

Vaccine Hesitancy

Global COVID-19 Consensus Webinar

December 14, 2022

Scott C. Ratzan MD, MPA, MA

Editor-in-Chief, *Journal of Health Communication: International Perspectives*

Distinguished Lecturer, CUNY Graduate School of Public Health & Health Policy, New York
Adjunct Professor, Sociomedical Sciences, Columbia University Mailman School of Public Health, New York
Adjunct Clinical Professor, Public Health & Community Medicine, Tufts University School of Medicine, Boston
Honorary Professor, School of Medicine, University of St Andrews, Scotland



Since 2019, the WHO highlighted Vaccine Hesitancy as a Top Ten Threat



04 June 2020

The BMJ reminded “Even covid-19 can’t kill the anti-vaccination movement”

“The pandemic is showing our vulnerabilities when it comes to vaccines and vaccine hesitancy—and it raises the matter of how we protect for future pandemics. This isn’t just a rights matter. This is a community protection matter. Vaccines are our only hope.”

Scott C. Ratzan, MD

<https://doi.org/10.1136/bmj.m2184>

We know what to do what to do from past experience

The key to containing Ebola

Scott C. Ratzan MD

COMMENTARY member of the CDC board of scientific counselors on infectious disease

Published 10:08 AM ET Mon, 20 Oct 2014 | Updated 10:16 AM ET Mon, 20 Oct 2014



As Barack Obama appoints an Ebola czar with renewed efforts to contain the disease, it continues to develop in real time. One can now not escape images of death, destruction, alerts, warnings.



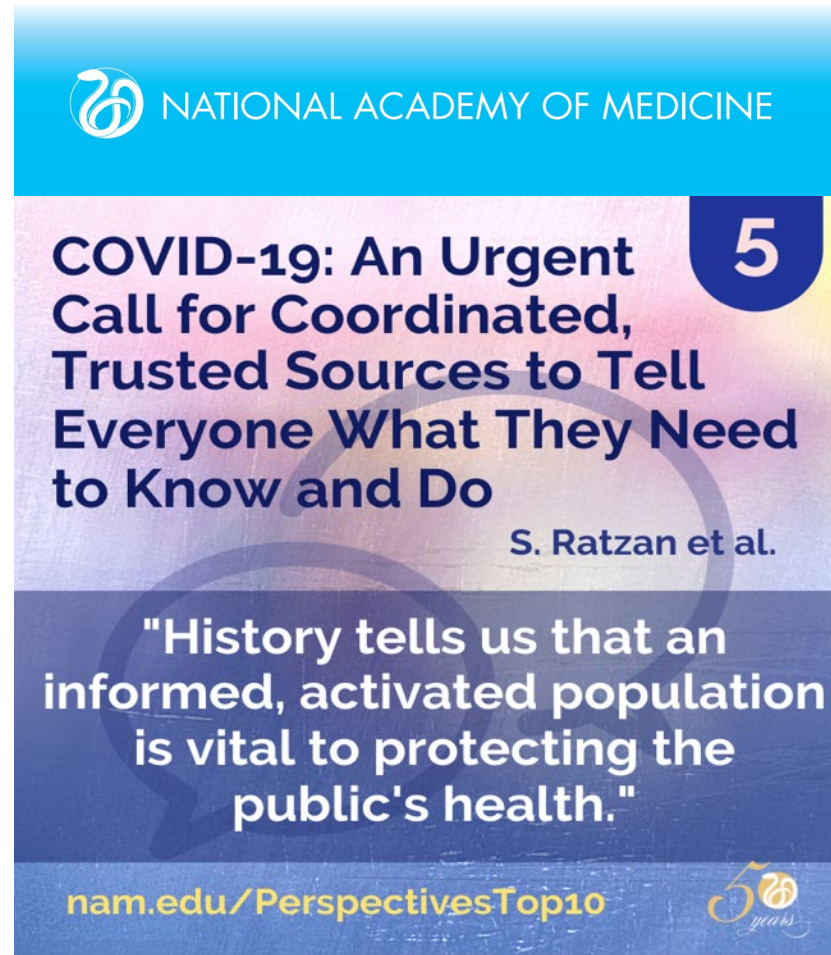
October 20, 2014

“To modify behavior requires direct, open, understandable and timely information from a single authoritative source, as well as providing intermediaries with the tools they need to reinforce the message.”

Scott C. Ratzan MD
Member
CDC Board of Scientific Counselors on
Infectious Disease

<https://www.cNBC.com/2014/10/20/the-key-to-containing-ebola.html>

In March, 2020, we reiterated a need for evidence-based communication effort



This sort of an emergent threat requires government, media, technology platforms, and the private sector to step up.

[We] suggest that a leading governmental medical spokesperson, such as the U.S. Surgeon General or others, should be tasked to create and lead a credible, public-private, interdisciplinary “COVID-19 News Bureau”

5th top paper by S. Ratzan, L.O. Gostin, N. Meshkati, K. Rabin, R. Parker

March 5, 2020

In 2020, we gathered new data and published ideas to support the public and governmental response

nature medicine

Keeping governments accountable: the COVID-19 Assessment Scorecard (COVID-SCORE).
Lazarus, J.V., Binagwaho, A., El-Mohandes, A.A.E. Fielding, J.E., Larson, H.J., Plasència A., Andriukaitis V., & Ratzan S. (June, 2020).

PLOS ONE

Aglobal survey to assess public perceptions of government responses to COVID-19 (COVID-SCORE-10). *PLOS ONE*, 15(10), e0240011. Lazarus, Jeffrey V., Ratzan, S., Palayew, A, Billari, F. C., Binagwaho, A, Kimball, S., Larson, H. J., Melegaro, A, Rabin, K, White, T. M., & El-Mohandes, A (October, 2020).

Harvard Business Review

Why Businesses Must Help Build Trust in a Covid-19 Vaccine.
Harvard Business Review, August 20, 2020 Weintraub R., Rosenbaum J., Rabin K., Ratzan S. (August, 2020).

public health research & practice

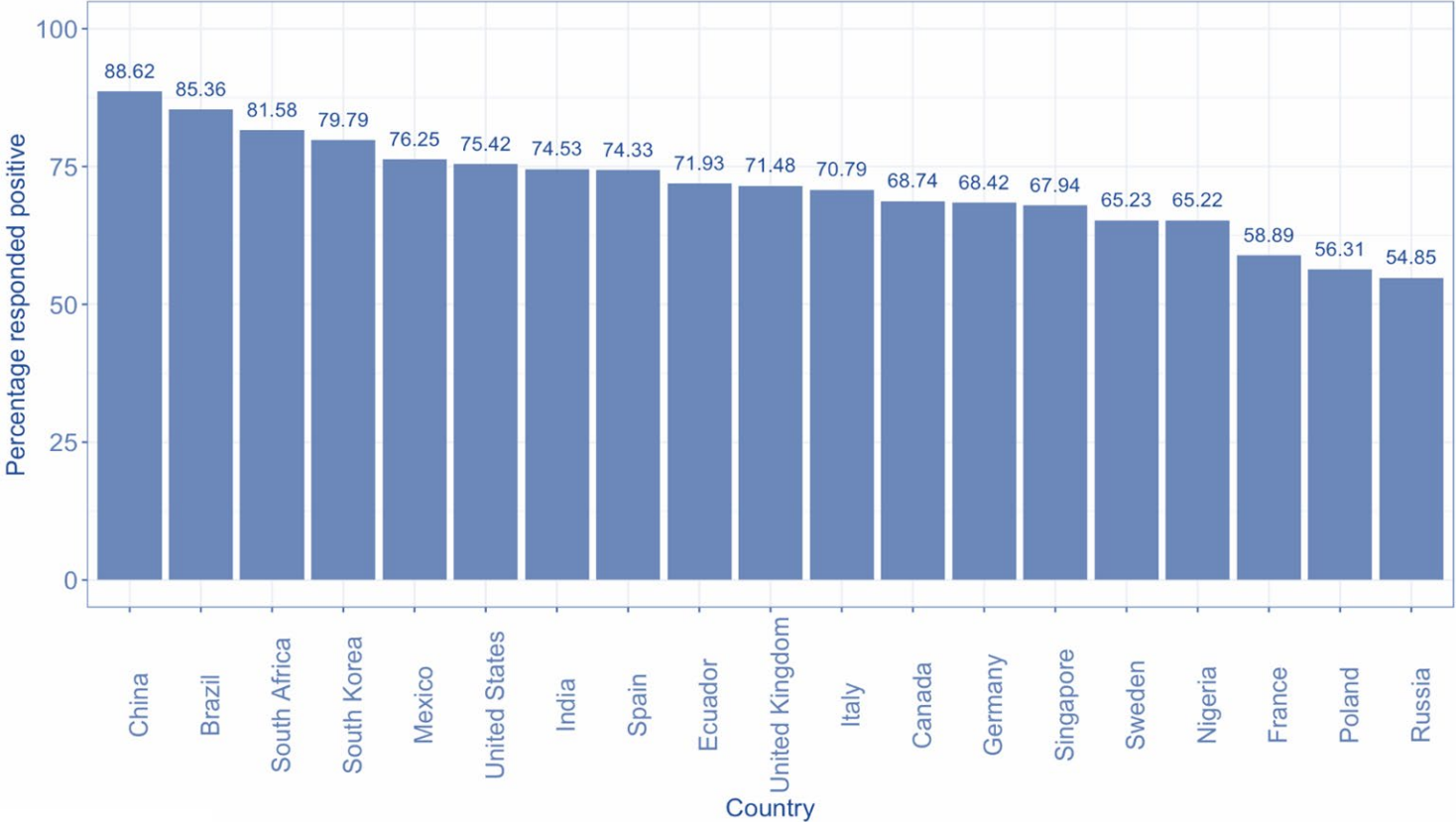
Enhancing global health communication during a crisis: lessons from the COVID-19 pandemic.
Ratzan S., Sommariva S, Rauh L. (June, 2020).

Journal of
HEALTH
COMMUNICATION
International Perspectives

Hesitant or Not? The associate of age, gender, and education with potential acceptance of a COVID-19 Vaccine: A country-level analysis.
Journal of Health Communication (2021). Lazarus, J. V., Wyka, K, Rauh, L., Rabin, D. Ratzan, S. Gostin, L., Larson, H. El-Mohandes, A A E.

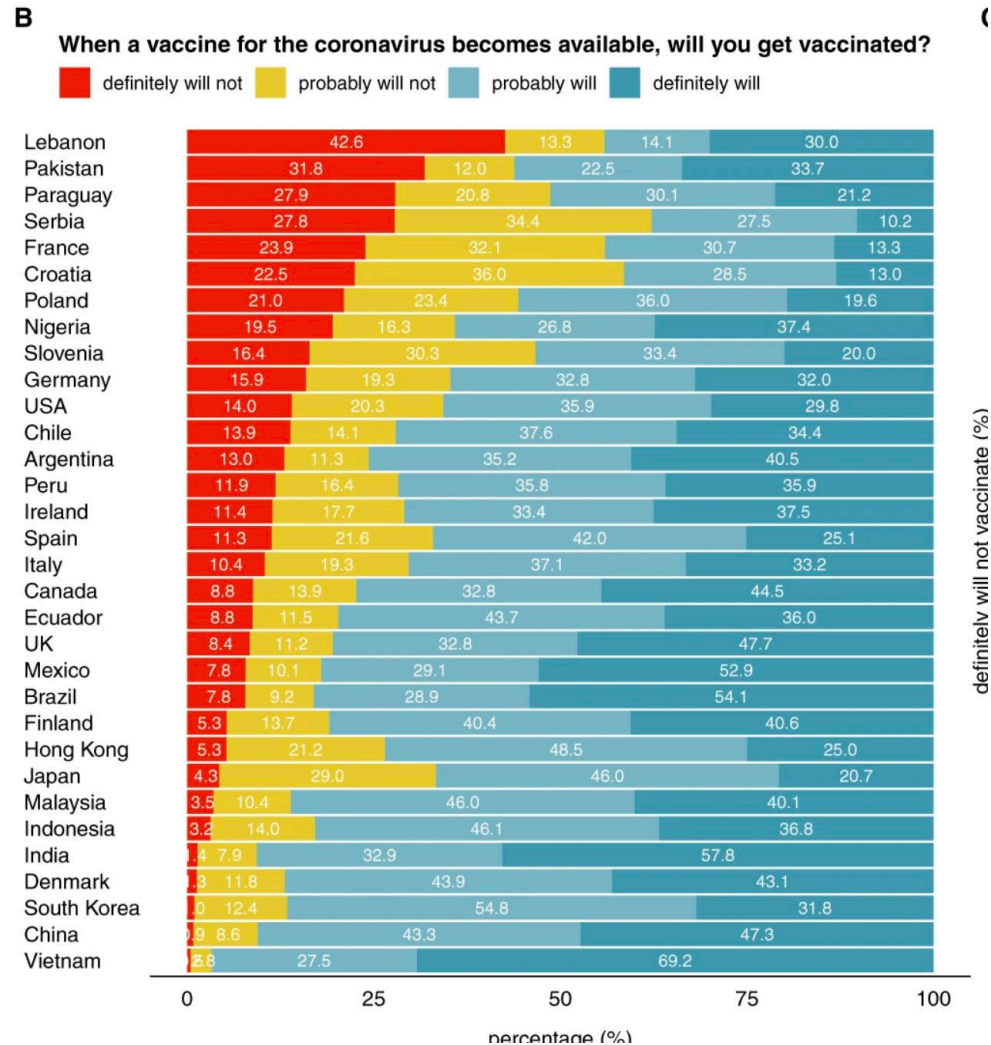
Our Global Survey (June 2020) COVID-SCORE and Vaccine Uptake

“If a COVID-19 vaccine is proven safe and effective and is available, I will take it.”



nature medicine

Exploratory study of the global intent to accept COVID-19 vaccinations. December 2020



Three years (2020-2022) of survey data on vaccine acceptance shows improvements

- The latest study collects data across 23 populous and heavily-impacted countries, representing more than 45 billion people or 59% of the world's population.
- Globally, vaccine acceptance in 2022 was reported by 79.1% of the respondents.

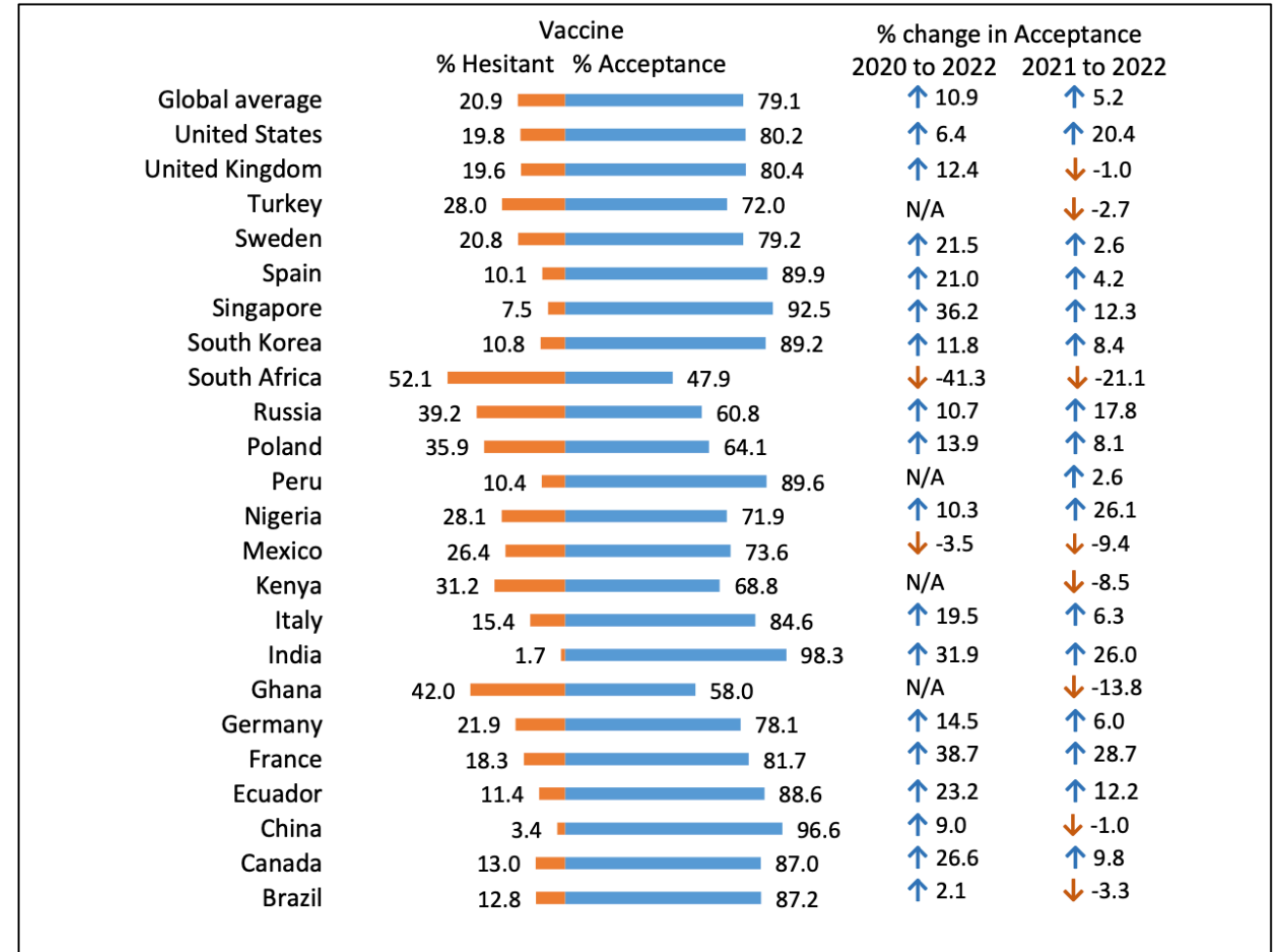


Figure 1. COVID-19 vaccine acceptance and hesitancy in June 2022, percent change from 2020 and 2021.

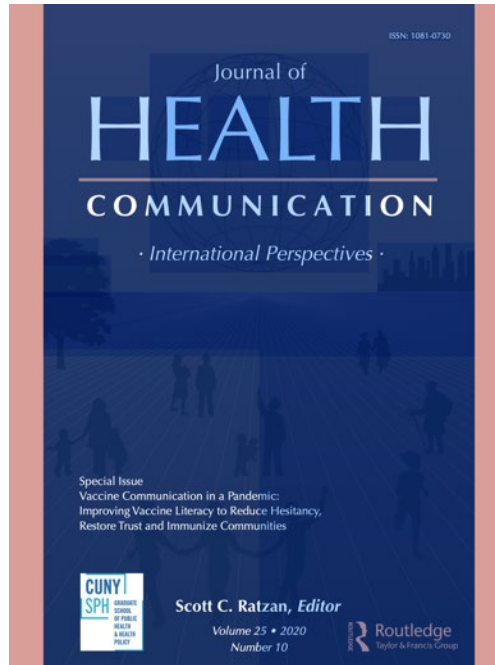


The evidence and the “facts” alone did not work



“I’m sorry, Jeannie, your answer was correct, but Kevin shouted his incorrect answer over yours, so he gets the points.”

We have a strong scientific base for Health Communication:



Communication about uncertainty – particularly for a broad consumer or public audience – should be developed through a process beginning with value judgments people make about risk

Communication campaigns can effectively address the discrepancy of knowledge, actions, behaviour and social norms.”

Source: Zorn, M ; Ratzan, S, compilers. Health risk communication. Bethesda (MD): National Library of Medicine (US); 2000 Oct. (Current bibliographies in medicine; no. 2000-7). 847 citations from January 1990 through October 2000, plus selected earlier citations. Available from:<http://www.nlm.nih.gov/pubs/resources.html>

Wakefield, M., Loken,B., Hornik,R.(2010) Use of mass media campaigns to change health behaviour The Lancet, Volume 376, Issue 9748, Pages 1261 - 1271, 9 October 2010

We were “Missing the Point — How Primary Care Can Overcome Covid-19 Vaccine “Hesitancy”

Self-Reported Covid-19 Vaccination Experience among Adults Surveyed Using a Practice-Registration System.*					
Group	Percent Vaccinated	Percent Not Vaccinated			
		Vaccine Ready		Vaccine Neutral	Vaccine Resistant
		Avid†	Receptive‡	Somewhat unlikely or don't know‡	Very unlikely to get vaccinated
People ≥65 yr of age (n = 41,828)	74	8	8	5	4
Health care workers (n = 20,375)	51	8	17	14	11
People ≥65 yr of age with chronic conditions (n = 21,829)	73	9	9	5	4
People <65 yr of age with chronic conditions (n = 40,115)	26	15	29	15	14
All respondents (n = 138,604)§	40	12	24	13	11

* Data are from patient surveys collected from 138,604 patients 18 years of age or older who checked in digitally for routine medical visits between March 4 and March 31, 2021. Percentages may not sum to 100 because of rounding.

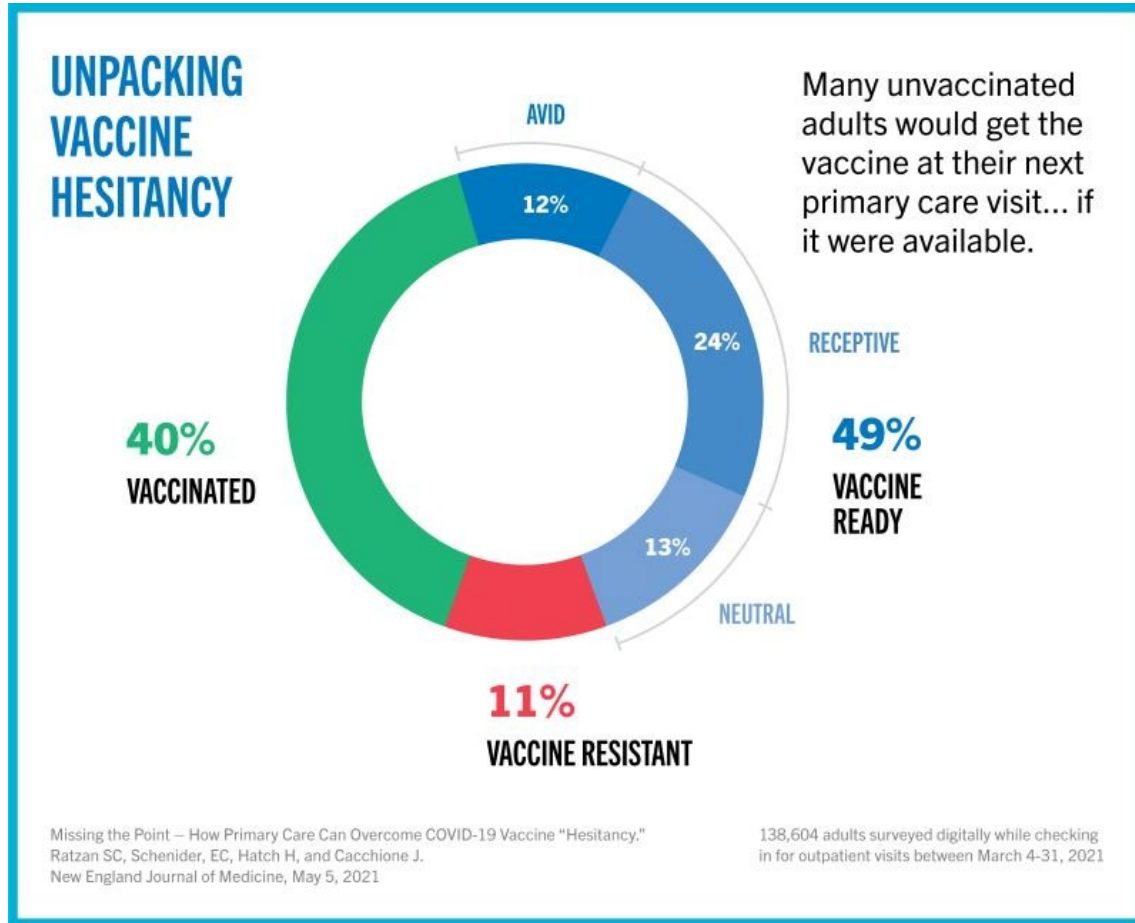
† These respondents tried to get the vaccine.

‡ These respondents have not tried to get the vaccine.

§ The total for all respondents is not the sum of listed groups because listed groups are not mutually exclusive and some groups are not listed.



Communication Matters. Vaccine Hesitancy Garnered Discussion, Yet Most People are “Vaccine Ready” (US data)

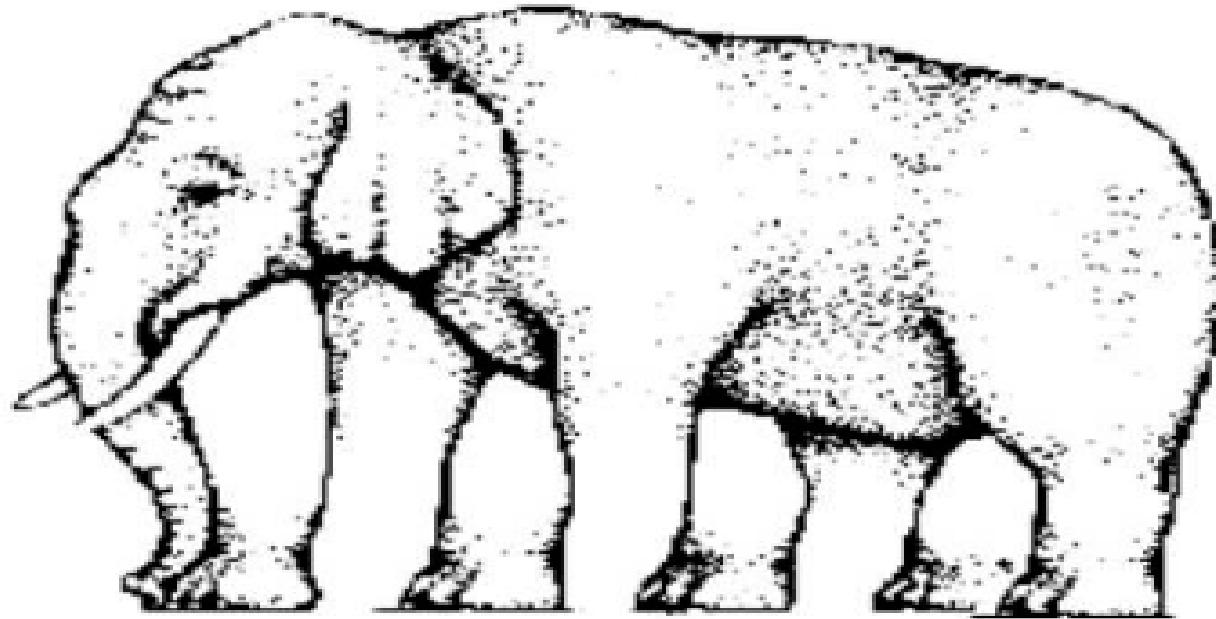


“Policymakers and planners have focused on vaccine-hesitant groups in national polls.

“Although this characterization is a useful first approximation, it underestimates variability in stages of readiness, the fluidity of people’s views, and the persuasive power of access to health professionals embedded in the communities where people live and work.”

Missing the Point — How Primary Care Can Overcome Covid-19 Vaccine “Hesitancy”
Scott Ratzan, M.D., M.P.A., Eric C. Schneider, M.D., Hilary Hatch, Ph.D., and Joseph Cacchione, M.D.
[June 24, 2021](#) N Engl J Med 2021; 384:e100

So, how do we communicate and inspire smarter choices for health



Living with constructive ambiguity!

How many legs does this elephant have?



**Harvard
Business
Review**

Why Businesses Must Help Build Trust in a Covid-19 Vaccine

Rebecca Weintraub, Julie Rosenberg, Ken Rabin and Scott Ratzan

August 20, 2020

“The world’s biggest employers should immediately support — with their money and brands — common-sense information campaigns that promote vaccine acceptance and defuse anti-vaccine sentiments.

They can join forces by working with international business coalitions such as the recently launched [CONVINCE](#) initiative, which will work with governments and NGOs to develop, implement, and evaluate global, country, and audience-specific campaigns to advance vaccine literacy.

New BP2C Campaign “There’s More To Be Done”



Inform them of risks.

- Preventable diseases have not gone away
- Vaccination reduces chance of serious illness
- Getting sick puts family members at risk

It's simple, attainable & vital for a safer workplace.

There's more to be done.

Join the movement!

 **BUSINESS PARTNERS TO CONVINCE**
VACCINATION FOR A HEALTHY PLANET

Your Logo



Provide them protection.

- Set vaccination policies & procedures
- Provide convenient vaccine access
- Offer support to concerned employees

It's simple, attainable & vital for a safer workplace.

There's more to be done.

Join the movement!

 **BUSINESS PARTNERS TO CONVINCE**
VACCINATION FOR A HEALTHY PLANET

Your Logo



Show them the way.

- Vaccinations protect employees & their families
- Vaccinated employees have fewer absences
- A healthy workforce is a healthy workplace

It's simple, attainable & vital for a safer workplace.

There's more to be done.

Join the movement!

 **BUSINESS PARTNERS TO CONVINCE**
VACCINATION FOR A HEALTHY PLANET

Your Logo

<https://businesspartners2convince.org/learning-modules-toolkit/>

“It’s simple, attainable & vital for a safer workplace.”

New BP2C Learning Modules

Learning Modules include:

- ❖ Introduction & Directions
- ❖ Program Registration
- ❖ 7 Learning Modules
- ❖ Final Remarks

The screenshot displays the BP2C Learning Modules website. On the left is a vertical navigation menu with ten items, each with an icon and text: 'Introductions & Directions' (green arrow icon), 'Program Registration' (envelope icon), 'Activate the Organization' (person icon), 'Join the Workplace Challenge' (checkmark icon), 'Set Policies & Procedures' (clipboard icon), 'Communicate with Employees' (speech bubble icon), 'Identify Vaccination Ambassadors' (bandage icon), 'Partner with Local Community' (handshake icon), 'Counter Misinformation' (megaphone icon), and 'Final Remarks' (notepad icon). The main content area shows the 'Introductions & Directions' section. It features a video player for 'Video 1: Introduction from Dr. Scott Ratzan'. The video player has a 'Share' button and a 'Watch on YouTube' button. Below the video player is a 'Video 1: Transcript' section with the following text:

Welcome. My name is Dr. Scott Ratzan, Executive Director of Business Partners to CONVINCe. We designed these training modules, in collaboration with our partners, to provide businesses of all sizes around the globe with resources for developing and supporting employee vaccination.

We began our efforts to support employers at the beginning of the COVID-19 pandemic. Our mission statement: **"Business is a trusted source of information,** well suited to engage, inform and educate workers, their families and communities with a message that inspires confidence in vaccination and encourages acceptance and uptake as COVID-19 vaccines become available. Therefore, we pledge to hear concerns, listen to feedback, and **develop vaccine literacy strategies based on science,** facts and emerging information to counter hesitation and vaccination opponents through **communication and education initiatives at the global, national and local levels."**

Employers play an important role in the health & wellness of their employees. Employers can encourage vaccination for COVID-19 and other preventable illness. It is important to have a plan to inform and educate employees on the benefit of vaccination.

We can all benefit from preventing disease, with vaccinations as an essential component to keep the workplace safe and maintain a high standard of health.

While many of these resources are COVID-19 specific, our learning modules will provide you and your organization with important tools and skills for creating policies, communicating with employees and establishing community relationships to support any vaccination effort for employees.

<https://businesspartners2convince.org/learning-modules/>

Education also works from business to physicians to patients to address Vaccine Hesitancy



October 22, 2022

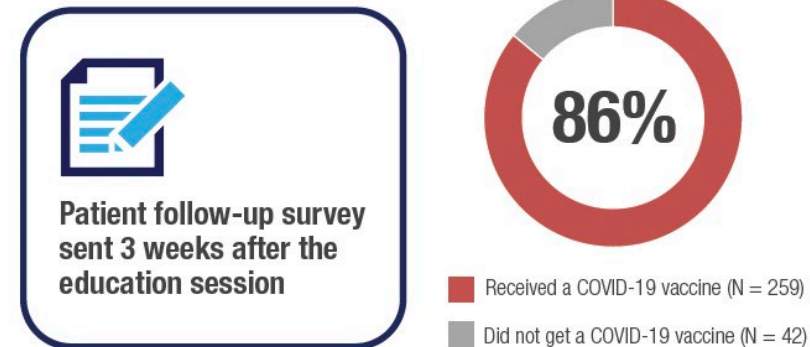
Impact of an Implementation Science–Based Project to Address COVID-19 Vaccine Hesitancy

Scott C Ratzan, MD, MPA¹; Erin Hultgren, MPH, CHES²; Jeffrey D Carter, PhD³; Melissa Rodriguez, MPH³; Laura Simone, PhD³; Leah Molloy, PharmD³

(1) City University of New York, Graduate School of Public Health and Health Policy, New York, NY; (2) Kinlegra Health, Gastonia, NC; (3) PRIME Education, LLC, Fort Lauderdale, FL



Figure 5. Patient-Reported Receipt of COVID-19 Vaccine After the Education



*



nature communications
scientific reports

Final thoughts. We must do better to address Vaccine hesitancy and advance the public good

“Informed opinion and active cooperation on the part of the public are of the utmost importance in the improvement of health of the people.”

World Health Organization
Preamble to the Constitution



We need a novel “whole of society” approach

“Current institutions, public and private, failed to protect people from a devastating pandemic...

Without change, [these institutions] will not prevent a future one.”

Helen Clark, Chair
Independent Panel for Pandemic Preparedness and Response
appointed by the World Health Organization
May 12, 2021



We must address Vaccine Confidence Challenges

COVID “Fatigue”

- Organizations and individuals want COVID to “go away”
- Business now have different priorities but impacts remain
- Complexities to serve various industries and SMEs

Vaccine Misinformation

- Politicization of vaccines provides constant challenges
- Constant battle against misinformation on social media
- Changing policies from government causes confusion

Mistrust

- Lack of trust in institutions (government, media)
- Lack of trust in vaccine safety
- Driven by “cacophony in public health communication”

The Nature Global COVID-19 Consensus can help set an architecture for the future

Thank You

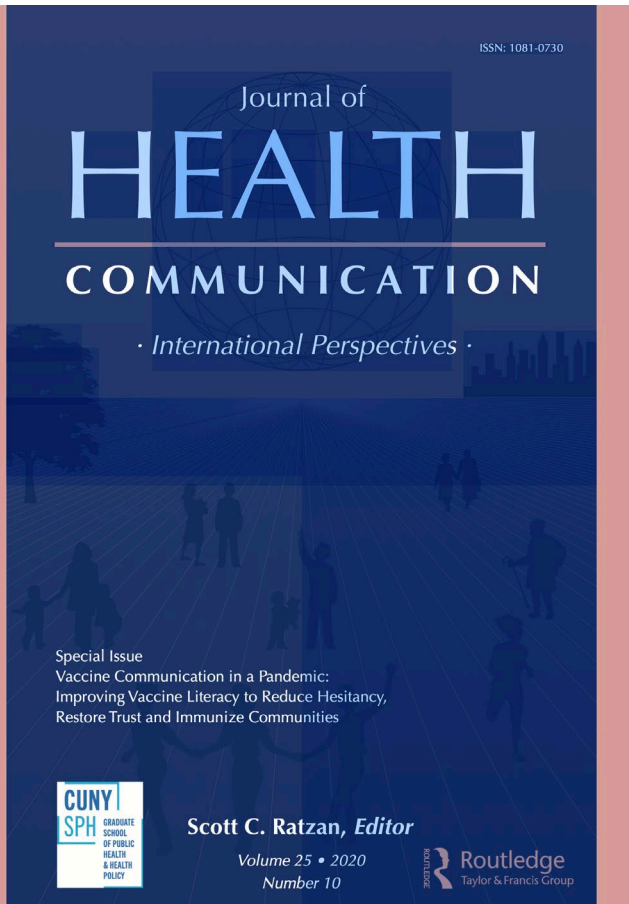
Scott C. Ratzan MD, MPA, MA

Editor-in-Chief, *Journal of Health Communication: International Perspectives*

Scott.Ratzan@sph.cuny.edu

We offer links with academic strategies for Vaccine Communication in a Pandemic

Illustrative articles in the *Journal of Health Communication*



Vaccine Hesitancy and Demand for Immunization in Eastern Europe and Central Asia: Implications for the Region and Beyond, Obregon R., Mosquera M., Tomsa S. & Ketan C.

An investigation of low COVID-19 vaccination intentions among Black Americans: the role of behavioral beliefs and trust in COVID-19 information sources
Woko C., Siegel L., Hornik R.

Hesitant or not? The association of age, gender and education with potential acceptance of a COVID-19 vaccine: A country-level analysis
Lazarus J.V., Wyka K., Rauh L., Rabin K., Ratzan S., Gostin L., Larson H.J., El-Mohandes A.

Communication, Health Literacy and a Systems Approach for Mitigating the COVID-19 Pandemic: The Case for Massive Vaccine Roll-out in Israel. Levin-Zamir, D.

An assessment of the rapid decline of trust in US sources of public information about COVID-19 Latkin C., Dayton L., Strickland J., Colon B., Rimal R., Boodram B.

A Select Bibliography of Actions to Promote Vaccine Literacy: A Resource for Health Communication. Rauh L., Lathan H.S., Zorn M., Masiello M., Ratzan S., Parker R.,
www.vaccineliteracy.org



Business Partners to CONVince

Business Partners to CONVince (BP2C) is a global movement of employers of all sizes that seeks to build confidence among its workforce that vaccines work and are safe by educating on the facts and developing workplace policies to increase vaccine uptake.

BP2C is the private sector arm of the global, multi-sector **CONVince (COalition for New Vaccine INformation, Communication, and Engagement)**. The private sector can play a pivotal role in addressing vaccine hesitancy with its extensive reach and high level of trust imbued in employers by employees.

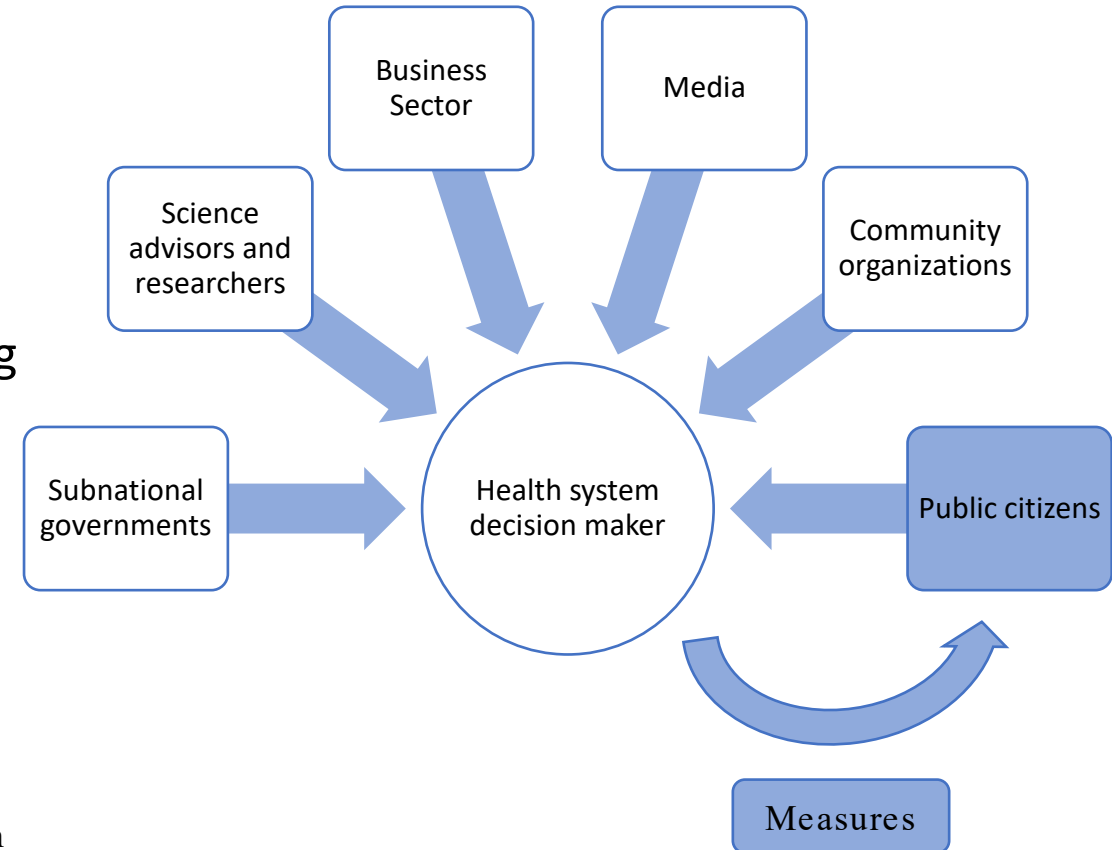
The fundamentals for communication to stem COVID and address vaccine hesitancy can be advanced

Health communication from government:

- Must be flexible to adapt to pandemic stages
- Is challenged by an infodemic and politicization
- Is two-way: both informing the public and promoting mutual understanding and acceptance

We need **trust** in government and health officials to improve public cooperation with pandemic measures.

Source: Ratzan SC, Rauh, L Sommariva, S. Enhancing global health communication during a crisis: lessons from the COVID-19 pandemic. Public Health Res Pract. 2020;



Sources of information for health system decisionmakers

Results: Support for COVID-19 vaccine mandates from employers high amongst the public globally

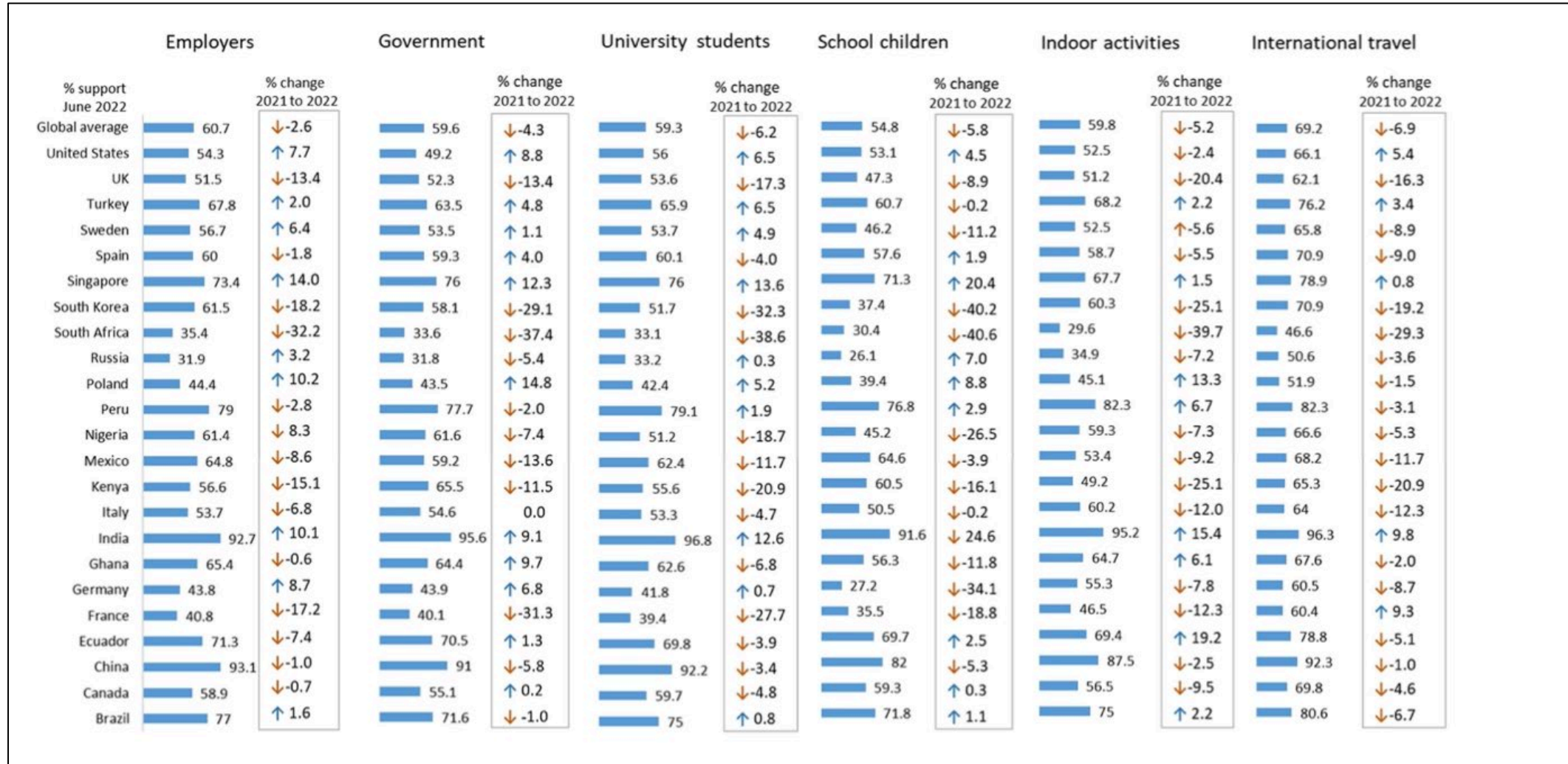


Figure 5. Support for COVID-19 vaccination mandates in June 2022, percent change from 2021.

Source: Lazarus JV et al. Evolving COVID-19 Vaccine Hesitancy in the Pandemic's Third Year, Unpublished in press data June, 2022