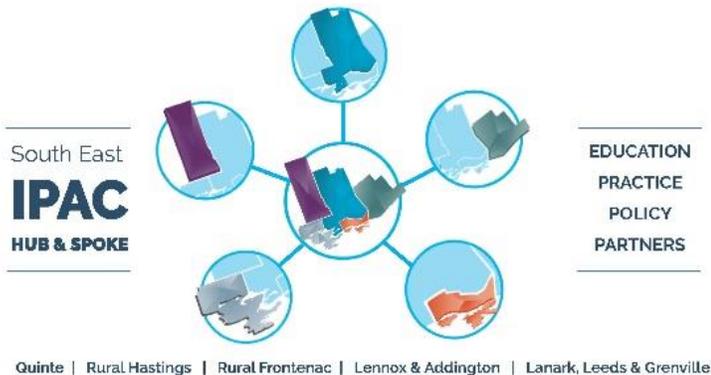


# Vaccine Hesitancy

Presented by Eric Hofstee

SE Regional IPAC Hub

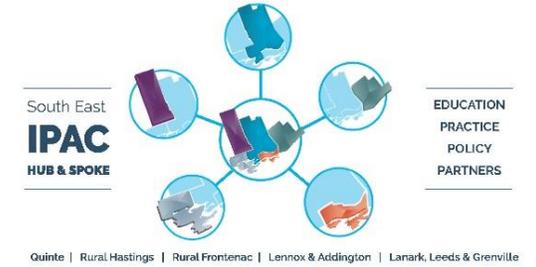


Adapted from Ontario Agency for Health Protection and Promotion (Public Health Ontario). Building confidence in vaccines. Toronto, ON: Queen's Printer for Ontario; 2021

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# Learning Objectives

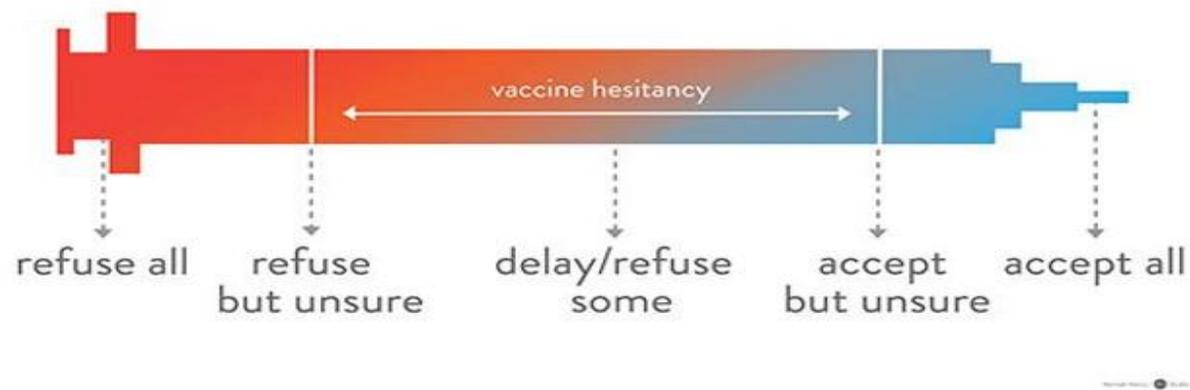
- ▶ Define vaccine hesitancy
- ▶ Be aware of the importance of COVID-19 vaccines
- ▶ Understand your role
- ▶ Strategies for conversations around vaccines



# What is Vaccine Hesitancy?

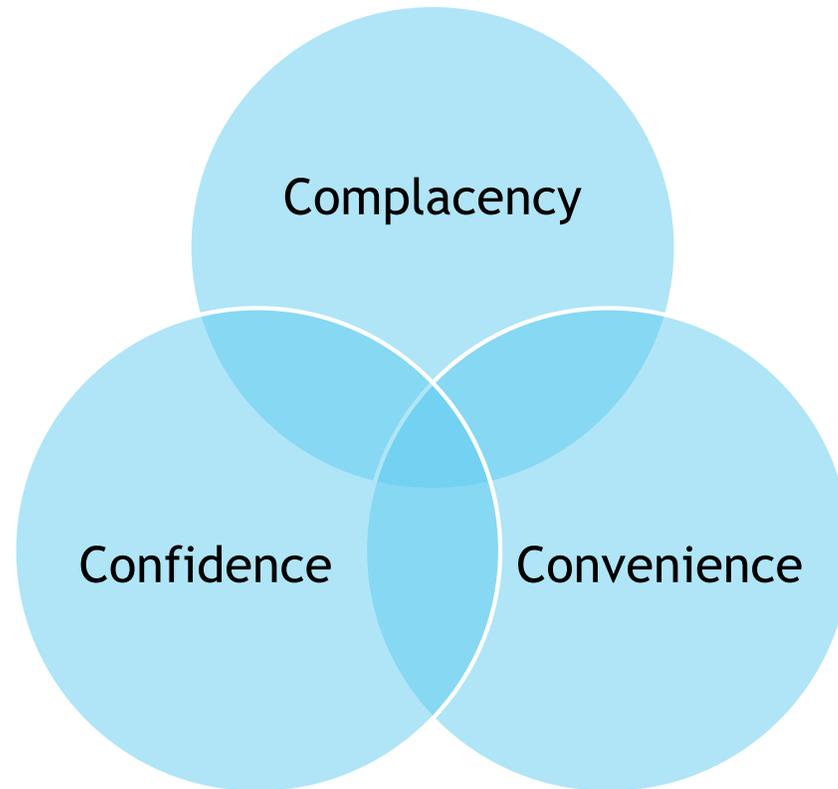
- ▶ Refers to the delay in acceptance or refusal of vaccines despite availability of vaccination services.
- ▶ Hesitancy is normal. It's OK for people to have questions and concerns.
- ▶ Is complex, context specific varying across time, place and vaccines
- ▶ Is influenced by 3 C's and determinants
- ▶ Not vaccine refusal or 'anti-vaxxers'

## Continuum of Vaccine Acceptance



1. Gagneur A. Motivational interviewing: A powerful tool to address vaccine hesitancy. Can Commun Dis Rep 2020;46(4):93-7. <https://doi.org/10.14745/ccdr.v46i04a06>
2. Image: <https://www.mahb.org/predictors-of-covid-19-vaccine-hesitancy-socio-demographics-co-morbidity-and-past-racial-discrimination/>

# Considerations for Vaccine Hesitancy



World Health Organization. (2014). Report of the SAGE working group on Vaccine Hesitancy. Retrieved from: [https://www.who.int/immunization/sage/meetings/2014/october/1\\_Report\\_WORKING\\_GROUP\\_vaccine\\_hesitancy\\_final.pdf](https://www.who.int/immunization/sage/meetings/2014/october/1_Report_WORKING_GROUP_vaccine_hesitancy_final.pdf)

## Determinants of vaccine hesitancy

DETERMINANTS	INFLUENCED BY
<b>Contextual</b> (e.g., historic, socio-cultural, environmental, health system/institutional, economic, political factors)	<ul style="list-style-type: none"><li>• Communication and media environment</li><li>• Influential leaders, historical influences, politics/policies</li><li>• Religion/culture/gender/socio-economic</li><li>• Geographic barriers</li></ul>
<b>Individual and Group</b> (e.g., personal perception or social/peer environment)	<ul style="list-style-type: none"><li>• Personal, family and/or community members' experience with vaccination</li><li>• Beliefs, attitudes, knowledge and awareness about health and disease prevention</li><li>• Personal experience with the healthcare system/healthcare providers</li><li>• Risk/benefit (perceived)</li><li>• Risk/benefit (epidemiological, scientific evidence)</li><li>• Introduction of a new vaccine or new vaccine platform</li><li>• Mode of administration</li><li>• Design of vaccination program/mode of delivery (e.g., routine program or mass vaccination campaign)</li></ul>
<b>Vaccine/Vaccination Specific Issues</b> (e.g. Directly related to vaccine or vaccination)	<ul style="list-style-type: none"><li>• Reliability and/or source of supply of vaccine/equipment</li><li>• Vaccination schedule</li><li>• Costs associated vaccine or travelling to receive the vaccine</li><li>• The strength of the recommendation to receive vaccine and/or attitude of healthcare professionals towards the vaccine</li></ul>

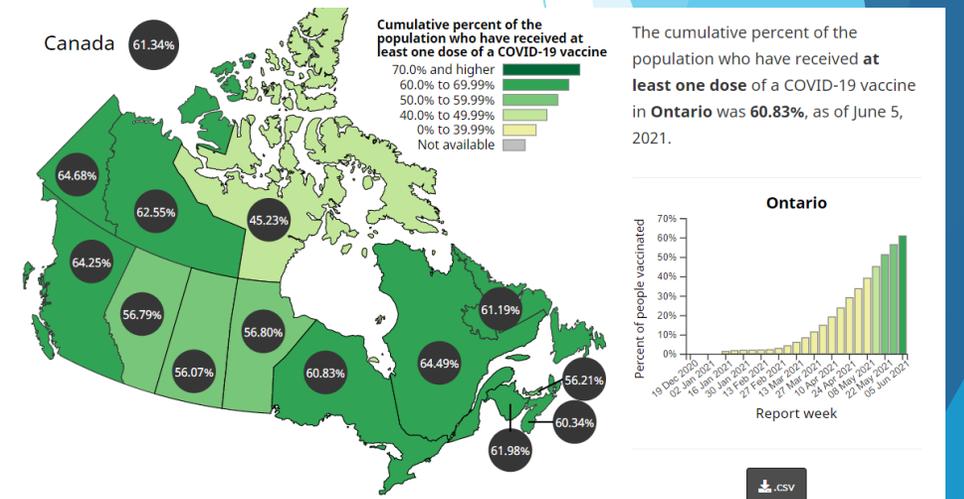
Public Health Ontario. (2021). Building Confidence in Vaccines. Appendix A: Determinants of vaccine hesitancy. Retrieved from: <https://www.publichealthontario.ca/-/media/documents/ncov/vaccines/2021/04/covid-19-building-confidence-in-vaccines.pdf?la=en>

# COVID-19 Vaccines

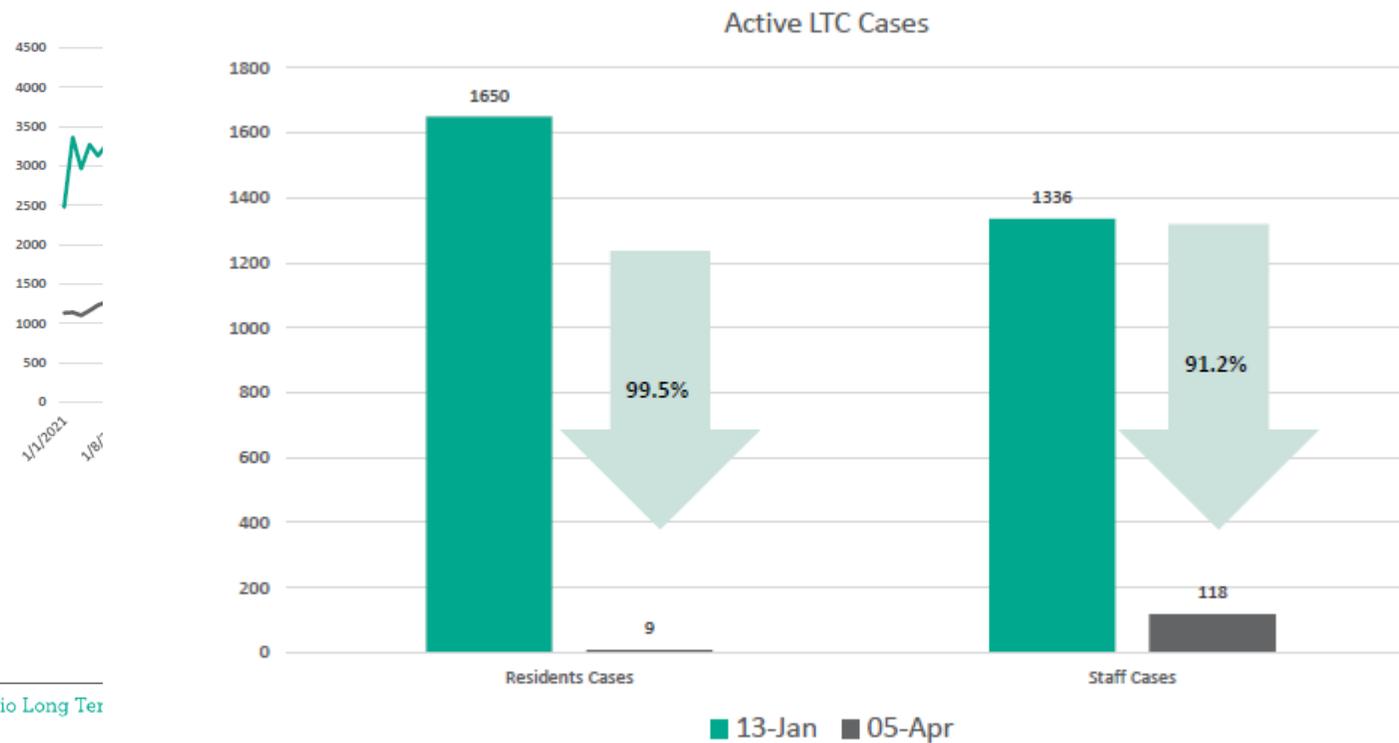
- ▶ 56% - 89% vaccinated to achieve community immunity.
  - ▶ Likely higher with VOC
  - ▶ As of June 5<sup>th</sup> 60.83% of Ontarians had one dose
- ▶ Public opinion polling from March 2021 showed:
  - ▶ 74% of Ontarians intend to take the COVID-19 vaccine.
    - Of these:
      - ▶ 48% said they would take the first available vaccine
      - ▶ 27% said they would wait for another vaccine
    - ▶ 12% would not take the vaccine at all and 8% did not know.

We can see the effects of high vaccination rates in our LTCH

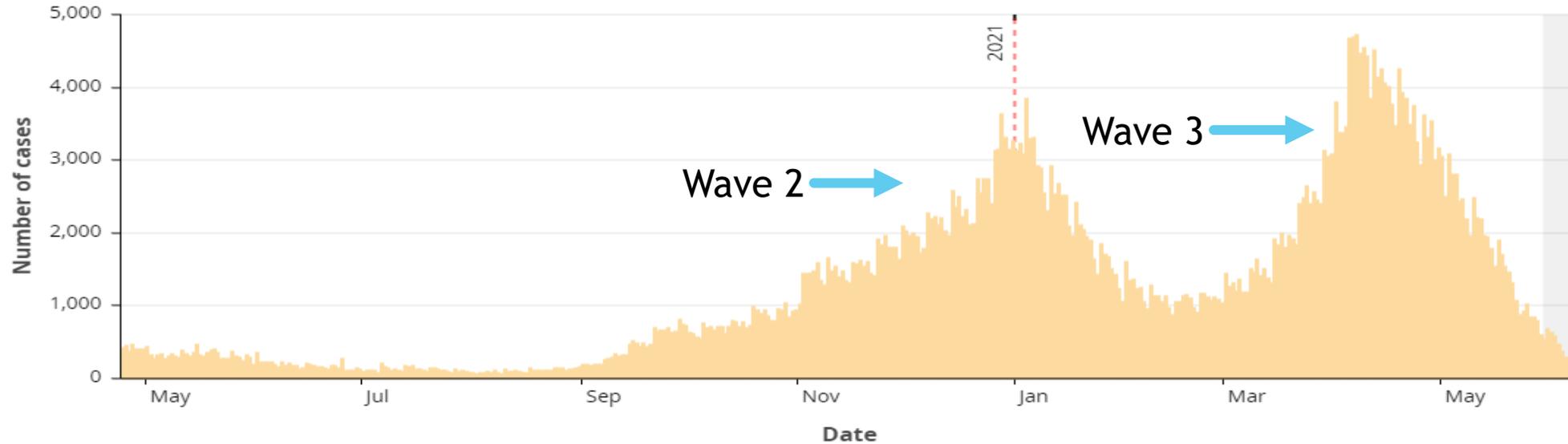
Public Health Ontario. (2021). Building Confidence in Vaccines. Retrieved from: <https://www.publichealthontario.ca/-/media/documents/ncov/vaccines/2021/04/covid-19-building-confidence-in-vaccines.pdf?la=en>



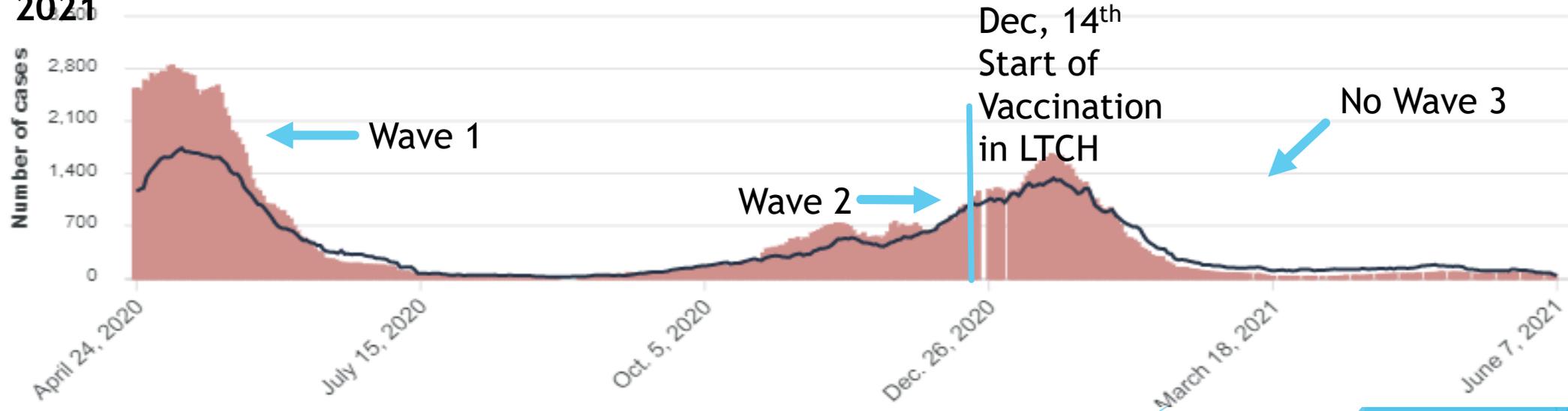
# Ontario Daily Cases vs Active LTC



### COVID-19 daily case counts and rates by episode date in Ontario - April 24, 2020 to June 8, 2021



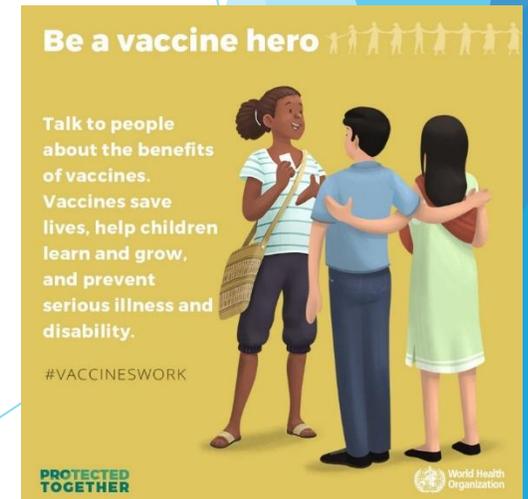
### COVID-19 daily case count LTCH residents and staff in Ontario - April 24, 2020 to June 7<sup>th</sup>, 2021



# What leaders can do

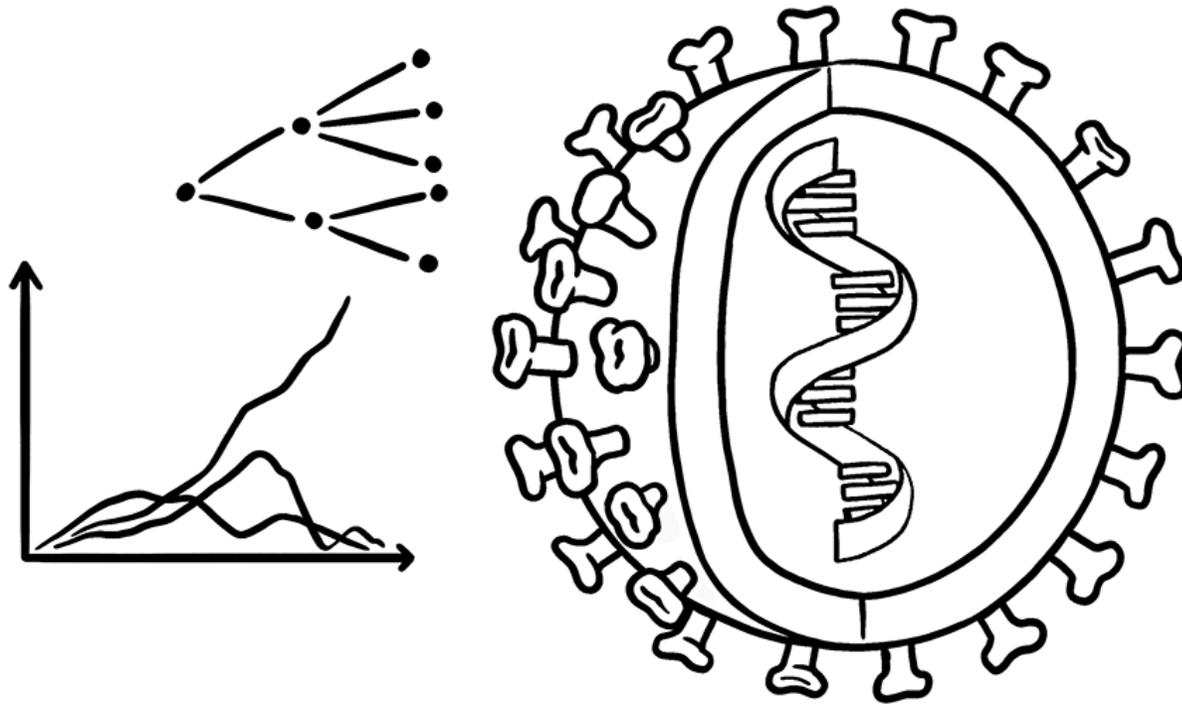
- ▶ Develop mandatory education to support informed decision making of staff
- ▶ Arrange vaccination clinic at your facility through local PHU, Pharmacy, Occupational Health if possible.
  - ▶ If you have enough vaccine, tell staff a vaccine has been set aside for them and they just need to make the appointment
- ▶ Combat misinformation with evidence and credible sources (e.g., PHAC, NACI, PHO).
- ▶ Have visible support from senior staff and other leaders, and regular review and improvement of vaccination strategies
- ▶ Include a combination of education, increased awareness, accessible on-site vaccination delivery options for all staff

Source: NACI: [Canadian Immunization Guide Chapter on Influenza and Statement on Seasonal Influenza Vaccine for 2020-2021](#)



# Misinformation vs Disinformation

INFORMATION



# What anyone can do!

## Top tips for navigating the infodemic



### 1. Assess the source:

Who shared the information with you and where did they get it from? Even if it is friends or family, you still need to vet their source.



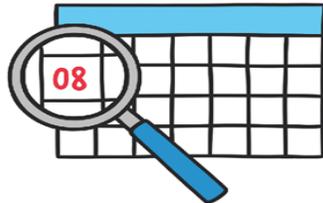
### 2. Go beyond headlines:

Headlines may be intentionally sensational or provocative.



### 3. Identify the author:

Search the author's name online to see if they are real or credible.



### 4. Check the date:

Is it up to date and relevant to current events? Has a headline, image or statistic been used out of context?



### 5. Examine the supporting evidence:

Credible stories back up their claims with facts.



### 6. Check your biases:

Think about whether your own biases could affect your judgment on what is or is not trustworthy.

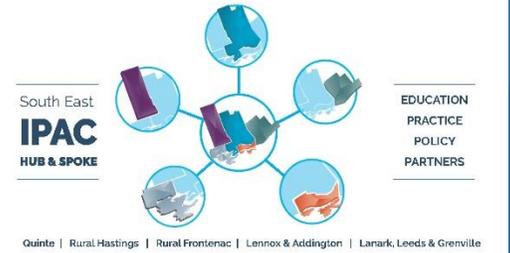


### 7. Turn to fact-checkers:

Consult trusted fact-checking organizations, such as the International Fact-Checking Network and global news outlets focused on debunking misinformation.

# Strategies for Vaccine Conversations

- ▶ Don't dive right in! Prepare yourself by reviewing and being aware of credible resources.
- ▶ Considerations:
  - ▶ What is the goal of this conversation?
  - ▶ What are the perspectives of the audience?
  - ▶ Change your approach questions
  - ▶ Tailor the message to the information needs and values of the intended audience
- ▶ Use smaller groups or individual conversations
- ▶ Avoid information overload
- ▶ Be respectful
  - ▶ Respect differences of opinion about immunizations
- ▶ Share facts, speak sincerely and point people towards credible sources of information, including municipal, provincial and federal webpages and resources.



# Principles & Talking Tips<sup>1</sup>

## Principles

1. Start from a place of empathy and understanding
2. Assume the individual will want to be vaccinated but has questions
3. Give your strong recommendation
4. Listen/respond to questions and address any misinformation by giving key facts - don't repeat/reinforce the myth
5. Include information on risks and benefits of vaccination (if you are comfortable)
6. Wrap up the conversation
  1. You don't need an answer
  2. Direct to other credible sources of information

“You mentioned you are concerned the vaccine technology is new and was developed quickly. I hear your specific concerns, these are the risks of this technology, but people who have setting questions before making an informed decision. The vaccine technology is new, however, I have been building on years of research and a global effort, which is why development was able to occur so quickly.”

1. Public Health Ontario. (2021). Building Confidence in Vaccines. Principle & Talking tip table. Retrieved from: <https://www.publichealthontario.ca/-/media/documents/ncov/vaccines/2021/04/covid-19-building-confidence-in-vaccines.pdf?la=en>

# Vaccine Resources

Public Health Agency of Canada

[National Advisory Committee on Immunization: Statements and Publications](#) - Webpage

[Canadian Immunization Guide](#) - Webpage

[Communicating Effectively about Immunizations](#) - Webpage

Public Health Ontario

[Vaccine Safety](#) - Webpage

[Building Confidence in Vaccines](#) - PDF

Ministry of Health

[Immunization Fact Sheets and Patient Tools](#) - Webpage

[COVID-19 Vaccine Approval Process and Safety](#) - Webpage

Centers for Disease Control and Prevention

[Immunization Education & Training](#) - Webpage

[Engaging in Effective COVID-19 Vaccine Conversations](#) - Webpage



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- ▶ Centers for Disease Control and Prevention. (April 5th, 2021). How to talk to your patients about COVID-19 vaccination. Retrieved from: <https://www.cdc.gov/vaccines/covid-19/hcp/engaging-patients.html>
- ▶ Centers for Learning, Research & Innovation in Long-Term Care. (2021). PrOTeCT Framework for promoting COVID-19 vaccine confidence in LTC teams. Retrieved from: <https://clri-ltc.ca/files/2021/03/PrOTeCT-Framework-for-LTC-during-COVID.pdf>
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- ▶ Public Health Agency of Canada. (2016). Communicating effectively about immunization: Canadian Immunization Guide. Retrieved from: <https://www.canada.ca/en/public-health/services/publications/healthy-living/canadian-immunization-guide-part-1-key-immunization-information/page-5-communicating-effectively-immunization.html>
- ▶ Public Health Ontario. (2021). Building Confidence in Vaccines. Retrieved from: <https://www.publichealthontario.ca/-/media/documents/ncov/vaccines/2021/04/covid-19-building-confidence-in-vaccines.pdf?la=en>
- ▶ World Health Organization. (2021). Let's flatten the infodemic curve. Retrieved from: <https://www.who.int/news-room/spotlight/let-s-flatten-the-infodemic-curve>