# Determinants of HPV vaccine hesitancy in Europe

Building Trust, Managing Risk: Vaccine Confidence and Human Papillomavirus Vaccination

London, 7-8 June 2017

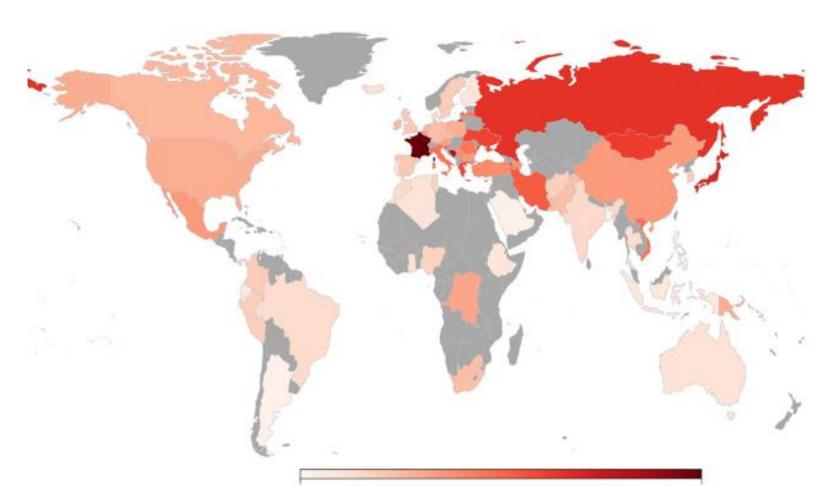
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### A focus on Europe



overall I think vaccines are safe: % responding disagree

Larson H, et al. The state of vaccine confidence 2016; global insights through a 67-country survey. Ebiomedicine (2016).







### A focus on Europe

- Europe lowest confidence in vaccine safety in the world (~17%)
- Series of critical events due to low HPV confidence
- Important differences between countries (transnational influences)

→ Systematic review to understand reasons for low confidence in HPV vaccination in Europe

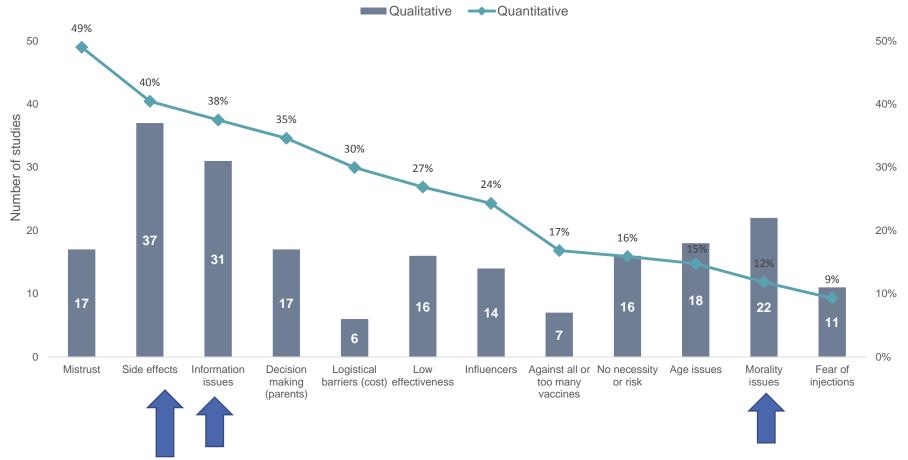
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### Determinants of HPV vaccine hesitancy in Europe





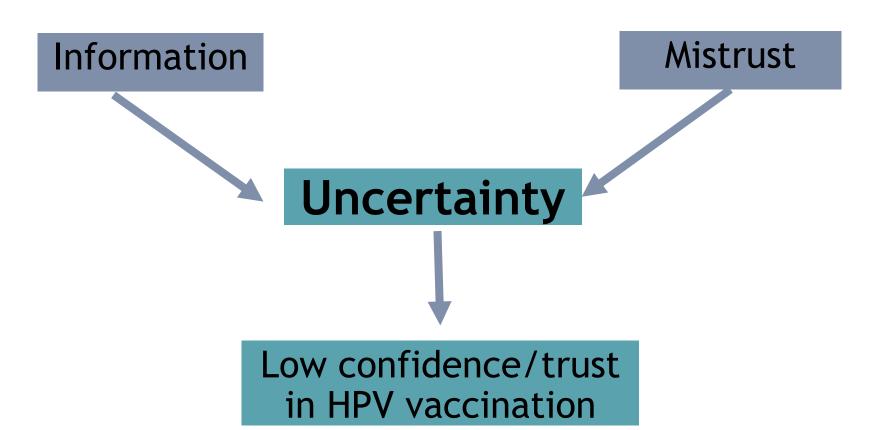


PRELIMINARY RESULTS (ECDC TECHNICAL REPORT, 2017)



60%

# Uncertainty at the heart of HPV vaccine hesitancy











### Other important points

- Vaccine safety remains a key issue
- Differences between countries (Italy/France vs UK), lack of research in Eastern Europe
- Different issues than other vaccines: role of decision-making, morality, uncertainties, rumours spread in schools
- Scientific literature does not capture concerns in real time → need for fast data tools (e.g. media monitoring)









## Need strategies to address HPV vaccine confidence in a "post-fact" world

The Journal of Alternative Facts 01 (2017) 01-20



The Journal of Alternative Facts

#### We Have All the Best Climates, Really, They're Great

Iwas A. Scientistonce \*

\* and now I have all my research approved by a public relations office

#### Abstract

The research presented in this paper is really the best research that you will ever see. We have methods, the best methods, and we used them to study climate. As you may already know, the Earth, led by America, has all the best climates. In this paper we refute prior work by out-of-touch scientists who insist that the climate is changing – why would it change, when it's so great already? It is not getting warmer. In fact, our findings show that you were cold at least one day last year. Our (really fantastic) data also reveals that America has all the best CO2 levels, really great levels. In our discussion, we reveal that there is no reason to believe a bunch of scientists who spent all their time learning and studying "facts" instead of being out in the real world making jobs. Our alternative facts definitively prove that scientists are losers. Finally, we had peer reviews, by all the best people, our people, because politicians know the most about science, the very best things about science.

Keywords: climate, "data", "facts", #makeclimategreatagain, "science"







#### Missing the signals: India's antivaccination social media campaign



Heidi Larson | 7 Mar, 2017



It is not just in the US and Europe where wealthier populations are among the most vaccine questioning. India recently launched a one-month campaign to vaccinate over 35 million 9-month to 15-year old children with a measles-rubella vaccine across five states. The campaign marked the start of a two-year initiative aiming to vaccinate over 400 million children across India - part of a larger global effort to eliminate measles and rubella.

By the end of the first month of the campaign, it became clear that it was struggling to meet its goal. A different kind of campaign was circulating on WhatsApp and Facebook - fuelling a mix of conspiracy theories, safety concerns, and questioning

From the Center for Vaccine Ethics & Policy

**Vaccines and Global Health:** The Week in Review

3 June 2017 @

Literature