

Measuring behavioural and social drivers (BeSD) of vaccination

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The National Academies of Science, Engineering and Medicine
Forum on Microbial Threat's Virtual Workshop
The Critical Public Health Value of Vaccines
Tackling Issues of Access and Hesitancy
August 18th 202

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Decline in vaccination rates due to parents who read up online about jabs

SUE DUNLEVY News Limited Network May 22, 2013 12:00AM

The Telegraph

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News

Boris Johnson to tackle anti-vaxx fake news on social media that is fueling measles rise

Save 109



Measles vaccination CREDIT: LUKAS BARTH

THE TIMES

Barnard Lagan, Sydney
November 29 2019, 9:00am, The Times

Health Charity

Anti-vaxxers blamed for Samoan measles epidemic



Taylor Wintersson, right, with her husband, Frank, a rugby player. She runs workshops on the dangers of vaccinations and has 15,000 Instagram followers.

dailytelegraph.com.au | monday, may 25, 2009

Anti-vaccine nutters put us all in danger

Joe Hildebrand

THE alarming spread of whooping cough across NSW contains a grim lesson for those who fail to immunise their babies: they are not just putting their own children at risk, they are endangering everybody's.

The 14 swine flu cases in Australia — so far — emerged just after some commentators questioned concerns about a local infection.

In fact, it is now apparent that the swift and firm response of Australian health authorities was more than justified and has no doubt kept the number of cases to a minimum.

Paradoxically, the better job they do of containing the virus, the more open they

vaccination that gives you life-long immunity to bring the numbers down.

"At the moment, we just don't have the technology to stop an epidemic like this."

It's a bleak warning. There is no panacea, no secret stockpile of serum, no instant cure.

Instead, what authorities have previously relied on to keep whooping-cough numbers down is the good sense and consideration of parents who immunise themselves and their children both for their own sakes and that of those around them.

These people are making their children, and other people's children, sick

Usually, even the silliest new age philosophical or spiritual movements at least have the advantage that they don't impinge greatly on the outside world.

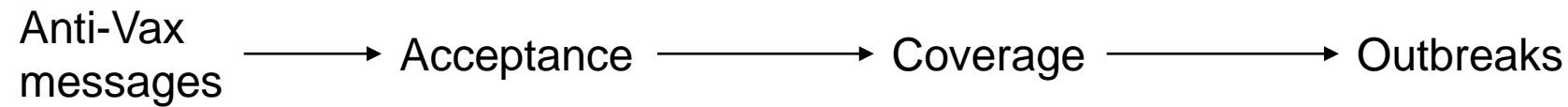
The anti-immunisation crowd, however, not only endanger their own children — who are obviously too young to defend themselves from their parents' stupidity — but also every child they come into contact with.

And this is no abstract argument. A 2003 paper by Lennox Head GP Sue Page notes that as a result of the mindlessness of this stance, the North Coast has the state's highest rate of vaccine-preventable diseases. These people are making their children, and other people's children, sick and threatening people's lives.

Dr Page, health authorities and medical experts desperately try to explain this to the anti-immunisation movement in an effort to protect them from themselves — not to mention others from them.

Despite their tinseled exhortations, the

The simplified model





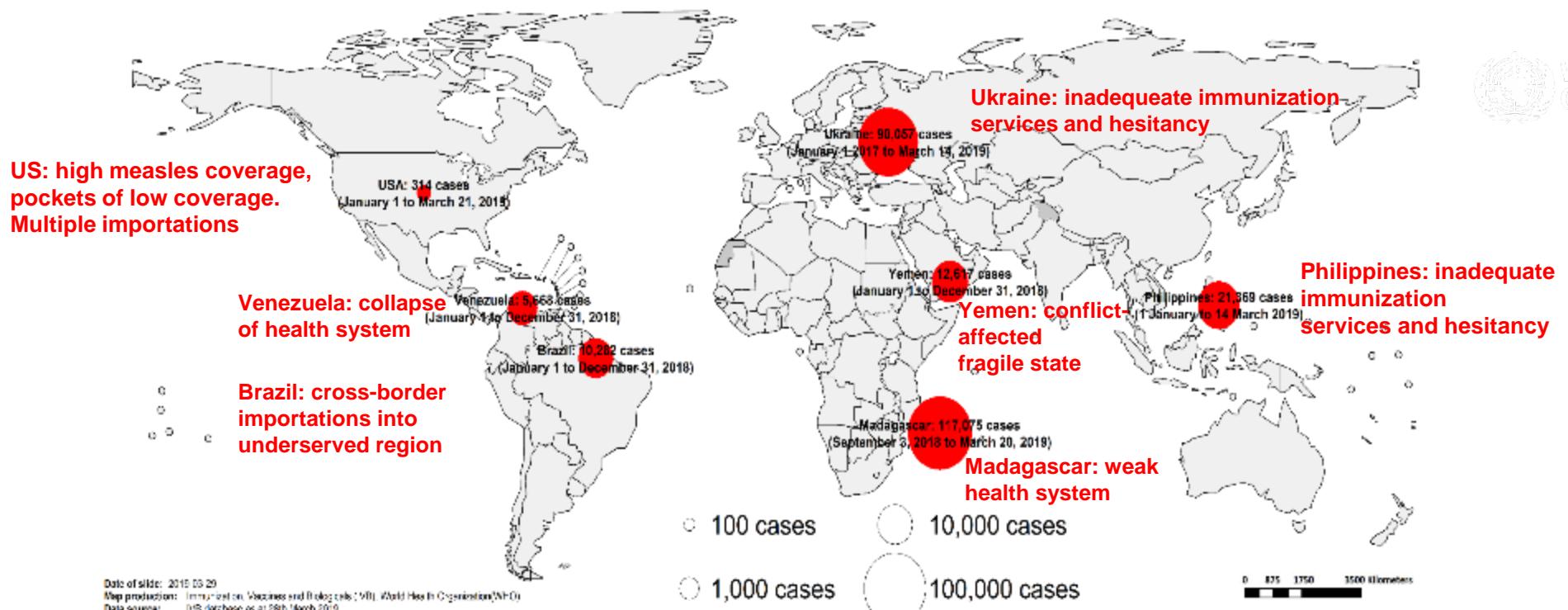
Ten threats to global health in 2019

Vaccine hesitancy
Fragile and vulnerable settings
Weak primary health care

Measles – it's complicated

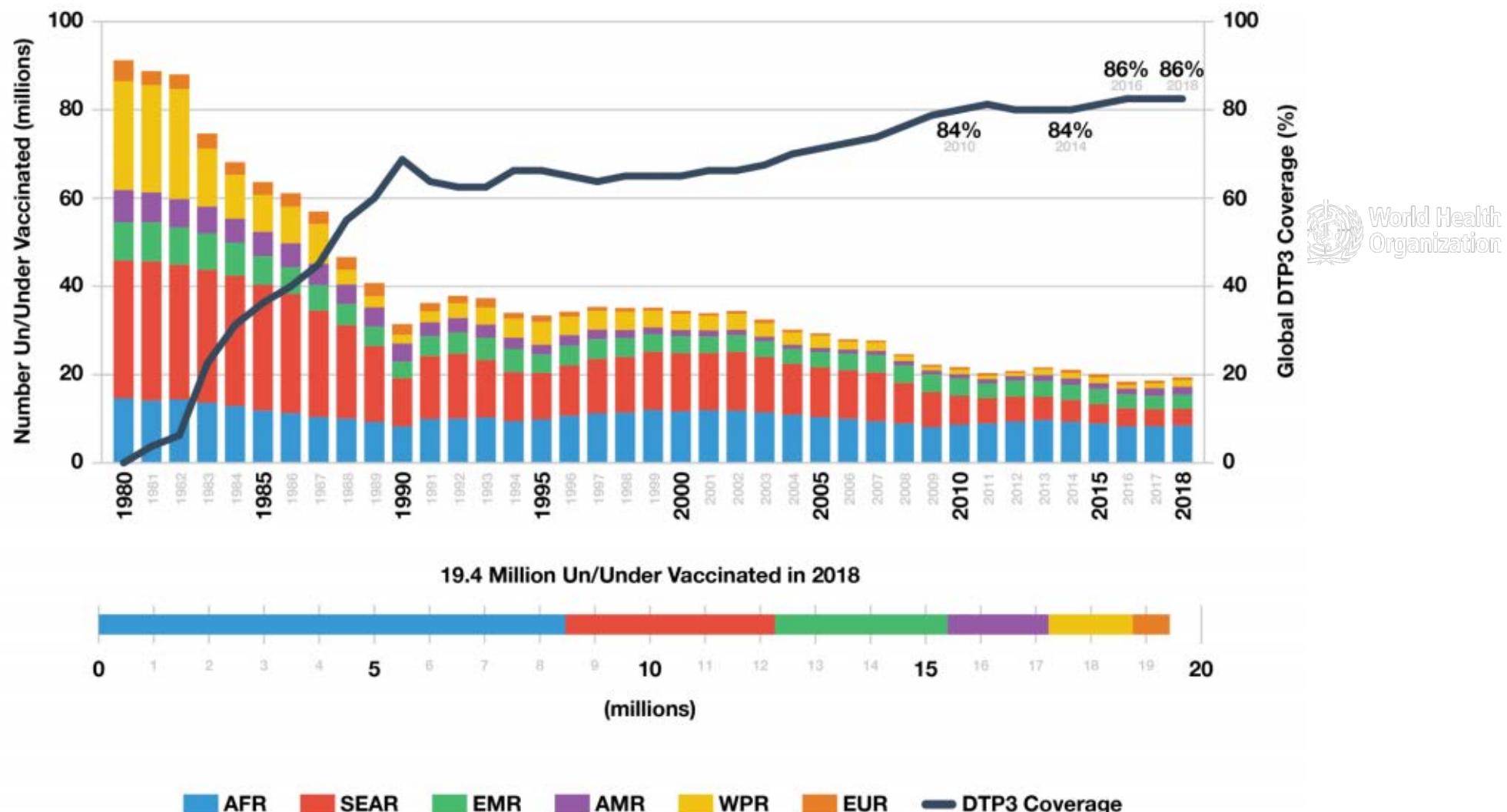


Selected Ongoing Measles Outbreaks



The University of Sydney

Almost 9 out of 10 children reached in 2018, almost 20 million children un- or under-vaccinated



Measurement



THE UNIVERSITY OF
SYDNEY

Minding the gap: current measures

- Focus on attitudes, less on practical and logistical barriers
- Some validated, some not
- Not standardized
- Caught in supply/demand binary
- Findings not used



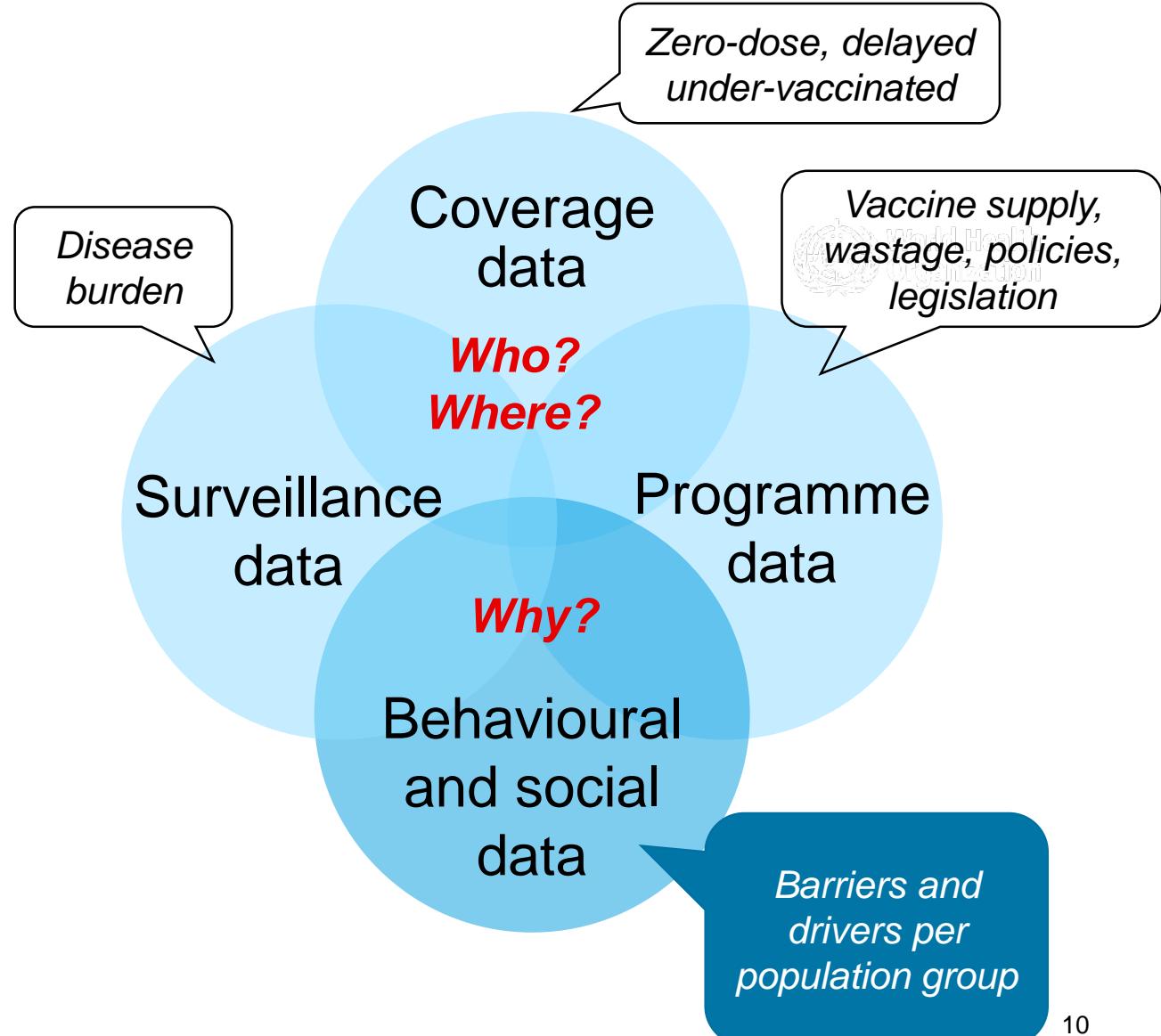
**The answers you get are
as good as the questions
you ask**



A solution: Measuring BeSD of vaccination



Globally standardised tools to measure the behavioural and social drivers.



Demand hub planning framework



Gavi CSO Constituency
for Immunisation and Stronger Health Systems
Helping to reach Every Child with Immunisation and Health Services

IFRC International Federation
of Red Cross and Red Crescent Societies



New tools to measure and address BeSD

Objective: Boost the **availability, quality, and use** of **local** and **global** data on acceptance and uptake



- **Support assessments** of under-vaccination to inform policy-making and planning
- **Inform the design and evaluation of targeted interventions**
- **Track comparable trends** over time
- **Contribute to regional and global reporting processes**, e.g. indicators in the *Immunization Agenda 2030*, the WHO/UNICEF Joint Reporting Form, and Gavi 5.0

→ **Better targeted, cost-effective and impactful strategies**

What are the tools?

- **Childhood Immunisation Survey**: for parents/caregivers (22 item long form, 5 item short form)
- **BeSD interview guides**: caregivers, providers, community stakeholders, authorities across health/immunization systems.
- **Implementation guidance**: to inform local adaptation, testing, and use of tools:

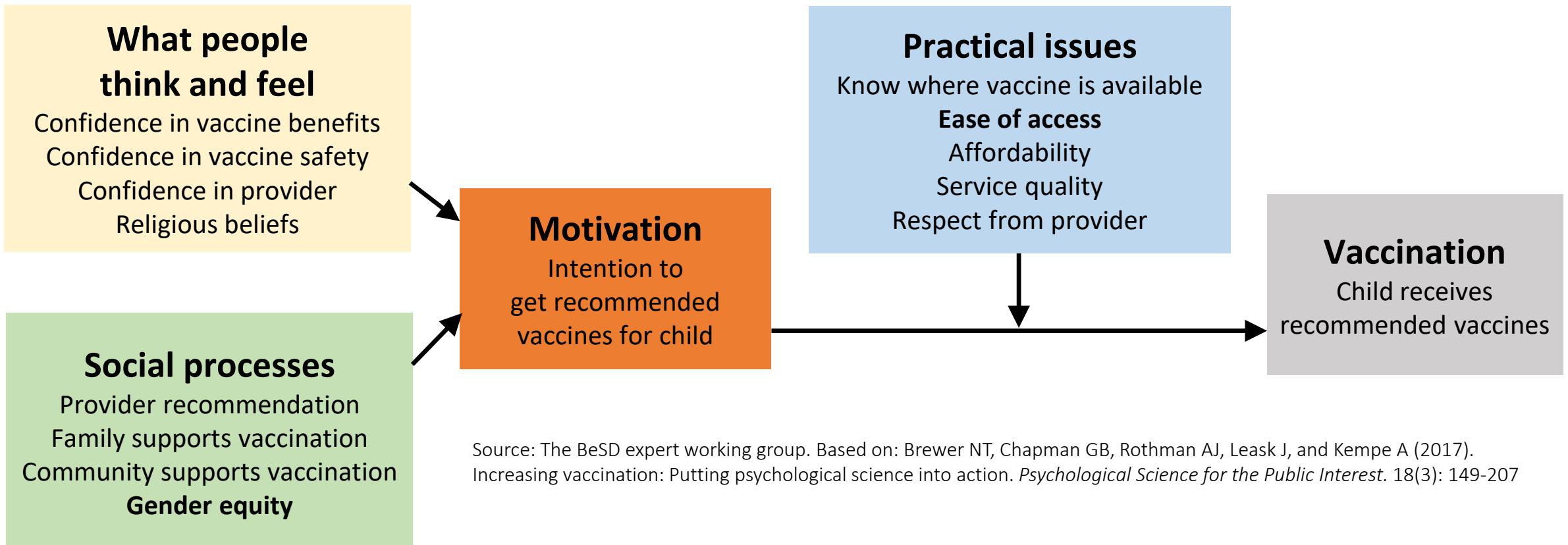


Vaccination program manager



Field researcher

Increasing vaccination model



Survey – example questions

In your family, who has the final say about vaccinating your child?

- Mother of child,**
- Father of child,**
- Both parents of child,**
- Grandparent of child, or**
- Other caregiver for child?**
- NOT SURE**
- DECLINED**

How easy is it to get vaccination services for your child?

- Not at all easy**
- Not very easy**
- Somewhat easy**
- Very easy**

Interview – example questions

Tell me about how you decided to vaccinate (or not vaccinate) your child(ren). Who else was involved in the decision?

Walk me through what you do on the day of vaccination. Start at the very beginning

Field Testing Sierra Leone

- Integrated with preparations for national health survey deployment
- Trained Statistics Sierra Leone staff in qual and cognitive interviewing



01. How important do you think vaccines are for your child's health? Would you say...

- Not at all important,
- A little important,
- Moderately important, or
- Very important?

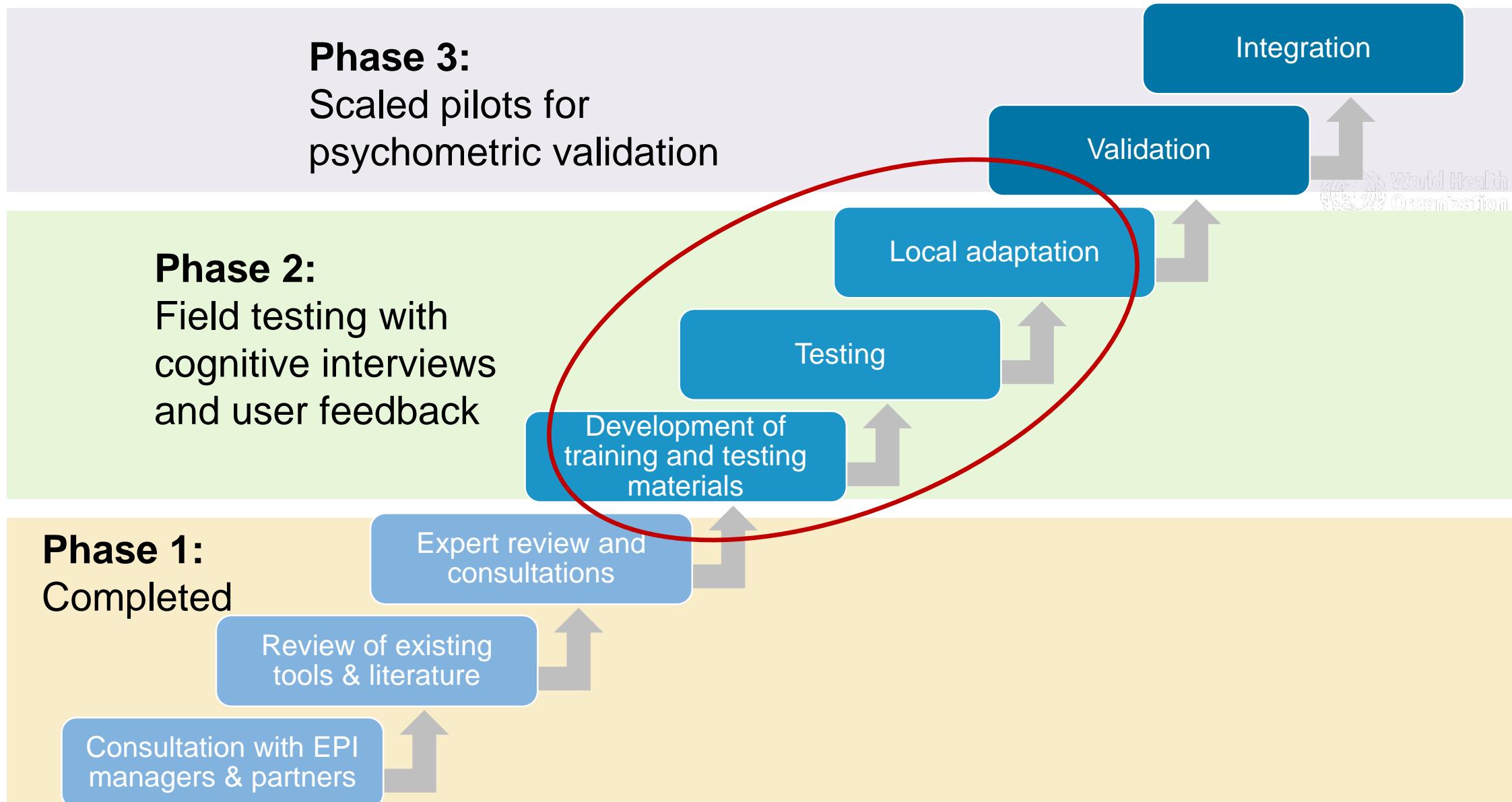
PROBES:

a. What were you thinking about in deciding your answer?

b. What do the words "important for your child's health" mean to you?

c. The response options were not at all, not very, somewhat or very. Did they fit with the sort of answer you wanted to give?

Current phase: in-country field testing



Future plans for implementation support



Planning is in progress to establish the following for BeSD:

Data repository

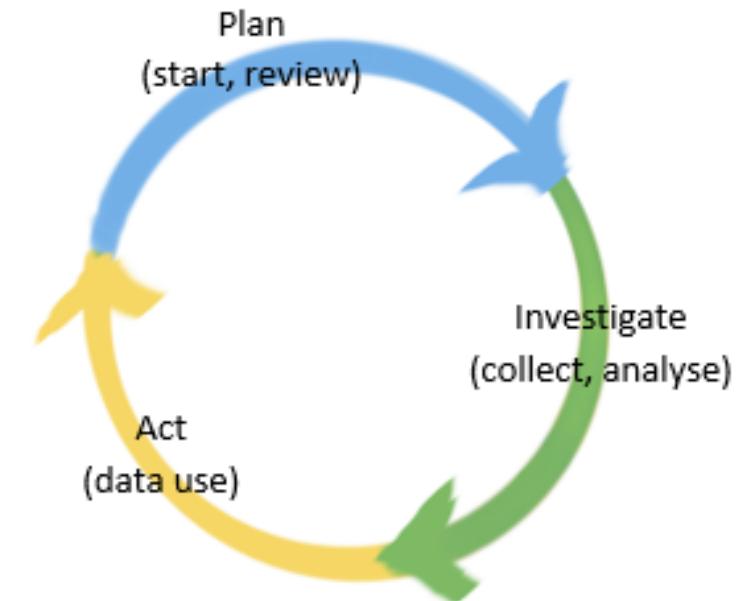
- Repository for reports
- Tracking of metrics/indicators for IA2030 and Gavi 5.0

Capacity building

- For data gathering, analysis, translation
- Building social/behavioural research capacity

Feedback loops for continuous learning from implementation

- Ongoing documentation of learning from use of tools
- Revision in 2022



BeSD working group members



Lisa Menning (Secretariat)	World Health Organization Headquarters, Switzerland
Julie Leask (Chair)	University of Sydney, Australia
Noel Brewer (Deputy chair)	University of North Carolina, US
Francine Ganter-Restrepo	WHO HQ
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Cornelia Betsch	University of Erfurt, Germany
Vinod Bura	World Health Organization, Indonesia
Gustavo Correa	Gavi, the Vaccine Alliance
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Charles Wiysonge	South African Medical Research Council, South Africa

