

NASEM WORKSHOP

Session 3: Social and Behavioral Strategies to Motivate Acceptance and Uptake of Public Health Recommendations

DECEMBER 8th, 2022

*Dr Naveen Thacker,
President- Elect,
International Pediatric Association*



International Pediatric Association



- The IPA is the 112 years old, global body representing 164 member societies from over 149 countries representing a million pediatricians.



Online IPA Vaccine Trust Course

A promotional banner for the Online IPA Vaccine Trust Course. It features a blue background with an orange header bar containing the course title. Below the title, it lists supported languages: English, Spanish, Turkish, Russian, French, Portuguese, and Arabic. There are two buttons showing registration statistics: 'Registrations: 7546' and 'Countries: 149'. A green button says 'Click Here to ENROLL'. A QR code is present with the text 'or Scan here' above it. On the right side of the banner is a close-up photo of a smiling baby's face.

Online IPA Vaccine Trust Course

English | Spanish | Turkish | Russian |
French | Portuguese | Arabic

Registrations: 7546

Countries: 149

Click Here to ENROLL

or Scan here

<https://ipa-world.org/ipa-vaccine-trust-project.php>

Course statistics as of 1st December' 22

- Course Completions (all modules) – 1962
- In Progress – 1787
- 3-Month Follow-up Survey Respondents – 1217

A vertical list of the seven modules of the course. Each module number is inside a green circle, followed by the module title. The background is light blue with a vertical blue bar on the left.

- 1 Module 1 | Infodemiology
- 2 Module 2 | Behavioral Science behind Vaccine Acceptance Interventions
- 3 Module 3 | Interpersonal Communication
- 4 Module 4 | Social Media Engagement
- 5 Module 5 | Dealing with Vocal Vaccine Deniers
- 6 Module 6 | Interacting with Media
- 7 Module 7 | Building Vaccine Value - Advocacy & Messaging to Effect Change

Journey of the IPA Vaccine Trust Project

Vaccine hesitancy: A growing challenge for immunization programmes

18 August 2015 | News release | Geneva | Reading time: 2 min (565 words)

**August 2015,
WHO News release**



**IPA Vaccine Hesitancy Project Phase – I
1st International ToT, Delhi, India.
December 2018**

Vaccine hesitancy one of the global health threats: WHO



The World Health Organization has listed their [top ten threats to world health](#) in January, 2019



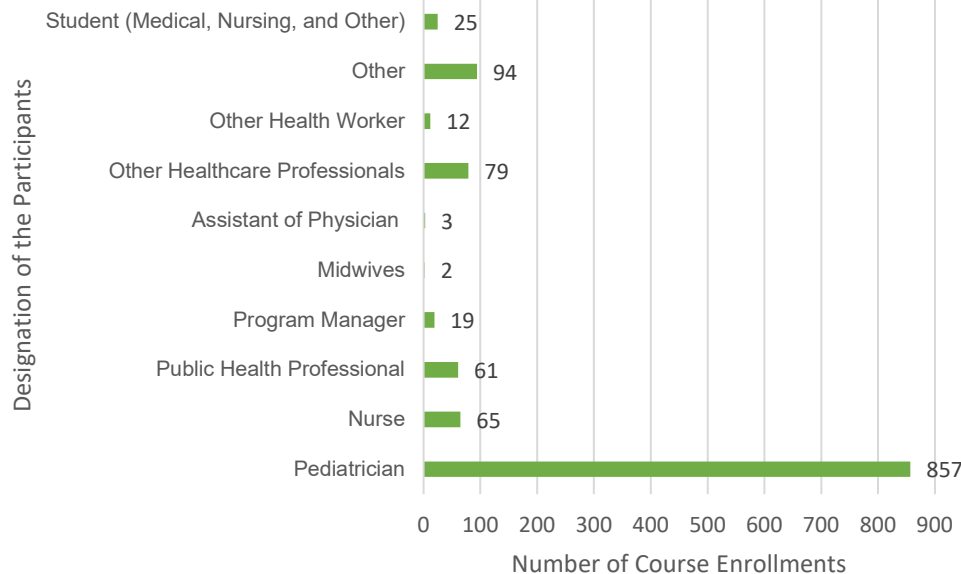
**IPA Vaccine Hesitancy
Project Phase - I
2nd International ToT
Panama City, March 2019**



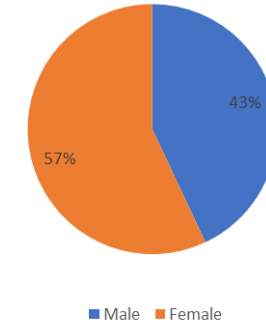
**IPA renamed the project as
Vaccine Trust Project Phase – II
Launched Online training
course on Vaccine Trust Project,
2020**

Characteristics of Participants

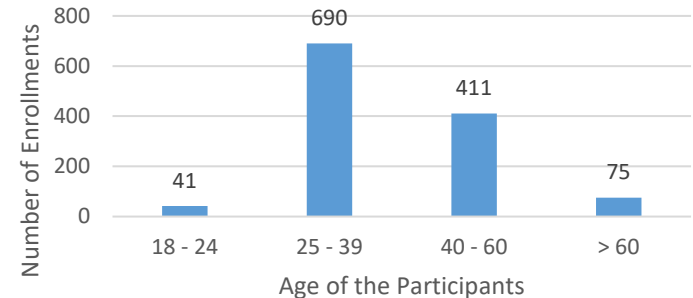
Course enrolment based on designation



Course Enrolments based on Gender



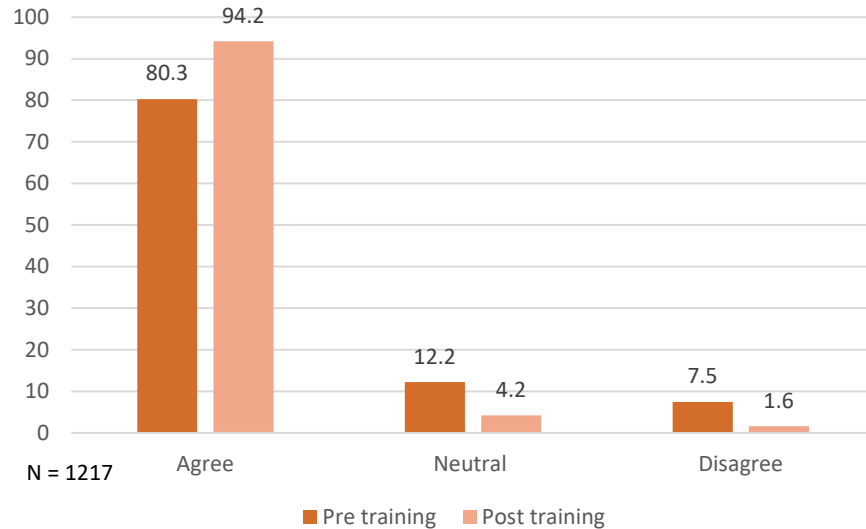
Course enrolment based on Age



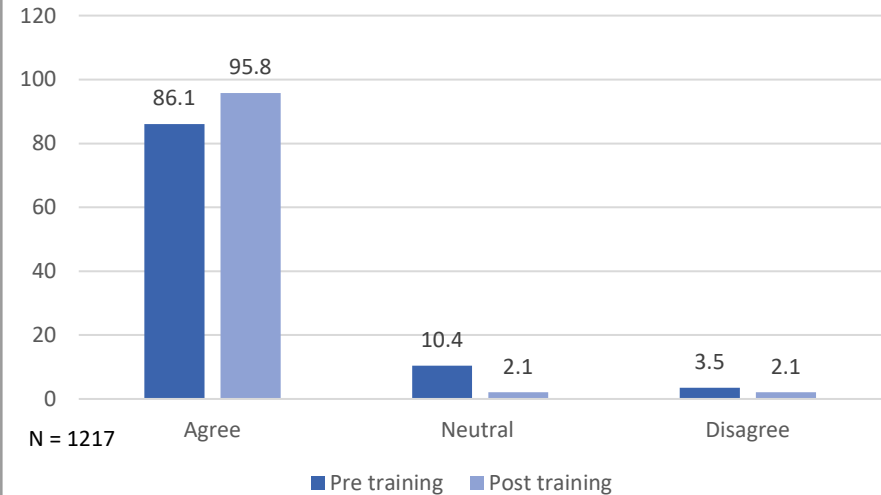
Affective Domain of Learning

[Pre and Post Training Survey Findings]

Competent to respond to misinformation in Social Media



Competent to discuss vaccination with vaccine-hesitant patients



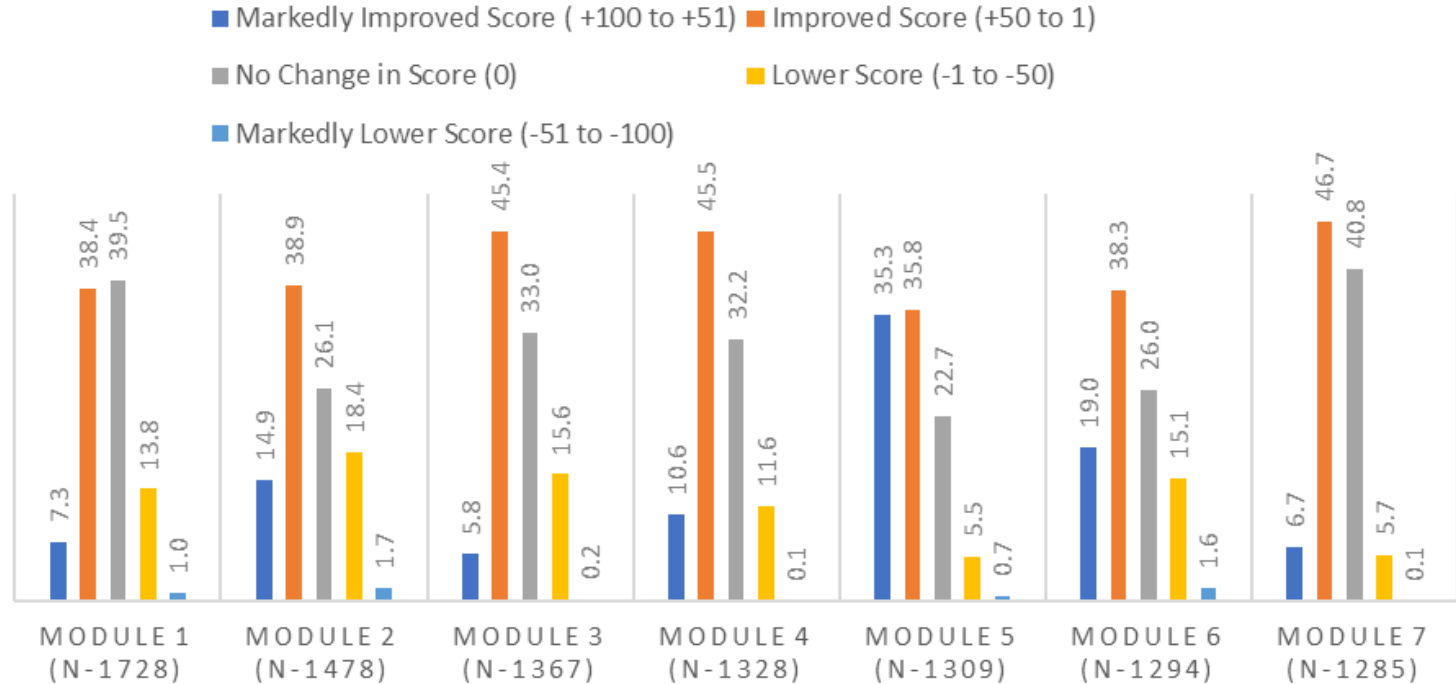
Feedback on Modules

- The feedback received from participants for each module in terms of satisfaction, content, and delivery.
- More than 55% of course completers rated that the structure and content of the course was excellent.
- A high proportion of the participants indicated that the online Vaccine Trust Course had met their professional educational needs; with strongly agree or agree rating across all seven modules at just over 90% (range 84% to 93%).
- Almost all (99%) participants that completed the course indicated that they were either extremely satisfied or satisfied with the e-learning platform that was used by the course.
- The course content was considered one of the most valuable aspects of the course by more than 80% of the trainees.

Cognitive Domain of Learning

Pre and Post Test Findings [Change in knowledge - module level]

DIFFERENCE IN PRE-AND POST-TEST SCORE



Testimonials

Online IPA Vaccine Trust Course

Participant Experience



The course has broadened my horizon in vaccine advocacy and published my media skills in advocacy.

Excellent educational materials and the online system is excellent and very insightful.

Dr. Jacob Ashun Junior
Public Health Professional | Brain-Online Consult Limited | Ghana



Online IPA Vaccine Trust Course

Participant Experience



Thank you so much for giving me the great opportunity to attend such a kind of fruitful, very informative and important course. This course is interesting and contents are well organized with pretest, pre-reading, video lectures and post test. Ways of presentations by speakers are excellent, exciting and academic. Successfully finishing of this course, I have more confidence and proper communication skills with community. I will share and promote this course on my all social media network definitely.

PROFESSOR CHO CHO WIN
Pediatrician | Myanmar



Online IPA Vaccine Trust Course

Participant Experience



The IPA Vaccine Trust Course is an excellent course for all public health advocates who are pro-people and pro-science. From vocal vaccine deniers to fake experts and conspiracy theorists, the world is suffering from a pandemic of misinformations and fake news. Amidst this dangerous infodemic that harms public health, we all need to learn how to understand this. No one should be sick due to a vaccine preventable disease. From infodemiology to behavior sciences and from interpersonal to social media communications, this course deals with all the facets of vaccine and vaccination confidence. I highly recommend this course to every stakeholder who believes that no one should be sick due to a vaccine preventable disease.

Dr. Nafis Faizi
Assistant Professor-cum-Epidemiologist | J.N. Medical College, A.M.U., Aligarh | India



Online IPA Vaccine Trust Course

Participant Experience



Hi, the online IPA trust course is a very educative and inspiring course. I enjoyed the course from the beginning to the end. I have learned a lot about how infodemic plays a role in vaccine rejection, how to approach and address vaccine rejection among much other information regarding vaccination. I can comfortably say that it would not be challenging if face with such a situation now. Thanks to the IPA vaccine trust team.

MR. DANIEL DENG TACH
Medical Student | South Sudan



And hundreds more...

[Click here to read](#)

Key Messages

- ✓ Shifting from face-to-face to online training due to the COVID 19 pandemic helped in expanding the global reach of health care workers engagement & uptake.
- ✓ The online course made more optimal use of experts' time delivering the modules by saving travel time & costs.
- ✓ Trained HWs reported increased empathy towards caregivers & confidence while counselling and increased patient vaccine acceptance.



https://www.youtube.com/watch?v=1VgIngQ_aEk

COVID Vaccine Solidarity Campaign

IPA Vaccine Trust Project

IPA Leaders from 164 member societies in 149 countries united to support Covid Vaccine



Learnings from India



THE ECONOMIC TIMES | Politics

English Edition • | Today's Paper

Business News • News • Politics • Gujarat forms task force to oversee COVID-19 vaccine drive

Gujarat forms task force to oversee COVID-19 vaccine drive

PTI • Last Updated: Dec 28, 2020, 10:43 PM IST

Synopsis

The task force, set up by the Health and Family Welfare Department, consists of renowned paediatricians [Dr Naveen Thakker](#) and Dr Nishchal Bhatt, immunology expert Dr Sapan Pandya and Dr Bhadrash Vyas of Jammagar Medical College and Hospital, said a government release.

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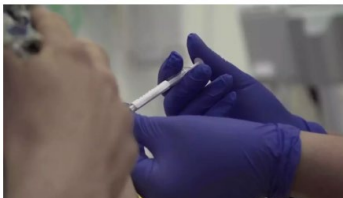
Vaccine is completely safe, says doctor who got first jab in Gujarat

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AHMEDABAD: The coronavirus vaccine is completely safe and inoculation is the only way to overcome the pandemic, said [Dr Naveen Thakker](#), a paediatrician who became the first recipient of vaccine jab in [Gujarat](#) on Saturday.

 **UNICEF India**
@UNICEFIndia

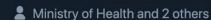
Replying to @UNICEFIndia

Dr. Naveen Thakker, Executive Director, International Paediatric Association was the first person to be vaccinated in Gujarat.

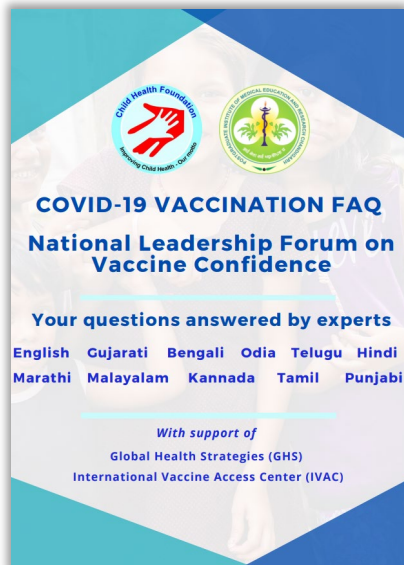
In the photo, he is felicitated by [@vijayrupanibjp](#) [@CMOGuj](#). A special badge has been designed by the Govt. for beneficiaries.

[#LargestVaccineDrive](#)





Social Media Toolkit



COVID-19 VACCINATION FAQ
National Leadership Forum on Vaccine Confidence

Your questions answered by experts

English Gujarati Bengali Odia Telugu Hindi
Marathi Malayalam Kannada Tamil Punjabi

With support of
Global Health Strategies (GHS)
International Vaccine Access Center (IVAC)



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**COVID-19 VACCINATION FAQ'S
EXPERTS ANSWER YOUR QUESTIONS**

Are the present vaccines efficacious against variants?
If I have an underlying condition, can I get a COVID-19 vaccine? Is it safe to administer the vaccine to patients with cardiovascular diseases?

Click on your preferred language to listen

English Gujarati Punjabi Tamil
Marathi Hindi Bengali Telugu

Vaccination drive is running from January, even then why COVID-19 cases are increasing? How many people need to take this vaccine for cases to decline? Why younger people are not being vaccinated?

Click on your preferred language to listen

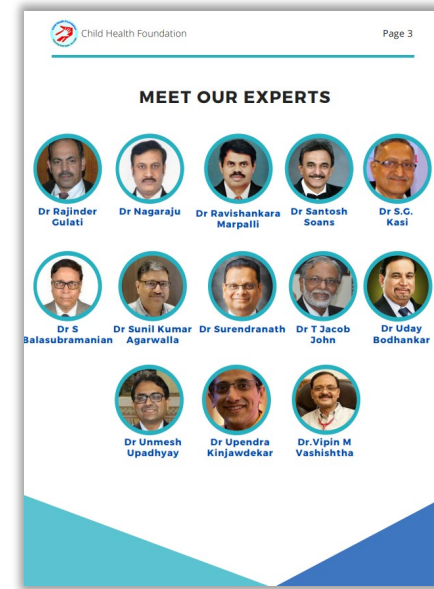
English Malayalam Gujarati Punjabi
Marathi Tamil Hindi Bengali Kannada



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MEET OUR EXPERTS

 Dr. Abhay Shah	 Dr. Alok Gupta	 Dr. Amin Kaba	 Dr. Arun Wadhwa	 Dr. Ashok Rai
 Dr. Ananda Kesavan	 Dr. Anil Sood	 Dr. Arup Roy	 Dr. Atanu Bhadra	 Dr. Arun Manglik
 Dr. Bakul Parekh	 Dr. Bela Verma	 Dr. Digant Shashtri	 Dr. Dileep Mavalankar	 Dr. CVS Subramanyam
 Dr. Hiren Patel	 Dr. Jaydeep Choudhury	 Dr. Madhu Gupta	 Dr. Maulik Shah	 Dr. Pallab Chatterjee



 Child Health Foundation Page 3

MEET OUR EXPERTS

 Dr. Rajinder Gulati	 Dr. Nagaraju	 Dr. Ravishankara Marpalli	 Dr. Santosh Soans	 Dr. S.C. Kasi
 Dr. S. Balasubramanian	 Dr. Sunil Kumar Agarwalla	 Dr. Surendranath	 Dr. T. Jacob John	 Dr. Uday Bodhankar
 Dr. Unmesh Upadhyay	 Dr. Upendra Kinjawadekar	 Dr. Vipin M Vashishtha		

CONCERNS

- **Vaccine Safety & Efficacy Concerns**

- Frequent news of people getting vaccinated even after two doses
- Doubts about efficacy against new variants
- Fear of AEFI and death after vaccination

- **Lack of awareness regarding severity of COVID**

- Low risk perception predominantly in rural areas

- **Misinformation**

- Myths related to vaccine (e.g. causes sterility, causes COVID, menstruating women should not take Covid-19 Vaccine)

- **Lack of Trust**

- No clear assurance that it is safe for pregnant & lactating women and people with comorbidities
- Confusing instructions about registrations & walk-in, changing instructions on gap between 2 doses

- **Accessibility**

- Repeated visits due to unavailability of vaccine
- Available only in government sector
- Rural areas: Lack of connectivity, no smart phones, difficulty in registering
- Digital divide

WHAT WORKS

- **Honest & Transparent Communication- two way communication**
 - Listen to the community & address the concerns
 - Misinformation mutate like virus and travel in real time across the world
 - Community mobilisers should be equipped to convey uncertainty with total honesty
- **Designing strategy based on principles of behavioral science**
 - Take into consideration perception, beliefs and feelings
- **Involve Trusted Voices (Medical Professionals & Scientists) and community leaders instead of bureaucrats & politicians**
 - Trusted source may vary from place to place, involve organization & leaders who are already present and working in the community
 - Equip medical professional and community leaders with interpersonal communication skills, social media and main-stream media literacy
- **Digital Literacy**
 - Equip public in fact checking- workshops, webinars, meetings
 - Invest more in communication
- **Make data available in Public Domain**
 - days are gone when people believe blindly
- **Rapid review of data related to AEFIs and make it available to public**
- **Sensitize Media**
 - about the science communication and regarding the importance of providing correct and complete information



Contents lists available at ScienceDirect

Vaccine

journal homepage: www.elsevier.com/locate/vaccine



Empowering Health Workers to Build Public Trust in Vaccination: Experience from the International Pediatric Association's Online Vaccine Trust Course, 2020–2021

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Thank you...

 @naveenthacker