Les résistances et les hésitations vaccinales

Comment mieux les prendre en charge ?

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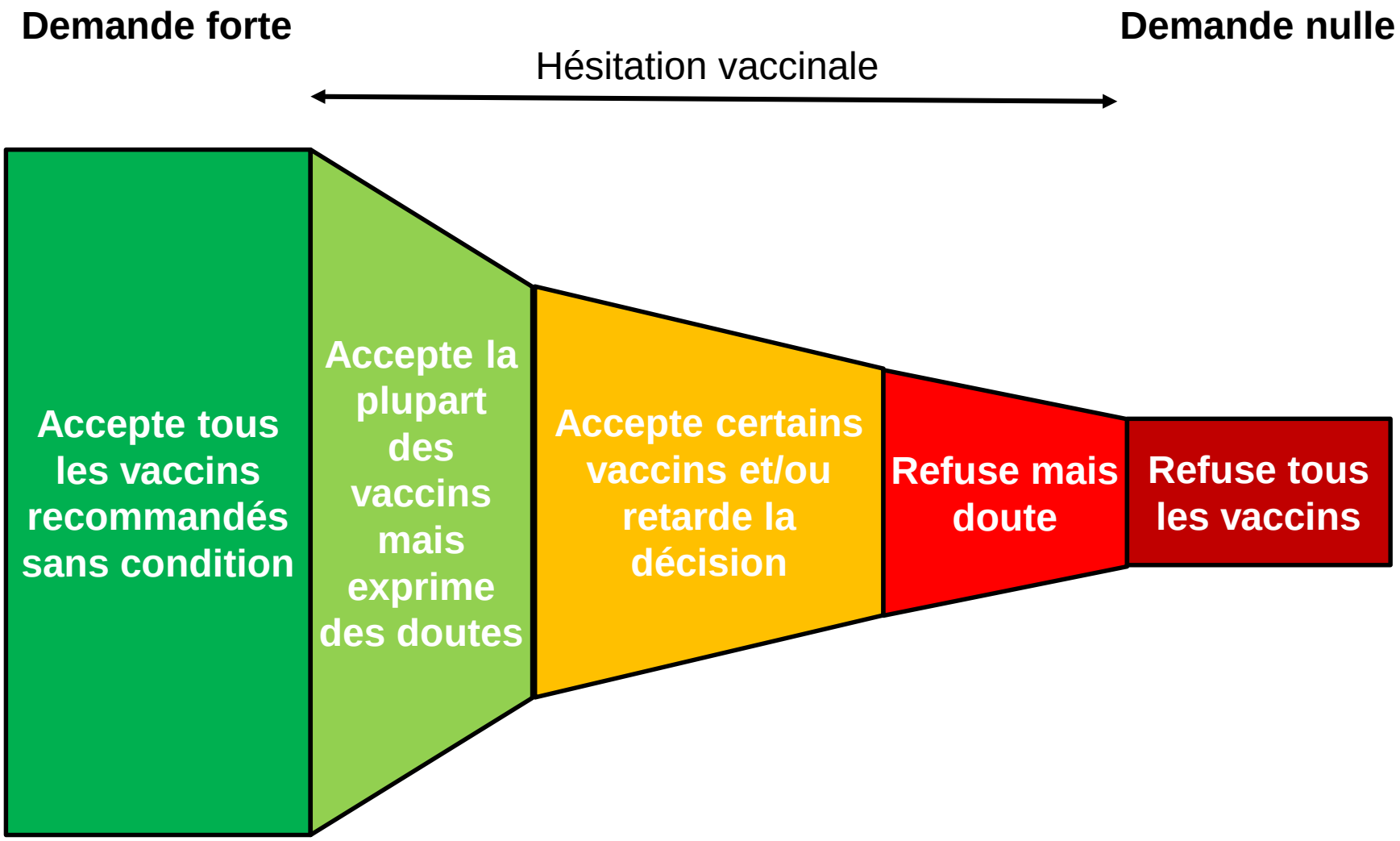
Le continuum de l'hésitation vaccinale



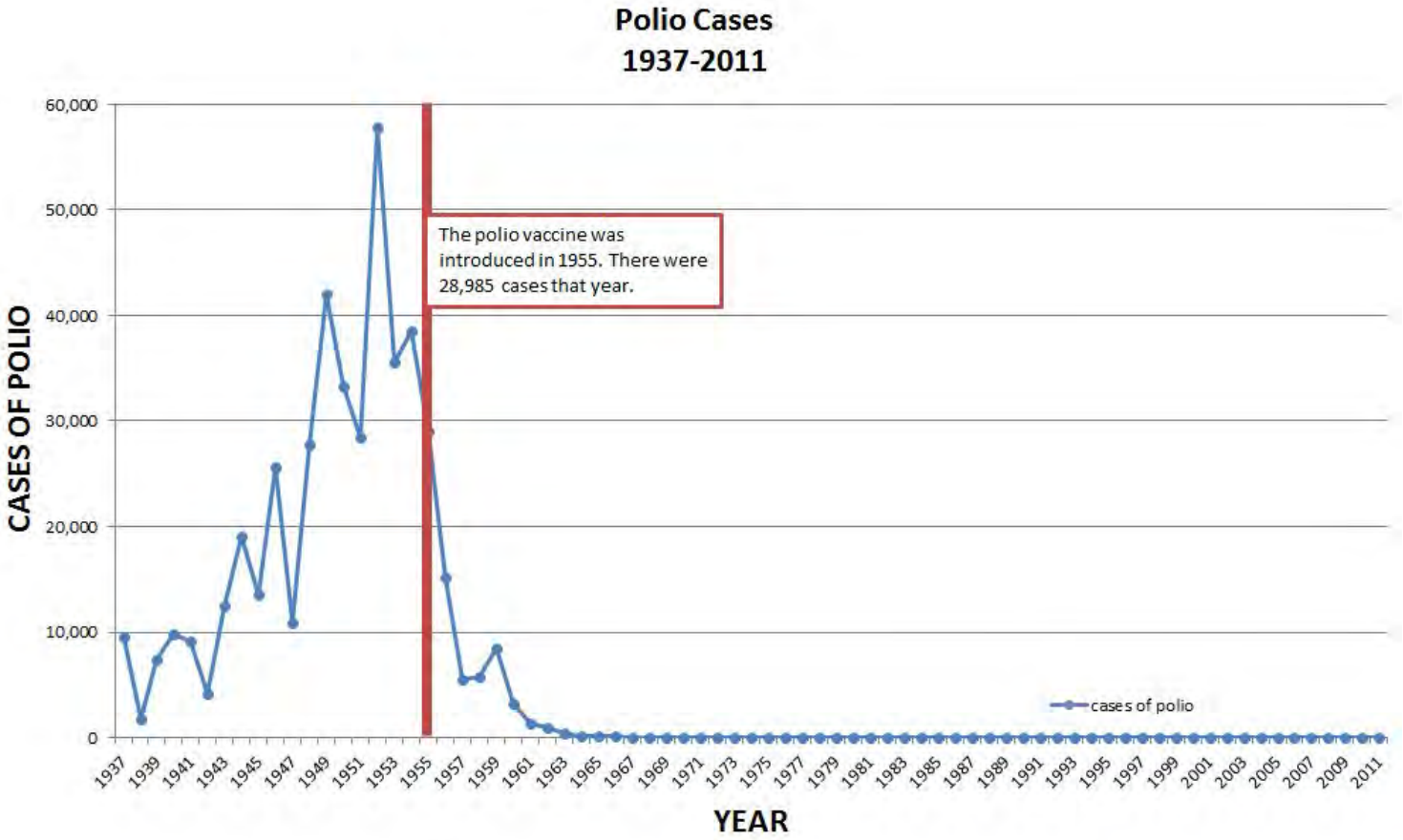
MACDONALD, Noni E., *et al.* Vaccine hesitancy: Definition, scope and determinants. *Vaccine*, 2015, vol. 33, no 34, p. 4161-4164.


VACCINE
Pock
or from
COW

TRIUMPH OF DE-JENNER-ATION.

[The Bill for the encouragement of Small Pox was passed.]

Les effets de la vaccination sont manifestes



Au cours de la première moitié du XXème siècle, on assiste à un effondrement de la mortalité liée aux maladies infectieuses sous les effets combinés de l'hygiène, de la nutrition et de la vaccination

Source : Centers for Disease Control and Prevention

LA RÉÉMERGENCE DE LA QUESTION DE L'HÉSITATION VACCINALE

La vaccination : un objet de défiance ?

- ***Le « fiasco » du vaccin contre la grippe H1N1***

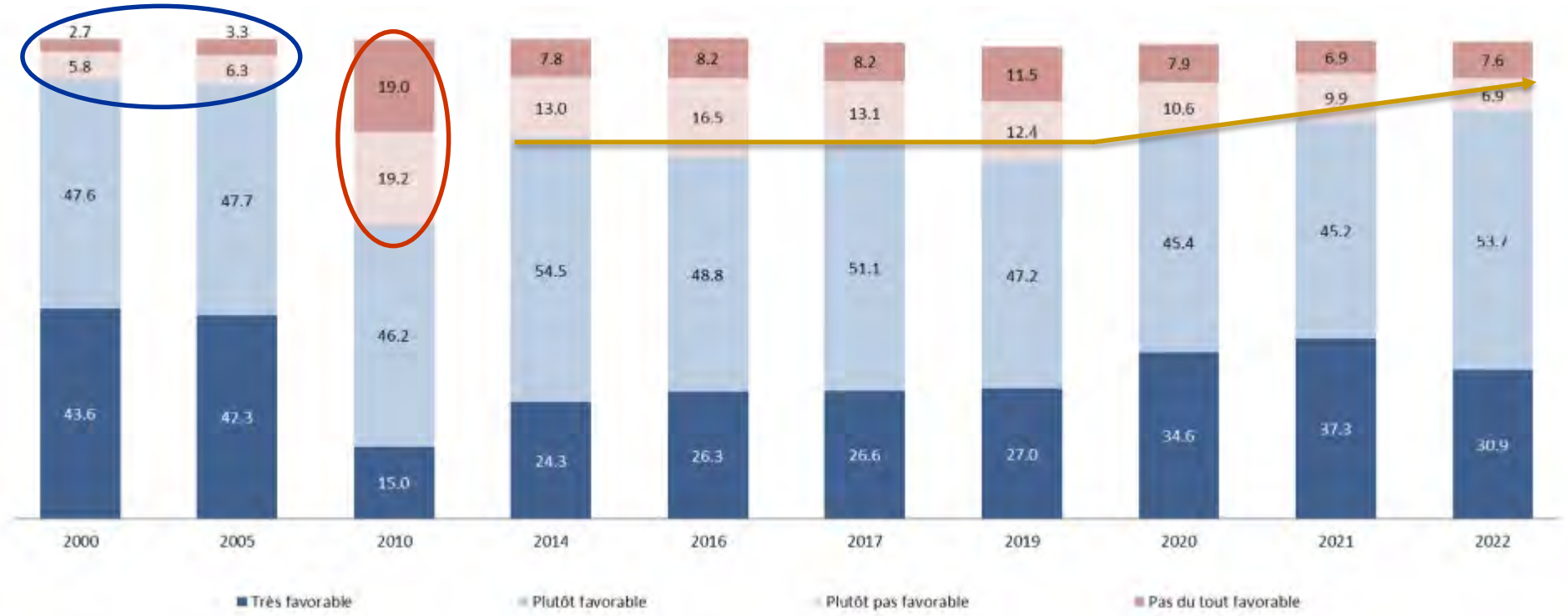
(1976, Etats-Unis) : Le décès d'un soldat à Fort Dix (N.J.) est à l'origine d'une campagne de vaccination sans précédent... qui est rapidement interrompue en raison d'une « épidémie » de syndromes de Guillain-Barré.

La vaccination : un objet de défiance ?

« Nous n'avions pas anticipé que les gens décideraient de ne pas se faire vacciner. L'époque où les responsables de la santé pouvaient donner des recommandations et attendre que les populations s'y plient est sans doute révolue».

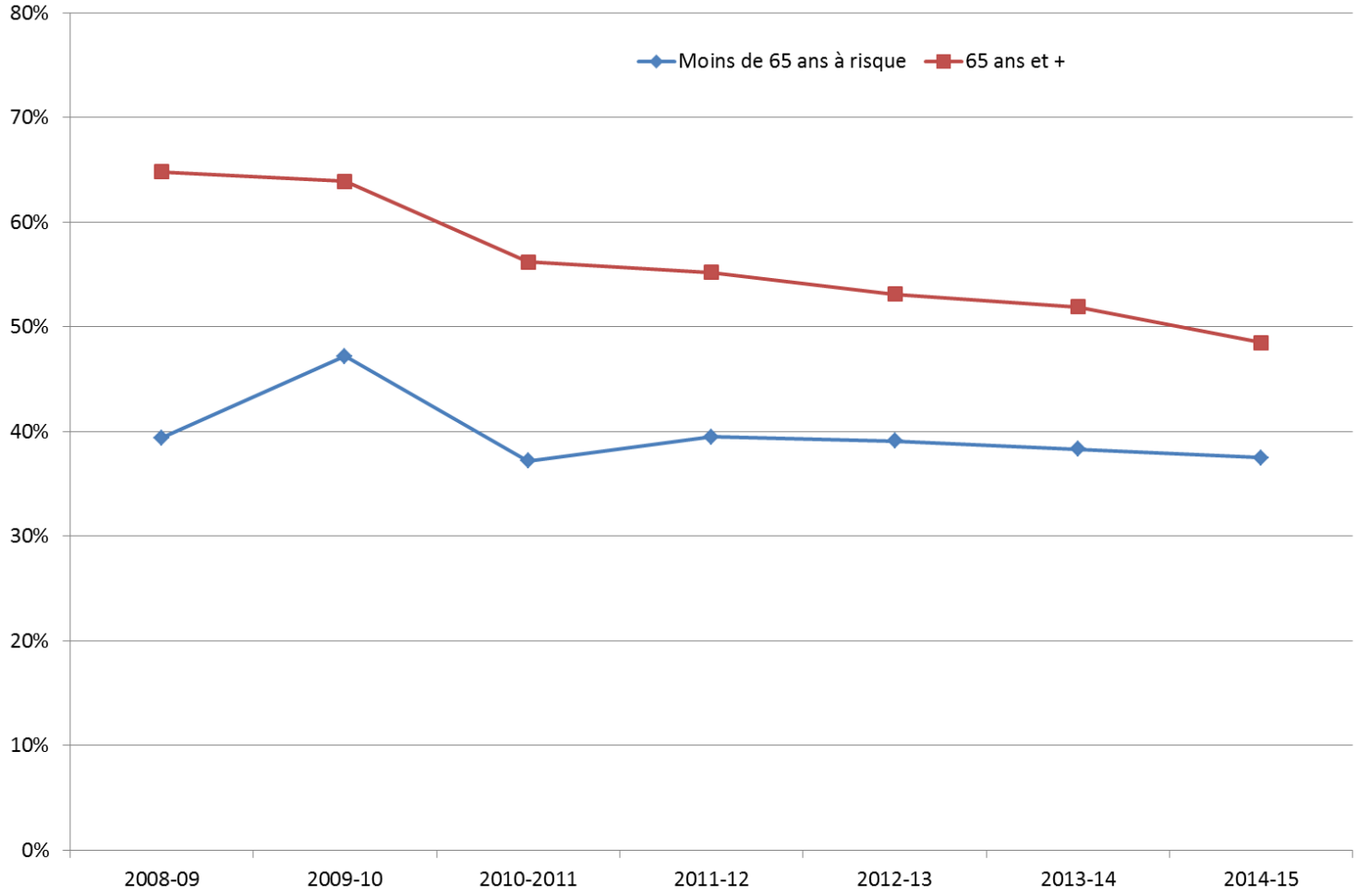
Dr Margaret Chan, Directrice Générale de l'OMS

Les conséquences de la controverse sur le vaccin contre la grippe A/H1N1



Source : Enquêtes « Baromètre-santé » de SpF

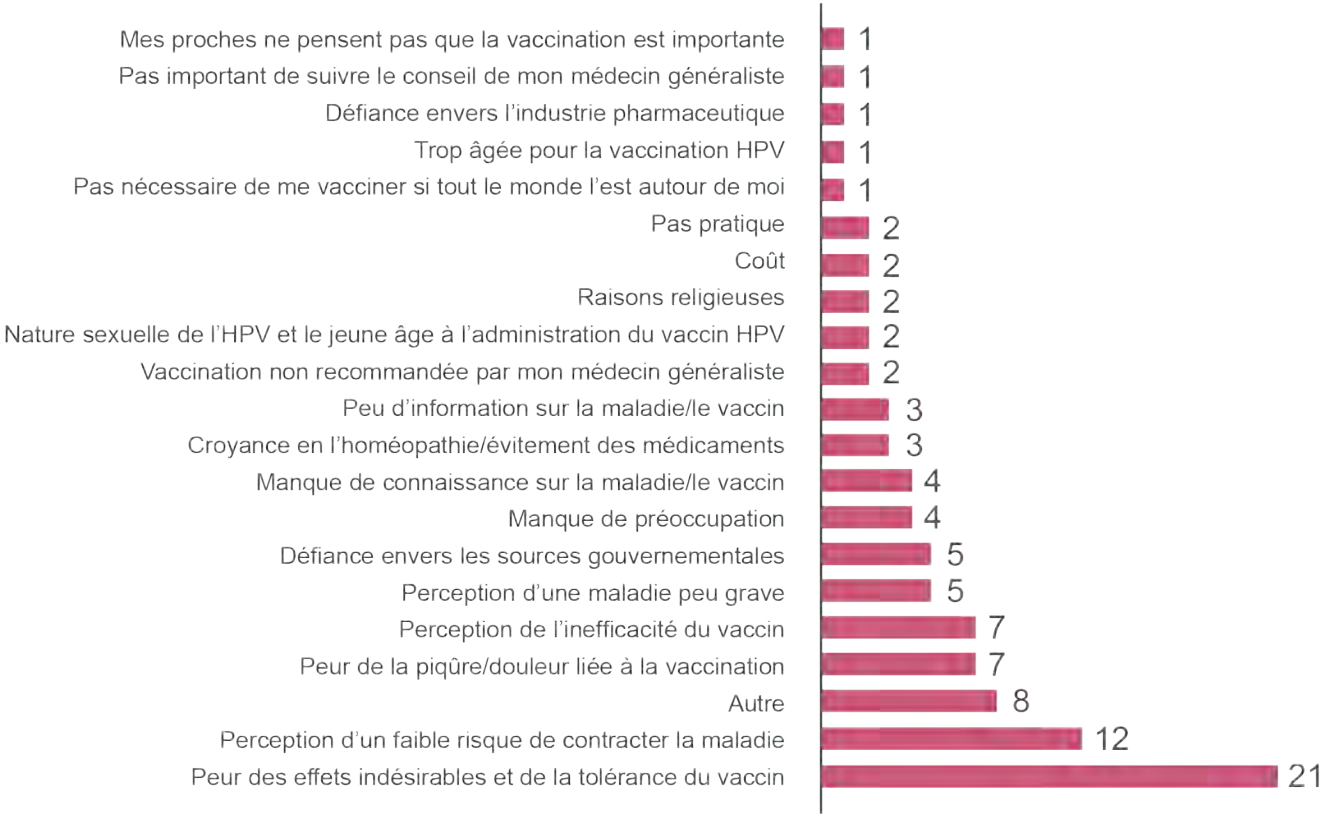
Les conséquences de la controverse sur le vaccin contre la grippe A/H1N1



Source : INVS-CNAM

FREINS À LA VACCINATION

Attitudes de vaccination en population générale
(n = nombre de fois où ces motifs sont cités dans la littérature)



D'après Yaqub O, Castle-Clarke S, Sevdalis N, Chataway J.. Social Science and Medicine (2014)

LES CADRES THÉORIQUES DES COMPORTEMENTS HUMAINS FACE AUX RISQUES

L'influence des recommandations interpersonnelles

MEDICAL CARE
June 1979, Vol. XVII, No. 6

Psychosocial De
Behavior in a S

K. MICHAEL CUMMINGS, M
BRUCE M. BROCK, M.

**A prospective design was u
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influenza in the fall and wint
survey of 286 adults in Oak
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intention, social influence, p
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variance in inoculation beha
analysis revealed that most o
mediated through behavioral
important predictor of inocula
significant role in explaining**

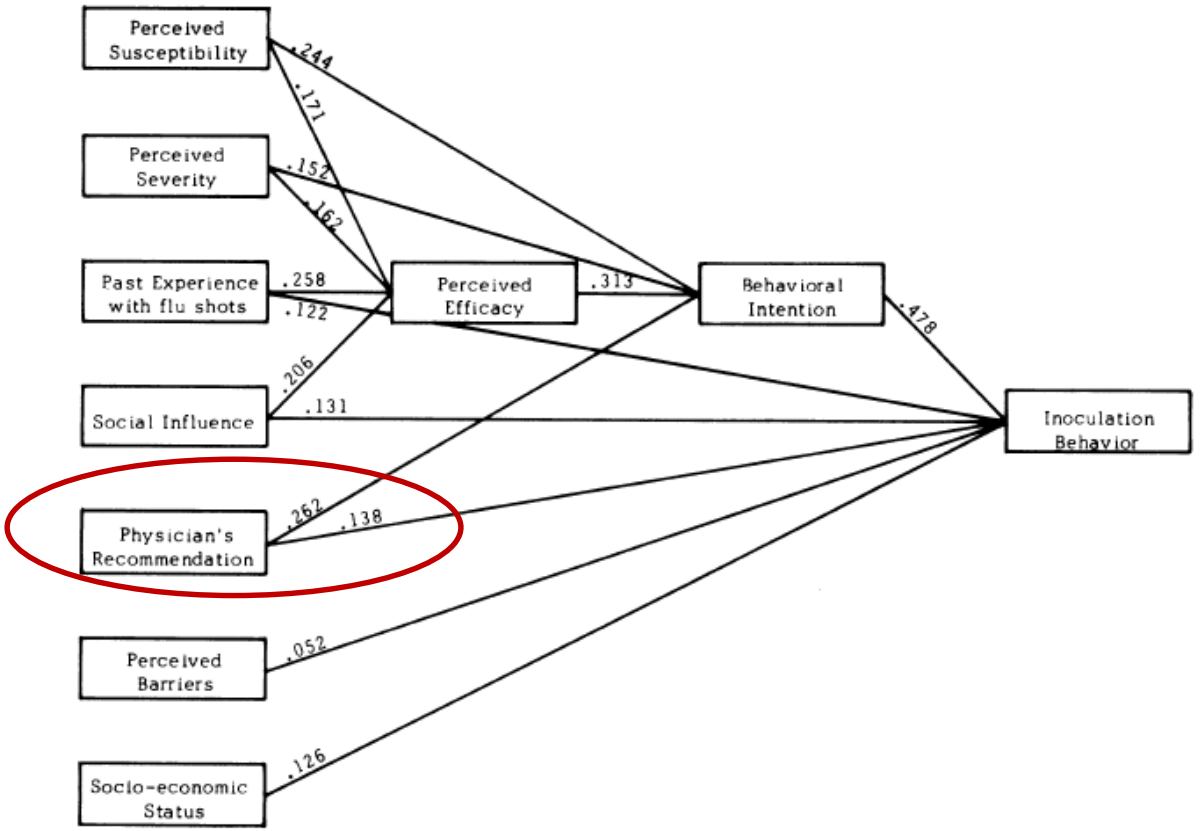
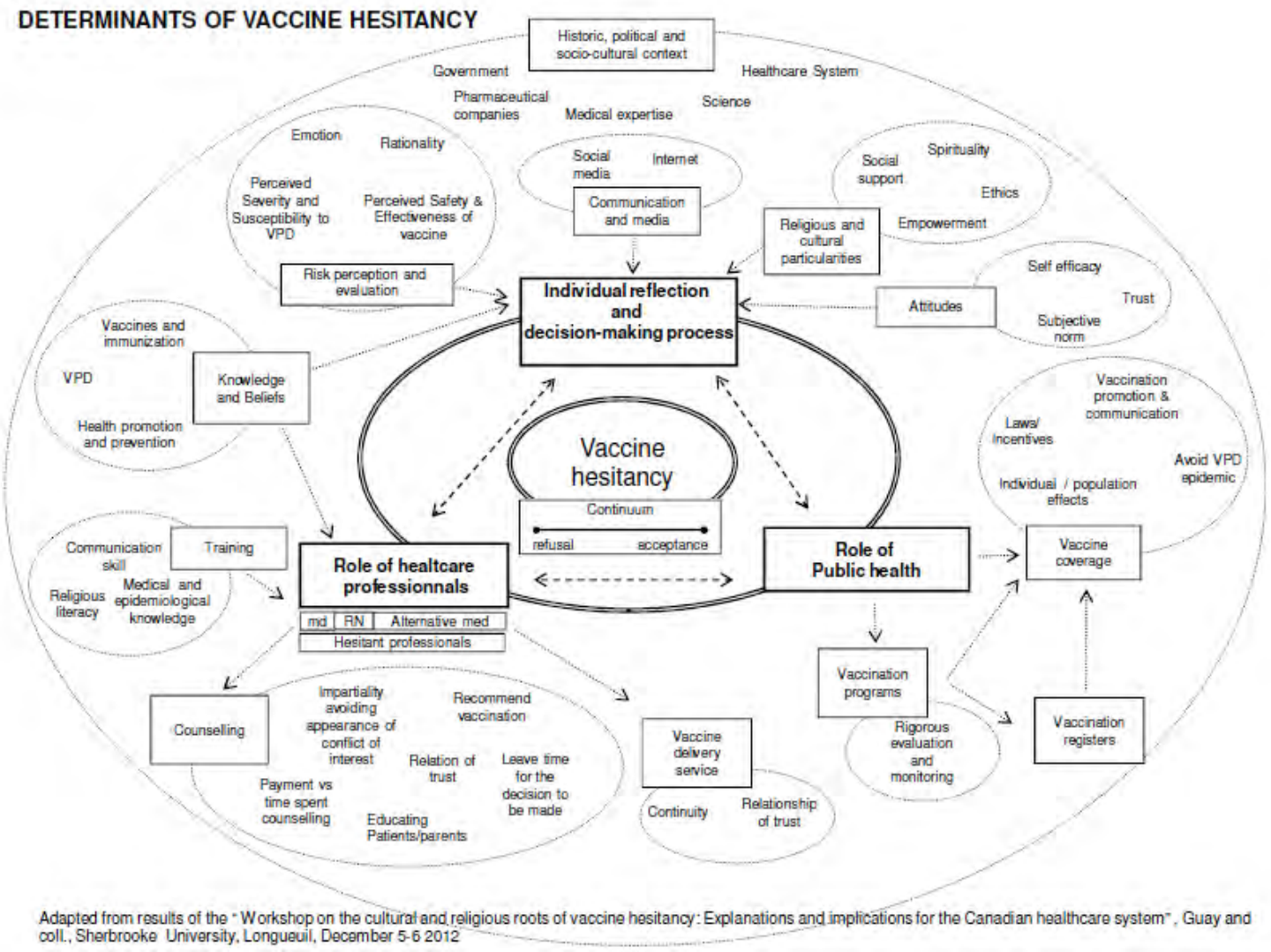


FIG. 1. Path diagram of the standardized direct and indirect effects of selected psychosocial variables on inoculation behavior.

Les déterminants de l'acceptabilité vaccinale



Adapted from results of the " Workshop on the cultural and religious roots of vaccine hesitancy: Explanations and implications for the Canadian healthcare system" , Guay and coll., Sherbrooke University, Longueuil, December 5-6 2012

Source : WHO, Report of the Sage Working Group on Vaccine Hesitancy, 2014

Les déterminants de l'acceptabilité vaccinale

1. Quels processus psychologiques sous-jacents ?

Sur le plan cognitif, la littérature scientifique a montré de manière convergente que la décision vaccinale résulte le plus souvent **d'un arbitrage intuitif entre les risques et les bénéfices perçus** chez les individus concernés par la vaccination.

- **Les risques perçus** concernent les effets secondaires potentiels (documentés ou imaginaires) des vaccins, mais aussi leurs coût (temps, argent, douleur, etc.).
- **Les bénéfices perçus** sont liés à l'efficacité et à l'utilité perçue de la vaccination en question.
- Ces derniers sont par ailleurs **une fonction directe** de la perception de la maladie (qui est l'objet de la vaccination), en particulier sa gravité et sa fréquence perçue.

Le discours sur la vaccination

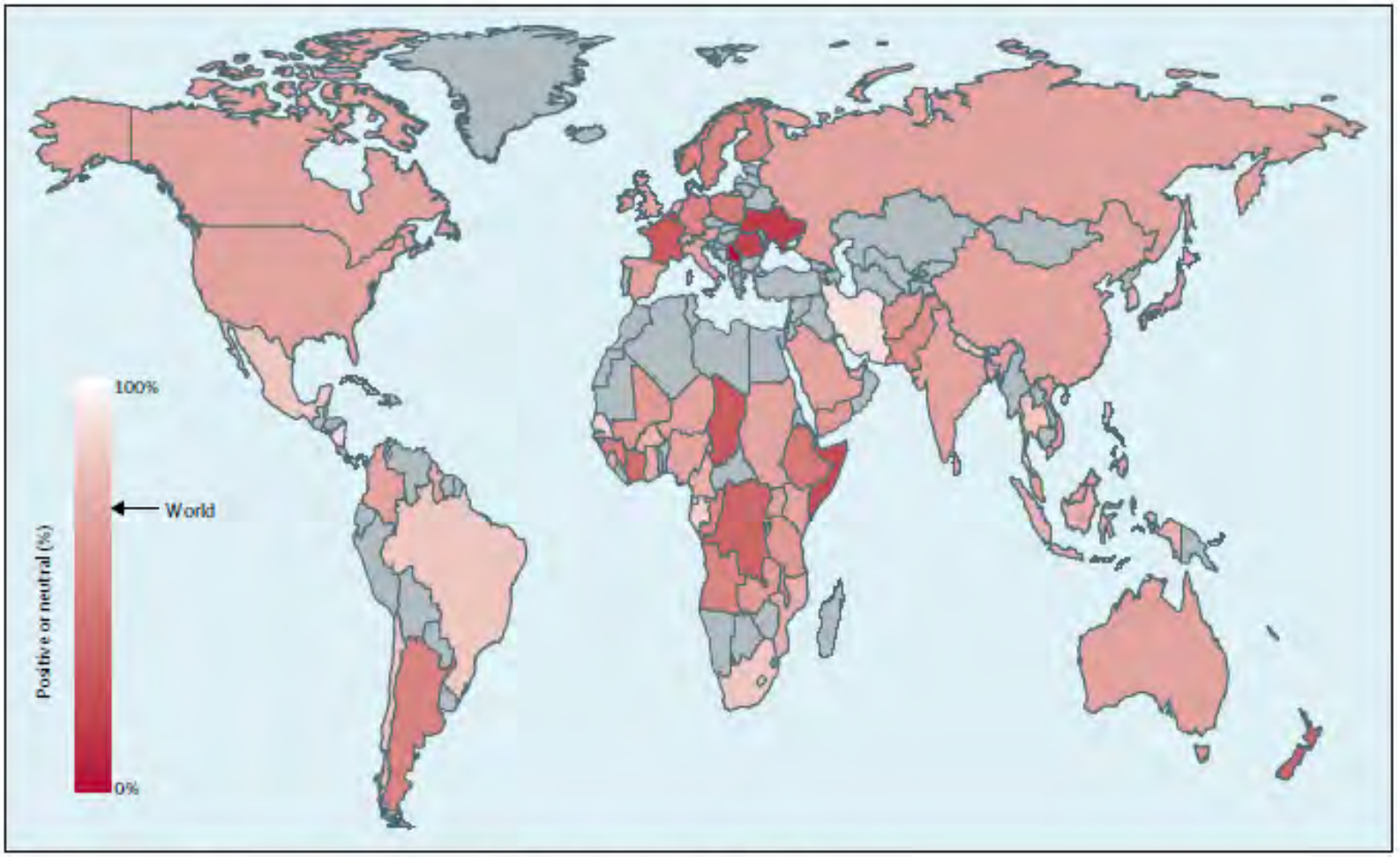
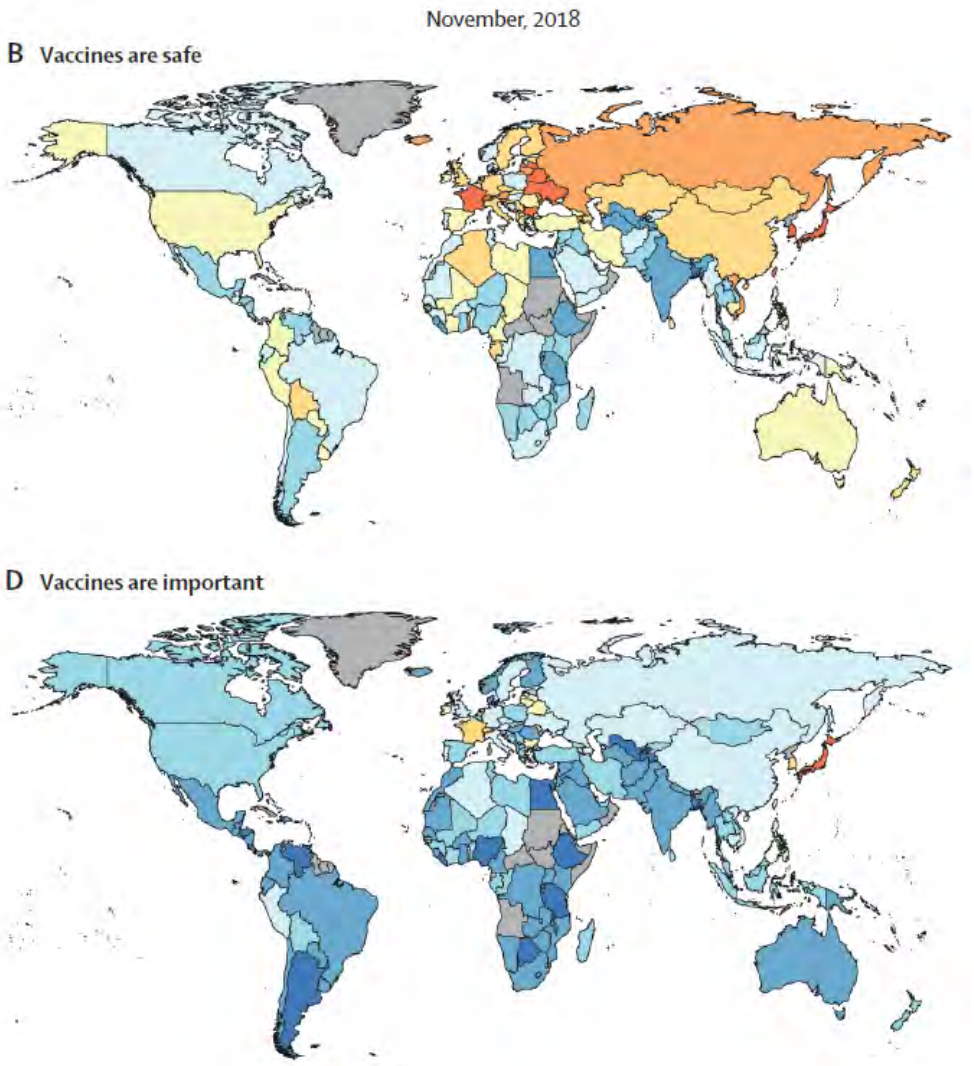


Figure 2: Proportion of vaccine-related reports categorised as positive or neutral, by country

Larson HJ, Cooper LZ, Eskola J, et al. Addressing the vaccine confidence gap. The Lancet. 2011;378(9790):526–535.

La perception des risques vaccinaux



Source : De Figueiredo, A., Simas, C., Karafillakis, E., Paterson, P., & Larson, H. J. (2020). Mapping global trends in vaccine confidence and investigating barriers to vaccine uptake. *The Lancet*, *396*(10255), 898-908.

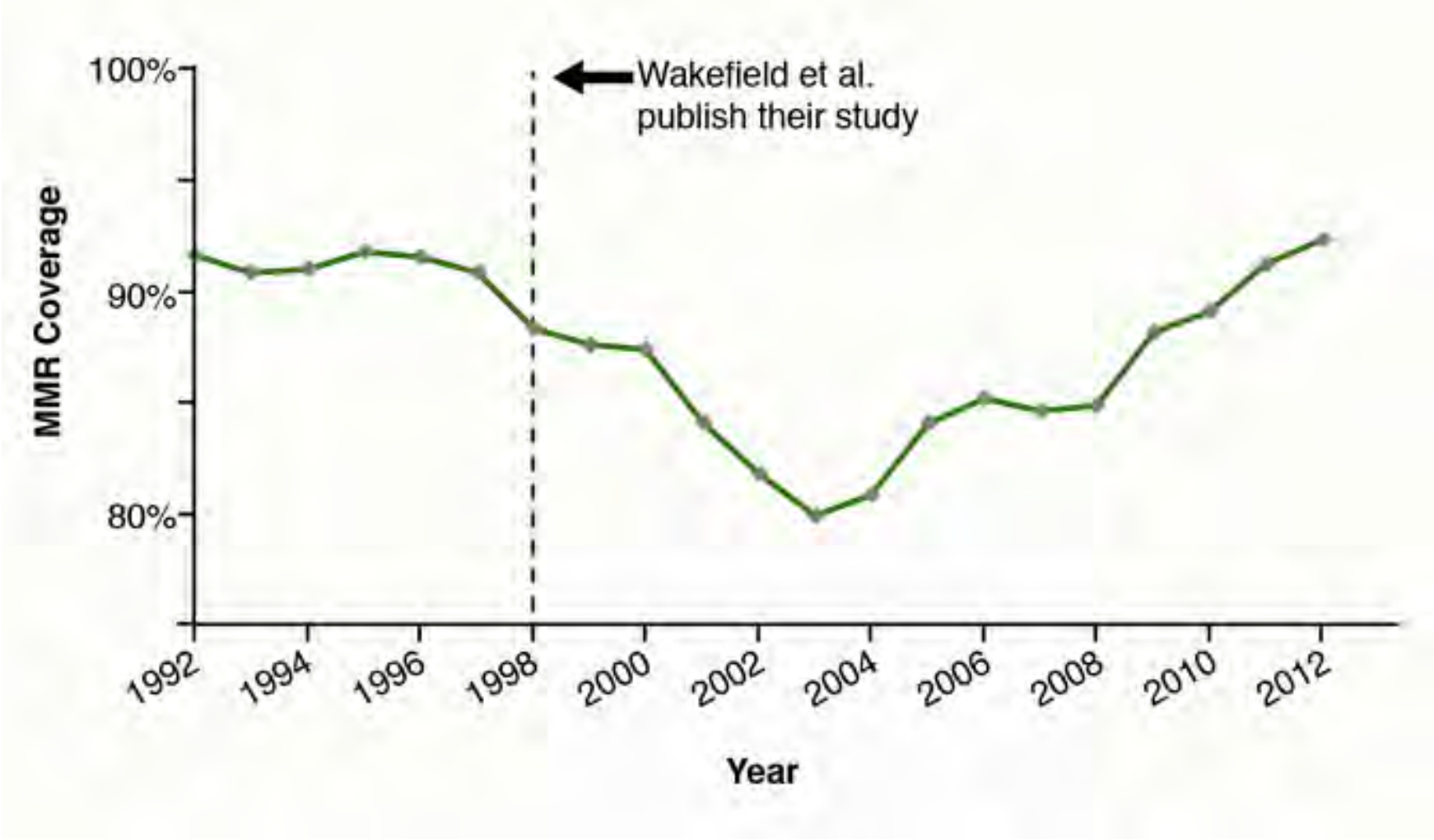
Les déterminants de l'acceptabilité vaccinale

2. Quels processus sociologiques sous-jacents ?

Au niveau social, deux principaux phénomènes permettent d'expliquer la multiplication récente des controverses autour des questions de sécurité sanitaire des aliments et des produits de santé.

- Le premier Le premier procède de la **transformation radicale du « marché » de l'information** lié à l'émergence des médias électroniques (et l'utilisation généralisée des algorithmes).
- Le second résulte **d'une crise de confiance croissante vis-à-vis des institutions** en général et des autorités sanitaires en particulier.

L’influence des controverses sur la confiance



Les déterminants de l'acceptabilité vaccinale

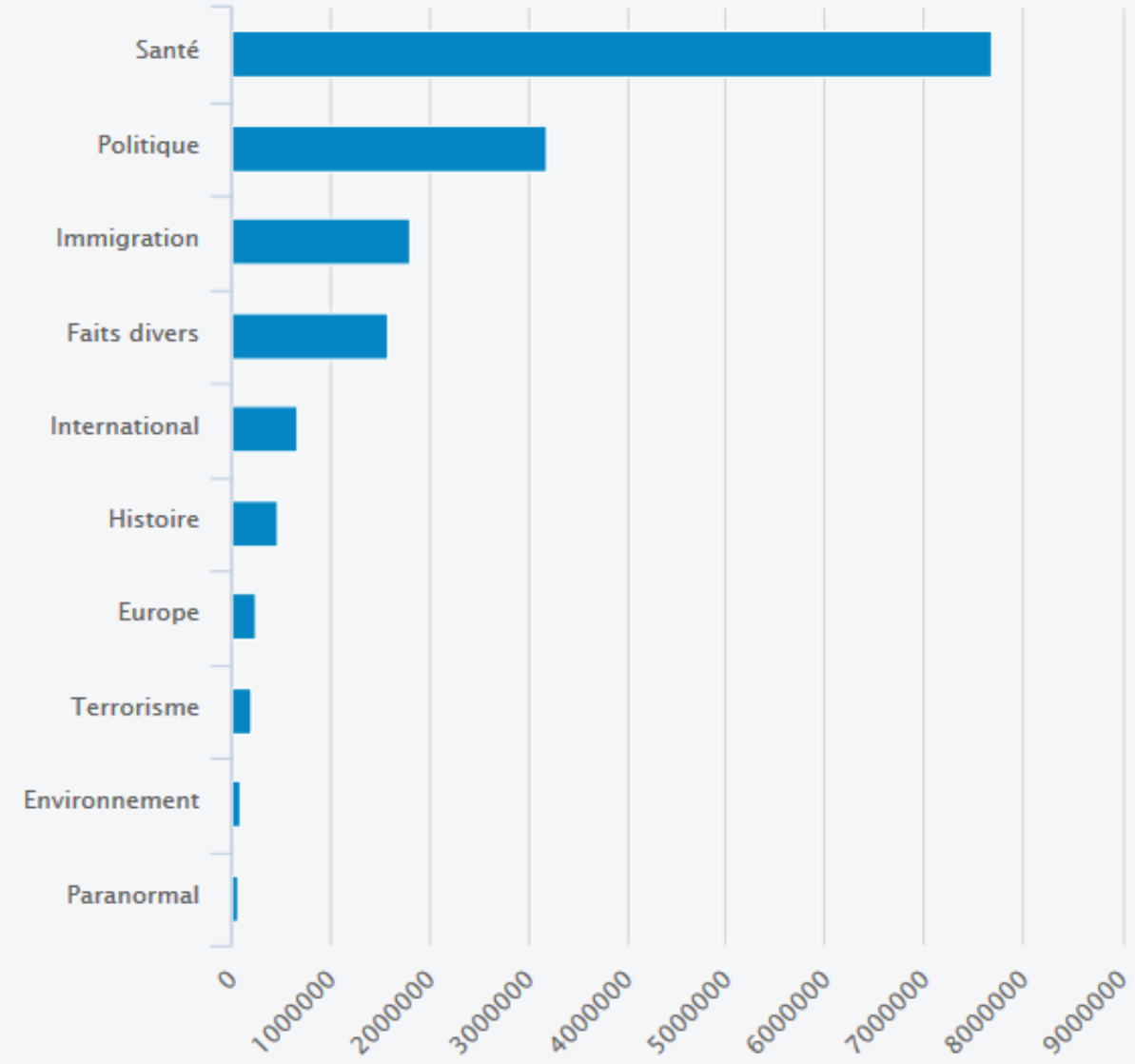
2. Quels processus sociologiques sous-jacents ?

Au niveau social, deux principaux phénomènes permettent d'expliquer la multiplication récente des controverses autour des vaccins et des campagnes de vaccination

- Le premier Le premier procède de la **transformation radicale du « marché » de l'information** lié à l'émergence des médias électroniques (et l'utilisation généralisée des algorithmes).
- Le second résulte **d'une crise de confiance croissante vis-à-vis des institutions** en général et des autorités sanitaires en particulier.
- La conjugaison de ces deux phénomènes facilitent la **propagation rapide d'informations fausses ou invérifiables** dans l'espace public (notamment de nombreuses théories conspirationnistes).

Santé, politique, immigration : les thèmes les plus propices aux intox

Analyse de la diffusion de 101 intox sur Facebook, classées par thèmes



SOURCE : LES DÉCODEURS

Pourquoi la défiance vaccinale s’est soudainement accrue ?

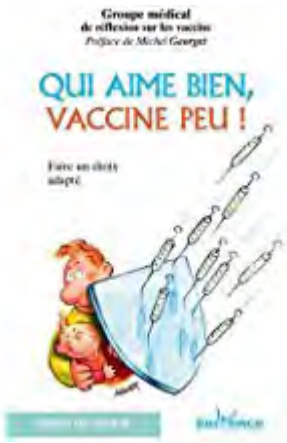
La multiplication des entrepreneurs de la défiance

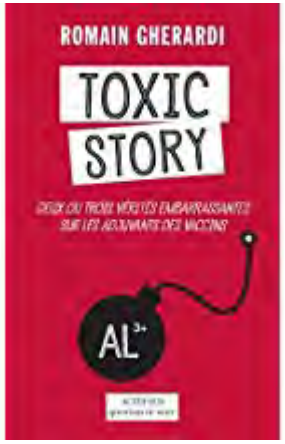
Vaccins : un rapport parlementaire italien explosif

la rédaction rédigé le 16 mars 2018 à 17h32

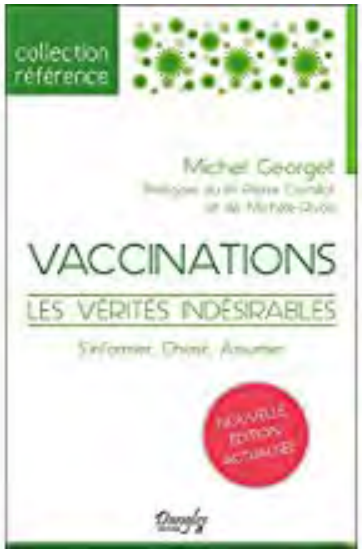
Article paru dans le journal nº 55 Acheter ce numéro

La multiplication des entrepreneurs de la défiance

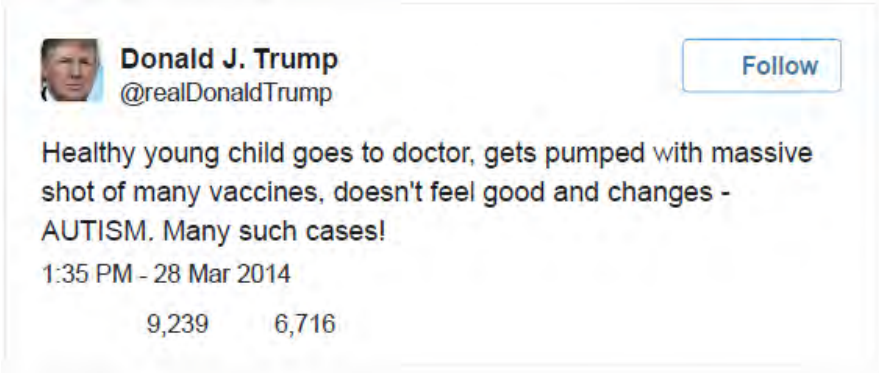


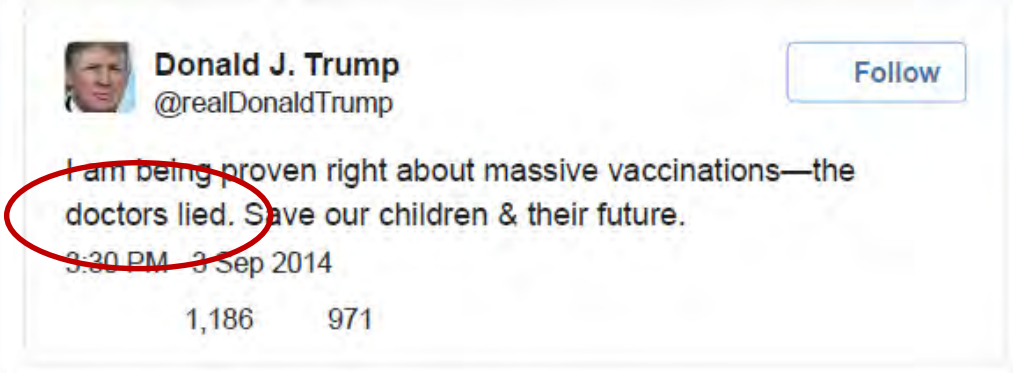


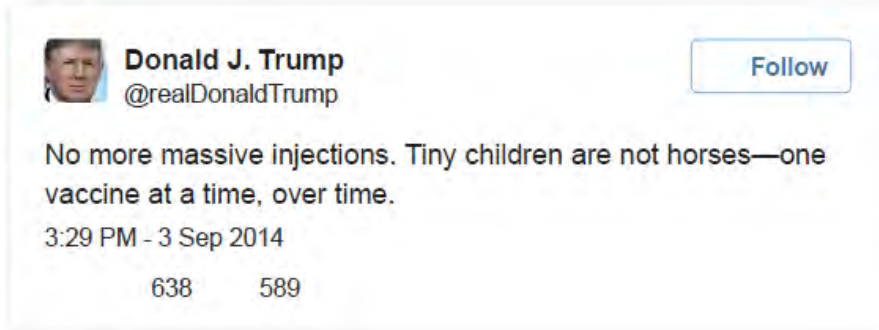
Les best-sellers sur la vaccination

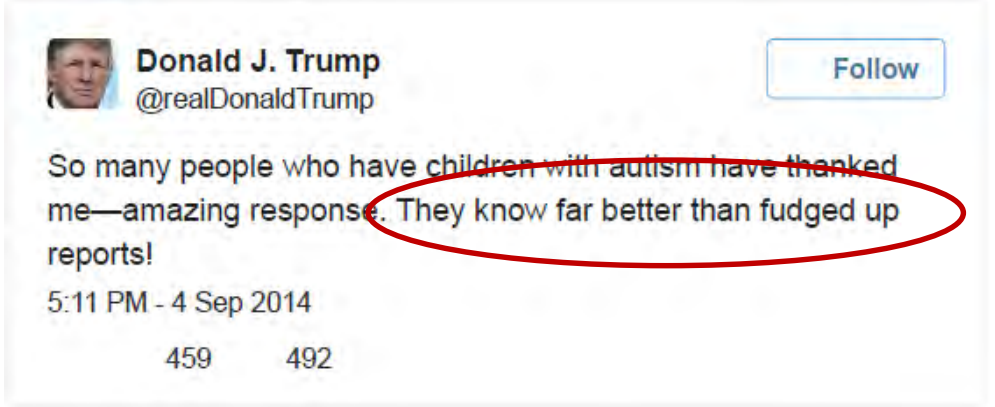


La politisation de la question vaccinale









"*Donald Trump could be the biggest single threat to vaccine confidence ever faced*"*

** Donald Trump pourrait être la plus grande menace jamais rencontrée pour la confiance dans les vaccins.*

UK world sport football opinion culture business lifestyle fashion environment tech travel

home › culture › books art & design stage classical film tv & radio music games

Reference and languages

'Post-truth' named word of the year by Oxford Dictionaries

US election and EU referendum drive popularity of adjective describing situation 'in which objective facts are less influential than appeals to emotion'

Alison Flood

Tuesday 15 November 2016 20.00 GMT

627

L'émergence du mot «post-vérité» dans le langage a été alimentée par la montée en puissance des réseaux sociaux en tant que source d'information et la ***méfiance croissante*** *vis-à-vis des faits présentés par l'establishment*.

La pipolisation de la question vaccinale

« *La vaccination est un crime contre l'immunité, et même devrais-je dire un crime contre l'humanité* ».

Isabelle Adjani, sur France Inter

Comment mieux promouvoir la vaccination ?

Le rôle des professionnels de santé

Dans l'acceptabilité du vaccin contre la grippe H1N1 aux Etats-Unis (1976)

MEDICAL CARE
June 1979, Vol. XVII, No. 6

Psychosocial Determinants of Immunization Behavior in a Swine Influenza Campaign

K. MICHAEL CUMMINGS, M.P.H.,* ALAN M. JETTE, R.P.T., M.P.H.,*
BRUCE M. BROCK, M.P.H.,* AND DON P. HAEFNER, PH.D.†

A prospective design was used to study factors which predisposed individuals to receive vaccination in response to the anticipated outbreak of swine influenza in the fall and winter of 1976. Data were obtained from a telephone survey of 286 adults in Oakland County, Michigan. Predictor variables included Health Belief Model (HBM) variables as well as measures of behavioral intention, social influence, physician's advice, socioeconomic status and past experience with flu shots. In multivariate analysis, over 40 per cent of the variance in inoculation behavior was explained by the predictors used. Path analysis revealed that most of the HBM variables' influence on behavior was mediated through behavioral intention. While behavioral intention was an important predictor of inoculation behavior, other psychosocial factors played a significant role in explaining variance in the dependent variable.

THE QUESTION of why some people use health services while others do not, is one which has continually perplexed health professionals. In approaching an answer to this question, a number of research efforts have been undertaken to understand the effects of personal, psychosocial, and environmental causes on health and illness behavior.[1–3,5,9,14,19,27] One particular formulation by Hochbaum, Rosenstock, and others, the Health Belief Model, has been the focus of considerable attention and direct study by behavioral scientists and was employed in this investigation.

The Health Belief Model (HBM) comprises a set of variables that include the individual's perceptions of: 1) vulnerability to a disease, 2) severity of the disease, 3) paths of action that can be taken to prevent the disease, and 4) benefits versus costs of the potential action. The model is a blend of other social psychological theories, particularly value-expectancy theory. As with most value-expectancy approaches, the HBM suggests two common determinants of impulse to action: 1) "valence," the value placed by an individual on a particular outcome or goal and 2) "subjective probability," the individu-

FIG. 1. Path diagram of the standardized direct and indirect effects of selected psychosocial variables on inoculation behavior.

Le rôle des professionnels de santé

Quelle méthode pour motiver les patients à se faire vacciner ?

L'approche réflexive (motivation intrinsèque)

Entretien motivationnel

Gagneur *et al. BMC Public Health* (2018) 18:811
https://doi.org/10.1186/s12889-018-5724-y

BMC Public Health

RESEARCH ARTICLE Open Access

A postpartum vaccination promotion intervention using motivational interviewing techniques improves short-term vaccine coverage: PromoVac study

Arnaud Gagneur[1,2*], Thomas Lemaître[2], Virginie Gosselin[2], Anne Farrands[2], Nathalie Carrier[2], Geneviève Petit[3], Louis Valiquette[2,4] and Philippe De Wals[5]

Abstract

Background: Due to the increasing number of vaccine-hesitant parents, new effective immunization promotion strategies need to be developed to improve the vaccine coverage (VC) of infants. This study aimed to assess the impact of an educational strategy of vaccination promotion based on motivational interviewing (MI) techniques targeting parents and delivered at the maternity ward, for the VC of infants at 3, 5, and 7 months of age.

Methods: An individual educational information session, administered using MI techniques, regarding immunization of infants aged 2, 4, and 6 months was (experimental group) or was not (control group) proposed to parents during the postpartum stay at the maternity ward. Immunization data were obtained through the Eastern Townships Public Health registry for infants at 3, 5, and 7 months of age. Absolute VC increases at 3, 5, and 7 months in the experimental group were calculated and the relative risks with the respective 95% confidence intervals were computed using univariate logistic regression with the generalized estimating equations (GEE) procedure. Multivariate regression using GEE was used to adjust for confounding variables.

Results: In the experimental and control groups, 1140 and 1249 newborns were included, respectively. A significant increase in VC of 3.2, 4.9, and 7.3% was observed at 3, 5, and 7 months of age ($P < 0.05$), respectively. The adjusted relative risk of the intervention's impact on vaccination status at 7 months of age was 1.08 (95% confidence interval: 1.03–1.14) ($P = 0.002$).

Conclusions: An educational strategy using MI techniques delivered at the maternity ward may be effective in increasing VC of infants at ages 3, 5, and 7 months. MI could be an effective tool to overcome vaccine hesitancy.

Keywords: Motivational interviewing, Vaccine coverage, Infants, Health promotion intervention, Maternity wards

L'approche prescriptive (motivation extrinsèque)

Intervention brève

Effect of a Text Messaging Intervention on Influenza Vaccination in an Urban, Low-Income Pediatric and Adolescent Population

A Randomized Controlled Trial

Melissa S. Stockwell, MD, MPH
Elyse Olshen Kharbanda, MD, MPH
Raquel Andres Martinez, PhD
Celibell Y. Vargas, MD
David K. Vawdrey, PhD
Stewin Camargo, BS

Context Influenza infection results in substantial costs, morbidity, and mortality. Vaccination against influenza is particularly important in children and adolescents who are a significant source of transmission to other high-risk populations, yet pediatric and adolescent vaccine coverage remains low. Traditional vaccine reminders have had a limited effect on low-income populations; however, text messaging is a novel, scalable approach to promote influenza vaccination.

Objective To evaluate targeted text message reminders for low-income, urban parents to promote receipt of influenza vaccination among children and adolescents.

Design, Setting, and Participants Randomized controlled trial of 9213 children and adolescents aged 6 months to 18 years receiving care at 4 community-based clinics in the United States during the 2010-2011 influenza season. Of the 9213 children and adolescents, 7574 had not received influenza vaccine prior to the intervention start date and were included in the primary analysis.

Intervention Parents of children assigned to the intervention received up to 5 weekly immunization registry–linked text messages providing educational information and instructions regarding Saturday clinics. Both the intervention and usual care groups received the usual care, an automated telephone reminder, and access to informational flyers posted at the study sites.

Main Outcome Measures Receipt of an influenza vaccine dose recorded in the immunization registry via an electronic health record by March 31, 2011. Receipt was secondarily assessed at an earlier fall review date prior to typical widespread influenza activity.

Results Study children and adolescents were primarily minority, 88% were publicly insured, and 58% were from Spanish-speaking families. As of March 31, 2011, a higher proportion of children and adolescents in the intervention group (43.6%; n=1653) compared with the usual care group (39.9%; n=1509) had received influenza vaccine (difference, 3.7% [95% CI, 1.5%-5.9%]; relative rate ratio [RRR], 1.09 [95% CI, 1.04-1.15]; $P=.001$). At the fall review date, 27.1% (n=1026) of the intervention group compared with 22.8% (n=864) of the usual care group had received influenza vaccine (difference, 4.3% [95% CI, 2.3%-6.3%]; RRR, 1.19 [95% CI, 1.10-1.28]; $P<.001$).

Conclusions Among children and adolescents in a low-income, urban population, a text messaging intervention compared with usual care was associated with an increased rate of influenza vaccination. However, the overall influenza vaccination rate remained low.

Trial Registration clinicaltrials.gov Identifier: NCT01146912

JAMA. 2012;307(16):1702-1708 www.jama.com

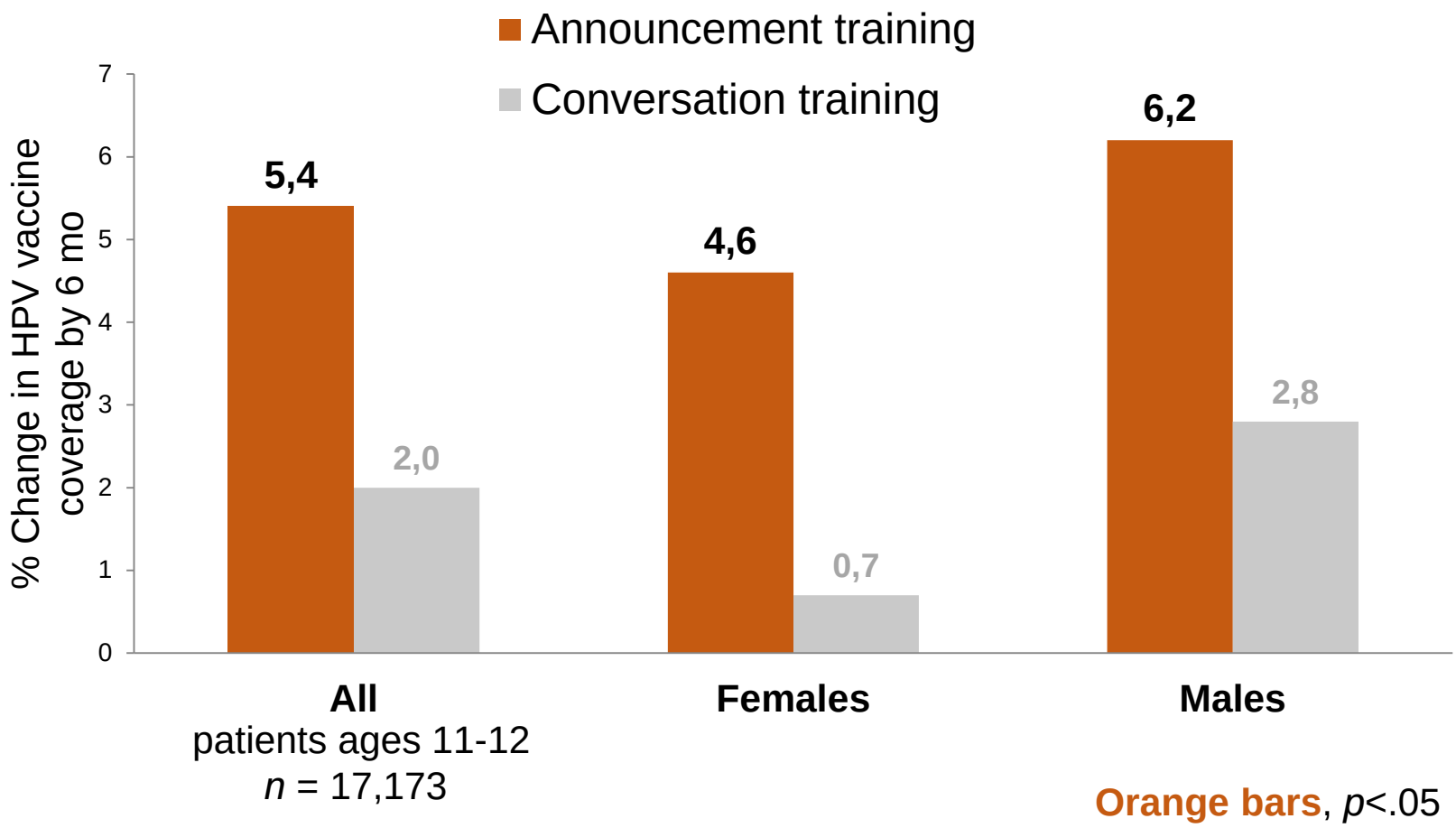
For editorial comment see p 1748.

Author Video Interview available at www.jama.com.

Author Affiliations: Departments of Pediatrics (Drs Stockwell, Martinez, and Vargas and Mr Camargo), Biomedical Informatics (Dr Vawdrey), and Population and Family Health, Mailman School of Public Health (Drs Stockwell and Martinez), Columbia University, New York, New York; New York-Presbyterian Hospital, New York, New York (Drs Stockwell and Vawdrey); and HealthPartners Research Foundation, Minneapolis, Minnesota (Dr Kharbanda).
Corresponding Author: Melissa S. Stockwell, MD, MPH, Columbia University, 622 W 168th St, VC 402, New York, NY 10032 (mstockwell@columbia.edu).

Le rôle des professionnels de santé

Quelle méthode pour motiver les patients à se faire vacciner ?



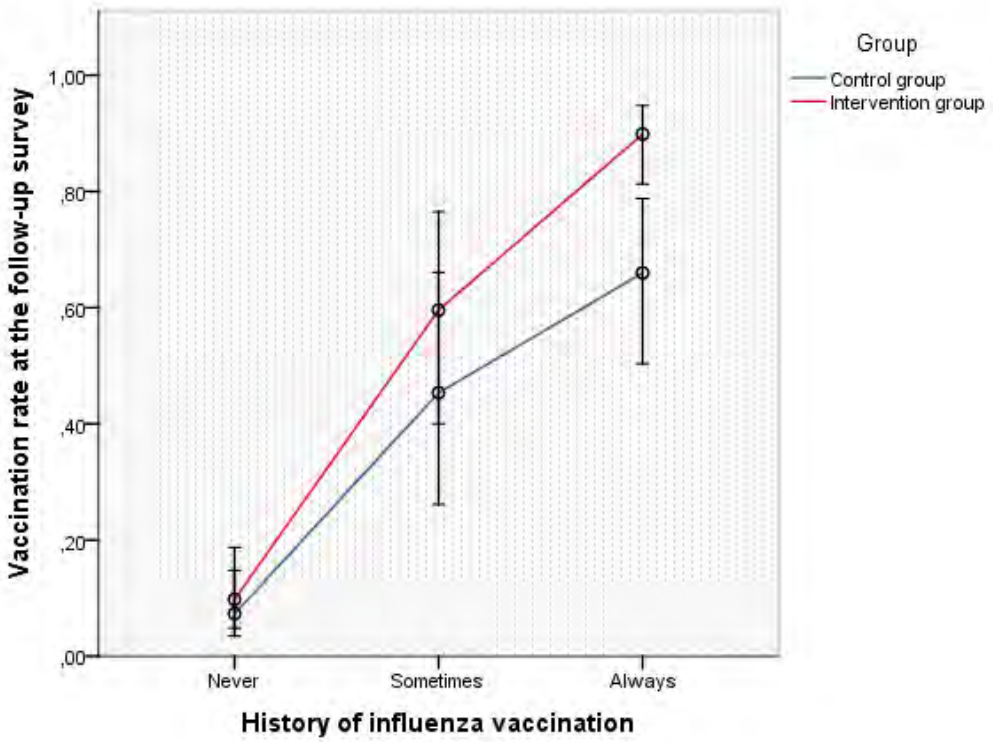
Brewer, et al., 2017, *Pediatrics*

Quelles solutions pour promouvoir la vaccination ?

- Population cible : sujets de plus de 64 ans non vaccinés contre les infections à pneumocoque
- Recrutement : consultation aux urgences (tout motif) dans 18 centres hospitaliers répartis sur le territoire national
- Méthode d'intervention : essai clinique randomisé par grappe
  - Taille finale de l'échantillon : 1475 individus
- Type d'intervention : intervention brève (recommandation de l'urgentiste à se faire vacciner contre la grippe et le pneumocoque + remise d'une lettre à l'attention du médecin généraliste + 3 rappels SMS)
- Evaluation post-intervention : entretien par téléphone 6 mois après le passage aux urgences pour évaluer le suivi ou non des recommandations

Accroitre les opportunités à la vaccination

Les recommendations des médecins sont efficaces…



… mais surtout sur les patients les moins hésitants !

Quelles solutions pour promouvoir la vaccination ?

Cochrane Library

Cochrane Database of Systematic Reviews

Interventions to increase influenza vaccination rates of those 60 years and older in the community (Review)

Thomas RE, Lorenzetti DL

Authors' conclusions

We identified interventions that demonstrated significant positive effects of low (postcards), medium (personalised phone calls), and high (home visits, facilitators) intensity that increase community demand for vaccination, enhance access, and improve provider/system response. The overall GRADE assessment of the evidence was moderate quality. Conclusions are unchanged from the 2014 review.