

# Vaccine Confidence in the Era of Viral Misinformation

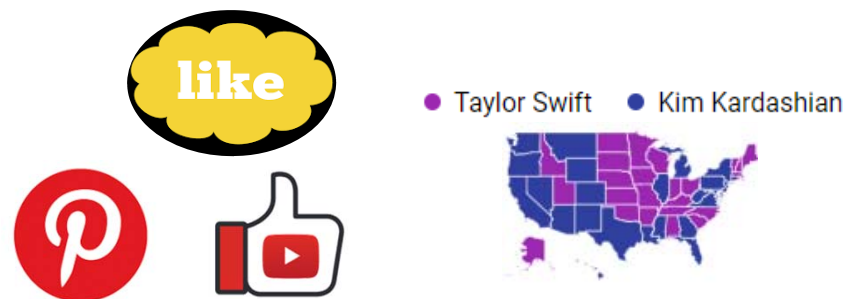
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Chief Public Health Officer of Canada,  
Public Health Agency of Canada

**ADVAC ALUMNI MEETING,  
WASHINGTON OCTOBER 3<sup>RD</sup>, 2019**



# Boosting Vaccine Confidence – Canada's experience

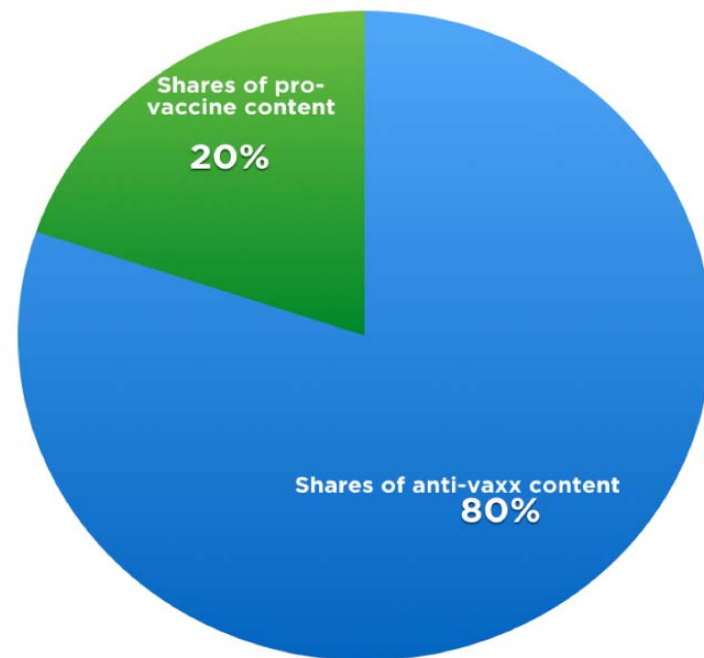
- **Overview of vaccine hesitancy - a multifaceted problem**
- **New features of an old problem**
  - Social media
  - Digital and health literacy
  - Trust issues
- **Canadian approaches to reduce vaccine hesitancy and protect and boost vaccine confidence among all Canadians**
  - Equipping healthcare providers and supporting parents
  - Improving quality & visibility of credible information
  - Addressing myths & misinformation
  - Facts are not enough - behavioural insights/approaches



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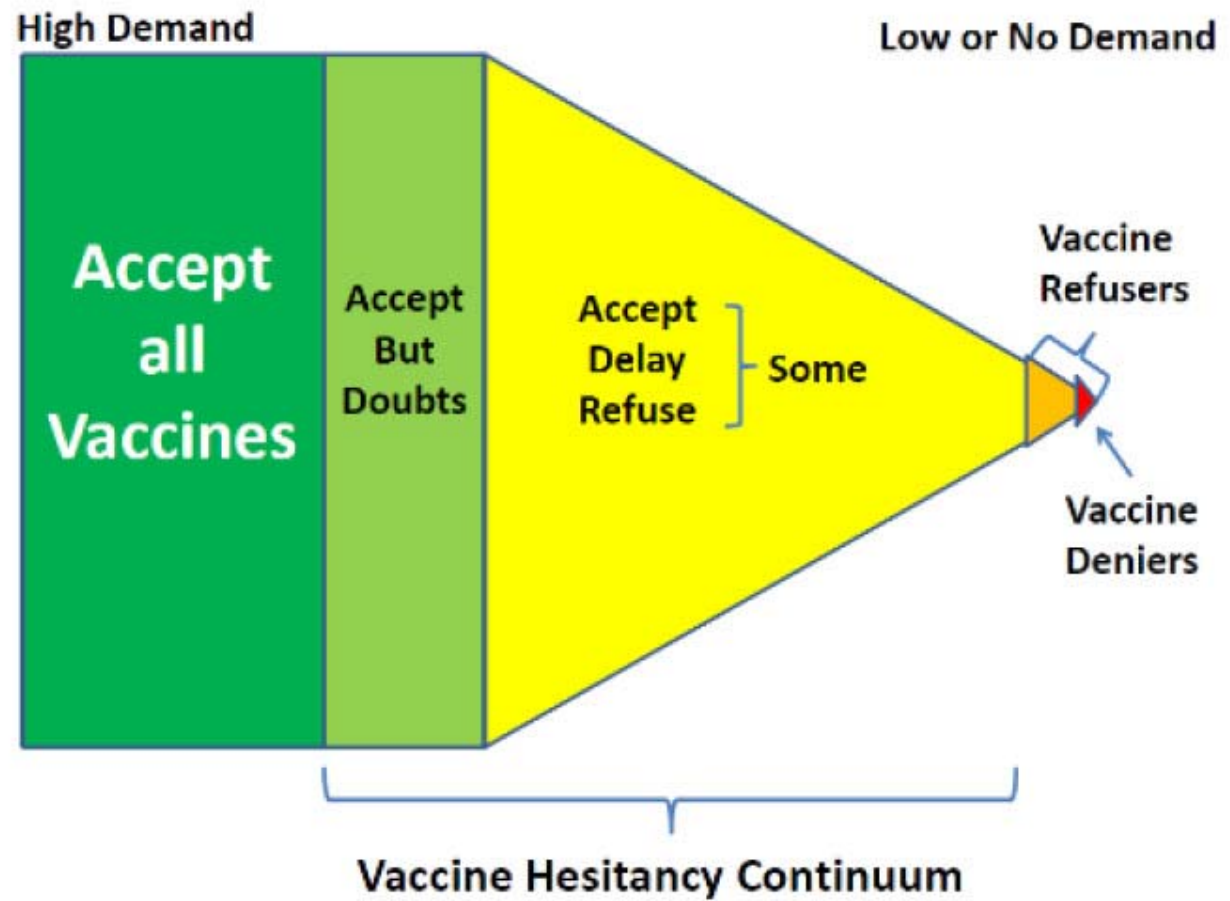
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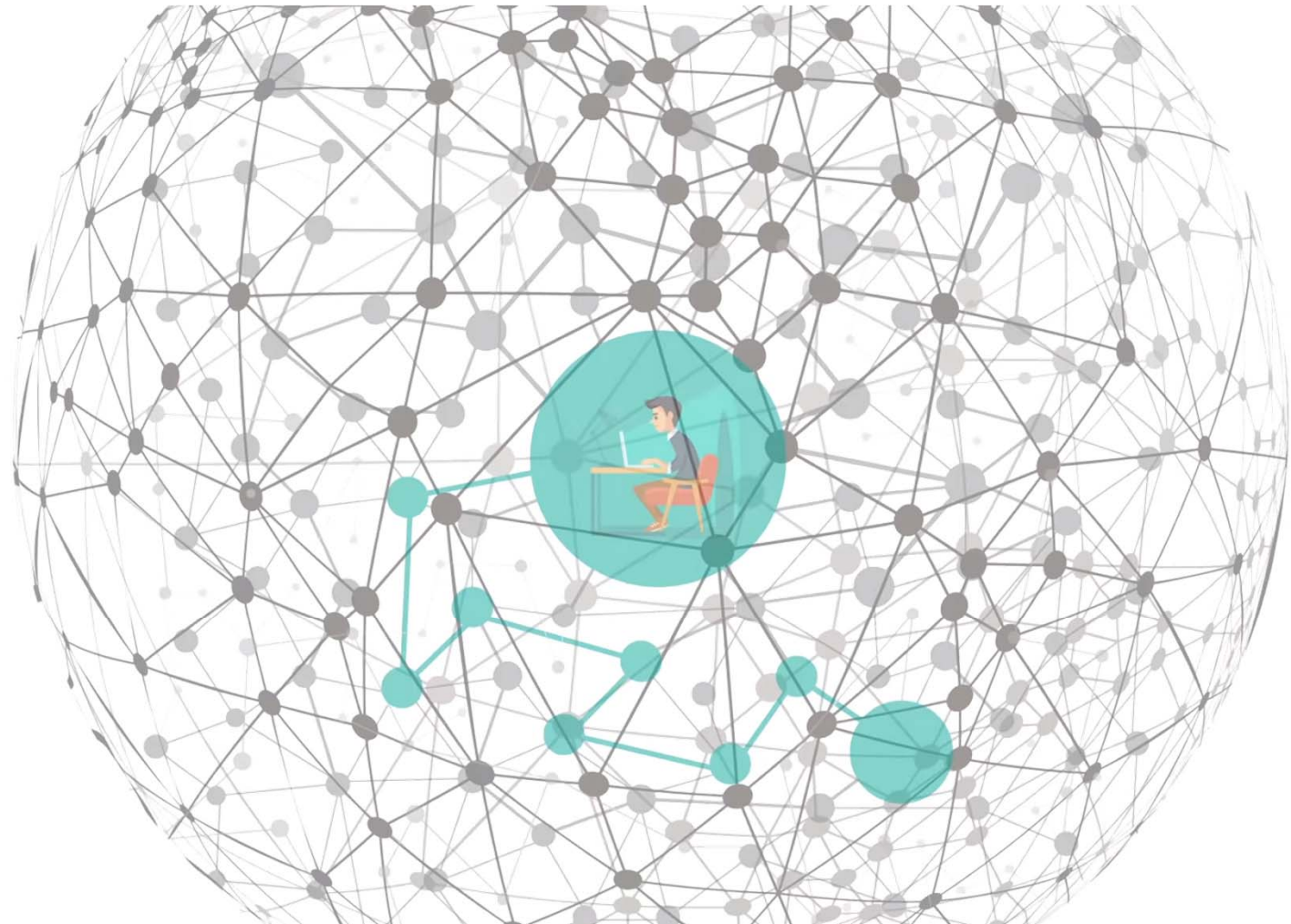
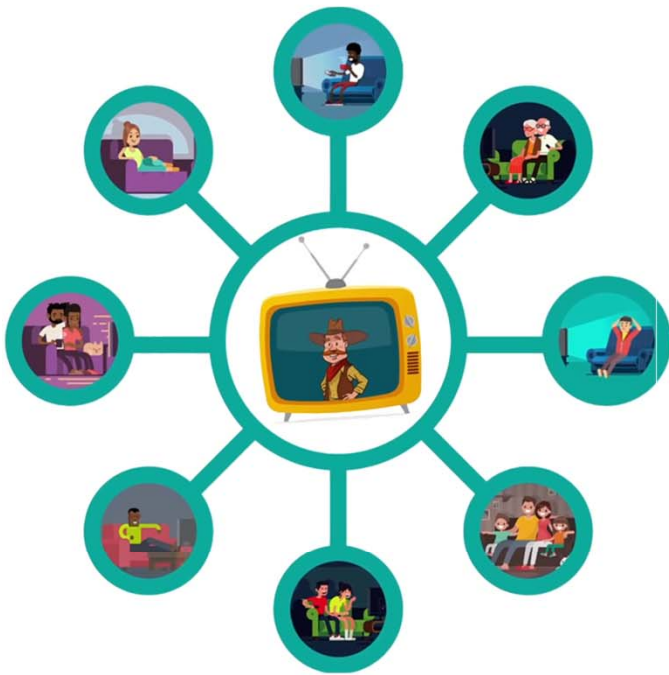
*“Despite the availability of **safe and effective vaccines** **lack of access**, **vaccine shortages**, **misinformation**, **complacency towards disease risks**, **diminishing public confidence in the value of vaccines** and **disinvestments** are harming vaccination rates worldwide.”\**

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

Vaccine Hesitancy




# 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

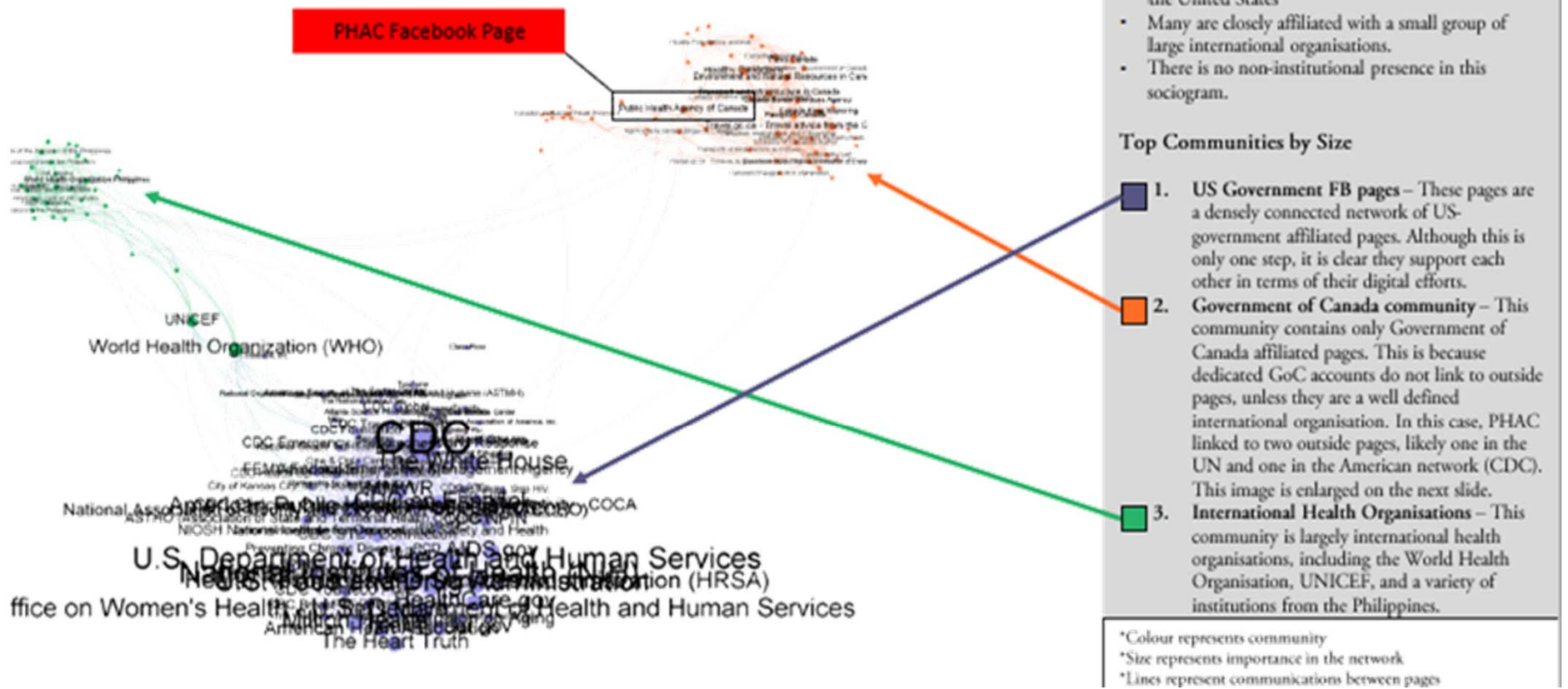
 **752,432** vaccines have been earned for children in support of UNICEF since March 2016.

KidsBoostImmunity.com

 **22,258** questions answered and **1,550** vaccines earned in support of UNICEF this school year.

- **Use engaging stories** as part of public education campaigns

# Public Health Agency of Canada Facebook Page Two-Step Page-Like Network (data pull for Nov, 2016)



**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](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](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](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]