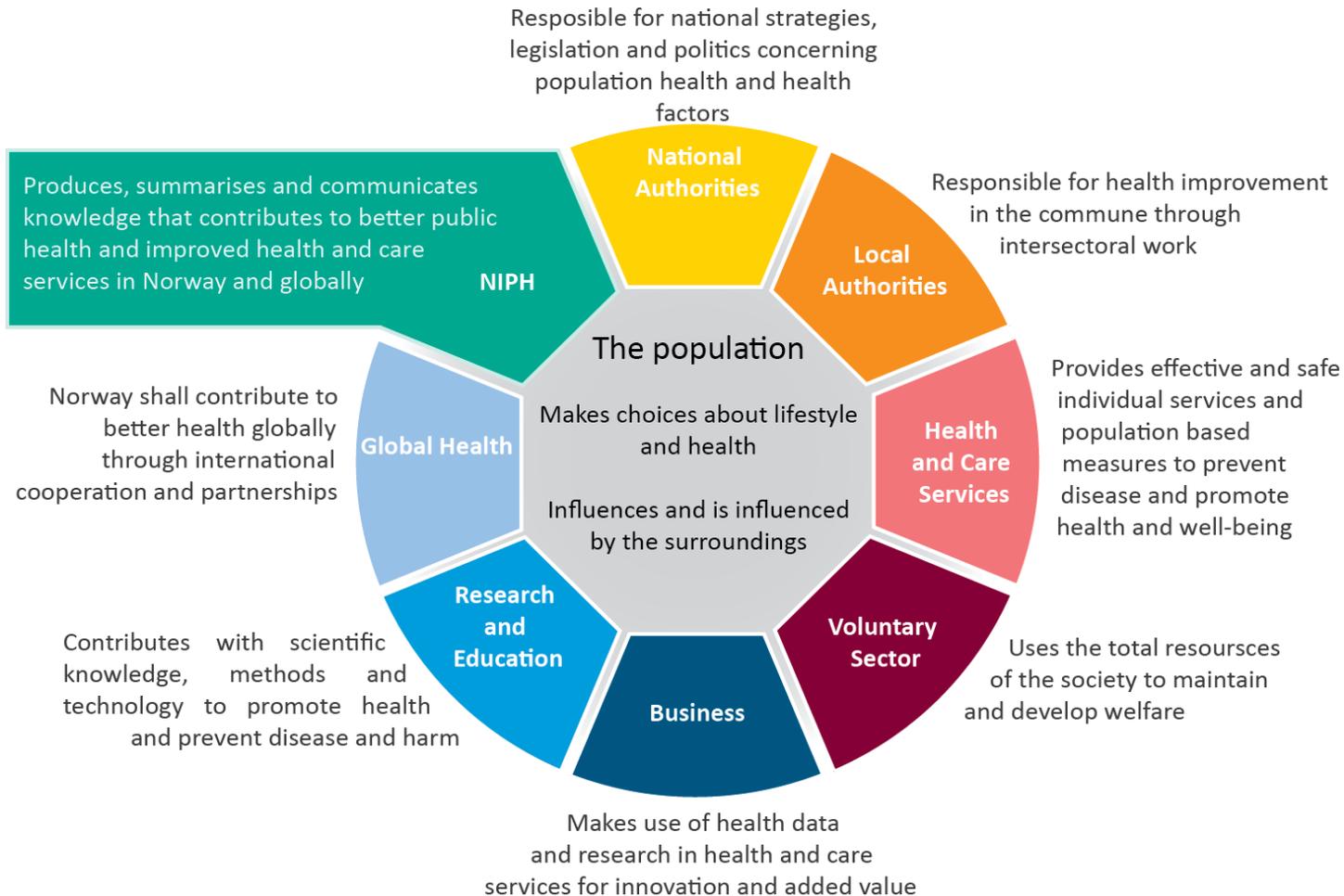




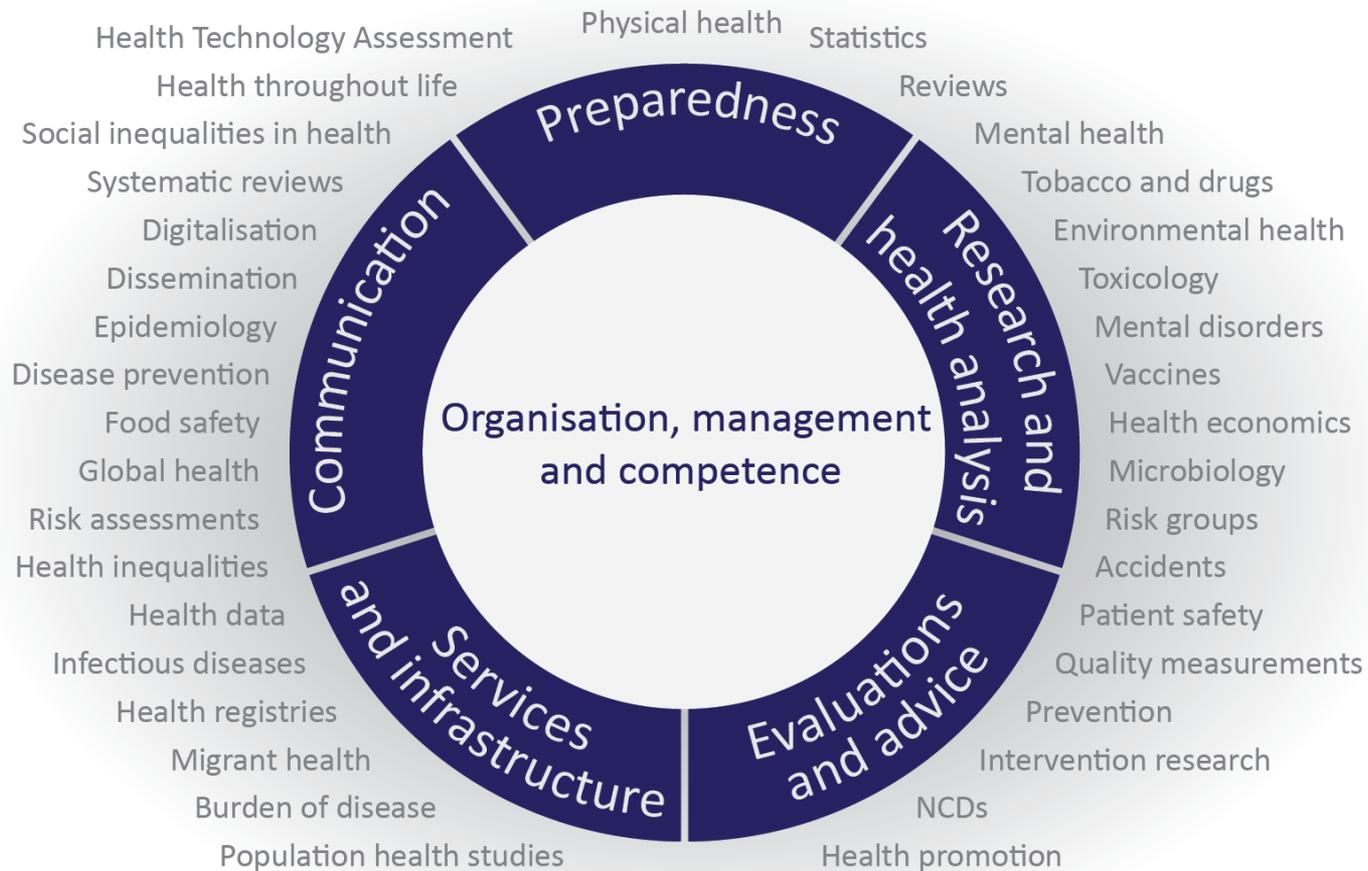
# Vaccine communication

Christina Rolfheim-Bye

# Role of NIPH and collaborating partners



# Core tasks and areas of expertise



# Vaccine perception in Norway

Approx 90 percent vaccine coverage

- The trust in health authorities is high
- School nurses are highly trusted
- The grandparents still remember



# Distrust for some

- The narcolepsy diagnoses following the pandemrix weakened trust in authorities but no effect on the childrens' programme
- Some smaller groups are sceptical/negative
- Wakefield report (autism from MMR vaccine) has been refuted but still has a congregation



# We have a standard way

Under revision now

## Target group: Health professionals

- Lectures in 19 counties
- Information letter to leading primary nurses / municipal doctors/ county governors
- Web communication:
  - Update manual for vaccination (e-book)
  - Vaccine pages on web
  - Vaccine distribution web page
- Fact sheet for health professionals
- Template for ppt
- Staff an advisory telephone for health professionals
- Consider need for survey before and after actions

## Target group: Parents

- Information brochure
- Make information- and consent forms for vaccination of school children
- Web communication

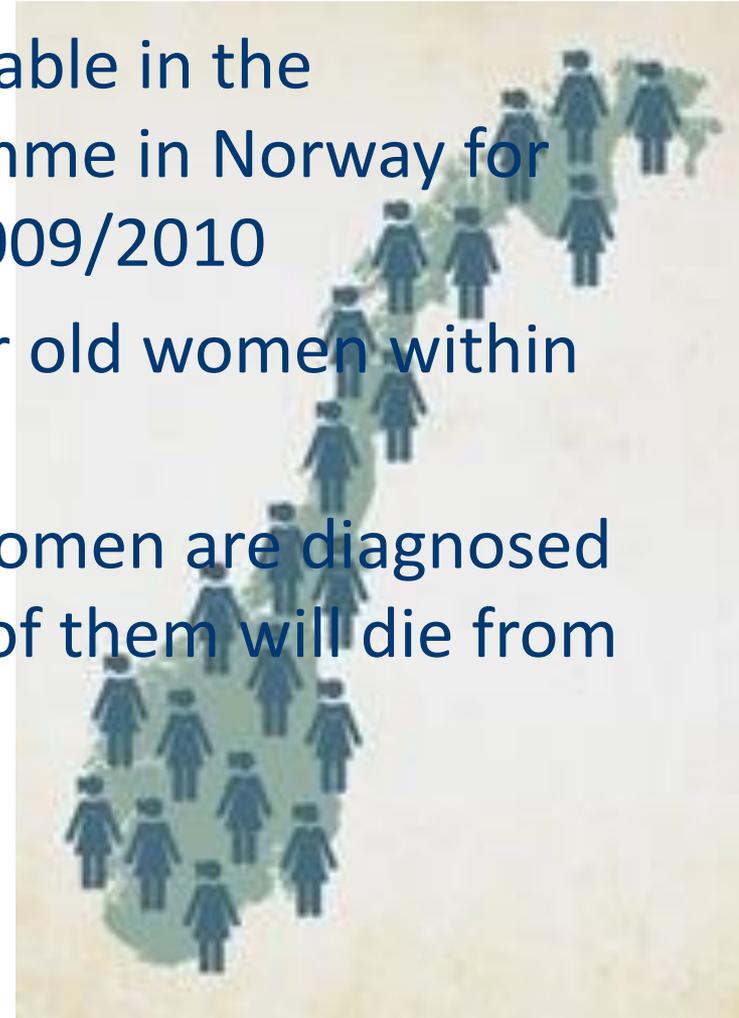
## Target group: Population at large

- Extended guidance phone and email service
- Media (media strategy)



# The on-going campaign: HPV

- The vaccine (HPV) has been available in the Childhood Immunisation Programme in Norway for girls in the 7th grade since the 2009/2010
- A catch-up vaccine for 18-25 year old women within a two year period
- Every year in Norway, 250-300 women are diagnosed with cervical cancer and 75-100 of them will die from it.



# Communication activities for the young women

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- Media launch with the Health Minister
- More targeted channels (Facebook, sms)
- Cooperation with young women (blogs)
- Use of short films
  - <https://www.youtube.com/watch?v=9xmBBG7MWwM>
  - <https://www.youtube.com/watch?v=yu9emlf3lis>
- Tight watch on the facebook discussions, and close dialogue with the young women

# Social media

Du kan bli  
**smittet**



selv om **du** bare  
har én partner



**Folkehelseinstituttet**

for ca. 2 måneder siden · 🌐

**Du kan bli smittet av HPV om du har hatt én eller flere flere ...**

Du kan bli smittet av HPV om du har hatt én eller flere flere partnere. HPV-vaksinen beskytter. Kvinner som er født i 1991 og senere får den gratis nå.

1 416 visninger

👍 Liker   💬 Kommenter   ➦ Del

👍 😬 98

Toppkommentarer ▾



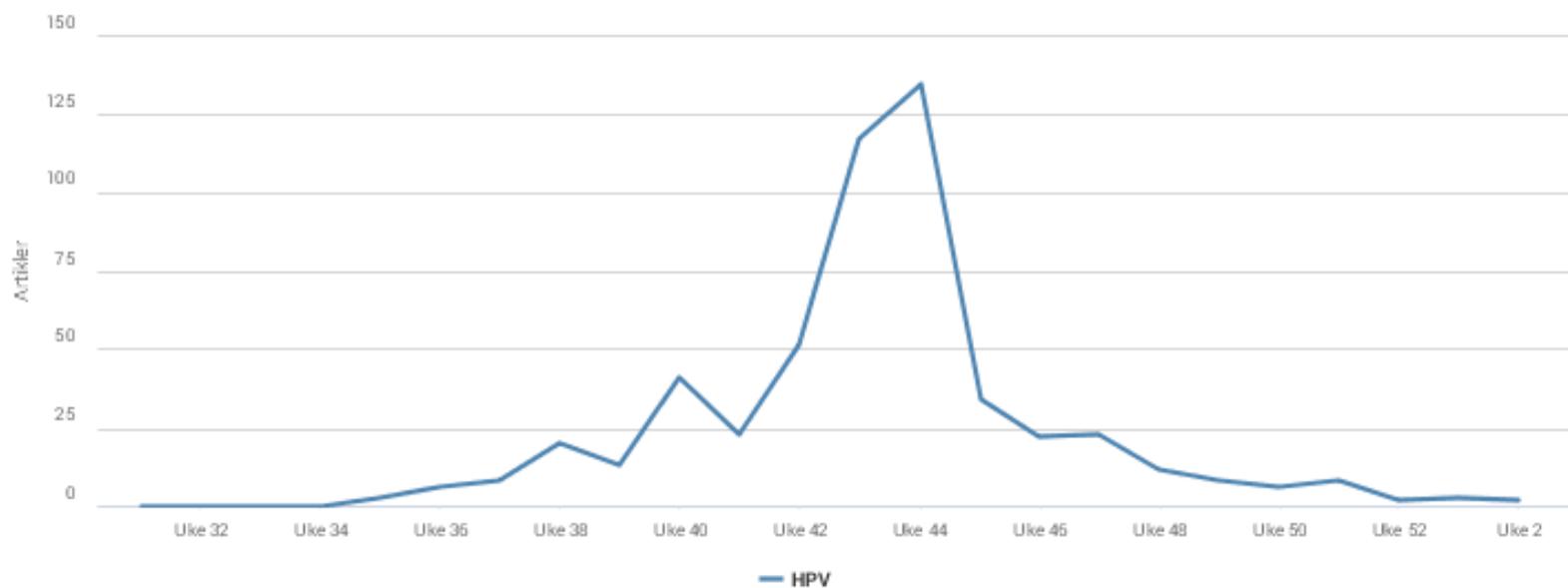
Skriv en kommentar ...



Når vi bruker troppspleieprodukter, kommer huden vår i kontakt med

- You may catch HPV even if you have only one partner.
- Women born in 1991 and later may have the vaccine for free, now.

# Media coverage – campaign period



Profilanalyse utført 11.01.2017



# Comm. with health professionals

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- 3 letters with practical info, for the municipalities in charge
- Fact sheet for health professionals
- Web information for health professionals
- On going advisory phone one hour every day and email ([vaksine@fhi.no](mailto:vaksine@fhi.no)) . When needed, a separate advisory phone service open 9-15 will be opened

# Including the Hep B-vaccine to the childrens` vaccine programme

- High acceptance among health professionals
- Low key communication strategy
- Main target group – health professionals



# Case discussion: Introduction of HPV vaccine

*You are introducing a HPV vaccine to the children's vaccine program.*

*In Denmark, they have experienced a huge public discussion due to vaccine resistance and alleged side effects of POTS and ME-like symptoms for a number of girls. The connection has not been scientifically proven, but a certain clinic is treating with this in mind.*

*This has caused a decline in acceptance for both the HPV in particular - and the children's` vaccine program in general.*

- *The anti-vaccine movement are well organized and especially active in social media.*
- *Who will be you main target groups?*
- *What communication channels will you make use of?*
- *How will you make use of and manage social media?*
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