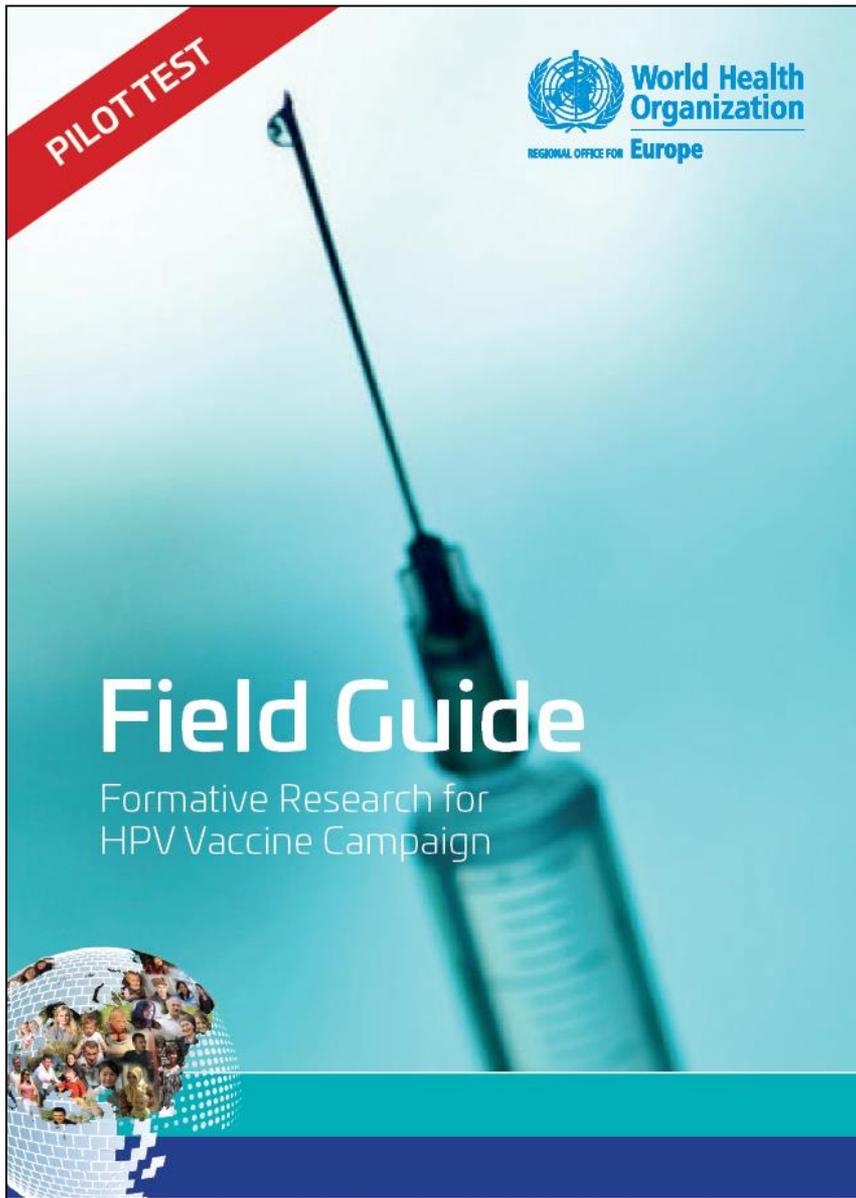


Engaging and communicating with different audiences

Katrine Bach Habersaat,
WHO Regional Office for Europe





Field Guide

Target group research for
HPV introduction
communication strategy

Exploring...

- Knowledge
- Information
- Barriers
- Enablers
- Channels
- Messages



Perception of vaccination?

“Generally positive”



Rumours about HPV?

“Yes, some”



Vaccines generally trusted?

“Yes, with some exceptions.”

Doctors a trusted source of information?

“Yes”

Knowledge of HPV vaccine

“To some extent”

Knowledge of HPV?

“Basic knowledge about HPV”

General
perception of
vaccination?

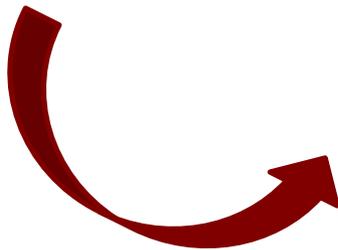
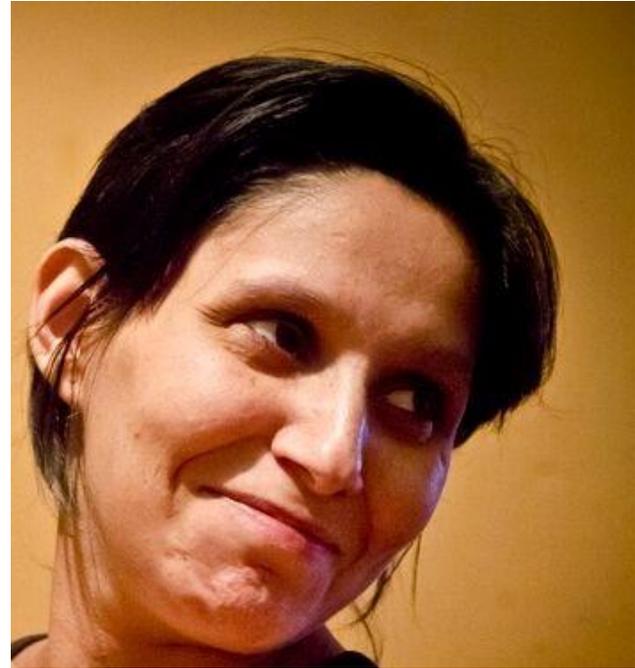
“Generally positive”

Doctors a
trusted source
of information?

“Yes”

Knowledge of
HPV vaccine

“To some extent”



- More fearful and unsure about *all* vaccines than expected.
- Believe health care providers have quotas to fill and get paid per vaccination.
- Most know little or nothing.

Rumours about
HPV?

“Yes, some”



- Much more prevalent and exaggerated than expected.
- From other countries – and Facebook, chat groups and friends’ stories.
- Paralysis, coma, infertility! A strategy to reduce population in poor countries!

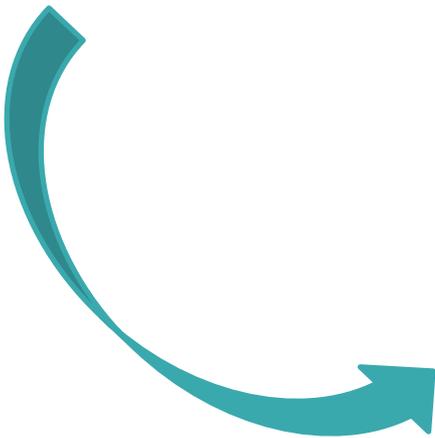


Vaccines generally trusted?

“Yes, with some exceptions.”

Knowledge of HPV?

“Basic knowledge about HPV”



- Influenced by same rumours and fears as parents.
- Uncertain of the facts.
- More hesitant to recommend all vaccines than ever before.
- Parents ask them to guarantee there will be no side effects – they cannot and hesitate to promote vaccines.

” What parents said was **almost completely different from what we expected**, both their knowledge of the benefits of vaccination and their sources of information about it ”

National immunization programme staff

”

It was **surprising to find huge gaps in knowledge** among those representing public health... **Even the gynecologists were against the HPV vaccine.** It seems there is very little scientific approach towards this

”

Public Health Management School team leader



Online 'Vaccination and trust' library

EURO.WHO.INT/vaccinetrust

Vaccination and trust

How concerns arise and the role of communication in mitigating crises



Individual
decisions



Risk
perception



Culture and
social norms



Effect of
building trust



World Health
Organization

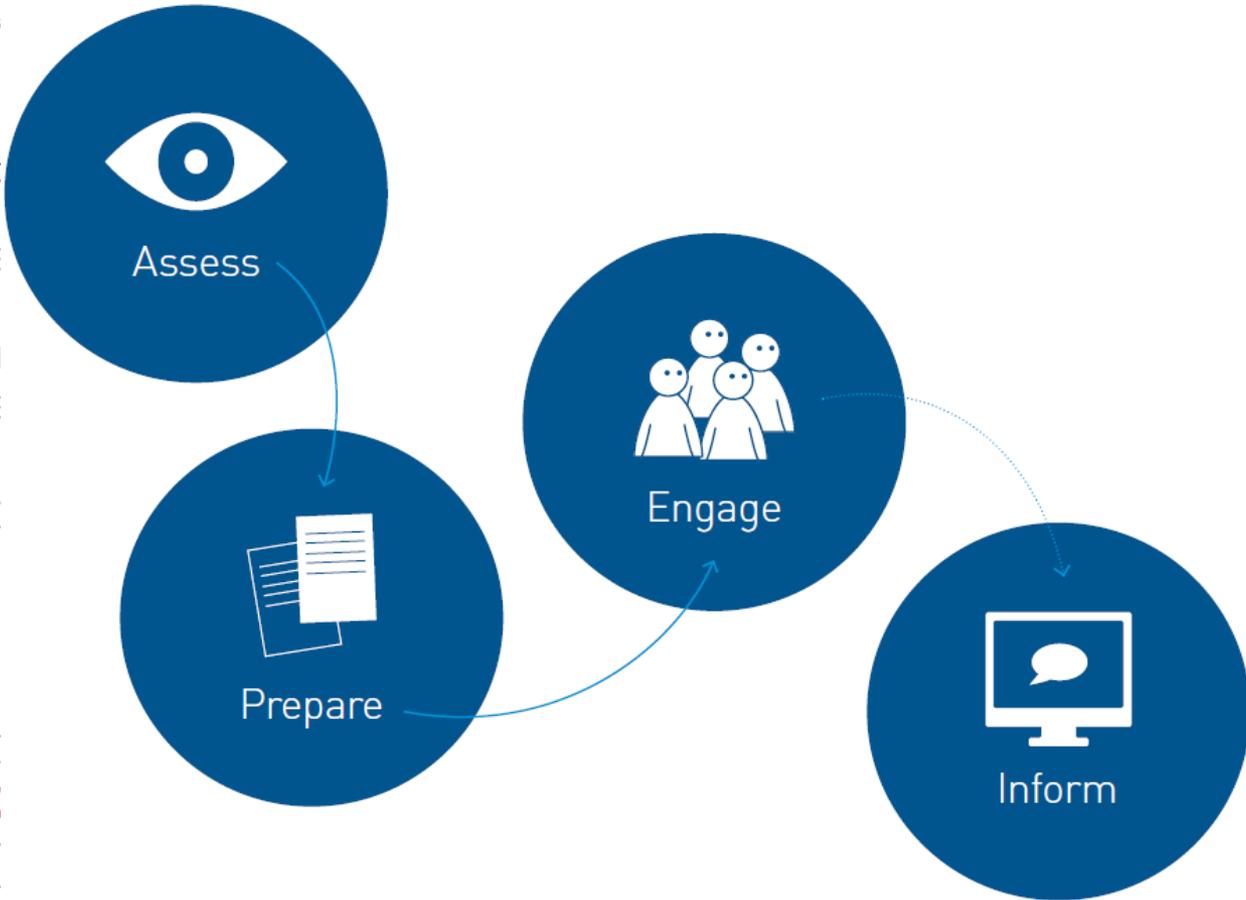
Overall goals

Ensure high uptake of the new vaccine and population resilience to vaccine safety scares through:

- Ensuring high knowledge levels among all stakeholder groups: health workers, experts public, media, vaccine target groups and other key stakeholders
- Avoiding or limiting misperceptions and unfounded rumours about the vaccine
- Being prepared to respond to any vaccine safety scare

Overall process

Prepare through:



Eliminate complacency. The shot over

These preparation steps are detailed in detail in the following

7. Develop and

8. Budget
Define how much it will cost to implement the communications plan. Consider a contingency or emergency budget in place if warranted.

immunization-related crisis (e.g. AEFI, vaccine recall, pandemic influenza vaccine introduction etc.).

only to monitor progress and adjust activities accordingly, but also to monitor public and media opinion about vaccination and detect new misperceptions and rumours that you may need to respond to.

10. Evaluation
Build in evaluation criteria — these should be realistic, credible and specific.

Should be focused on the measurable. Define two metrics that will support the achievement of your goals, for example: (awareness); (action-oriented).

Identify the target audiences: groups to whom the messages will be directed, for example, vaccinees, parents, adults, pregnant women, community leaders etc. Prioritize audiences in order of importance. Consider those who such as media, social media influencers, experts and stakeholders who can help inform public decisions and actions. Consider members of parliament, community leaders etc. Consider the Immunization Technical Advisory Group (ITAG). Consider the Vaccine Confidence Trust.

Refer to: [Vaccine Confidence Trust](#)



Now for the first time, several d
express their concerns -





Best practice guidance //

How to respond to vocal vaccine deniers in public



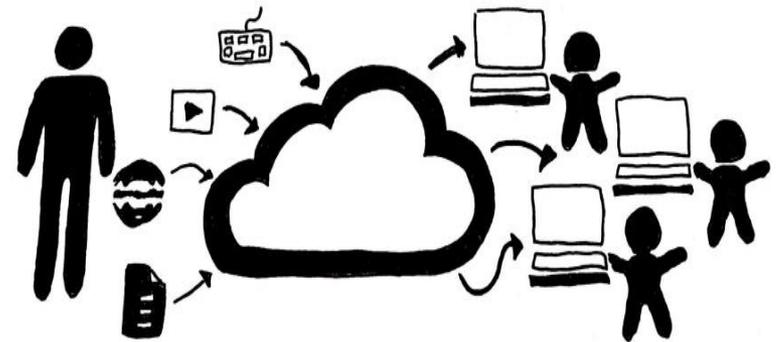
Based on evidence:

- Rhetorics and communications
 - Social psychology
 - Myth debunking
 - Science denialism
-
- You are talking to the audience – not the vocal vaccine denier
 - Know the techniques they use – and unmask them
 - Know the topics they refer to – and be prepared to respond

Intersectoral education pilot project



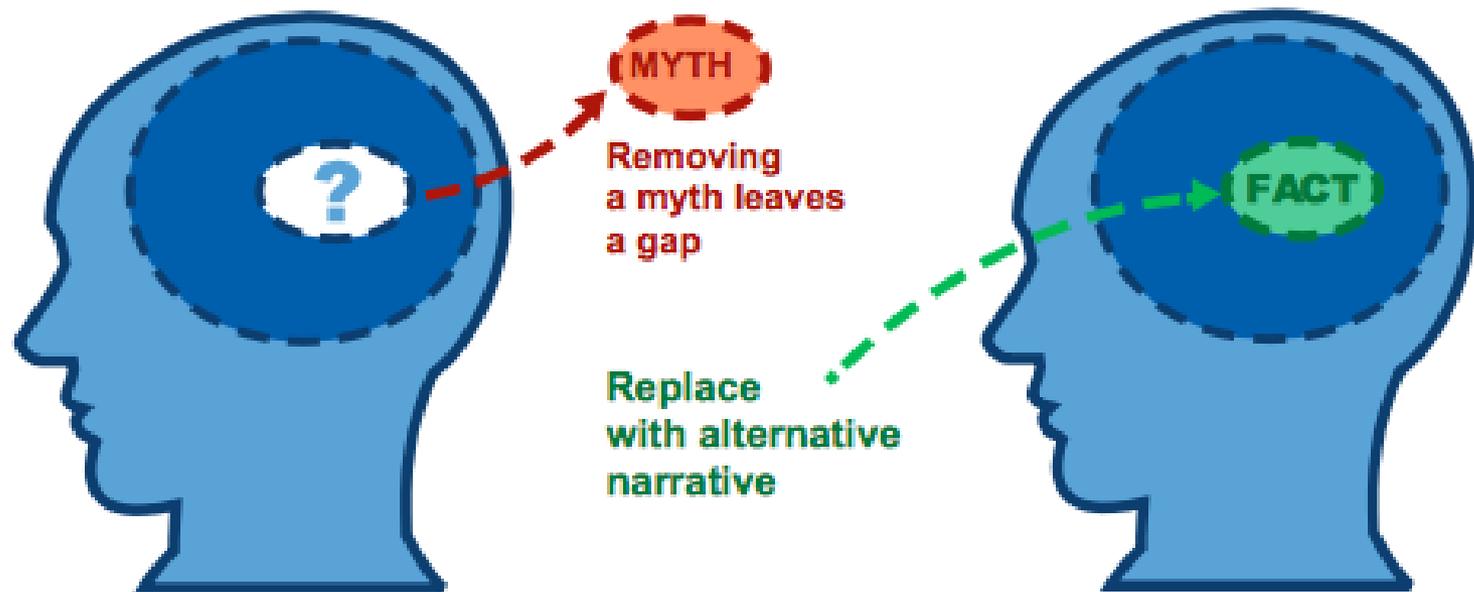
The digital Classroom



EURO.WHO.INT/vaccine

Additional slides

What do we know about “the public”?



Step 1
Unmask the
technique

Conspiracies

Fake experts

Selectivity

Impossible
expectations

Misrepresen-
tation and
false logic

“I am not against
vaccination; only
concerned about
keeping children
safe. And this is
why I say: no
child should
receive this
vaccine until we
know that it is
100% safe”

“Unmasking”

- A style which matches your personality, the situation, the cultural context, your opponent
- Do not escalate conflict

Example of unmasking impossible expectations:

“Expecting 100% safety is impossible; even the simplest medical interventions such as taking a pain killer or drawing a blood sample can never be 100% safe.”

Example: unmasking “selectivity”

“This paper which I hold in my hands now very clearly proves a link between MMR and autism. And there are many more studies alike”

“Ms Young is cherry picking the scientific evidence, ignoring the bulk of solid evidence which disproves her position.”

Step 2
Provide the
evidence-based
message which is
relevant for the topic
raised

Threat of
diseases

Alternatives

Effectiveness

Trust

Safety

“Diseases are under control. The risk for any individual child of being infected with measles is so extremely low. There is absolutely no need to ask children to run the risk of vaccination ”

The message

- A style which matches your personality, the situation, the cultural context, your opponent...
- Know your facts
- Prepare

Example of key message for topic “Threat of disease”:

“Diseases are only under control if we stay vigilant and continue to vaccinate. There are small children and people with conditions who cannot be vaccinated – we all have a responsibility to protect them by being vaccinated. Vaccine-preventable diseases can be very severe, and still cause millions of deaths per year, including in our neighbouring country.

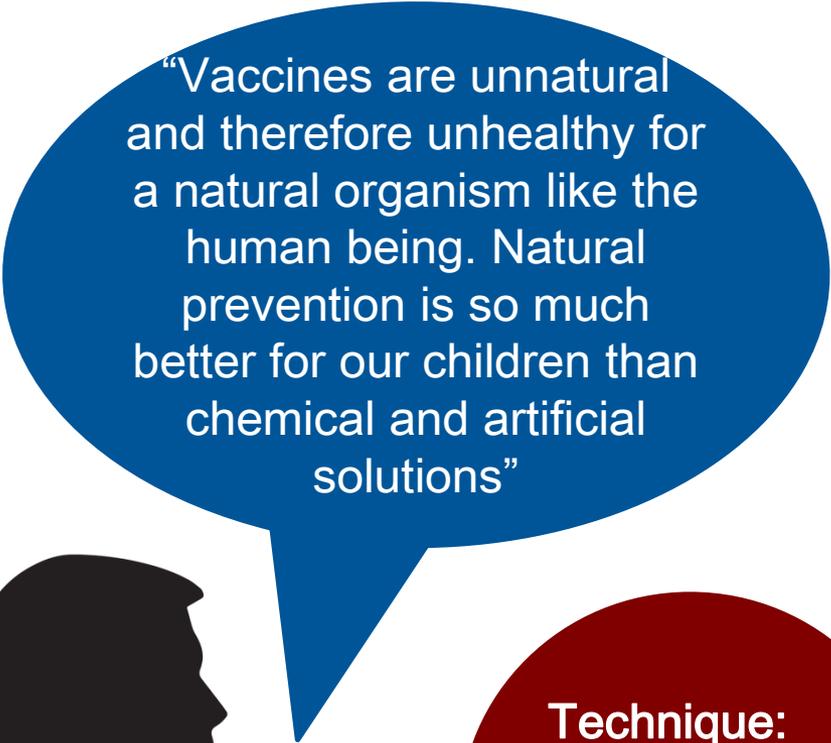
The message

- A style which matches your personality, the situation, the cultural context, your opponent...
- Know your facts
- Prepare

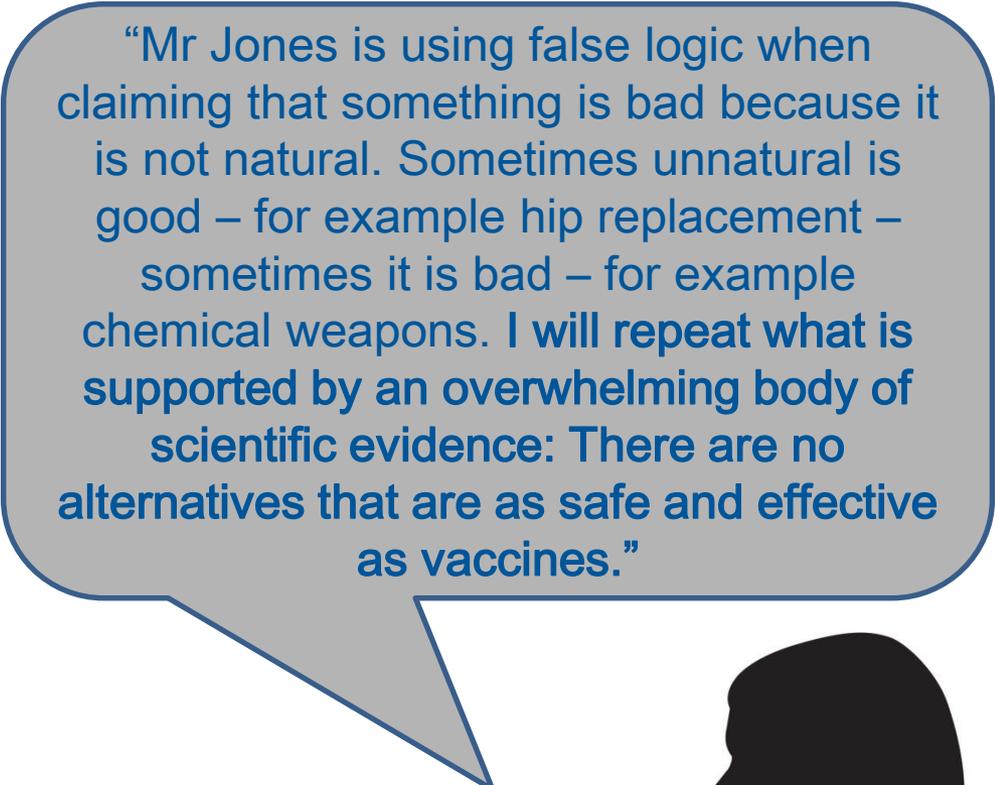
Example of key message for topic “Threat of disease”:

“**This logic is false and may be damaging.** Diseases are only under control if we stay vigilant and continue to vaccinate. There are small children and people with conditions who cannot be vaccinated – we all have a responsibility to protect them by being vaccinated. Vaccine-preventable diseases can be very severe, and still cause millions of deaths per year, including in our neighbouring country.

Example



“Vaccines are unnatural and therefore unhealthy for a natural organism like the human being. Natural prevention is so much better for our children than chemical and artificial solutions”



“Mr Jones is using false logic when claiming that something is bad because it is not natural. Sometimes unnatural is good – for example hip replacement – sometimes it is bad – for example chemical weapons. I will repeat what is supported by an overwhelming body of scientific evidence: There are no alternatives that are as safe and effective as vaccines.”



Technique:
false logic

Topic:
alternatives



In conclusion

By preparing...

- Know the techniques and how to unmask them
- Know the key topics and how to provide the evidence-based response to each of these

...you will feel and appear more

Confident
Trustworthy
Compelling



Appeal to
the public
audience
(Rule no 1)