

*The National Academies of*  
**SCIENCES • ENGINEERING • MEDICINE**

**The Critical Public Health Value of Vaccines – Tackling Issues of Access and Hesitancy**  
*A Workshop*

**AGENDA**  
**AUGUST 17 - 20, 2020**

Washington, DC

Objectives:

This virtual meeting is the second of a series of two workshops on the critical public health value of vaccines. The workshop series will feature invited presentations and discussions on the following topics. This four day workshop will explore health systems, research opportunities, communication strategies, and policies that could be considered to address access, perceptions, attitudes, and behaviors toward vaccination.

Specifically, this workshop will feature invited presentations and discussions on the following topics:

- The global impact of declining immunization rates on vaccine-preventable diseases from lack of access and confidence;
- Trends and indicators to monitor attitudes surrounding vaccine safety and efficacy, including a focus on regional and cultural differences;
- The complex determinants of vaccination that hinder or promote vaccine uptake;
- The role of health systems and professionals in improving access, influencing vaccine behavior, protecting at-risk communities from vaccine-preventable disease outbreaks, and preserving and building confidence in immunization strategies and practices;
- The role of media, anti-vaccine networks, and online misinformation in reinforcing anxieties about vaccine safety and drivers of vaccine hesitancy;
- Strategies to enhance community-based approaches and community engagement efforts for improving access and reducing vaccine hesitancy;
- Communication approaches that would help assuage anxieties about vaccine safety and strengthen public trust in science and health professionals;
- The ethics and effectiveness of legislation that aim to address vaccine hesitancy; and
- Potential priority actions as well as partnerships and collaborations among policy makers, health professionals, national and international health organizations, parents, and community groups to increase immunization access and vaccine confidence.

Workshop speakers and discussants will contribute perspectives from government, academia, private, and nonprofit sectors.

**DAY 1 – MONDAY, August 17 2020**  
**11:00 am – 2:00pm**

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11:00am

**Welcome Remarks**

PETER DASZAK, *Chair of the Forum on Microbial Threats*  
President  
EcoHealth Alliance

**Workshop Overview and Goals**

HEIDI LARSON, *Workshop Co-Chair*  
Professor of Anthropology, Risk and Decision Science  
Director, The Vaccine Confidence Project  
London School of Hygiene & Tropical Medicine

*Moderator:* Matthew Zahn, Orange County Health Care Agency, Workshop Co-Chair

**Keynote Address**

**The Global Impact of COVID-19 on Vaccination Uptake and Access**

ANN LINDSTRAND

EPI Coordinator

World Health Organization, Department of Immunization and Biologics

**The Global State of Vaccine Confidence: How Do We Enhance the Uptake of Vaccines?**

SAAD B. OMER

Director

Yale Institute for Global Health

11:45am

**Q&A**

<b>Session I: Improving Access and Closing the Global Immunization Gap</b>
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12:00pm

Session I objectives:

- Assess the current state of vaccine-preventable diseases globally, delineating the key barriers to dissemination and uptake of vaccines.
- Examine evidence-based strategies to improve access to vaccines and increase immunization coverage, globally and locally.

*Moderator:* Noni MacDonald, Dalhousie University

WORKSHOP ON THE CRITICAL PUBLIC HEALTH VALUE OF VACCINES – TACKLING ISSUES OF  
ACCESS AND HESITANCY

**Applying an Equity Lens in Immunization to Close the Global Immunization Gap**

ANURADHA GUPTA

Deputy Chief Executive Officer

Gavi, The Vaccine Alliance

**Reducing Barriers and Increasing Vaccine Uptake**

LITJEN (L.J.) TAN

Chief Strategy Officer

Immunization Action Coalition

Case Presentations

**Using mHealth Interventions to Improve Vaccination Coverage**

MOMIN ABDUL KAZI

Assistant Professor

The Aga Khan University, Pakistan

**The Role of Community-Based Pharmacy Interventions in Increasing Vaccine Access**

JEFF GOAD

Chair, Department of Pharmacy Practice

Chapman University School of Pharmacy

1:00pm

**Q&A**

1:45pm

**Observations from Day 1**

HEIDI LARSON, *Workshop Co-Chair*

Professor of Anthropology, Risk and Decision Science

Director, The Vaccine Confidence Project

London School of Hygiene & Tropical Medicine

2:00pm

**Adjourn**

**DAY 2 – TUESDAY, August 18 2020**  
**10:00 am – 12:00pm**

**Session II: Assessing Global and Local Drivers of Vaccine Hesitancy**

Session II Objectives:

- Examine trends in hesitant attitudes toward vaccination and the impact on declining immunization rates.
- Evaluate the complex determinants and drivers of vaccine uptake, including sociocultural factors that influence perceptions, attitudes, and behaviors towards vaccination.
- Explore methods to monitor and measure vaccine hesitancy to better address concerns, and to sustain confidence in vaccination.

10:00am

**Welcome and Recap Day 1**

MATTHEW ZAHN, *Workshop Co-Chair*

Medical Director, Division of Epidemiology and Assessment  
Orange County Health Care Agency

*Moderator:* Alison Buttenheim, University of Pennsylvania

Case Presentation

**Vaccine-Attributable Severe Dengue in the Philippines  
and the Impact on National Immunization Programs**

STEFAN FLASCHE

Associate Professor  
London School of Hygiene and Tropical Medicine

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**Measuring Behavioral and Social Drivers of Vaccination**

JULIE LEASK

Professor  
University of Sydney, Australia

**Understanding Drivers of Vaccine Hesitancy**

JULIE BETTINGER

Associate Professor  
Vaccine Evaluation Center, University of British Columbia

**Increasing Vaccination Model**

NOEL BREWER

Professor of Health Behavior  
Gillings School of Global Public Health and Lineberger Comprehensive Cancer Center  
University of North Carolina

**WORKSHOP ON THE CRITICAL PUBLIC HEALTH VALUE OF VACCINES – TACKLING ISSUES OF  
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11:00am

**Q&A**

11:45am

**Observations from Day 2**

MATTHEW ZAHN, *Workshop Co-Chair*

Medical Director, Division of Epidemiology and Assessment

Orange County Health Care Agency

12:00pm

**Adjourn**

**DAY 3 – WEDNESDAY, August 19 2020**

**11:00am – 2:00pm**

**Session III: Employing a Systems Approach to Building Confidence and Increasing Uptake**

Session III – Part A Objectives:

- Explore opportunities in research, communication, legislation, and technology in influencing vaccine behavior, improving access, and building confidence in immunization practices.

11:00am

**Welcome and Recap Day 2**

WALTER ORENSTEIN

Professor and Associate Director

Emory Vaccine Center

*Moderator:* Chandy C. John, Indiana University School of Medicine

**Legal Approaches to Promoting Parental Compliance with Childhood Immunization Recommendations**

DORIT REISS

Professor of Law

University of California Hastings College of the Law

**Impact of Eliminating Non-Medical Exemptions in California**

MICHELLE MELLO

Professor of Law and Medicine

Stanford University

**Harnessing Cultural Insights to Increase Vaccination Uptake and Compliance**

DAN CARUCCI

Global Medical Director

McCann Health

**The Role of Physicians in Building Vaccine Confidence and Acceptance**

TODD WOLYNN

Chief Executive Officer

Kids Plus Pediatrics

**Strategies for Improving Healthcare Providers' Communication about Vaccination**

SEAN O'LEARY

Associate Professor

University of Colorado, Denver

12:00pm

**Q&A**

**WORKSHOP ON THE CRITICAL PUBLIC HEALTH VALUE OF VACCINES – TACKLING ISSUES OF ACCESS AND HESITANCY**

12:30pm

Session III – Part B Objectives:

- Discuss how community-based approaches and strategies can effectively and ethically be employed to reduce vaccine hesitancy and increase vaccine confidence.

*Moderator:* Rafael Obregon, UNICEF, Paraguay

**Social Mobilization as a Strategy to Increase Vaccine Acceptance and Uptake**

MOHAMED JALLOH

Senior Behavioral Epidemiologist

U.S. Centers for Disease Control and Prevention (CDC)

**Adaptation of the COM-B Model to Increase Vaccination Acceptance and Uptake: the Tailoring Immunization Programmes (TIP) Approach**

CATH JACKSON

Director and WHO Consultant

Valid Research Limited

**The Immunity Community: A Community Engagement Strategy to Boost Vaccine Confidence**

CLARISSA HSU

Assistant Investigator

Kaiser Permanente Washington Health Research Institute

**Engaging with Faith Communities to Increase Vaccine Acceptance and Uptake: A Charedi Orthodox Jewish Community Example**

LOUISE LETLEY

Nurse Manager for Research, Immunisation Operations

Public Health England

**Engaging with Immigrant Communities to Increase Vaccine Acceptance and Uptake: A Somali-American Community Example**

PATSY STINCHFIELD

Senior Director, Infection Prevention and Control

Children's Minnesota

1:25pm

**Q&A**

1:55pm

**Observations from Day 3**

WALTER ORENSTEIN

Professor and Associate Director

Emory Vaccine Center

2:00pm

**Adjourn**

**DAY 4 – THURSDAY, August 20 2020**  
**11:00am – 1:30pm**

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**Session IV: Moving Forward: Optimizing the Utilization of Vaccines**

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- 11:00am      Session IV – Part A Objective:
- Discuss the impact of vaccines in mitigating the effects of emerging threats during an outbreak.

**Welcome and Recap Day 3**

KENT KESTER

Vice President and Head, Translational Science and Biomarkers  
Sanofi Pasteur

*Moderator: Kent Kester, Sanofi Pasteur (Vice-Chair of the Forum on Microbial Threats)*

- 11:10am      Plenary Presentation  
**New Vaccines in the Midst of an Outbreak**  
NICOLE LURIE  
Strategic Advisor to the CEO  
Coalition for Epidemic Preparedness Innovations (CEPI)

- 11:25am      **Q&A**
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- 11:45am      Session IV – Part B Objectives:
- Discuss approaches to strengthen public trust in science and public health programs
  - Synthesize priority actions that could ensure that immunization programs reach the last mile.

*Moderator: Alison Bутtenheim (University of Pennsylvania)*

Panel: Inoculating Against Misinformation and Rebuilding the Public's Trust in Science

SANDER VAN DER LINDEN

Director  
Cambridge Social Decision-Making Laboratory

IMRAN KHAN

Head of Public Engagement  
Wellcome Trust

ETHAN LINDENBERGER

Activist



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KASISOMAYAJULA VISWANATH  
Lee Kum Kee Professor of Health Communications  
Harvard T.H. Chan School of Public Health

12:30pm      **Visionary Statements on Priorities in Building Vaccine Acceptance and Uptake for the Next Generation**

*Moderator:* Amanda Cohn, U.S. Centers for Disease Control and Prevention

PETER HOTEZ  
Dean, National School of Tropical Medicine  
Baylor College of Medicine

NARENDRA ARORA  
Executive Director  
Inclen

MONIKA NAUS  
Medical Director  
Communicable Diseases & Immunization Service  
BC Centre for Disease Control

JEAN-MARC OLIVE  
Independent Consultant

12:55pm      **Panel Discussion and Audience Q&A**

1:20pm      **Closing Remarks**  
PETER DASZAK, *Chair of the Forum on Microbial Threats*  
President  
EcoHealth Alliance

1:30pm      **Adjourn**