Vaccine Confidence in the Era of Viral Misinformation

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Boosting Vaccine Confidence – Canada’s experience

• Overview of vaccine hesitancy - a multifaceted problem
• New features of an old problem
  • Social media
  • Digital and health literacy
  • Trust issues
• Canadian approaches to reduce vaccine hesitancy and protect and boost vaccine confidence among all Canadians
  • Equipping healthcare providers and supporting parents
  • Improving quality & visibility of credible information
  • Addressing myths & misinformation
  • Facts are not enough - behavioural insights/approaches
Click or perish =
“Despite the availability of safe and effective vaccines lack of access, vaccine shortages, misinformation, complacency towards disease risks, diminishing public confidence in the value of vaccines and disinvestments are harming vaccination rates worldwide.”* 

*Source: Global Vaccination Summit, “10 Actions Towards Vaccinations For All
Vaccine Hesitancy

Vaccine Hesitancy Continuum
Then and Now

*Source: MediaSmarts.ca*
Equipping Healthcare Providers and Parents

• **Providing tools and supporting** healthcare providers in having effective dialogue on vaccination with parents, e.g. Immunize.ca
  • Improving the quality & visibility of credible information/trusted sources online
    • Addressing myths & misinformation
    • Facts are not enough - behavioural insights/approaches
    • Fact sandwich

• **Inoculating Canadians against misinformation**
  • Motivational interviewing in maternity wards (Quebec)
    IBoostImmunity.com KidsBoostImmunity.com

• **Use engaging stories** as part of public education campaigns
Echo Chamber: most Government of Canada (GoC) Facebook pages do not “Like” pages beyond those of other government institutions, which creates an echo chamber, thereby significantly limiting the potential organic reach and exposure of this content.
Partnering to tackle misinformation
The media affect paradox:

It’s easier to change a whole culture’s values than it is to change a single person’s mind.
Digital literacy sources

MediaSmarts.ca, Canada’s Centre for Digital & Media Literacy’s resources:
  • https://mediasmarts.ca/digital-media-literacy/digital-issues/authenticating-information
  • https://www.breakthefake.ca

Government of Canada Online Disinformation Digital Citizen Initiative:
  • https://www.canada.ca/en/canadian-heritage/services/online-disinformation.html

Health information sources:

US Centers for Disease Control and Prevention (CDC):
  • https://www.cdc.gov/des/consumers/research/understanding_deciding.html

Canadian Paediatric Society’s “A parent’s guide to immunization information on the Internet”:
  • https://www.caringforkids.cps.ca/handouts/health_information_on_the_internet

Immunize Canada:
  • https://www.immunize.ca/sites/default/files/resources/imm_info_internet_2017_e.pdf

Immunization Action Coalition:
  • http://www.vaccineinformation.org/internet-immunization-info/

I Boost Immunity (IBI), Canadian online grassroots immunization advocacy program
  • https://iboostimmunity.com/ [752,397* vaccines have been earned for children in support of UNICEF since March 2018!]
    *accessed 27 September 2019
  • https://kidsboostimmunity.com [25,126** questions answered and 7,126 vaccines earned in support of UNICEF this school year, **accessed 3 October 2019]