Let's talk about vaccination

Jessica Craig, MPH, NHS Health Scotland
“The two public health interventions that have had the greatest impact on the world’s health are clean water and vaccines.”

-The World Health Organization
What we know

Immunisation prevents 2-3 million deaths per year globally.

An additional 1.5 million deaths could be prevented with already available vaccines.

Vaccines are safe and effective.

Most children today receive life-saving vaccines.
What we (and the public) see
The 3C's of Vaccine Hesitancy

Confidence, Complacency, Convenience Model of Vaccine Hesitancy, WHO SAGE Working Group, 2014
Communicating about vaccination

Understand your priority audiences
Share evidence-based information
Use key and simplified messages
Choose appropriate resources and channels
Evaluate
Understand your priority audiences

Sources of information about vaccination

- Social media
- Websites
- Printed materials
- TV and radio
- Healthcare workers
- Religious/community groups
- Friends and family
Share evidence-based information

Use key and simplified messages

KEY MESSAGES

- Key messages give the most important information that you want the public to know. One or two sentences get to the heart of the matter.
- Key messages help you to take charge of a situation that requires firm, unambiguous communication, e.g. to refute a misleading rumour or inaccurate report in the media.

SIMPLE MESSAGES

- Simple messages are “jargon free” and easy for the general public to understand.
- They “translate” complex concepts and information into readily accessible ideas and examples.
- They may be short (e.g. slogans used in a campaign poster), or much longer (e.g. an article in a magazine or on a website).

WHO Vaccine Safety Basics E-learning Course, 2013

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Choose appropriate resources and channels

Evaluate and inform
Further information

- **World Health Organization:**
  Vaccine hesitancy:
  www.who.int/immunization/programmes_systems/vaccine_hesitancy/en/

  Vaccine Safety Net:
  www.vaccinesafetynet.org

  Vaccine Safety Basics Course:
  www.vaccine-safety-training.org/

- **European Centre for Disease Prevention and Control:**
  www.ecdc.europa.eu/en/immunisation-vaccines/communication-on-immunisation
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