

# Vaccinedag SSI

Ringsted, 6. juni 2019

## Forældre, der er i tvivl om vaccination: Hvorfor – og hvad kan vi gøre ved det?



World Health Organization  
Europe



Organisation mondiale de la Santé  
Europe



Weltgesundheitsorganisation  
Europa



Всемирная организация  
здравоохранения  
Европейское региональное бюро

Katrine Bach Habersaat, Technical Officer  
Vaccine-preventable Diseases and Immunization programme  
WHO Regional Office for Europe

# WHOs europæiske region

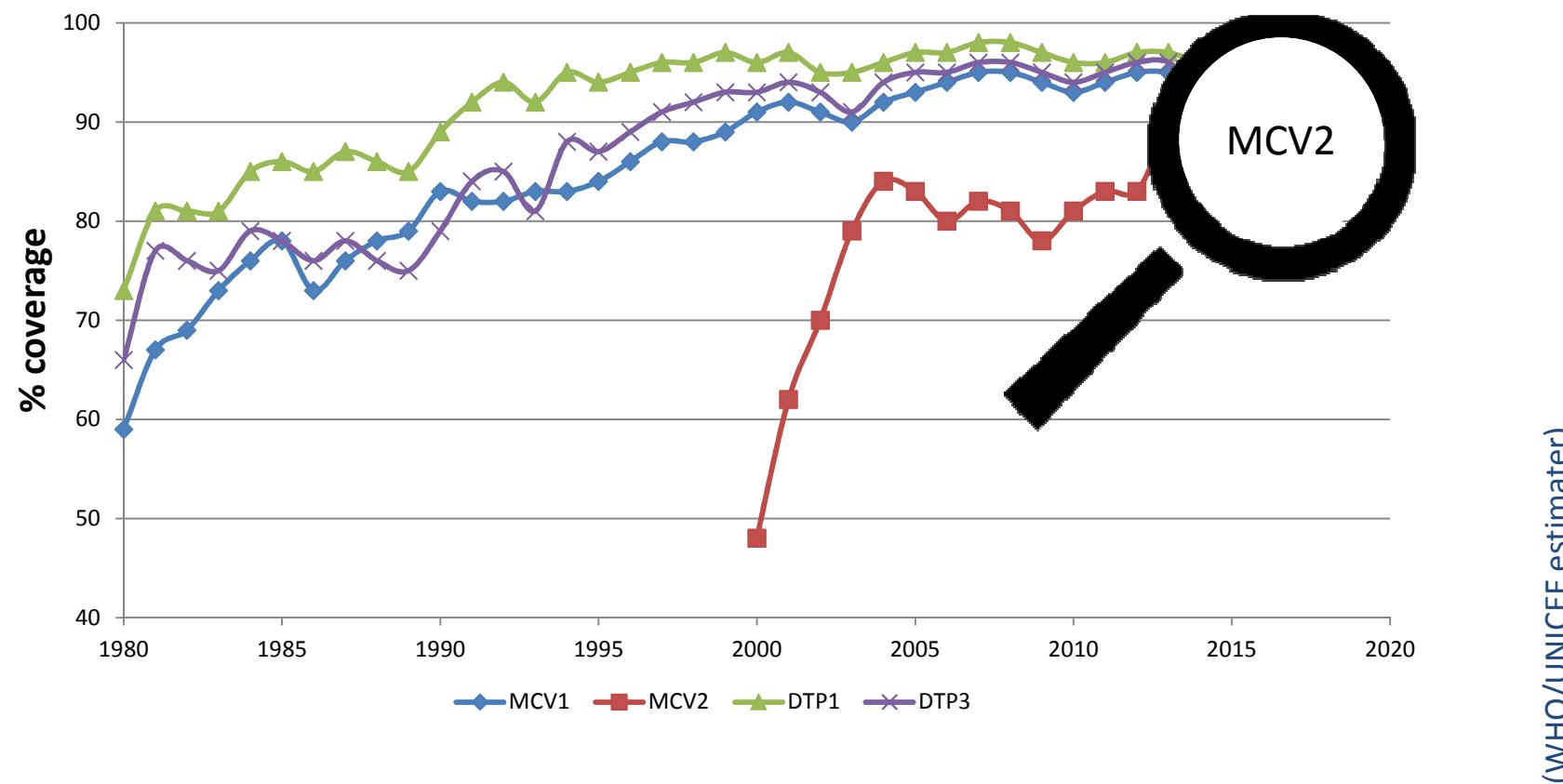
53 medlems-  
stater

920 mio.  
mennesker

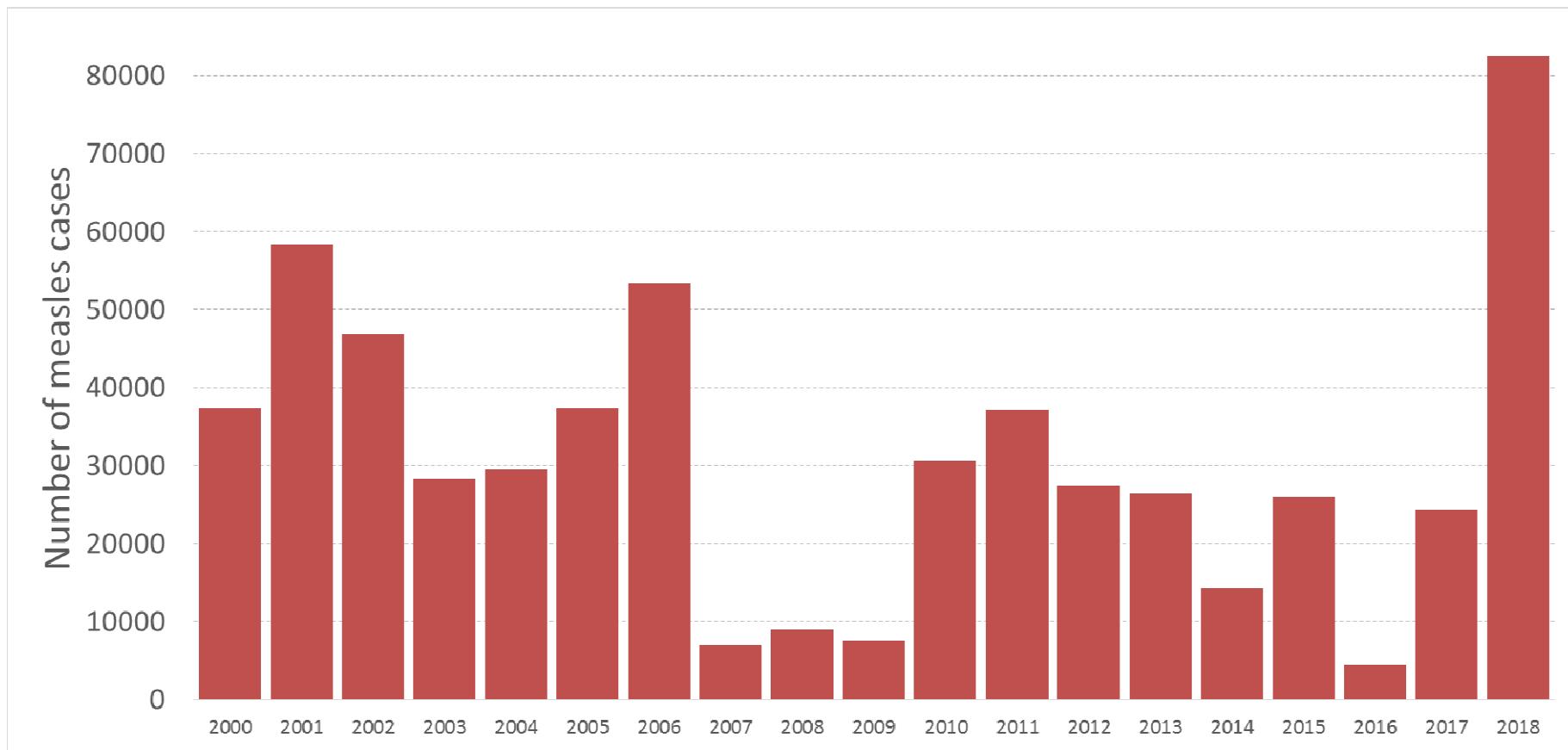


Source: World Population Prospects: The 2017 Revision, World Bank 2017

## DTP- og MCV-vaccination i den europæiske region 1980-2017



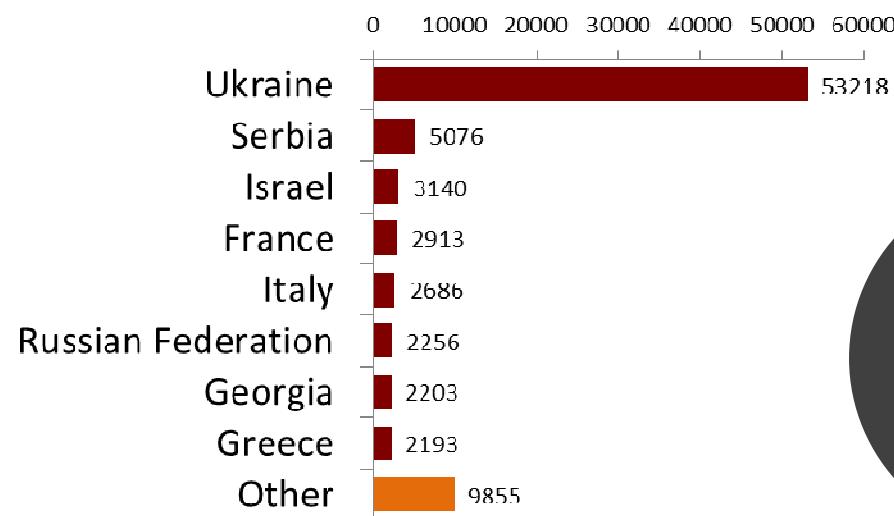
## Mæslinger i den europæiske region, 2000-2018



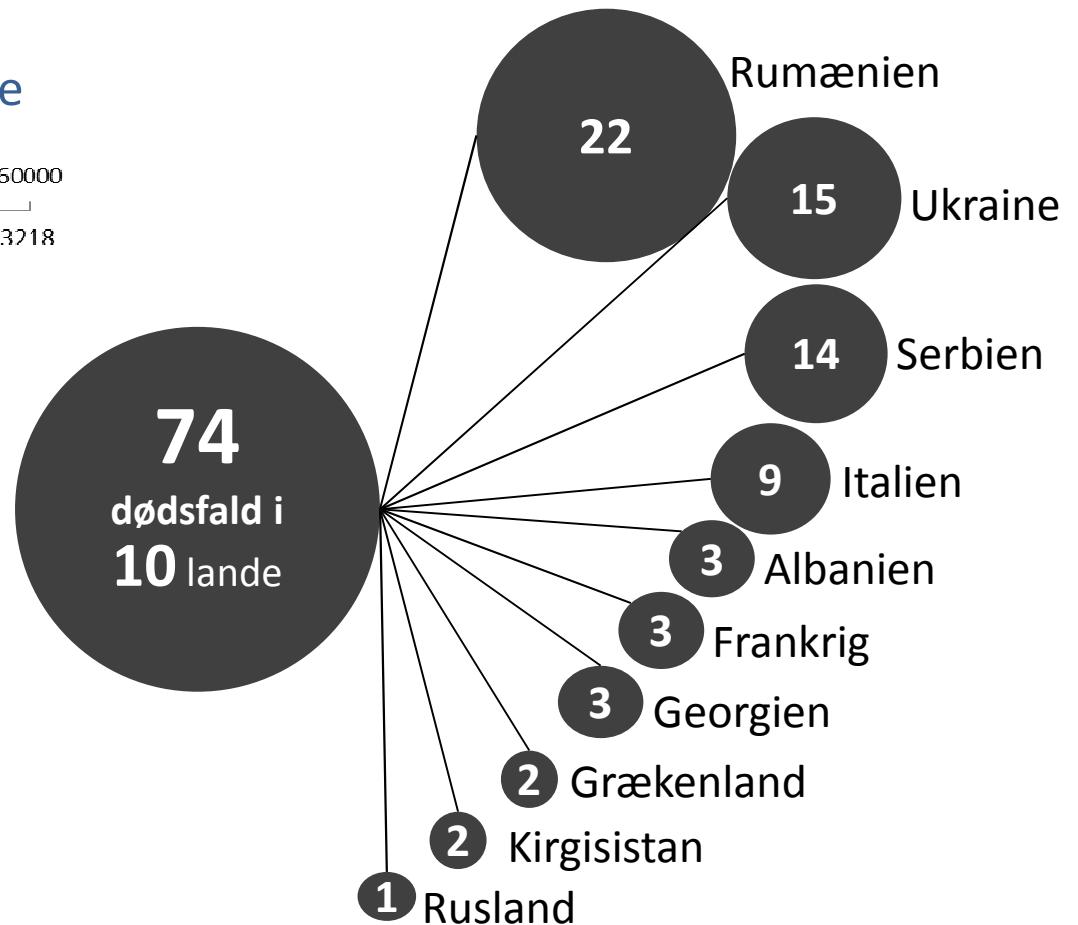
Source: [http://www.who.int/immunization/monitoring surveillance/data/en/](http://www.who.int/immunization/monitoring_surveillance/data/en/)

83 540

## Antal rapporterede mæslingetilfælde



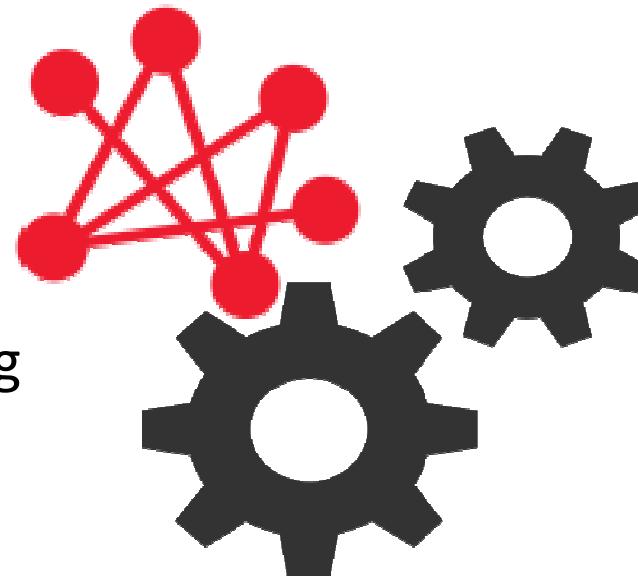
8 lande → 88% af smittede





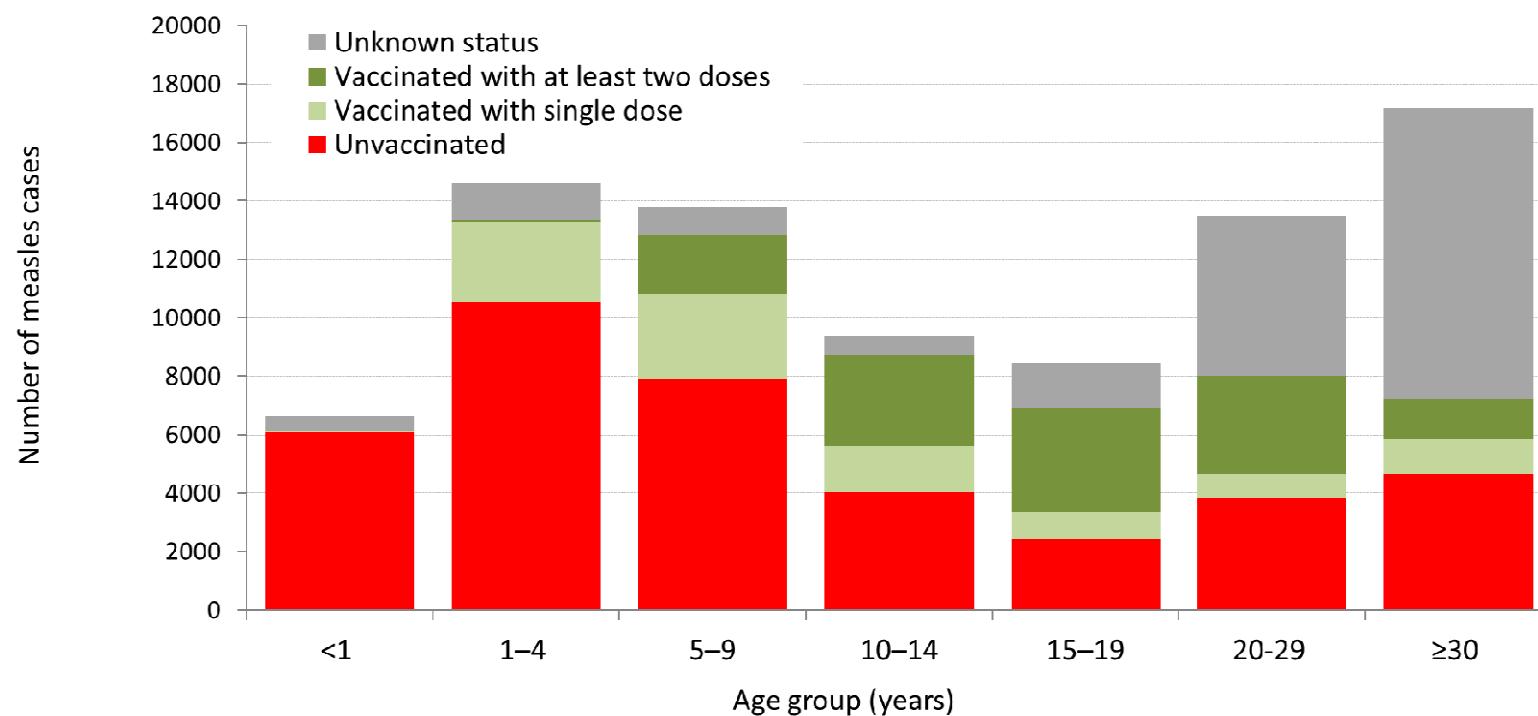
# “Vaccine hesitancy”

- Kompleks
- Kontekstafhængig
- Varierer over tid, sted og vaccine



SAGE Working Group on Vaccine hesitancy Report 2014

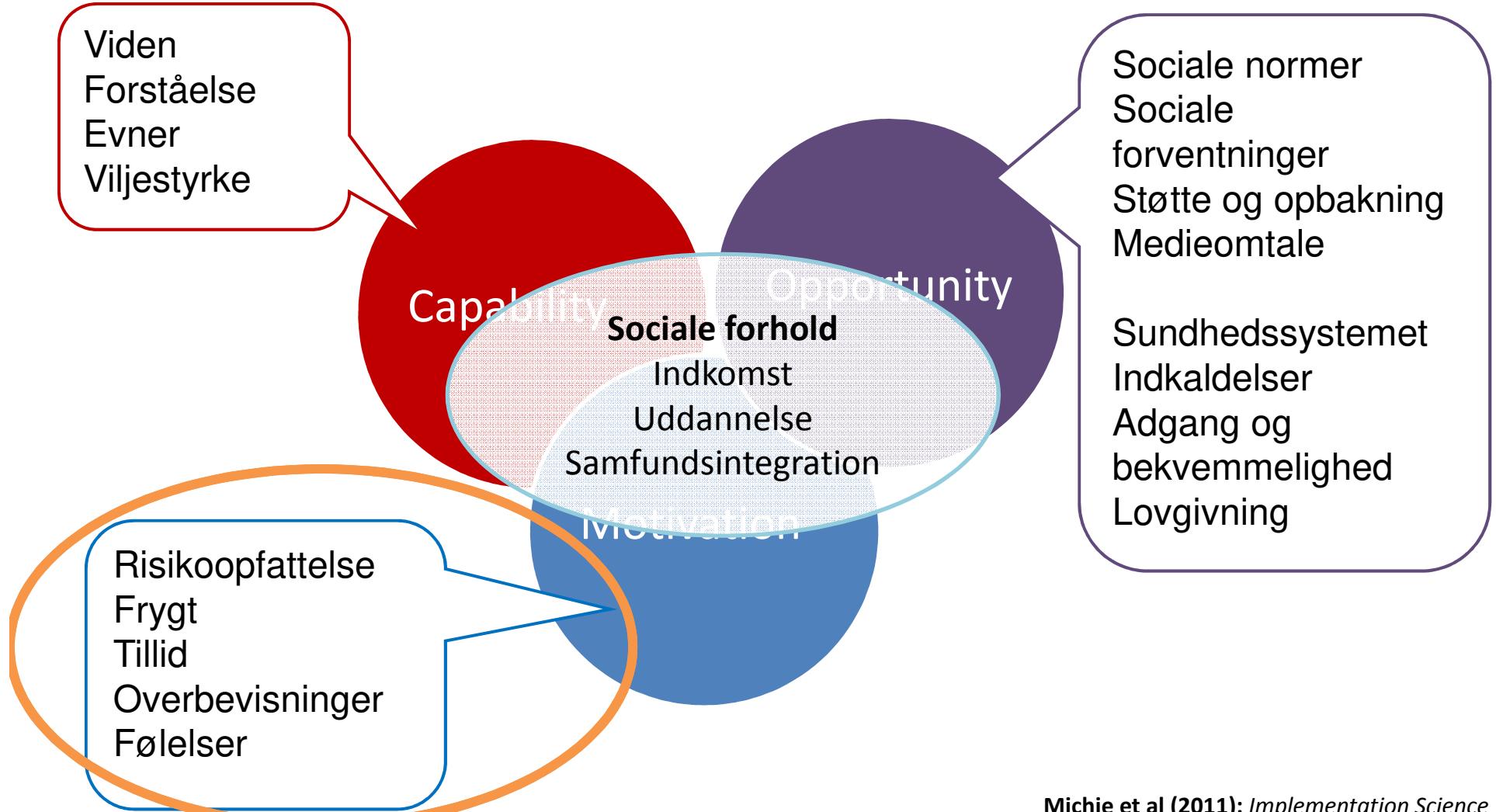
## Alder og vaccinationsstatus af mæslingetilfælde i den europæiske region 2018\*



\*Age was unknown for 8 cases.

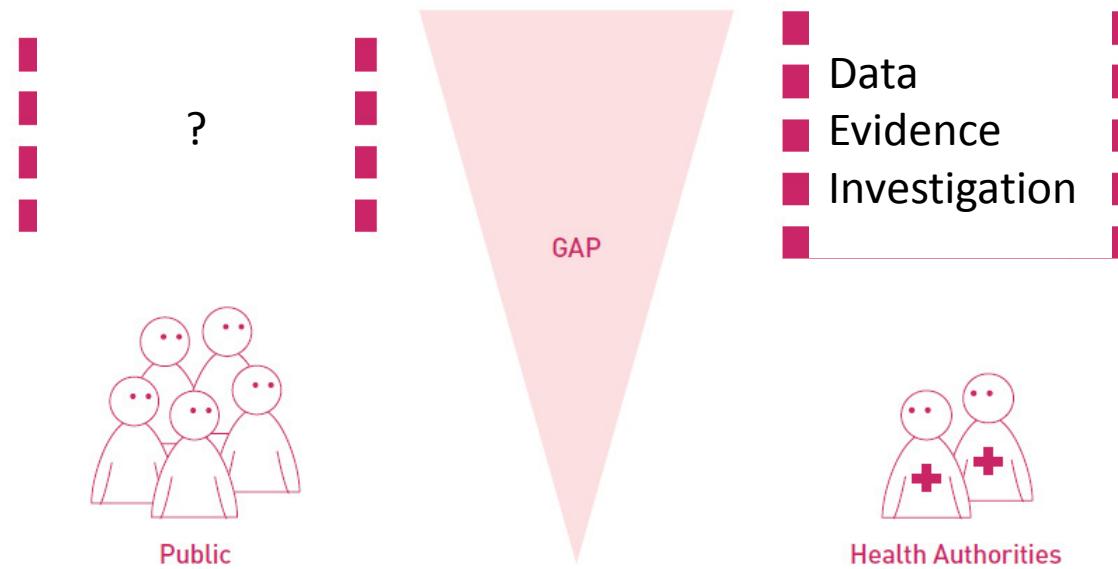
9

Source: [http://www.who.int/immunization/monitoring\\_surveillance/data/en/](http://www.who.int/immunization/monitoring_surveillance/data/en/)



Michie et al (2011): *Implementation Science*

# Risikoopfattelseskloften



WHO: Vaccination and Trust (2017)

# What happens when humans receive information about risk?

Information is translated into a subjective perception of risk

But humans are not perfect information processors



# Den mentale værktøjskasse



Kahneman D, Tversky A. Choices, values, and frames. *Am Psychol.*, 1984;39(4):341–50. Slovic P. 1992 and 1993  
Sørensen K, Van den Broucke S, Fullam J, Doyle G, Pelikan J, Slonska Z et al. 2012

# Affect heuristic

- Vi styres af **følelser** som  
frygt, vrede, usikkerhed



# Negativity bias



Washington Post 1997

➤ Vi er mere opmærksomme på **negative information** – og vi har tendens til at opfatte denne som mere troværdig



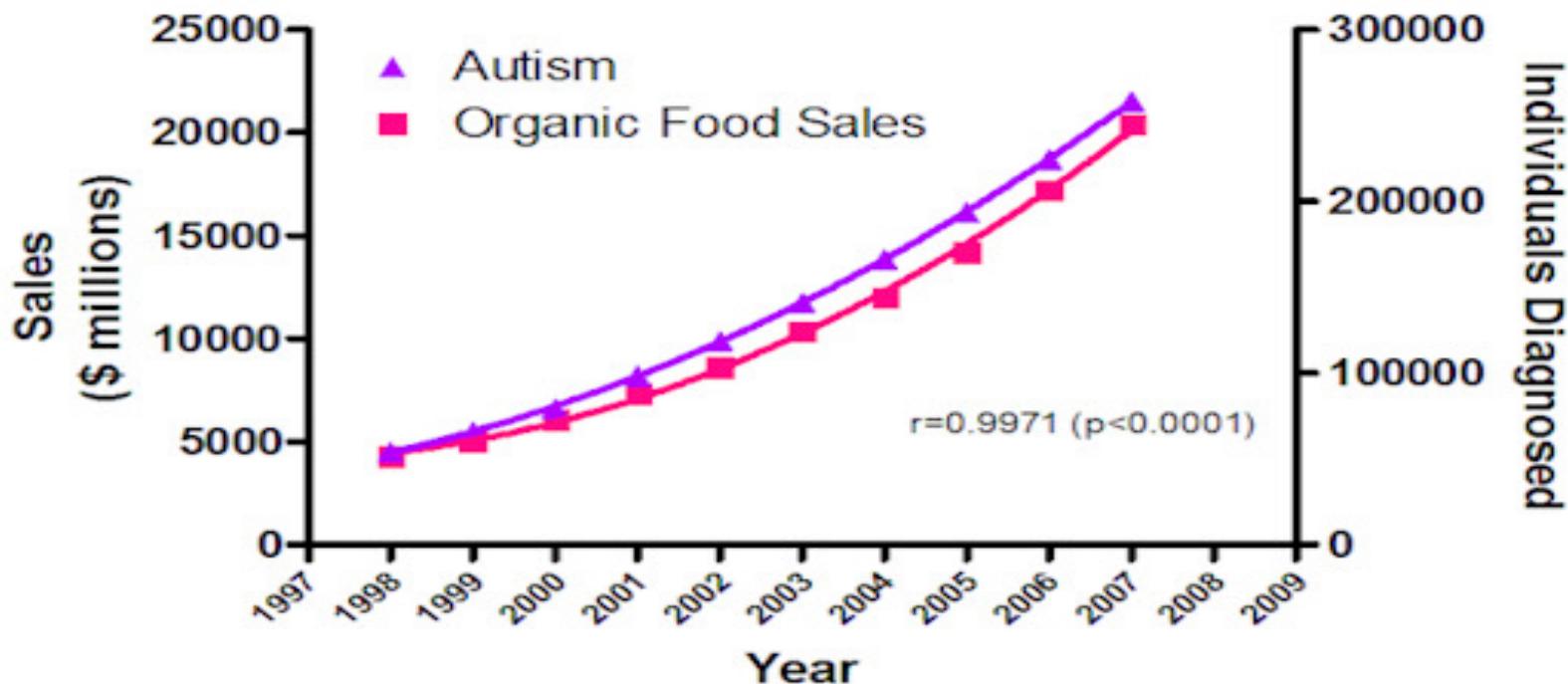


# Simplification bias

- Når information og handlinger er **lette at forstå og udføre**, er der større sandsynlighed for, at vi ændrer holdninger eller adfærd



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



Sources: Organic Trade Association, 2011 Organic Industry Survey; U.S. Department of Education, Office of Special Education Programs, Data Analysis System (DANS), OMB# 1820-0043: "Children with Disabilities Receiving Special Education Under Part B of the Individuals with Disabilities Education Act"



# Availability heuristic

- We tend to make decisions based on intuition and what **immediately** comes to mind



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

Vaccines  
do not cause  
sudden death  
syndrome in  
babies

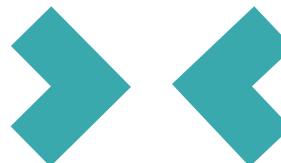
Vaccines  
do not cause  
sudden death  
syndrome in  
**babies**





NEGATION  
“A vaccine  
caused the  
death of a  
child.”

More  
attention  
AND  
more  
credible



**‘NO RISK’ INFORMATION**  
“Thorough investigation was conducted.  
There is nothing to indicate that the death  
of the child was related to the vaccine”

Kasperson RE, Renn O, Slovic P, Brown HS, Emel J, Goble R et al. 1988  
Kasperson JX, Kasperson RE, Pidgeon N, Slovic P. 2003  
Siegrist M, Cvetkovich G. 2001

# Omission bias

- Handling giver et større ansvar end ikke at handle



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

# Familiarity og confirmation bias

- Når vi har **hørt det før**, tror vi mere på det
- Vi søger den information, som **bekræfter** det, vi allerede tror på



Confirm



Kahneman D, Tversky A. 1974, 1984 and 2011

# Backfire effect



- Når vi korrigerer **misinformation**, kommer vi let til at bekraefte den

Skurnik I, Yoon C, Park DC, Schwarz N. 2005; Betsch C, Sachse K. 2013  
Lewandowsky S, Ecker UK, Seifert CM, Schwarz N, Cook J. 2012  
Cook J, Lewandowsky S. 2011

# Afvisning af risiko





# Løsningen



***Et positivt og informativt møde***  
kan påvirke vores beslutning om vaccination



## Sources:

- Leask J, et al. Communicating with parents about vaccination: a framework for health professionals. BMC pediatrics. 2012;12(1):154.  
Paterson P, et al. Vaccine hesitancy and healthcare providers. Vaccine 2016 Dec 20;34(52): 6700-6706



**What most people think**



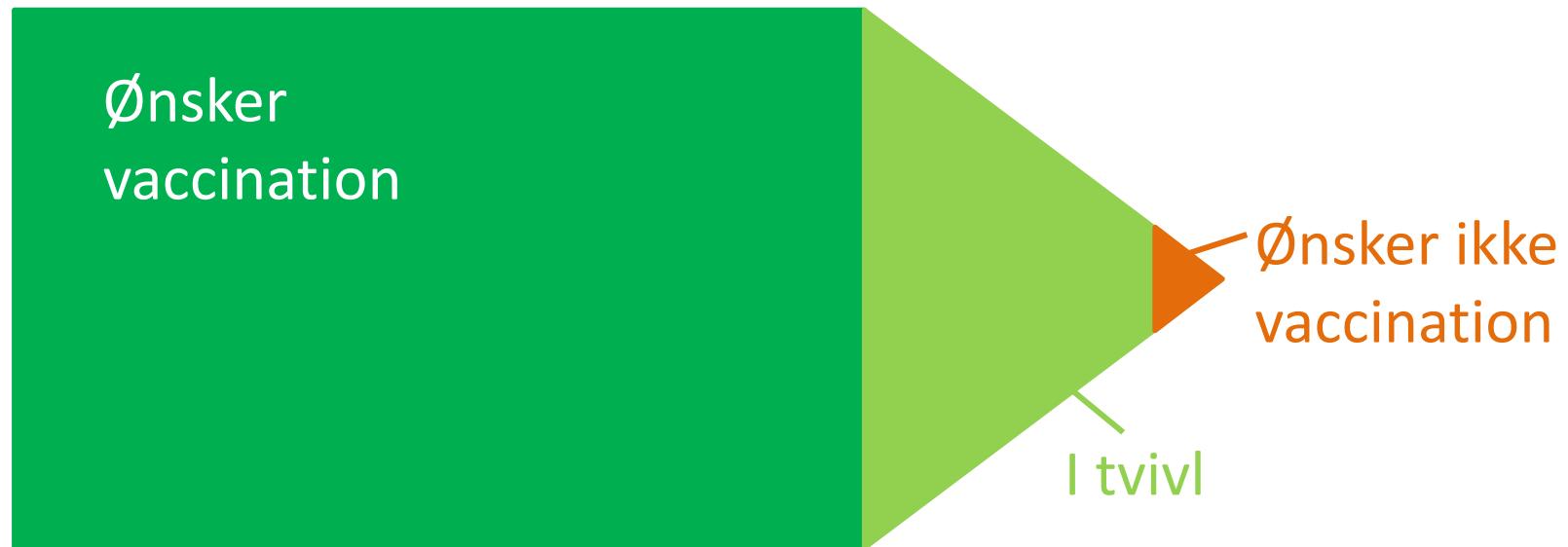
**What successful people know**

# Anbefaling

- Vurder patientens/værgens position ift. vaccination
- Anvend forskellige strategier til hver position (Leask et al BMC Pediatrics 2012)



# Positioner



# Ønsker vaccination

Støtte

Opmuntring

Undgå at så tvivl  
("default")



# Ønsker ikke vaccination

Spørg om lov til at tale  
om det

Ikke en diskussion –  
fokuser på deres behov

Hold døren åben

Tilbyd at tage snakken  
igen en anden gang

Gør det klart, at de  
tager et ekstra ansvar  
på sig



# I tvivl

Tag en samtale

Anerkend deres tvivl

Giv en klar  
anbefaling

Brug principper fra  
den motiverende  
samtale



# Avoid to...

be directive: *Vaccines are good for you. You must get them*"

be argumentative: "*You are wrong. Research supports vaccines*"

neglect to **explore the reasons and motivations** behind the hesitancy

Opel et al Paediatrics 2013; 132: 1037-46. Leask et al. BMC Pediatrics 2012, 12:154

Motivational Interviewing – Helping People Change. William R Miller, Stephen Rollnick, 3rd edition. Appiah-Brempong E. Am J Health Promot 2014;29:e32–4

# Use the five steps

1. **Ask open-ended questions:** e.g. *“What are your concerns about vaccinating?”*
2. **Reflect and respond:** e.g. *“I understand you want to make the best choice, but are nervous...”*
3. **Affirm strengths, validate concerns:** e.g. *“It’s great that you’re starting to think about vaccines”*
4. **Ask-provide-verify:** e.g. *“So what do you already know?”*
5. **Summarize and determine action:** e.g. *“What this means to you is...”*

Opel et al Paediatrics 2013; 132: 1037-46. Leask et al. BMC Pediatrics 2012, 12:154

Motivational Interviewing – Helping People Change. William R Miller, Stephen Rollnick, 3rd edition. Appiah-Brempong E. Am J Health Promot 2014;29:e32–4

## Den motiverende samtale

Vind deres tillid

[Talkingaboutimmunization.org.au](http://Talkingaboutimmunization.org.au)

Se tingene fra deres perspektiv

Undersøg deres tvivl om – og deres interesse i - vaccination

Reflekter over, hvad de siger

Opel et al Paediatrics 2013; 132: 1037-46. Leask et al. BMC Pediatrics 2012, 12:154

Motivational Interviewing – Helping People Change. William R Miller, Stephen Rollnick, 3rd edition. Appiah-Brempong E. Am J Health Promot 2014;29:e32–4

# Konklusionen

- Vaccination er stadig en success
- Årsagerne til lav vaccinationsdækning er mange og komplekse – og handler ikke altid om tvivl og skepsis
- Risikoforståelse er ikke (kun) rationel
- Sundhedspersonalet er nøglen
- Anvend forskellige tilgange til forskellige forældre
- Den motiverende samtale kan bruges til at vinde tvivlende forældres tillid



# WHO vaccination and trust package



## 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

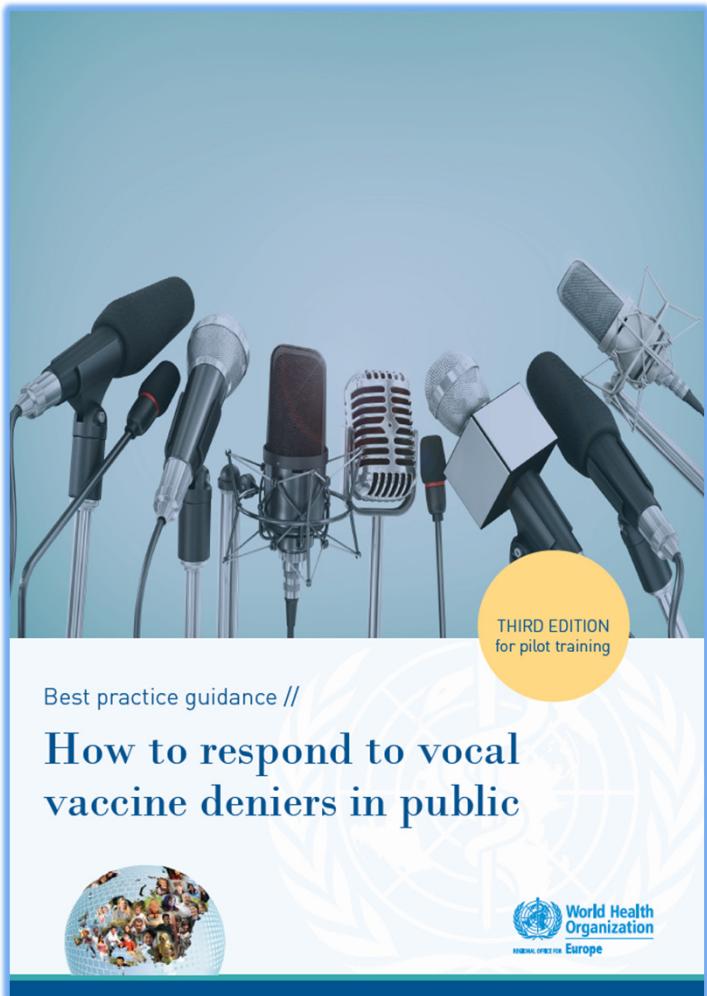


World Health Organization

The screenshot shows a webpage from the WHO European Office. At the top, there's a navigation bar with links for Home, Health topics, Countries, Publications, Data and evidence, Media centre, and About us. Below this is a breadcrumb trail: Health topics > Disease prevention > Vaccines and immunization > Publications > Vaccination and trust library. The main content area is titled "Vaccination and trust library". It features several sections with supporting documents:

- Background document: How concerns arise and the role of communication in mitigating crises**
  - This document presents the scientific evidence behind WHO's recommendations on building and restoring confidence in vaccines and vaccination, both in ongoing work and during crises. It is accompanied by a series of support documents with practical guidance for specific situations.
  - [Vaccination and trust: How concerns arise and the role of communication in mitigating crises \(2017\)](#)
- Supporting documents: programme planning and coordination**
  - 4 critical elements in the ongoing work to build confidence
  - Statement of mandate for a vaccine communication working group
  - Crisis communications site template
  - New vaccine - checklist for communication and advocacy
- Supporting documents: crisis preparedness and response capacity**
  - Checklist: Are you prepared?
  - 4 immediate steps when responding
  - How to ensure a context-specific response
- Supporting documents: media – ongoing relations and crisis response**
  - Setting the media agenda
  - Safety events: the immediate media response
  - The questions journalists always ask in a crisis
  - Strategies used by journalists
  - How to prepare a press release
- Supporting documents: messaging and reaching out to the public**
  - How to prepare a message map
  - How to monitor public opinion
  - Key messages for the messaging map
  - How to respond to concerns
  - Vaccine safety messages (frequency of AEFIs)
  - Social benefits of immunization
  - Myths and facts about immunization
  - Risks assess: benefits of vaccines

[www.euro.who.int/vaccinetrust](http://www.euro.who.int/vaccinetrust)



[EURO.WHO.INT/vaccinedeniers](http://EURO.WHO.INT/vaccinedeniers)

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# TAK

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For further information: <https://www.euro.who.int/vaccine>

Twitter: [@WHO\\_Europe\\_VPI](https://twitter.com/@WHO_Europe_VPI) Facebook: <https://www.facebook.com/WHOEurope>



# Korrigering af misinformation



- Brug fakta
- Hold det simpelt og klart
- Husk den mentale model
- Gentag ikke myten
- Hvis du gør: advar om det på forhånd
- Undgå stærk afvisning af risiko

Skurnik I, Yoon C, Park DC, Schwarz N. 2005; Betsch C, Sachse K. 2013  
Lewandowsky S, Ecker UK, Seifert CM, Schwarz N, Cook J. 2012  
Cook J, Lewandowsky S. 2011

# Smertelindring

- Minder stress hos børn, forældre og sundhedspersonale
- Minder frygt for vaccination
- Minder risikoen for at udvikle angst for nåle

Manglende smertelindring kan øge vaccineskepsis

Taddio et al (2015): Reducing pain during vaccine injections: clinical practice guideline.  
WHO Position Paper: Reducing pain at time of vaccination (2015).