

Building trust in vaccination

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Vaccine acceptance
is **complex** and
context-specific.



Thoughts, feelings



Attitudes,
cognitive biases

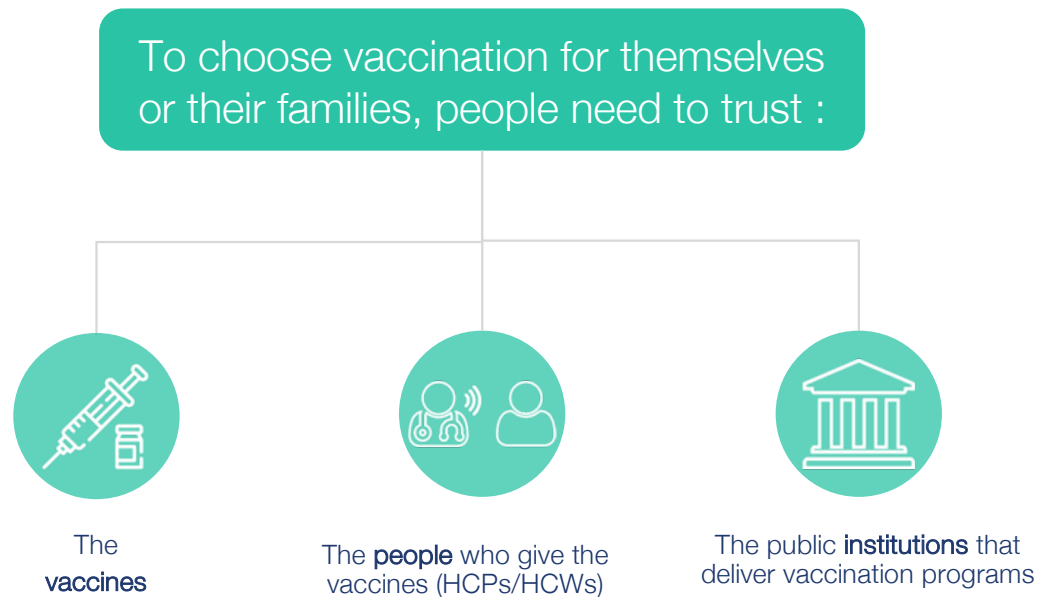


Trust, social
norms, beliefs,
experiences, fears



Moral values,
ideology, identity,
worldview

Trust is the cornerstone of vaccine decision-making.



Building HCP Capabilities to communicate on vaccination

Interpersonal communication training

AIMS¹ is a simple, powerful algorithm and approach for effective vaccination conversations.



Grounded in trust

Talk with, not at people

From reactivity to receptivity

Transforming the way HCPs relate to their patients

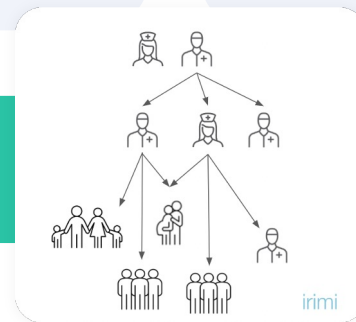
Social Media Influencer training

Building confidence and skill of HCPs to effectively use social media for communicating with patients and communities

The live training program is developed by the Public Good Projects (PGP), co-founders of Infodemiology.com and providers of training and ongoing support to three physician-focused networks.



Training-of-trainers model



Location for pilot training: São Paulo

Behavioral Insights Study:

With **São Paulo Health Department**, National online study will recruit early-career residents, family doctors and specialists (up to 6 years post graduation).

Stakeholder engagement process:

Key local stakeholders are strategically engaged in project goals, progress and results at key moments across the program cycle.

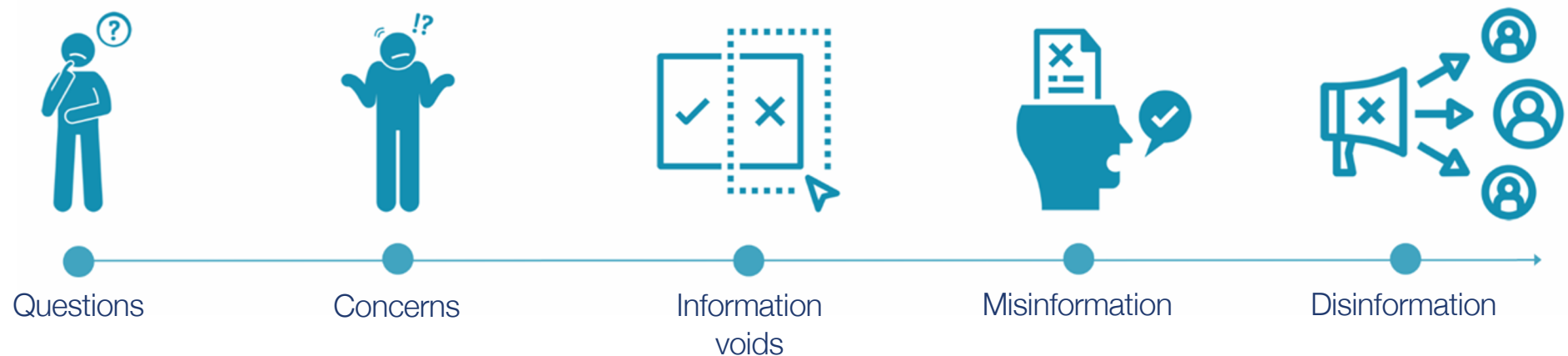
HCP recruitment and training: Medical Residents from across multiple specializations will be recruited and trained as peer trainers, following a competitive selection process. In collaboration with the São Paulo **Regional Medical Association (APM)** an open call for participation will be disseminated through APM networks and channels. Top applicants will be selected, and their participation incentivized with certification from the **Medical Association University**.



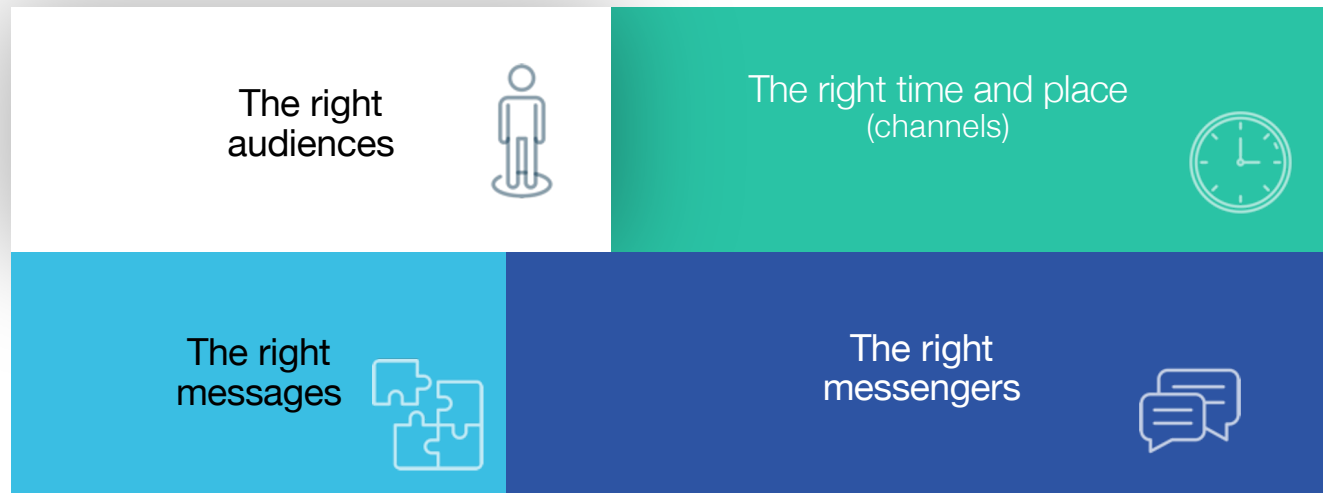
Vaccine Information Ecosystem

We live in a noisy information environment, and are constantly receiving information through different channels.

Online | Offline | On-ground



Effective vaccine communications must consider :





Healthcare Professionals | Public Health Professionals

Social Listening Program

Through a partnership with Talkwalker, organizations have access to best-in-class media monitoring software they can use independently. In parallel, the program offers ready-to-use systems and methods at no cost. Reports generated by social listening are published at regular intervals.

Online Training Program

Online training programs for the public health workforce, and the health care workforce. Each is developed by leading researchers and tailored for its audience. Trainings are online, free, and designed as a platform to build further resources upon. In-person training is offered on an ad hoc basis.



Infodemiology Brief

Selection of partners and funders



American Board
of Internal Medicine®



de Beaumont



CDC Foundation
Together our impact is greater



Local capacity strengthening in vaccine demand

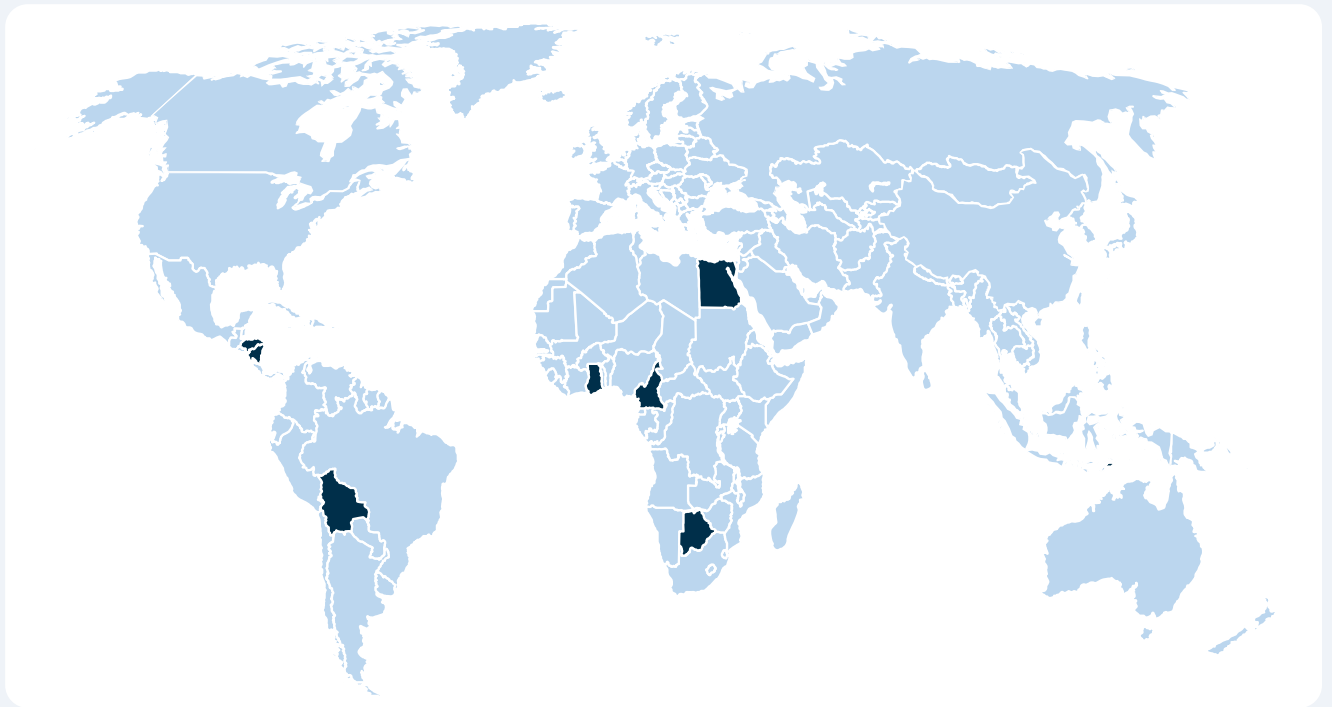
Social Listening, Misinformation Management, SBCC

Experiential learning methods.
Live and blended learning

Current **training modules** include:

- **Social listening and misinformation management**
- **Social Behavior Change Communications**
- AIMS interpersonal communication program for HCWs
- Becoming a social media public health influencer

We have trained over **250** health and communications professionals from governments, UNICEF offices, and other partners in **8 countries** on vaccine misinformation management, social listening and social behavior change communications





Effective Vaccine Demand Programs

Listen, understand and engage in the vaccine
communication ecosystem

Speak with people – not at them - where they are,
in their language, about what matters to them