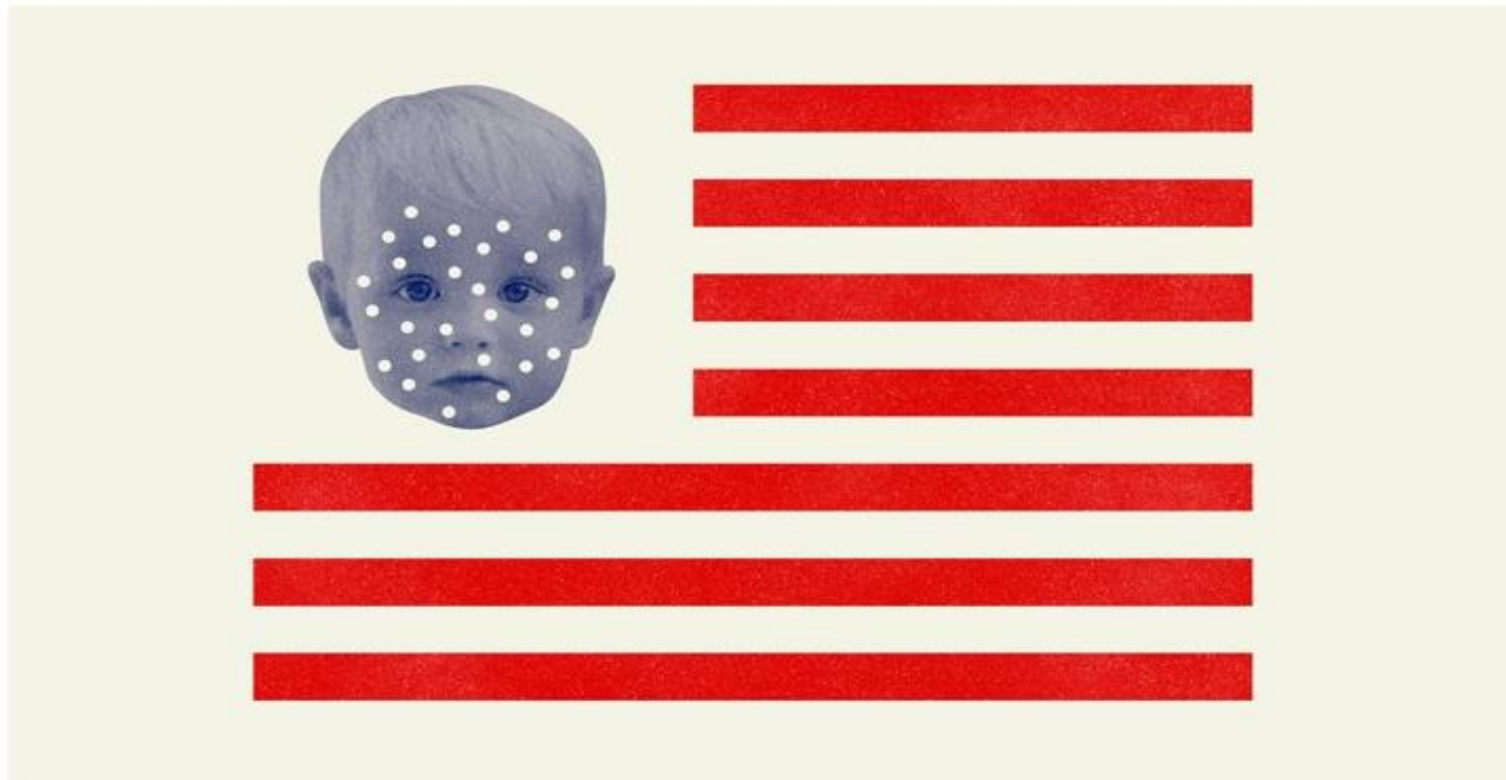
The lack of either affords
opportunity for science
communication challenges.

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.



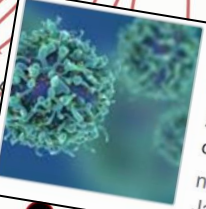
Cure for cancer? Israeli scientists claim to be on brink of development
 A team of Israeli scientists believes a cure for cancer is within reach, even optimistically predicting that it will be found within a...
 foxnews.com
 Jan 29 · 25,718 shares

Legend

- "repeat" articles
- "he said she said" articles
- "fact-checked" articles
- Facebook posts
- Twitter posts



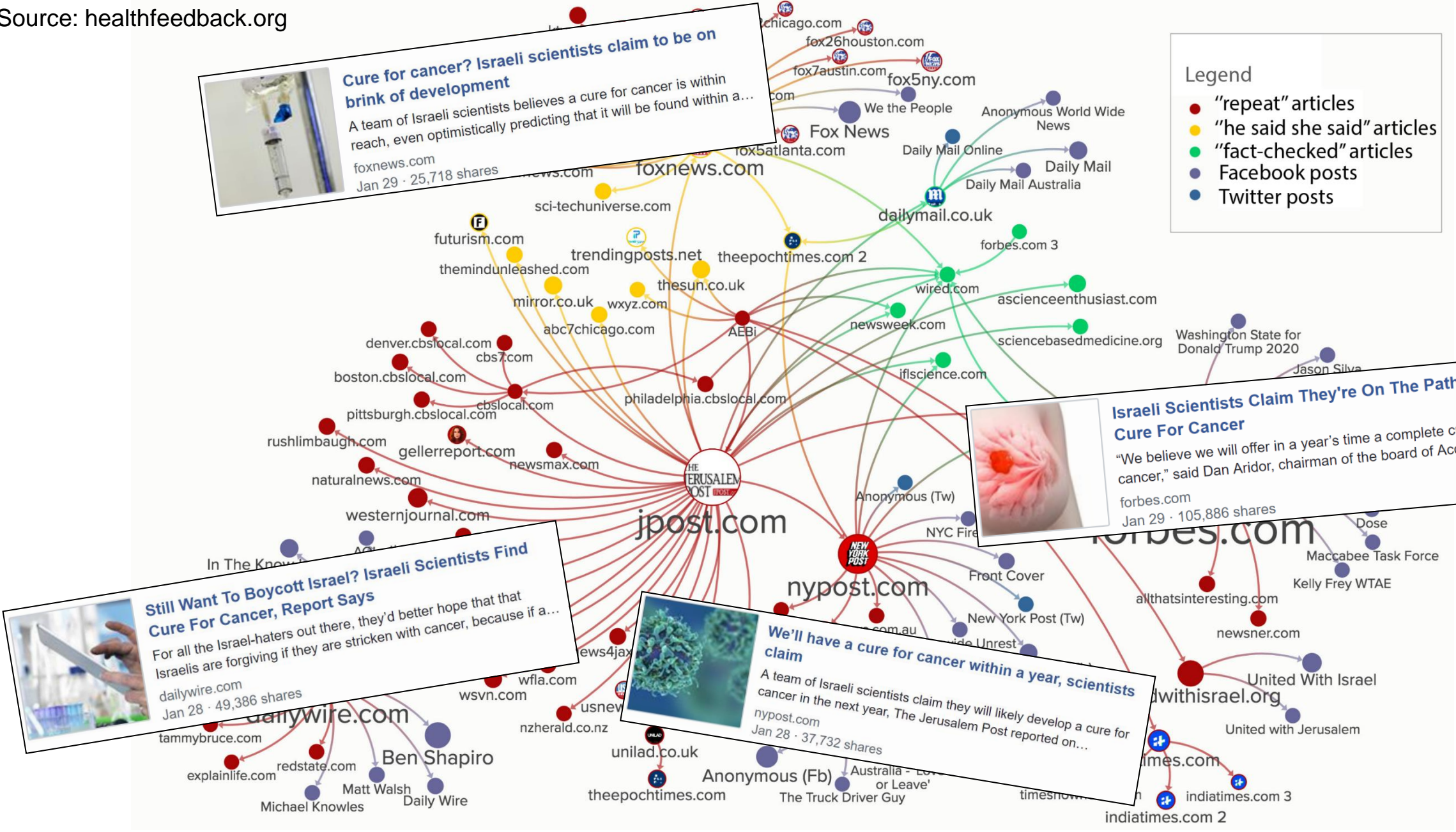
Still Want To Boycott Israel? Israeli Scientists Find Cure For Cancer, Report Says
 For all the Israel-haters out there, they'd better hope that that Israelis are forgiving if they are stricken with cancer, because if a...
 dailywire.com
 Jan 28 · 49,386 shares

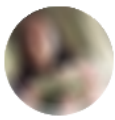


We'll have a cure for cancer within a year, scientists claim
 A team of Israeli scientists claim they will likely develop a cure for cancer in the next year, The Jerusalem Post reported on...
 nypost.com
 Jan 28 · 37,732 shares



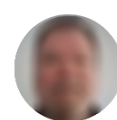
Israeli Scientists Claim They're On The Path To A Cure For Cancer
 "We believe we will offer in a year's time a complete cure for cancer," said Dan Aridor, chairman of the board of Accelerated...
 forbes.com
 Jan 29 · 105,886 shares



 Wendy Wagner
January 30 · 🌐

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

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 Emerald 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.

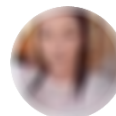
 Paul Kim — 🌹 feeling hopeful.
February 1 · 🌐

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.

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👍 3

 Allison Curtis Beaulieu
February 8 · 🌐

Is this real? Its posted by Forbes? Could it be true?

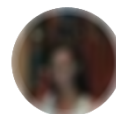
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 Heather Walker
January 31 · 🌐

!!!!!!! Share share share

Show Attachment

👍 6

 Patricia Schenck
February 8 · 🌐


Awesome news if true! Will have to research this some more

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👍 Like


👍 Like

💬 Comment

 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

F 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...

F Forbes
January 30 · 🌐



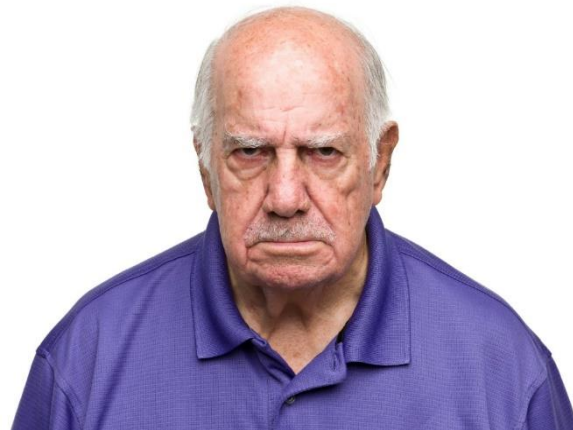
FORBES.COM

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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TRIALS NETWORK

Thank you for joining us!



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