

Who's immune to Fake News? Addressing patient motivation and vaccine hesitancy

23 July 2020



ADVANCING
PHARMACY
WORLDWIDE

Moderator

*Ema Paulino,
ExCo member, Professional Secretary
FIP*



FIP would like to thank Sanofi Pasteur for funding this online event through an unrestricted educational grant.

SANOFI PASTEUR 

Announcements

Webinar House Rules

1. This webinar is being recorded and live-streamed via Facebook.
2. The recording will be available on our website www.fip.org.
3. You may ask questions using the questions box.
4. You are welcome to provide feedback to webinars@fip.org.
5. We invite you to become a member of FIP at www.fip.org/membership_registration

Programme of today's webinar

Overview

1. Introduction – Ema Paulino
2. Why adult immunisation matters

Jane Barratt, Secretary-General, International Federation on Ageing – 15 min

3. Building confidence in vaccines in the age of fake news

Caterina Suitner, Psychologist, University of Padova, Italy – 15 min

Programme of today's webinar

Overview

4. Public awareness and motivation towards vaccination

Darragh O'Loughlin, CEO, Irish Pharmacy Union – 15 min

5. Panel discussion and questions from the audience – 30 min

6. Wrap-up and take-home messages – 5 min

Introduction

The image shows a screenshot of a news website. At the top, there is a navigation bar with categories: HOME, NEWS, FEATURES, ENTERTAINMENT, NETTLE FEED, NETTLE SPHERE, VIDEOS, and POPULAR. Below this is a secondary navigation bar with links for World News, US News, UK News, Politics, Corruption, Crime, Health, Entertainment, Science, Popular, and View All. The main headline reads: "Doctor Blows Whistle on Flu Shot: 'It's Designed to Spread Cancer'". Below the headline is a sub-headline: "Dr. John Bergman issues warning to the public of 'flu panic'". The byline states: "By: Jay Greenberg | @NeonNettle on 11th February 2018 @ 5:19pm". The main image shows a man with a beard (Dr. John Bergman) in a light blue shirt, looking towards the camera. In the background, a doctor in a white coat is holding a syringe and preparing to inject a baby who is crying. A large, red, circular stamp with the word "INCORRECT" in white, bold, capital letters is overlaid on the right side of the image. Below the main image, there is a smaller thumbnail image with the text "Read more at [africacheck.org](#)". To the right of the thumbnail, there is a snippet of another article: "Avenor Lives Like a King While Owing Millions to IRS, Report" dated "23rd October 2018".

Introduction

Photos from Nicco Harro's post
Timeline Photos

HOW TO LEGALLY DECLINE A VACCINE

STEP 1. Do not 'refuse' a vaccine otherwise you'll be considered negligent. Instead you can politely decline their services by doing the following.

STEP 2. Ask the doctor if the vaccine has MRC-5 in it (they all do, these are aborted fetal cells and the DNA). If it does, you have the right to decline.

STEP 3. Also ask if there is a possibility of a 'synergistic' reaction (an adverse reaction caused by multiple compounds or drugs interacting with each other from the vaccine (they all do). When the doctor says, "Yes it does", that's your "Get Out of Vaccine Jail Free Card". Thank the doctor for their offer and walk away.

Remember, doctors have sworn the Hippocratic Oath (which is to do no harm) and they MUST honour it. This is how we can legally (and respectfully) decline their offered mandated services and there is absolutely NOTHING they can do about it! Now you know!

[See Notice](#)

PLEASE SHARE WITH EVERYONE YOU CARE ABOUT

Like Comment Share Options Send in Messenger

Nicco Harro
17 April · 🌐

👍 25 7 comments 142 share

Like Comment Share

Messe Hall And if it doesn't has MRC-5 it will Definitely have WI-38 which is equivalent
Like Reply · 6d 4

Peta Teraki Wahaanga AWESOME to know awesome to have technology to spread the good word on all things that the ones above are trying to do to the PEOPLE 🙌
Like Reply · 5d 2

Emma Baird What ? Joke or do u not want a vaccine...😞
Like Reply · 5d

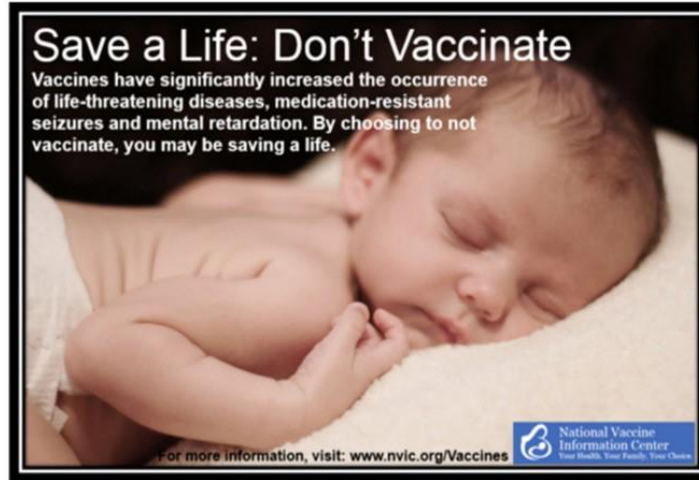
Peggy Ratahi Do you really think MRC-5 is a good thing injecting someone's fetal cells n dna into your child, or injecting several drugs into the body...that's totally wrong as a mother and parent to do this to your child...the best thing for baby's immune system is ... See more

Write a comment...
Press Enter to post.

Introduction



The screenshot shows the top navigation bar of the National Vaccine Information Center website. On the left is the organization's logo, a stylized 'N' with a baby silhouette. To its right is the text 'National Vaccine Information Center' and the tagline 'Your Health. Your Family. Your Choice.' Below this is a search bar with the placeholder text 'Google™ Custom Search' and a red 'SEARCH' button. At the bottom of the bar is a horizontal menu with the following items: HOME, ABOUT US, VACCINES, LAW & POLICY, NEWS & EVENTS, RESOURCES, VACCINE REACTIONS, and FAQs.



Save a Life: Don't Vaccinate
Vaccines have significantly increased the occurrence of life-threatening diseases, medication-resistant seizures and mental retardation. By choosing to not vaccinate, you may be saving a life.

For more information, visit: www.nvic.org/Vaccines

National Vaccine Information Center
Your Health. Your Family. Your Choice.

The advertisement features a close-up photograph of a baby sleeping peacefully. The text is overlaid on the top left of the image. A small version of the National Vaccine Information Center logo and tagline is located in the bottom right corner of the advertisement.

Introduction

- Misinformation regarding vaccines, lack of understanding regarding their important benefits, and limiting fears and beliefs are factors that present challenges to vaccination;
- The amount of misinformation about vaccines circulating on the Internet in recent years has generated a worrying level of hesitancy or outright opposition to the use of vaccines by growing anti-vaccination groups in many countries;
- This has been associated with the return or increase of diseases such as measles and whooping cough;
- Pharmacists play a critical role in building confidence in vaccines and providing evidence-based advice.

Jane Barratt

Secretary General
International Federation on Ageing



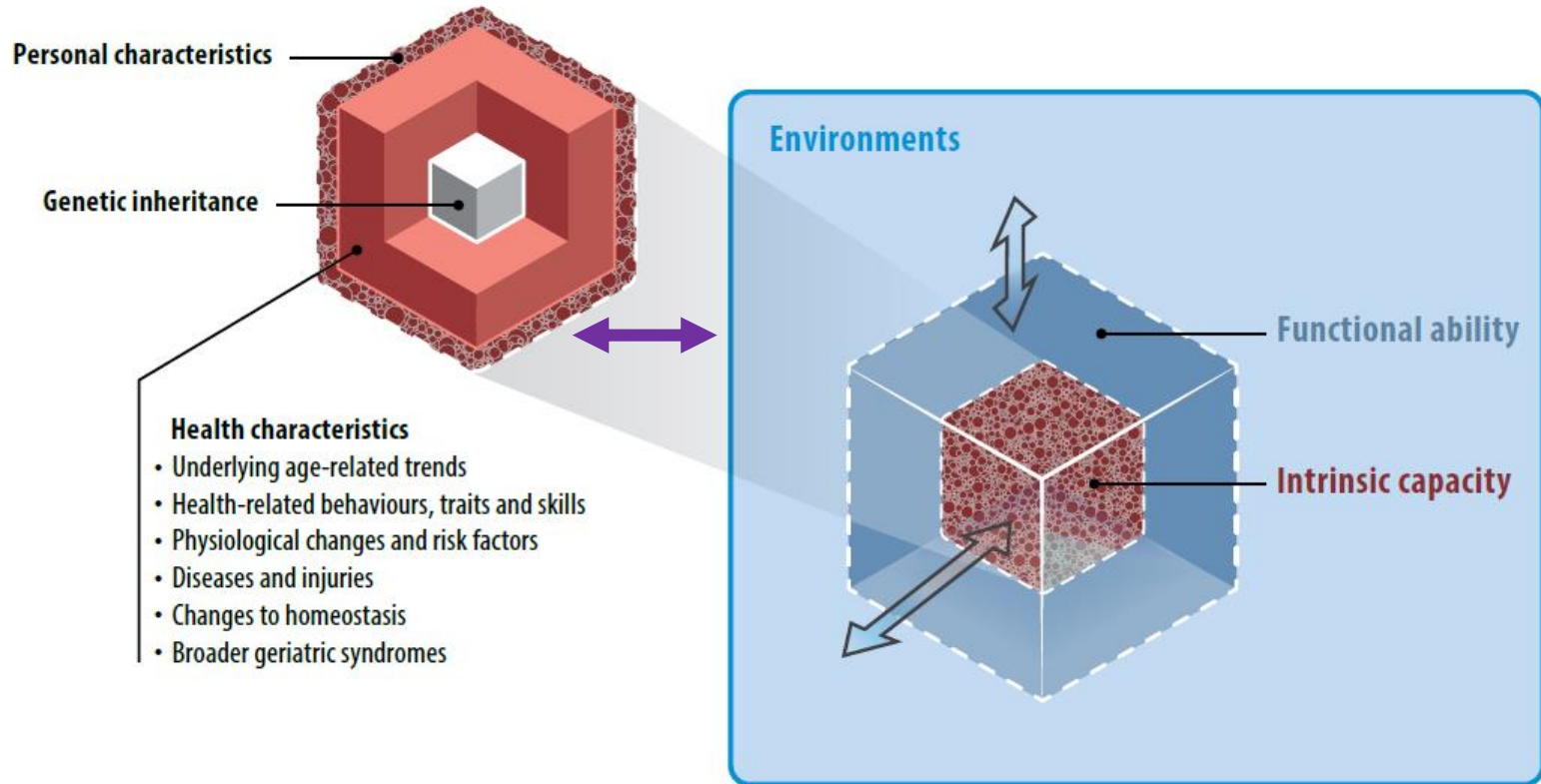


Why Adult Immunization Matters?

Healthy Ageing “as the process of developing and maintaining the functional ability that enables wellbeing in older age”

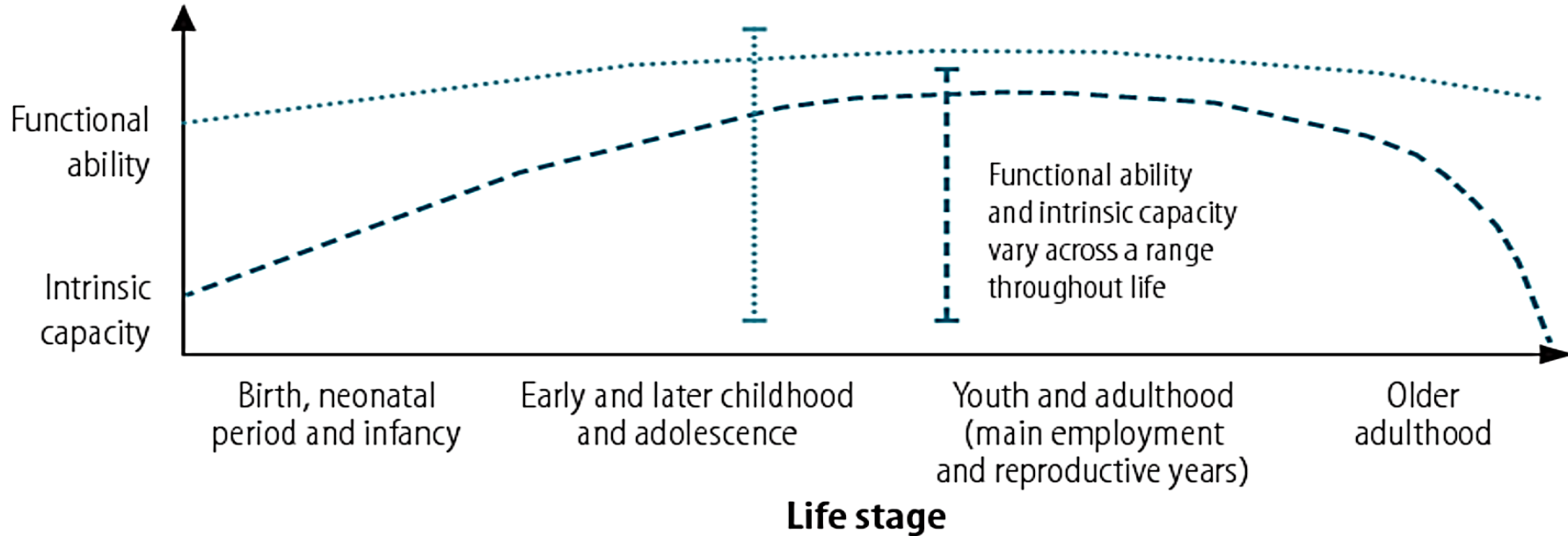


What is “functional ability” and why is it important?



What is a “life-course approach to health”

Individual health outcomes



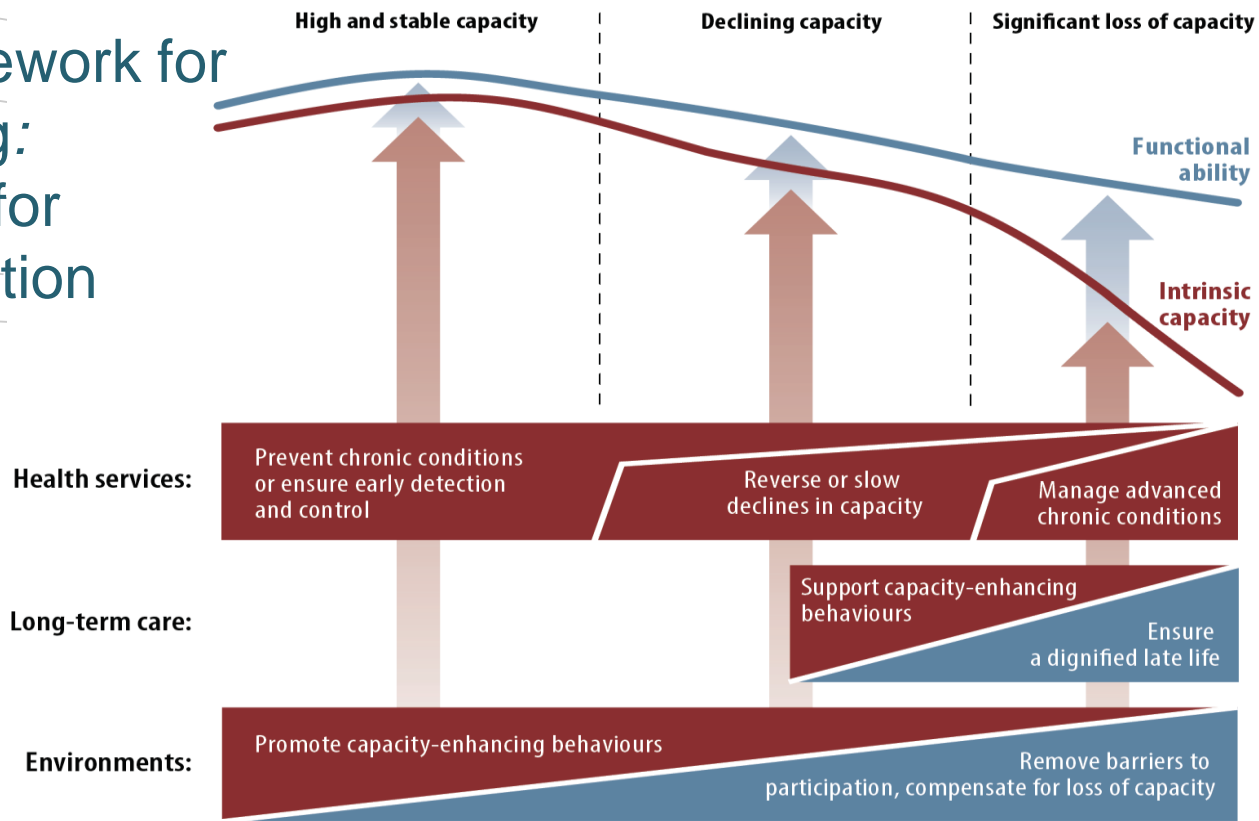
Social and environmental determinants of health

Families and communities, health services and systems and multisectoral factors related to sociocultural norms, economics, politics, physical environments and sustainable development

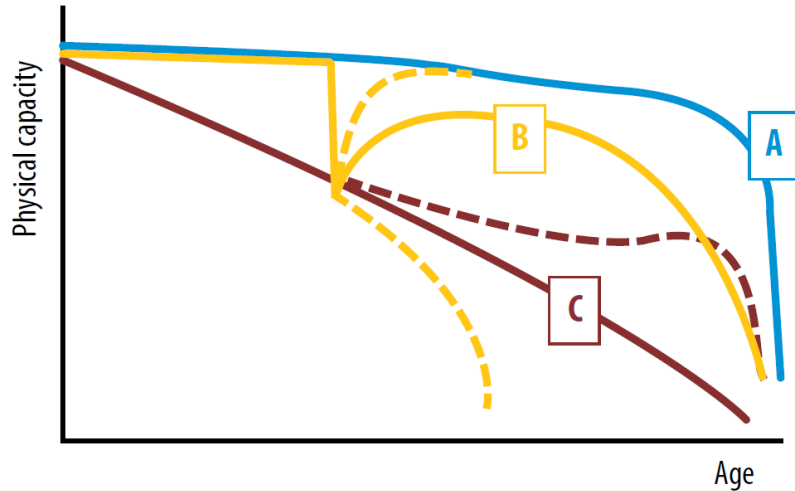
Principles in practice for the realization of rights

Apply a human rights-based, gender-responsive and equity-driven approach

A public-health framework for health ageing: Opportunities for public-health action



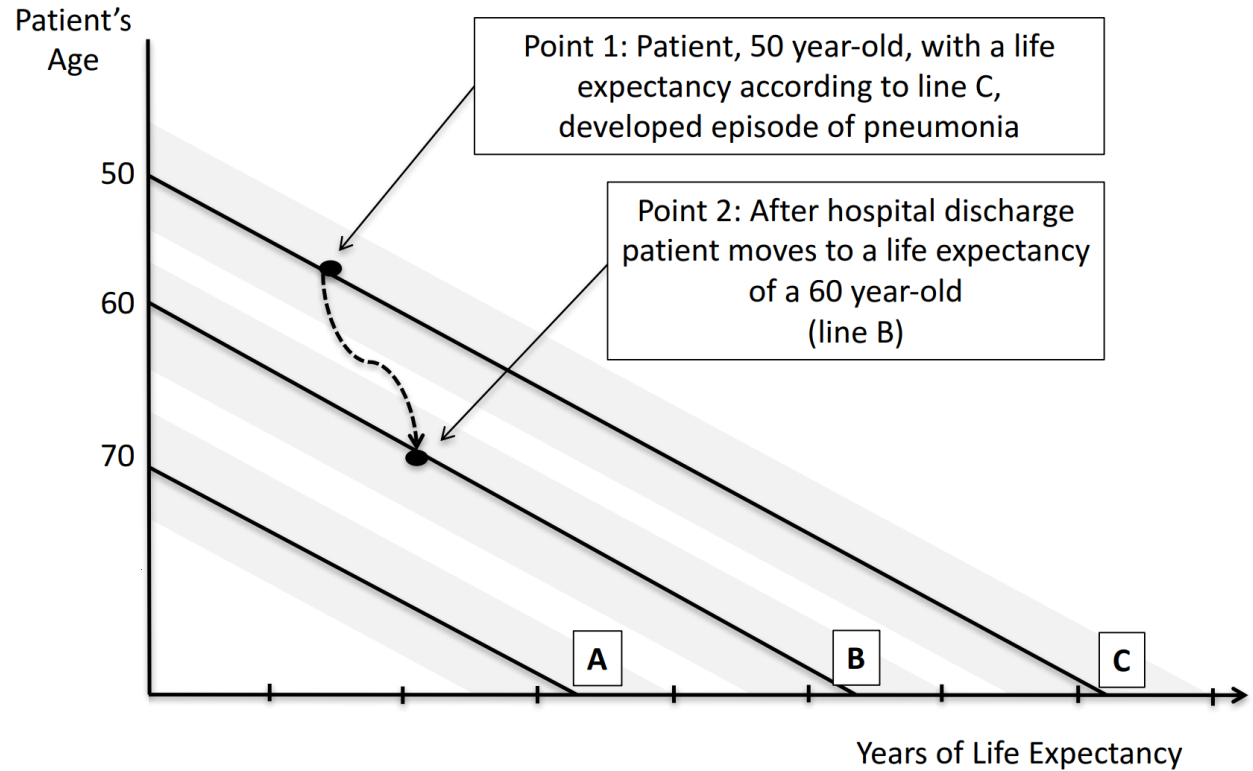
Hypothetical Trajectories of Physical Activities

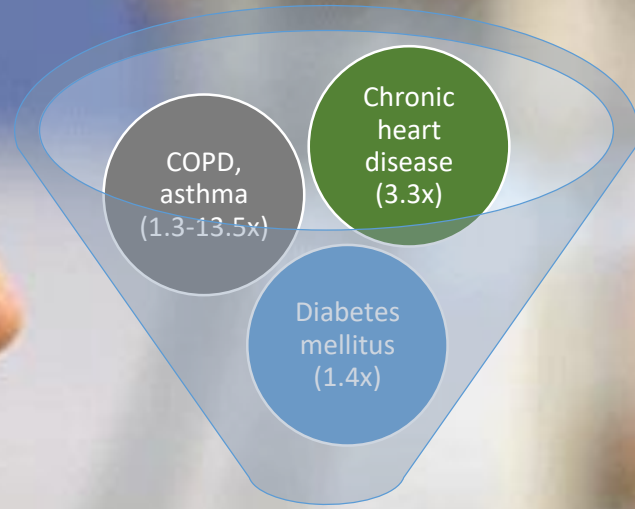


- A. Optimal trajectory, intrinsic capacity remains high until the end of life.
 - B. Interrupted trajectory, an event causes a decrease in capacity with some recovery.
 - C. Declining trajectory, capacity declines steadily until death.
- The dashed lines represent alternative trajectories.

Pneumonia → Inflammation → Inflammaging → Early Mortality

Change in life expectancy for a person hospitalized with community acquired pneumonia





60% older adults have 2 or more underlying medical conditions



COPD and diabetes are



Influenza vaccination reduces the death rates of 20% in older adults living in residential care homes.

Dual vaccination (influenza and pneumonia) is more effective in protecting older persons with chronic illness from developing complications from respiratory, cardiovascular, and cerebrovascular diseases

<https://www.ncbi.nlm.nih.gov/pubmed/20887208>

[Eur J Public Health](#). 2017 Dec 1;27(6):1016-1020. doi: 10.1093/eurpub/ckx150

Barriers



Components for an Effective Influenza Vaccination Campaign

Comprehensive adult influenza vaccination policies and programs

Clear vaccination communication strategy

Well-defined audience

Realistic timeline

Multiple tools and channels

Regular updates of information

Multiple Stakeholders Engagement

Make behaviours (seem)
more *prevalent*



Make behaviours (seem)
more *me*



Make behaviours (seem)
more *advantageous*



Public Health Messages - Country Comparative Matrix

Components	Elements	AU	BR	CA	CN	FR	DE	JP	KR	UK	US
Policies and programs	Influenza vaccination is recommended by governmental and advisory bodies for at-risk population	●	●	●	●	●	●	●	●	●	●
	Influenza vaccination is funded under the National Immunization Program (NIP) or state/local immunization program for at-risk population	●	●	●	●	●	●	●	●	●	●
Communication strategy	Published context-specific communication strategy and action plan which defines communication goals, target audiences, expected roles of partner organizations, communication tools and timeline	●	●	●	●	●	●	●	●	●	●
Well-defined audience	Universal message distributed to undifferentiated population at the same time	●	●	●	●	●	●	●	●	●	●
	Dedicated and tailored information for specific at-risk audience	●	●	●	●	●	●	●	●	●	●
Multiple tools and channels	Online communication resources such as web content, digital technology, social media, online publications, email etc.	●	●	●	●	●	●	●	●	●	●
	Messages are disseminated offline by TV, radio, printout (leaflet, poster, brochure, outdoor ads etc.)	●	●	●	●	●	●	●	●	●	●
	Interactive communication methods including consultation hotline, street campaign and face-to-face mobilization	●	●	●	●	●	●	●	●	●	●
Realistic timeline	Timely flu season alert and vaccination reminder	●	●	●	●	●	●	●	●	●	●
	Specific events scheduled for intensive awareness campaign such as National Vaccination Day/Week/Month	●	●	●	●	●	●	●	●	●	●
Updates of information	Information are updated on a regular basis to reflect the most recent evidence and policy, such as recommending newly licensed vaccines for specific recipient	●	●	●	●	●	●	●	●	●	●
Engagement of multiple stakeholders	Communication on influenza by non-governmental organizations including ageing society, patient associations and advocacy groups	●	●	●	●	●	●	●	●	●	●

Well developed ●

Partially developed ●

Not yet developed / No evidence ●



COVID-19 has exposed in the most brutal way the inadequacy of our health care systems

Vaccines do not discriminate when it comes to saving lives



The International Federation on Ageing brings together global experts and expertise to influence and shape age-related policy to improve the lives of our constituency, and to better all of society

With thanks

jbarratt@ifa.ngo

www.ifa.ngo

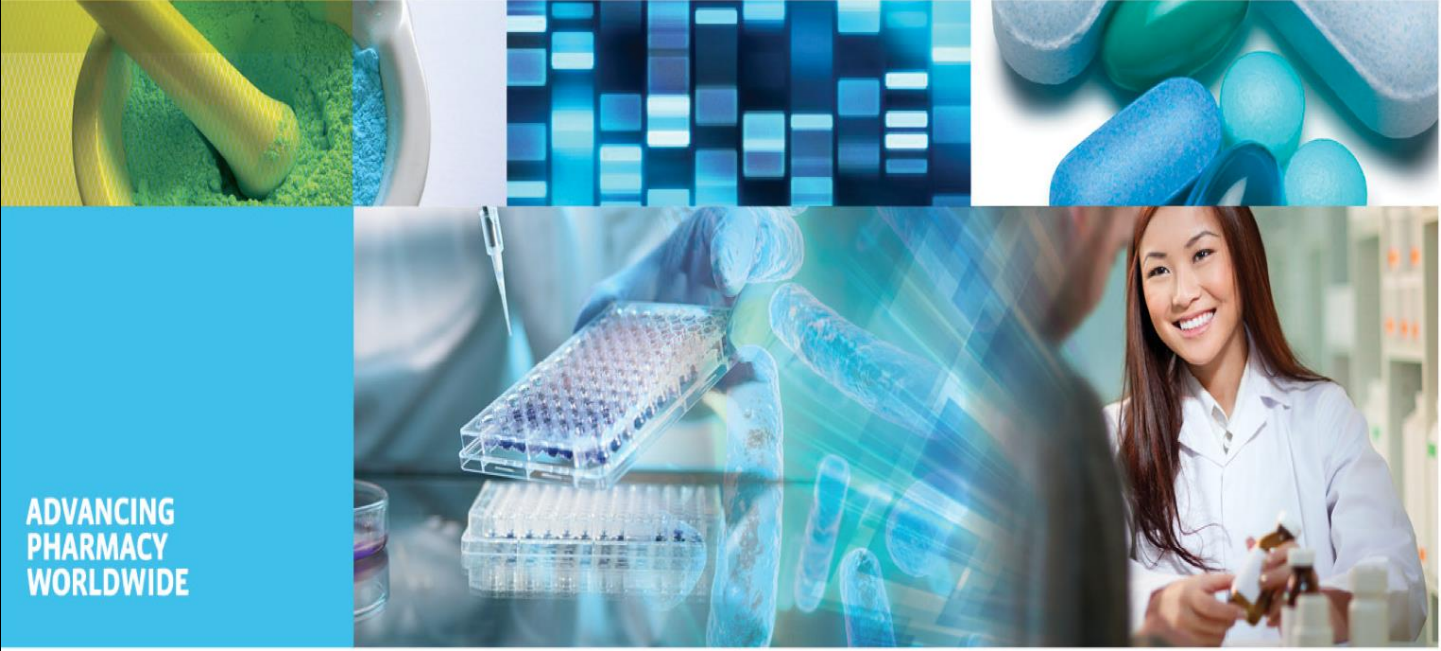
www.vaccines4life.com/



Caterina Suitner

Psychologist
University of Padova





ADVANCING
PHARMACY
WORLDWIDE

Building confidence in vaccines in the age of fake news



Caterina Suitner
Professor of Persuasion and Social Influence
Università degli Studi di Padova
Dipartimento di Psicologia dello Sviluppo e della Socializzazione



Science



Fake News

Google

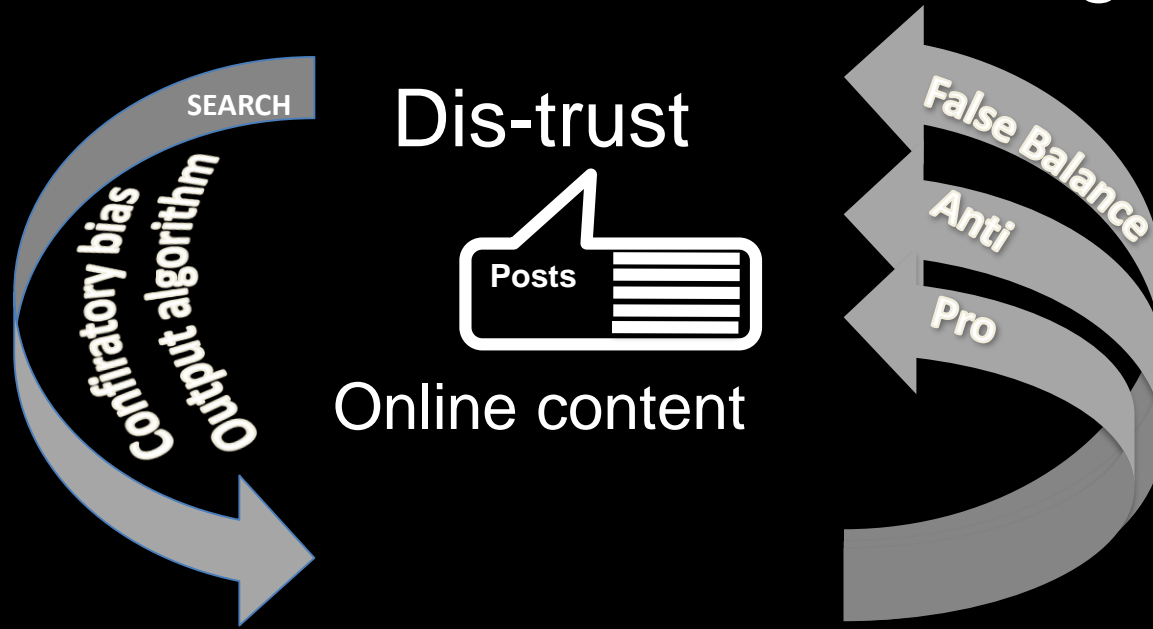
vaccines are dangerous





Attitudes
towards vaccines

Online Information Gathering



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Journal of Experimental Psychology: Applied

<http://dx.doi.org/10.1037/xap0000211>

Viral Suspicions: Vaccine Hesitancy in the Web 2.0

Bruno Gabriel Salvador Casara
University of Padova

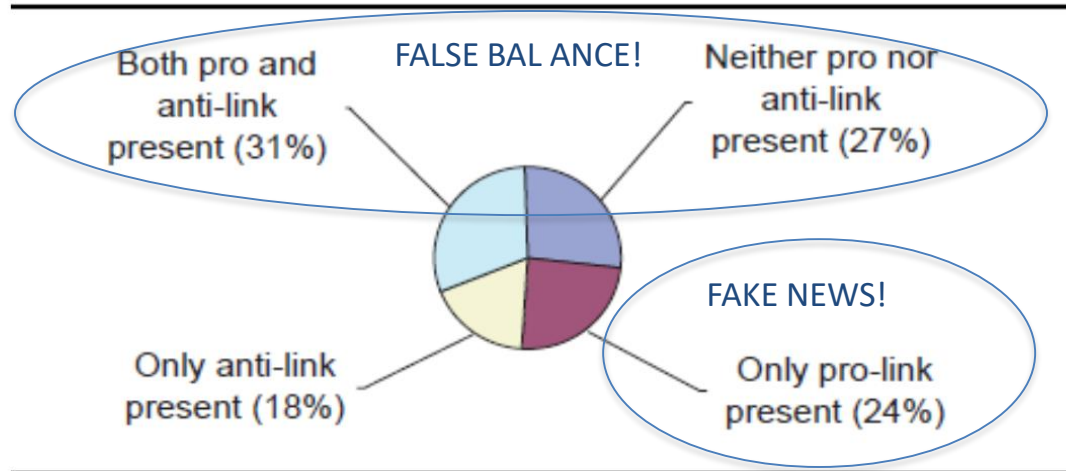
Caterina Suitner
University of Padova and The New School

Maria Laura Bettinsoli
New York University Abu Dhabi

Clarke, 2008

- U.S.A. and U.K. press analysis
- coverage of news of the autism-vaccine

Presentation of Autism-Vaccine Studies and Claims ($n = 279$), Combined Sample



False Balance

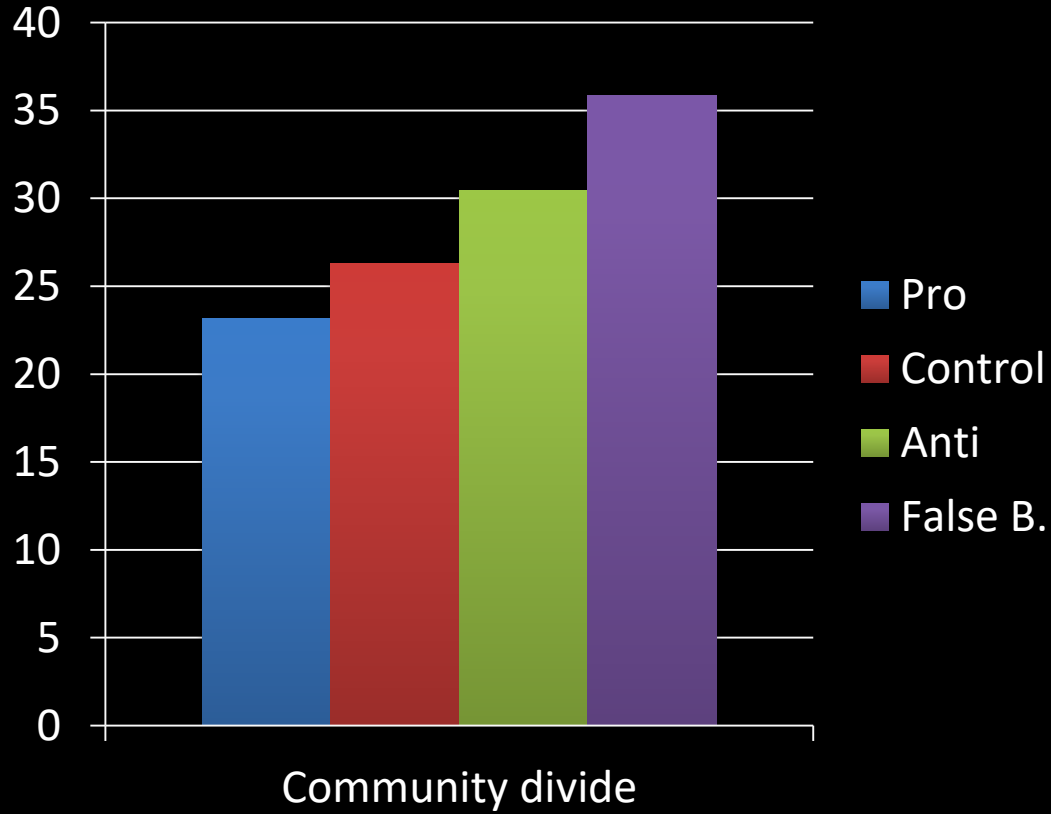
“aims for neutrality [and] requires that reporters present the views of legitimate spokespersons of the conflicting sides in any significant dispute . . . with roughly equal attention”

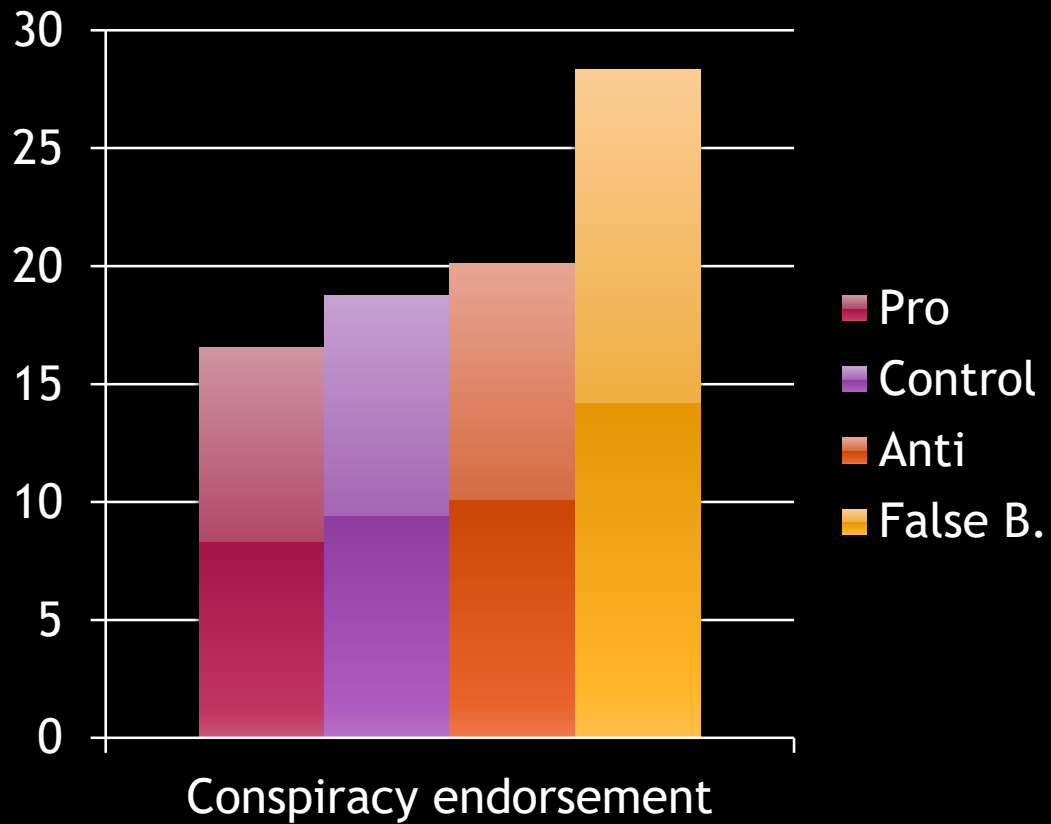
Entman (1989)

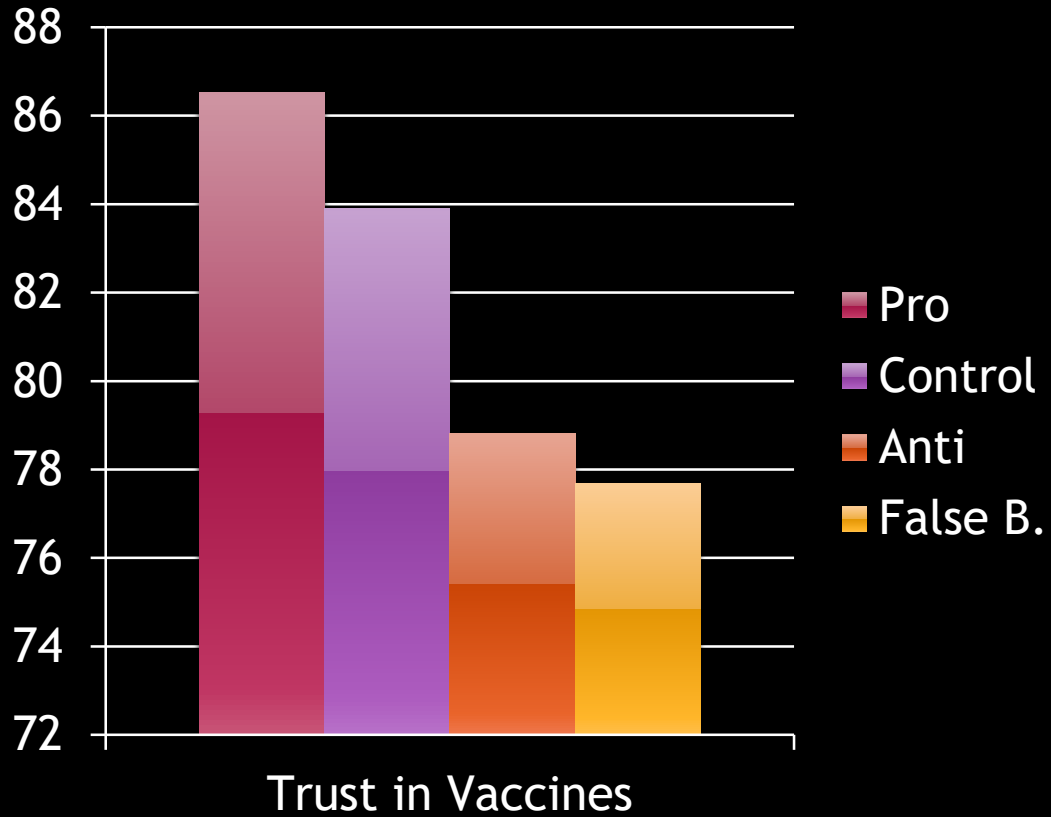


Falsely balanced messages....

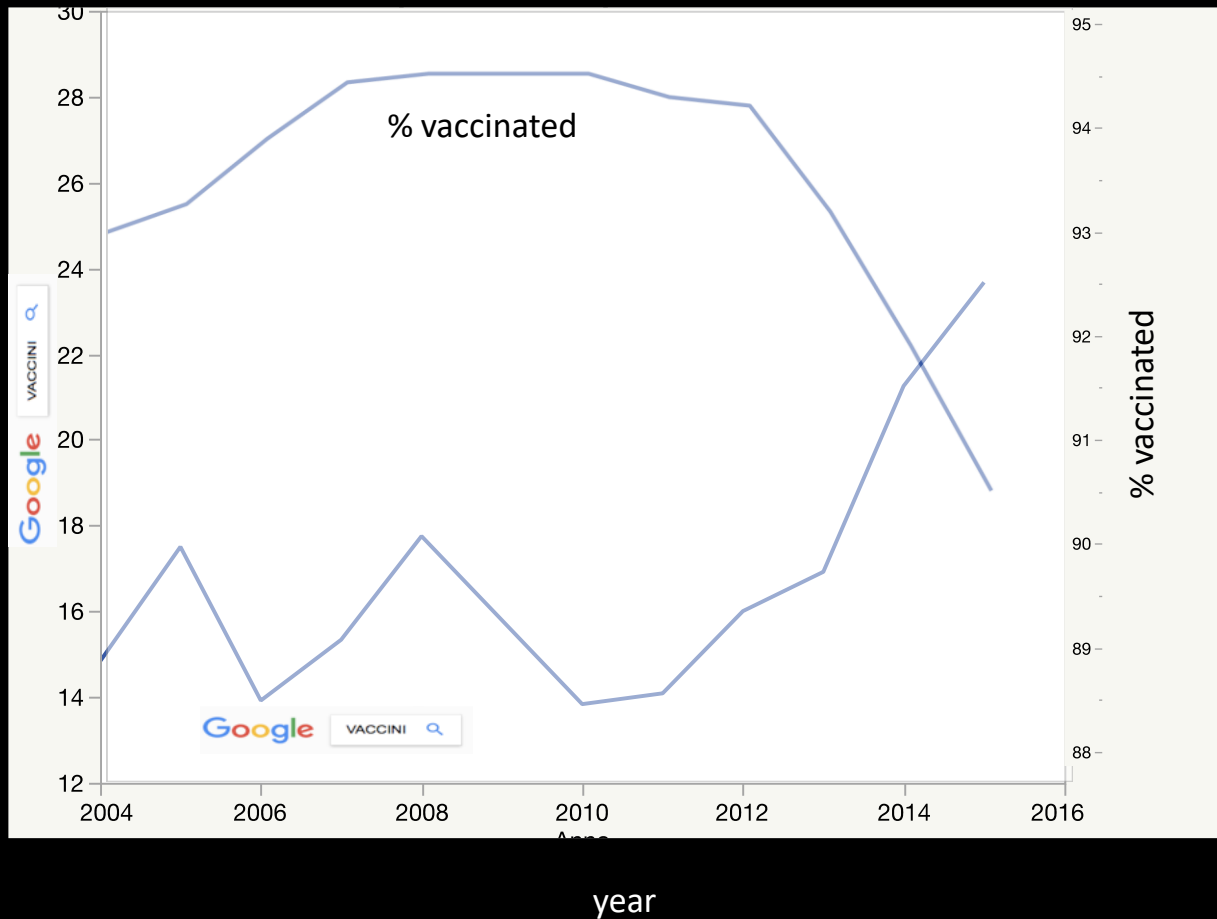
- reduce the perceived agreement between experts (Koehler, 2016)
- reduce the trust in experts (Koehler, 2016, Kohl et al., 2016)
- increase a sense of ignorance (Dixon & Clark, 2012)







Google trends & Vax Coverage 2004-2016



N=1!

Google

Confirmatory bias in Online Searches

1. Opinion about vaccination
2. Google Search

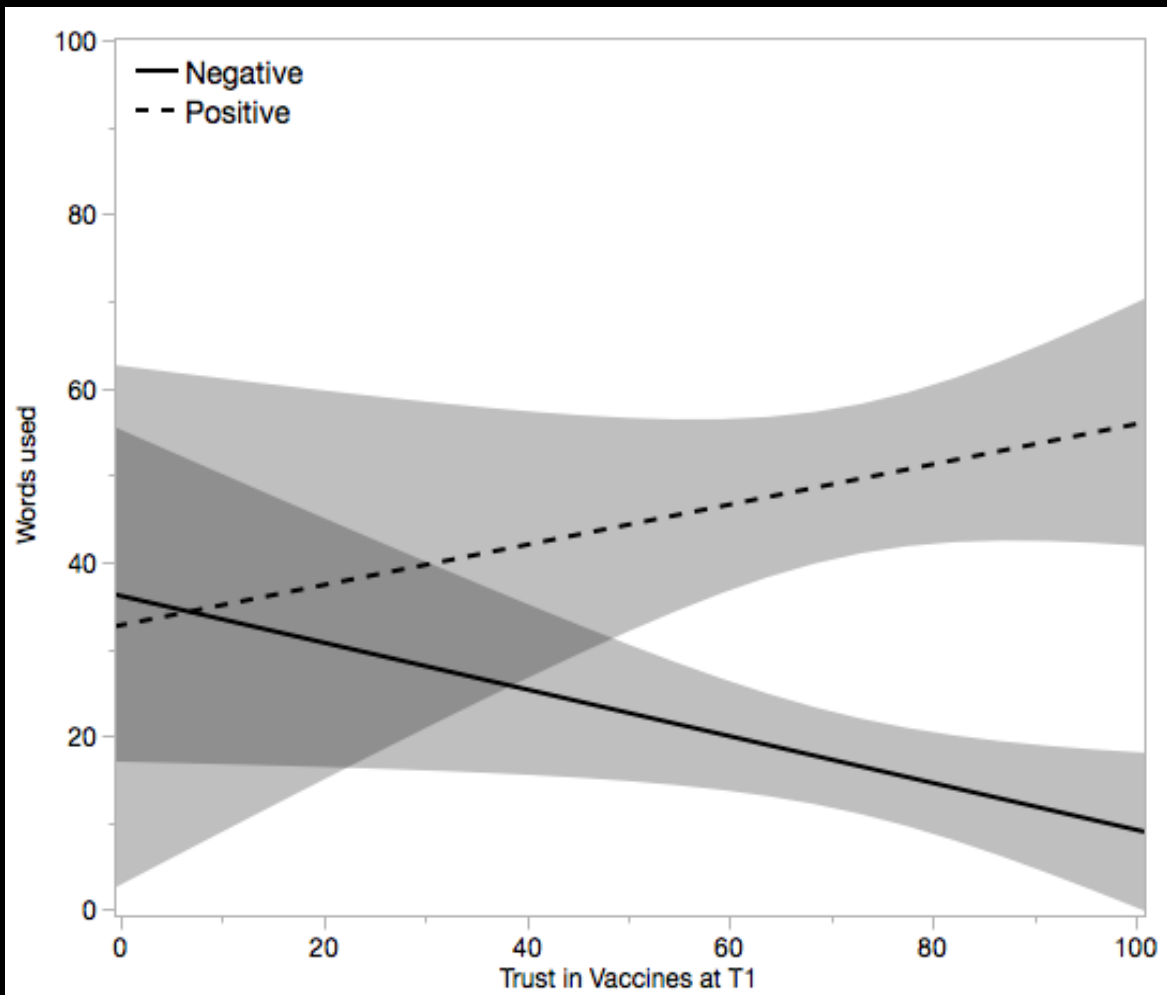
* Digit the keywords you would use on Google for searching information about vaccines.

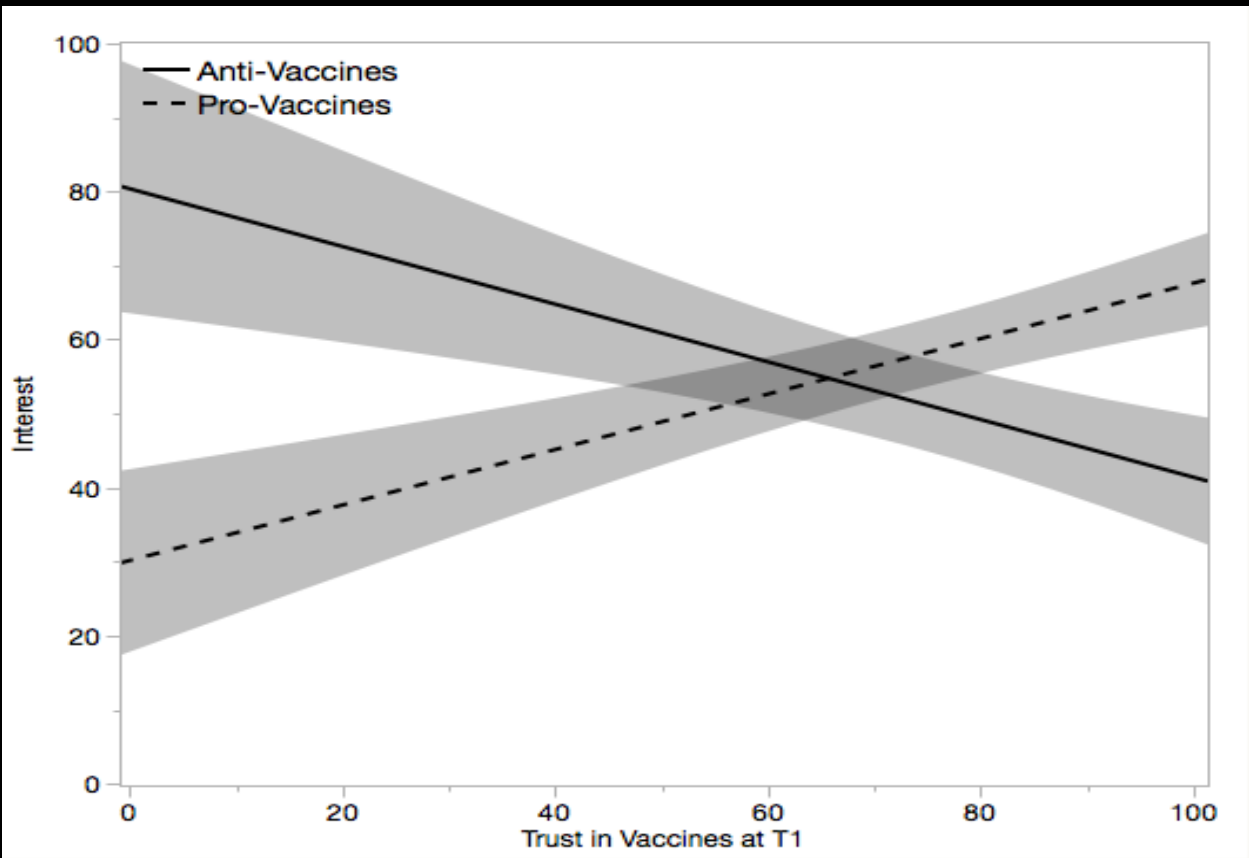
Keyword 1

Keyword 2

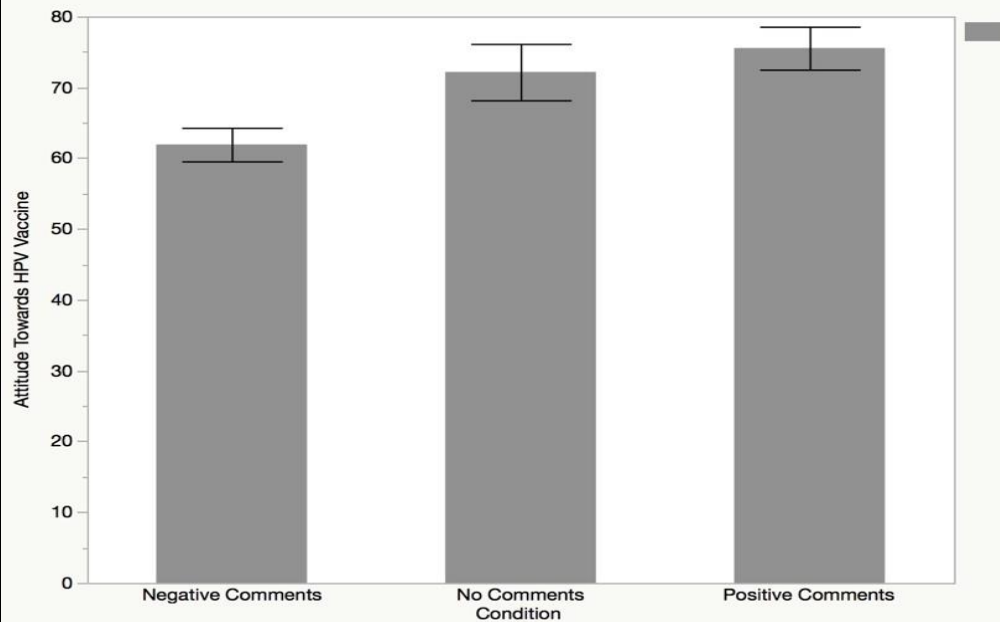
Keyword 3





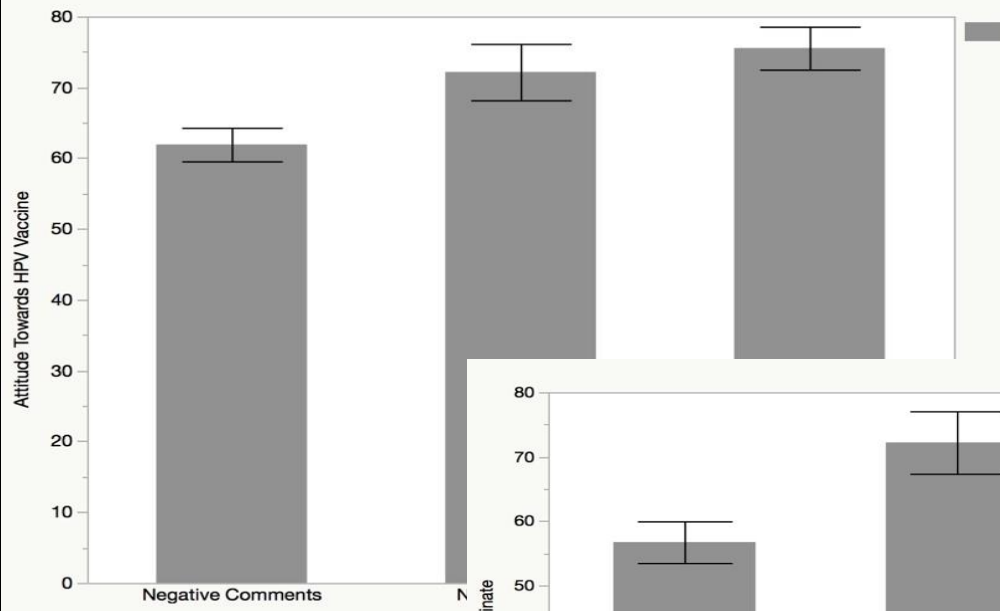




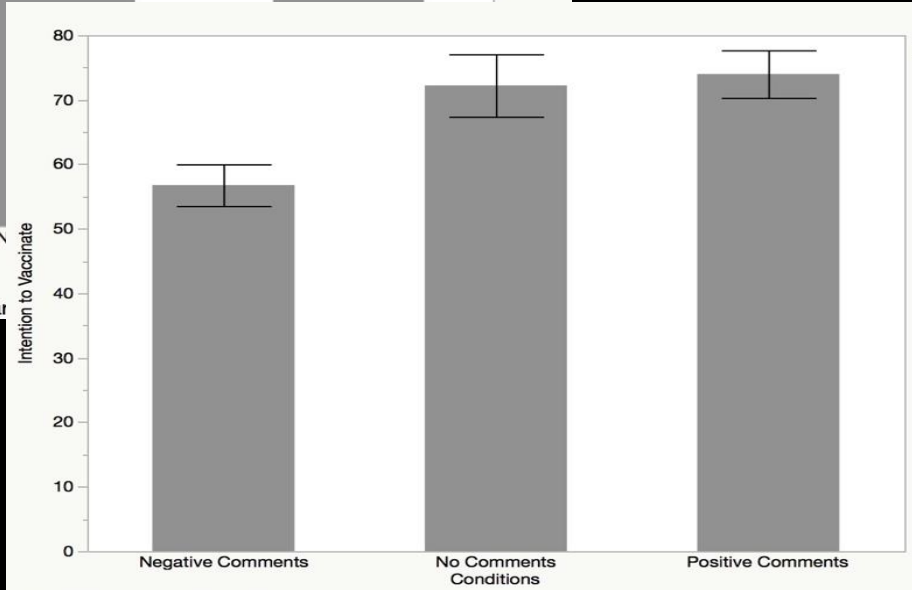


Where(73 rows excluded)
Each error bar is constructed using 1 standard error from the mean.

173 F NOT VACCINATED
Age 29,16

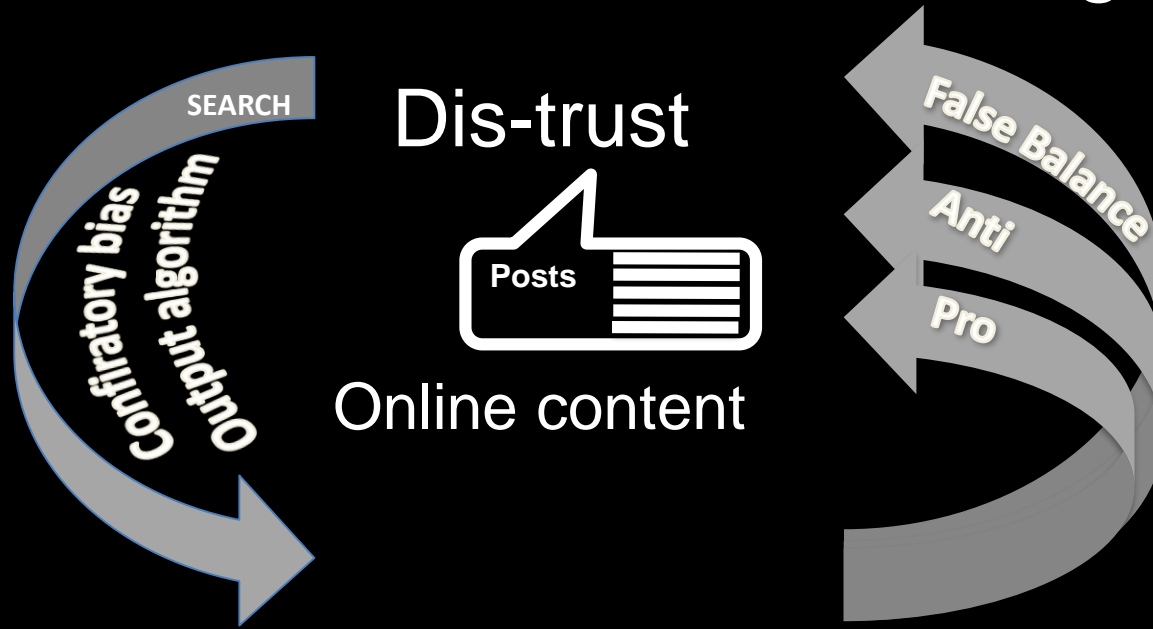


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 Each error bar is constructed using 1 standard error from the mean.



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 Each error bar is constructed using 1 standard error from the mean.

Online Information Gathering



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Viral Suspicions: Vaccine Hesitancy in the Web 2.0

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New York University Abu Dhabi

The role of risk perception

The perceived likelihood of having health issues is associated with health intention and behaviours

Health Belief Model (Rosenstock, 1974)

Extended Parallel Process Model (Witte, 1992)

Protection Motivation Theory (Rogers, 1975)

a meta-analysis of 34 studies (N = 15998) found that the perceived likelihood of getting ill predicts vaccination behaviour ($r = .26$).

Brewer et al 2007



MS under review

Unrealistic optimism, trust in science, and conspiracy beliefs: Towards a better understanding of the hesitancy to get vaccinated against COVID-19

Paweł Muniak Dariusz Dolinski Oliver Genschow
Caterina Suitner Bruno Gabriel Wojciech Kulesza

a representative sample within the United States: 1000 participants
515 women, 485 men, AGE 18-82, M = 45.33, SD= 15.95

(Q1) Are you going to take a shot once the COVID-19 vaccine is available on the market?

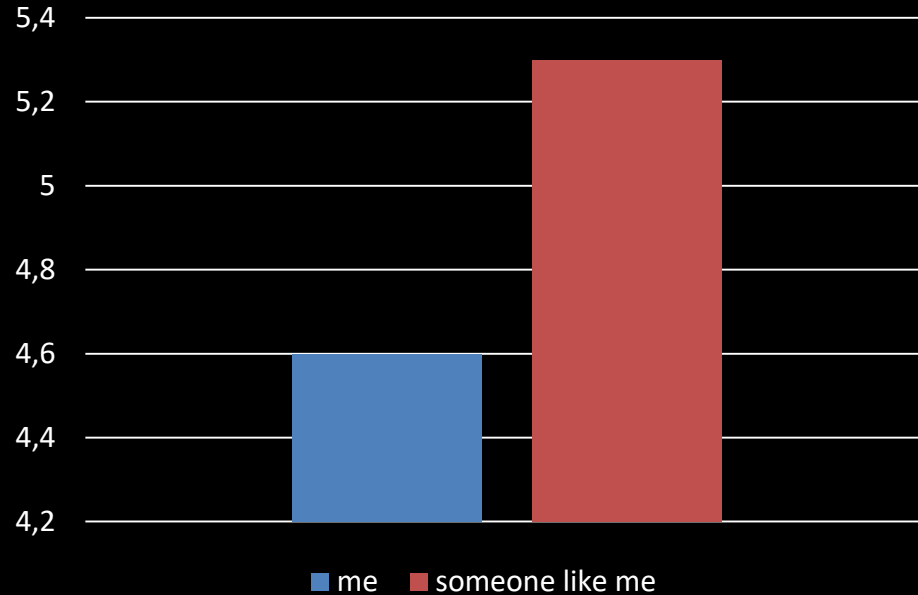
(Q2) In the coronavirus (COVID-19) case, can we rely on the results of research conducted by scientists?

(Q3) I believe that some secret powers (e.g., countries, big corporations) are responsible for coronavirus/COVID-19?

(Q4) How likely is it that you will become infected with coronavirus (COVID-19)?

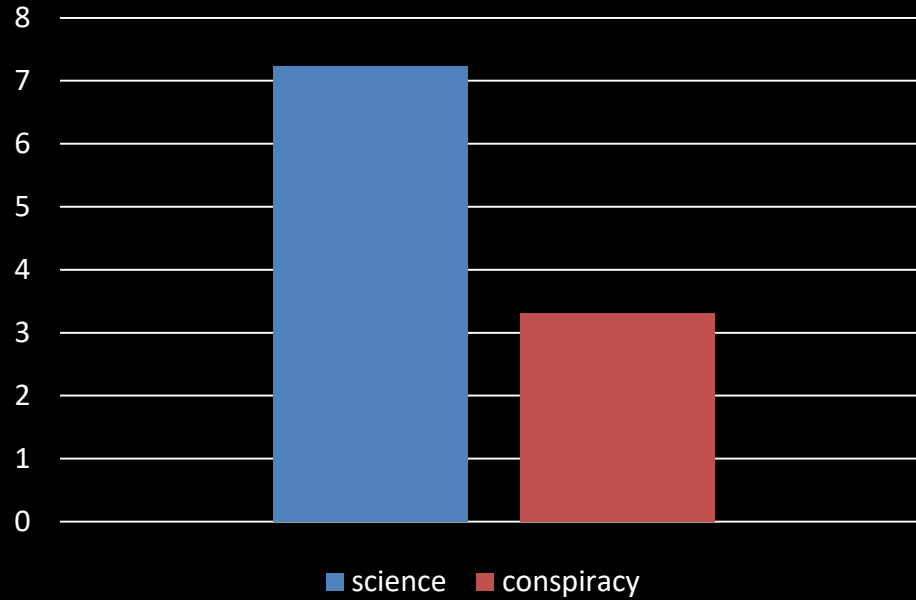
(Q5) How likely is it that your fellow countrymen will become infected with coronavirus (COVID-19)?

Optimistic bias

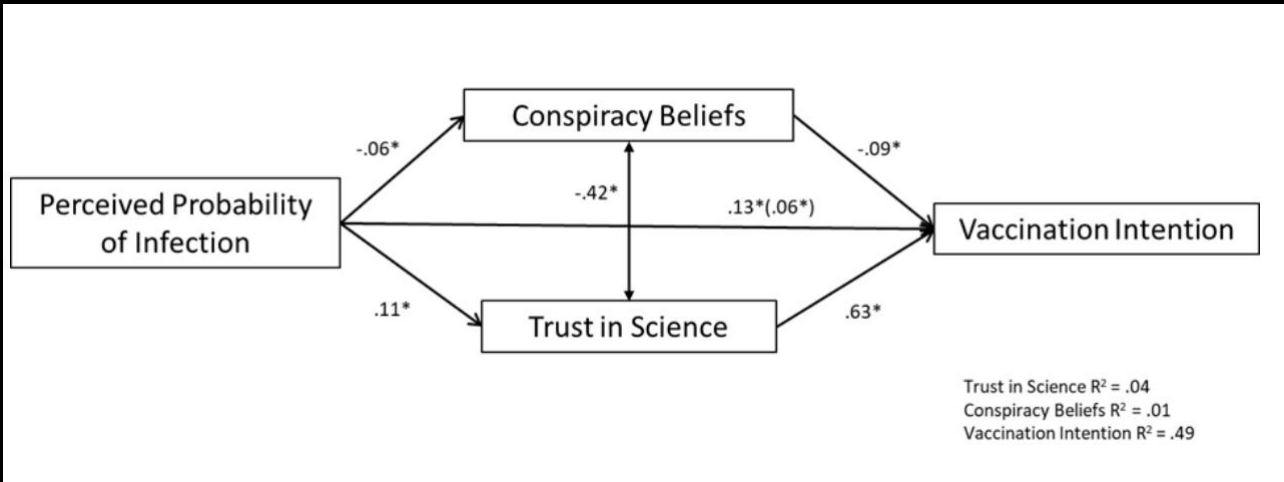


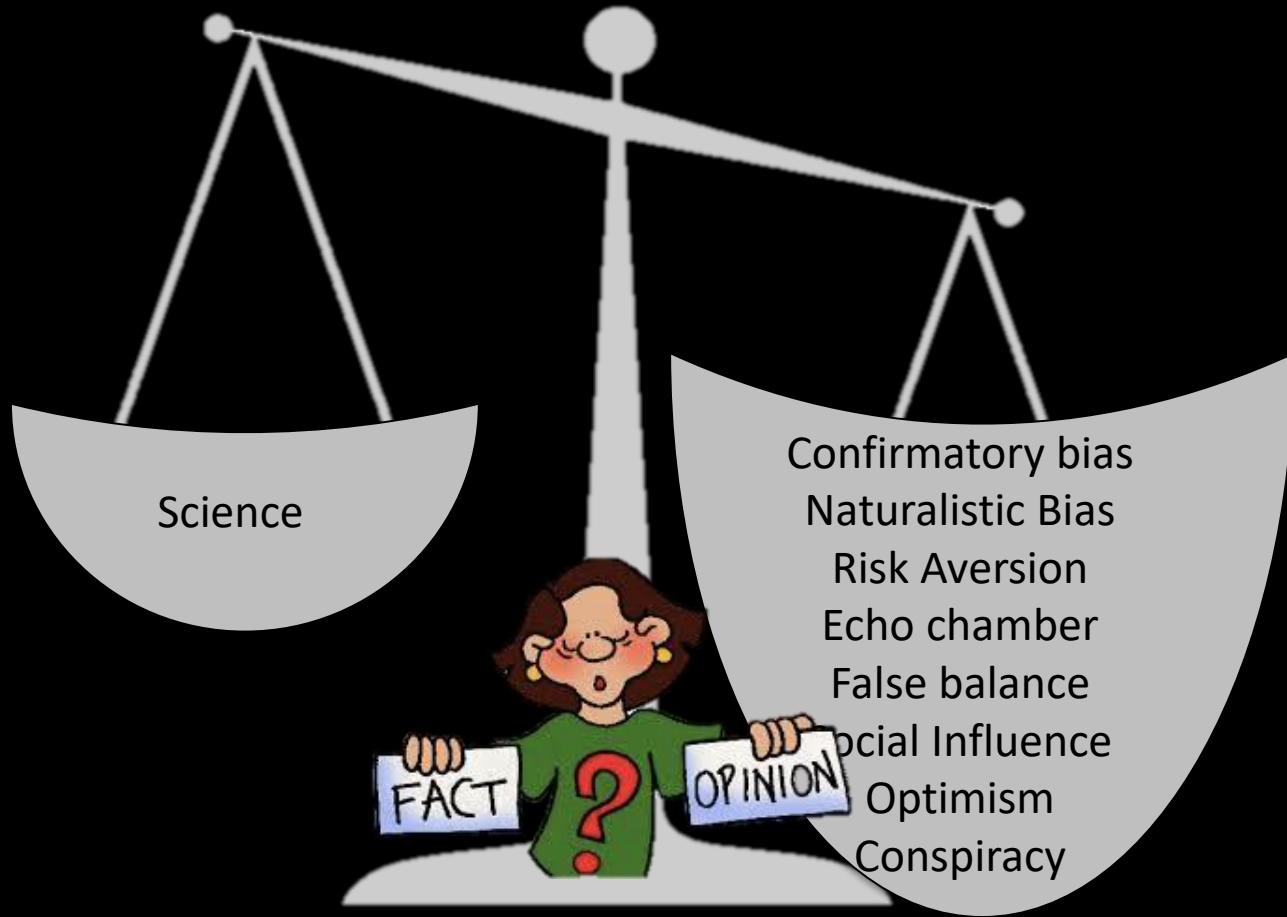
people judge it more likely that their compatriots will be infected with the coronavirus than themselves

Trust in science vs conspiracy



people believe more in science than in conspiracy





Science

Confirmatory bias
Naturalistic Bias
Risk Aversion
Echo chamber
False balance
Social Influence
Optimism
Conspiracy

FACT

OPINION

Thank you

Darragh O'Loughlin

Secretary General (CEO)
Irish Pharmacy Union



FIP Online Series: Increasing Vaccine Coverage Through Pharmacists

WHO'S IMMUNE TO FAKE NEWS?

Addressing Patient Motivation and Vaccine Hesitancy

DARRAGH J O'LOUGHLIN MPSI

Secretary General, Irish Pharmacy Union



@Darragh_OL

Every winter

in the WHO European Region

up to

60 000

people over age 65

are expected to die of **#influenza**
or complications of influenza.

Vaccination saves lives.

www.euro.who.int/influenza

© WHO 10/2018



World Health
Organization

REGIONAL OFFICE FOR Europe





[Home](#) > [News & events](#) > Influenza vaccination coverage rates insufficient across EU Member States

< News & events

Influenza vaccination coverage rates insufficient across EU Member States

News story

18 Dec 2018

None of the European Union (EU) Member States could demonstrate that they reach the EU target of 75% influenza vaccination coverage for vulnerable groups, according to a new report from the European Centre for Disease Prevention and Control (ECDC). Influenza vaccination coverage remains low in many countries, and leads to severe disease, hospitalisations and premature deaths. If no improvements in the vaccine uptake will be seen, significant burden on the healthcare systems can be expected also during this upcoming winter season.

Vaccination: a Public Health Imperative

- Flu:
 - Fewer than one in three older people vaccinated against flu
 - For people with chronic illnesses, coverage was below 40%
 - Vaccine uptake among healthcare workers as low as 40%
 - Among pregnant women, uptake below 10%
- HPV:
 - 1 in 100 women in Europe will develop cervical cancer
 - HPV vaccine almost 100% effective in preventing persistent HPV infections that can cause cancer
 - Vaccination rates undermined by false information

[WHO Europe/ECDC survey 2018]



Vaccination – Opportunities for Pharmacy

- Identification of vaccine-eligible patients (screening)
- Familiarity with national at-risk criteria
 - Elderly
 - Long term / residential care
 - Chronic illness
 - Immunocompromised
 - Pregnancy
 - etc.
- Pharmacists recognise patients' risk factors
- Can interact efficiently with patients in a very short time
- Pharmacists are trusted source of information
- Can offer education on influenza vaccination during flu season
- Promote other vaccines – e.g. HPV – offering factual information
- Pharmacies provide efficient, accessible vaccination service



Vaccination during Covid-19

- Minimise patient time in pharmacy
- Appointment based service, not walk-in
- Web-based booking system for patients
- Appointments available only at times that suit pharmacy
- Generates schedule for pharmacist

The screenshot shows a web browser window titled "Appointments - Refill Assistant" with the URL "https://refillassistant.ie". The page content is for "My Local Pharmacy" and displays "Flu Shot Appointments". A navigation bar includes "Today", "Tomorrow", "3 Days" (selected), "Previous Week", "This Week", and "Next Week".

Thursday, June 18 (today)

Time	Email	Phone	
10:00	foo@example.org	234-234-2345	Cancel
10:30	lorem@example.org	384-173-8436	Cancel

Friday, June 18 (tomorrow)

Time	Email	Phone	
10:00	jsmith@example.org	234-234-2345	Cancel
10:30		384-173-8436	Cancel
13:00	traveller@example.org	384-173-8436	Cancel

Friday, June 18 (tomorrow)

Vaccination during Covid-19

- Minimise pharmacist contact time with patient – administration only
- Provide vaccine information including allergy risks and potential ADRs online
- Patient acknowledges understanding and gives consent in advance



Flu Vaccination Appointment

1. Location | 2. Date & Time | 3. Phone | 4. Consent

Please select your preferred location:

Dummy Location One
 Dummy Location Two
 Dummy Location Three

Next: Select Date and Time

Flu Vaccination Appointment

1. Location | 2. Date & Time | 3. Phone | 4. Consent

Appointment date: / /

Appointment time: 09:00, 09:30, 10:00

Next: Your Phone Number

Flu Vaccination Appointment

1. Location | 2. Date & Time | 3. Phone | 4. Consent

Please provide your phone number. We will only contact you to remind about the appointment and in case we need to reschedule.

Phone: _____

I agree to be contacted about this appointment

Next: Consent

Flu Vaccination Appointment

1. Location | 2. Date & Time | 3. Phone | 4. Consent

Please provide your phone number. We will only contact you to remind about the appointment and in case we need to reschedule.

I consent to X, Y and Z

Book an Appointment!

Appointment Booked!

Dummy Location 1, June 19, 14:00

Have any questions, or need to reschedule?
 Call us at: 03-13-1334
 Email us at: contact@mylocalpharmacy.com

Skip this step for pharmacies with a single location

Time dropdown shows only the available times for the selected location and date

Should ask for Full Name

SMS reminder:

< Messages

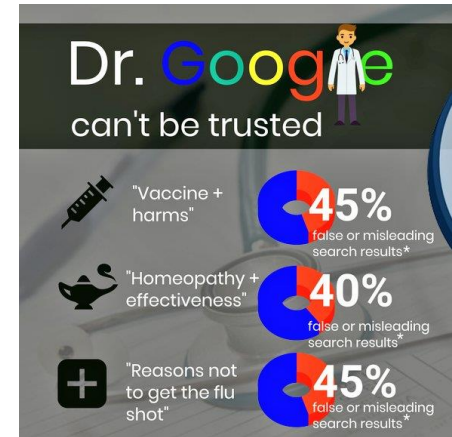
Today 12:00

Reminder: your flu vaccination at My Local Pharmacy is tomorrow
 Location: Dummy Location 1
 Date: June 19
 Time: 14:00

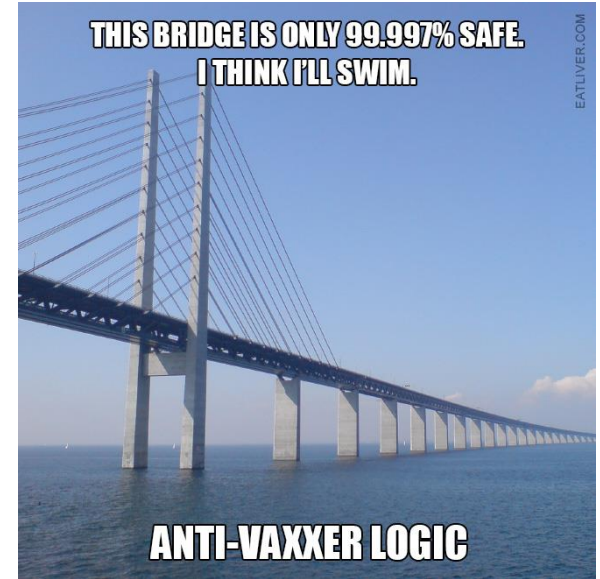
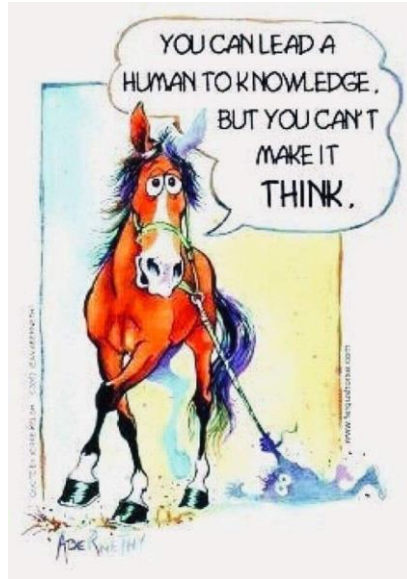
If you have any questions, please call us at 03-13-1334
 -My Local Pharmacy

Vaccination – Falsehoods and Fake News

- Anti-Vax misinformation campaigns
- Pseudoscience that preys on fear, ignorance and mistrust in institutions
- Significant public health risk
- Spread online, through social media and by word-of-mouth



Vaccination – Falsehoods and Fake News



Vaccination – Fighting the Falsehoods

- Pharmacists as part of national information campaign
- Consistent message with other stakeholders
 - Government
 - Health Service
 - Other healthcare professions
 - Patient groups
 - Civil society
- Pharmacists have more public contact than other professions
- Make every contact count
- Opportunistic prompting of patients to think about relevant vaccines



Pharmacists – Trusted Advice and Information

Minister for Health launches new alliance aimed at improving vaccination rates and reducing vaccine hesitancy

From [Department of Health](#)

Published at: 10 September 2019

Last updated 10 September 2019

Minister for Health Simon Harris TD has today (Tuesday) launched the Vaccine Alliance aimed at boosting the uptake of childhood vaccines and reducing vaccine hesitancy.

The Alliance will include healthcare professionals, policy makers, patient advocates, students, and representatives from groups most affected by vaccine hesitancy.



Simon Harris, Irish Minister for Health

"I'm not a medical expert, I don't give medical advice and I think that's a very good rule of thumb for everybody to follow.

If you want to be a clinician, if you want to be a pharmacist, if you want to be a scientist - go study one of those disciplines. Then come back and give scientific advice."



VACCINATION ALLIANCE

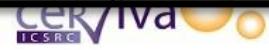


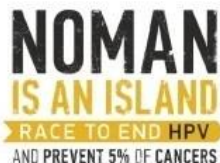
Dental Health Foundation Ireland



NOMAN IS AN ISLAND
RACE TO END HPV
AND PREVENT 5% OF CANCERS

answers to cancer.







Any questions?

Please use the questions box

Wrap up

Conclusions

FIP upcoming webinars on the role of pharmacists in vaccination

Date	Title
6 August	An overview of current pharmacy impact on immunisation – Presentation of key findings from FIP's report 2020
3 September	Give it a shot: Advocating for pharmacy-based vaccination and achieving legislative changes
15 September	Can the World afford low vaccination coverage rates? Broadening vaccination gateways through pharmacies
16 September	Influenza vaccination: Strategic elements of development, supply and delivery for optimal prevention
18 September	Vaccination in practice - A training course – Part 1. The value of vaccines for society and special populations
19 November	Vaccination in practice - A training course - Part 2. Vaccine safety and confidence
13 January	Vaccination in practice - A training course - Part 3. Vaccination procedures and common errors

Thank you for attending!

*Please provide feedback through
the survey you will see at the end
of the event*