



## Moving the needle from vaccine hesitancy to vaccine confidence

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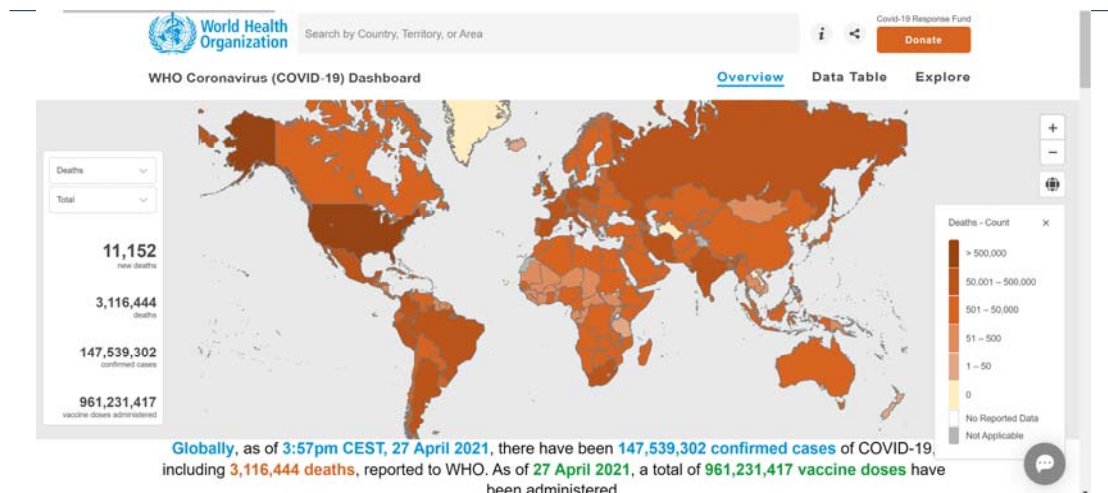
May 5, 2021 | 12-1:30 PM ET



Canadian Pharmacists Association / Association des pharmaciens du Canada

1

## Global Burden of COVID-19



<https://covid19.who.int/>

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2

## Approval status of COVID-19 vaccines in Canada

Manufacturer	Doses required	Submitted to Health Canada for review	Approved	Doses ordered
Pfizer-BioNTech	●●	✓	Dec. 9, 2020	Up to 76M
Moderna	●●	✓	Dec. 23, 2020	44M
AstraZeneca-Oxford	●●	✓	Feb. 26, 2021	22M
Johnson & Johnson	●	✓	March 5, 2021	Up to 38M
Novavax	●●	✓		Up to 76M
Sanofi-GSK	●●			Up to 72M
Medicago-GSK	●●			Up to 76M

CBC NEWS

Source: Health Canada

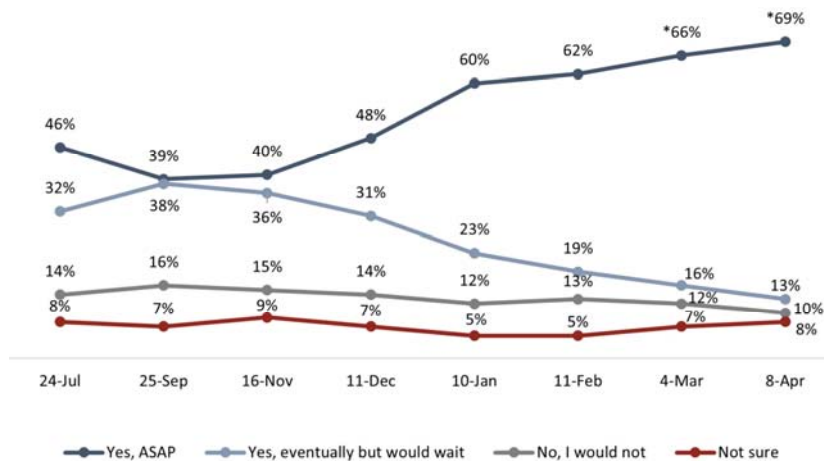
<https://www.cbc.ca/news/politics/johnson-johnson-covid19-vaccine-approved-1.5937900>

3



3

## Willingness to get COVID-19 vaccine in Canada



<https://angusreid.org/astrazeneca-confidence/>

4



4

## Vaccine Hesitancy



<https://www.who.int/emergencies/ten-threats-to-global-health-in-2019>

Delay in acceptance or refusal of vaccines **despite availability of vaccination services**  
 - **complex and context specific** varying across **time, place and vaccine**  
 - **influenced** by such factors as **confidence, convenience, and complacency**

5



5

## World Health Organization (WHO) 3Cs Model

### CONFIDENCE

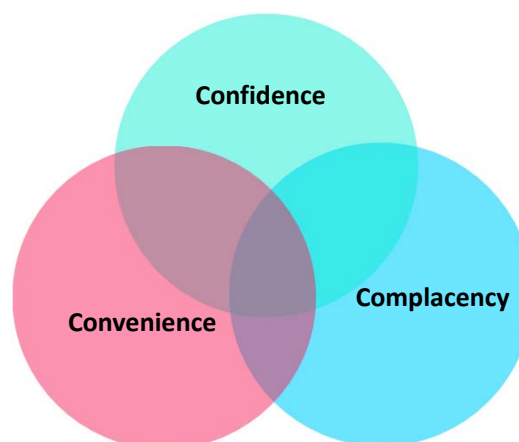
Trust in vaccines, their delivery, policy-makers

### CONVENIENCE/CONSTRAINTS

Structural and psychological

### COMPLACENCY

Perceived risks low; other priorities



MacDonald 2015. Vaccine 33:4161-4

6



6

## Strategies to Address Vaccine Hesitancy

- Vaccine hesitancy is complex
  - consider multiple factors
- No magic bullet
- Multipronged strategies work better



### Systematic Review:

- Peer-reviewed studies and gray literature (2007-2013)
- *Population: All populations*
- *Interventions: Dialogue-based, incentive, reminder*
- *Outcomes: Vaccine uptake, knowledge/attitudes*

Jarrett C. Vaccine 2015;33:4180-90  
Dube E. Vaccine 2015;33:4191-203

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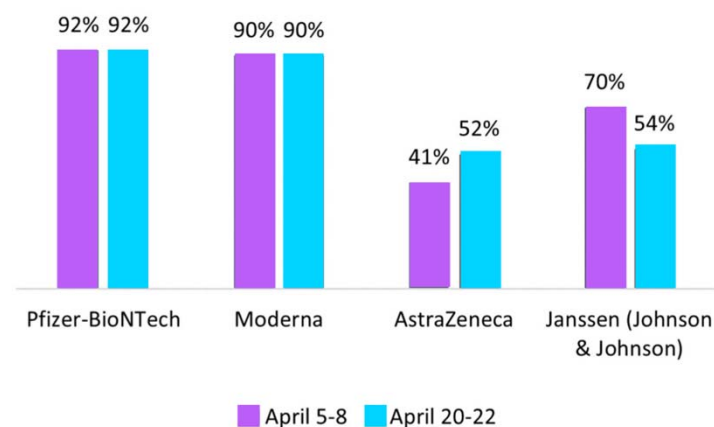
## Top Concerns about COVID-19 vaccines

1. Concerns about safety and efficacy
2. 'Newness' of vaccine
3. Vaccine not necessary



8

## Comfort level with receiving each brand of COVID-19 vaccine in unvaccinated Canadians



<https://angusreid.org/vaccine-astrazeneca-johnson/>

9

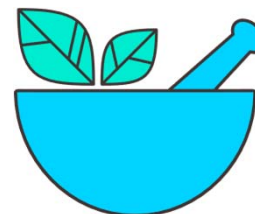
THE COVID CONVERSATIONS  
Informed. Insights. Ideas.

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9

## Pharmacist Attributes

- Accessible health care professional
  - Canadians report that pharmacists are their most frequently accessed health care provider
- Considered a credible source of information
  - Primary source of medication-related information
- *Considerable opportunity for intervention*
  - *Likely that intervention will be perceived as credible*



10

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10

## Role of Pharmacists in Vaccination (NOT new)!

1. Educator – provide information and recommendations
2. Facilitator – host for traditional immunizers (nurses) in to deliver vaccination
3. Immunizer – administer vaccinations



Isenor et al. Vaccine 34 (2016) 5708–5723

11



11

## Systematic Review – Pharmacist Impact

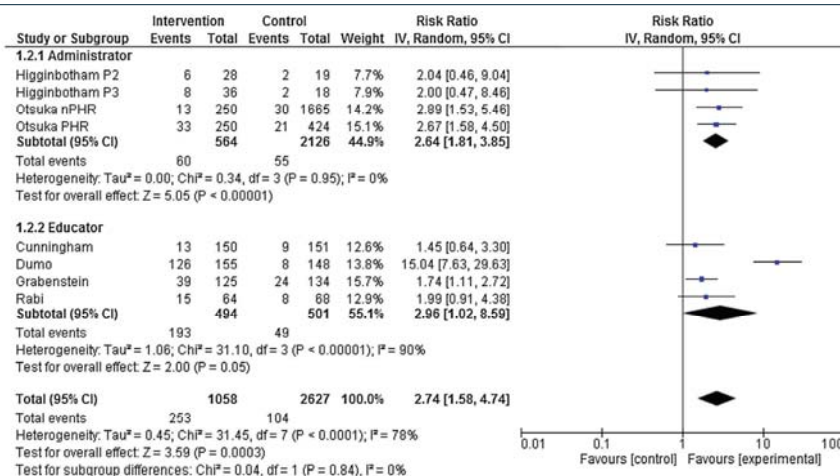


Fig. 2. Forest Plot of Impact of Pharmacist Interventions by Pharmacist Activity - Administrator, Educator/Facilitator and Overall (Administrator + Educator/Facilitator). Note: Otsuka included two separate intervention groups, each with a separate control group.

12

Isenor et al. Vaccine 34 (2016) 5708–5723



12

## What can YOU do?

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1. Address **YOUR** hesitancy
2. Address hesitancy in **YOUR** patients

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13



13

## 1) Address your own Hesitancy

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- You will likely be offered vaccine **before others**
- **Build knowledge and positive attitudes**
- **Get vaccinated yourself**
- **Share** your experiences with others
- **Show** you received the vaccine



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14



14

## 2) Address Hesitancy in your Patients

- Use **patient-centred** vaccination framework
- Use **presumptive ask**
- Make vaccination **convenient**
- Provide **reminders/appointments**
- **Words matter** – communicate effectively
- Address **mis/disinformation**
- Support the **community**

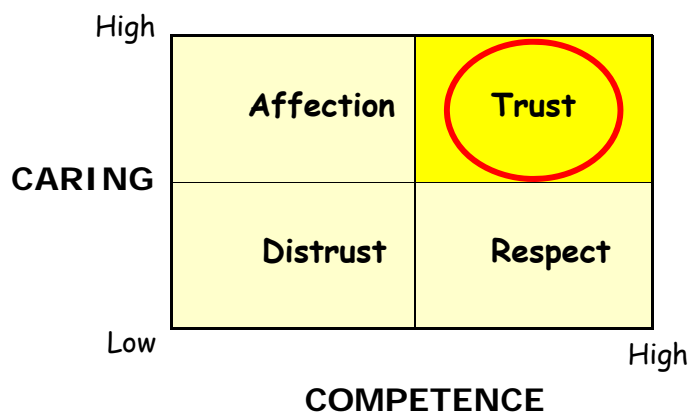


15



15

## Patient-Centred Care is based on Trust



Paling J. BMJ 2003; 327-745

16



16



## Evidence-based Vaccination Delivery Frameworks

### THE CARD™ SYSTEM (COMFORT, ASK, RELAX, DISTRACT)



- Educate all stakeholders
- Prepare clinic setting
- Accommodate patient requests
- Assess symptoms, use feedback to inform future practice

Taddio et al. 2019 Paediatr Child Health. [https://academic.oup.com/pch/issue/24/Supplement\\_1](https://academic.oup.com/pch/issue/24/Supplement_1)  
Taddio et al. 2021 Can Commun Dis Rep. <https://doi.org/10.14745/ccdr.v47i01a1>

17



17

## How to Engage in Conversations about Vaccination

Open ended questions

- What is your major concern about the vaccine?

Affirmation

- I understand....

Listen reflectively

- You are concerned by...

May I share

- This is the science/evidence on...

Summarize

- Let me summarize

WHO guide patient interaction and training tools

[https://www.google.ca/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi7qKTGpJTUahUpTd8KHboQDtwQFJACegQIBBAC&url=https%3A%2F%2Fwww.who.int%2Fimmunization%2Fprogrammes\\_systems%2FTrainingModule\\_ConversationGuide\\_final.pptx&usg=AOvVaw0BMfLLHn1sPqXS mMxkXu\\_v](https://www.google.ca/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi7qKTGpJTUahUpTd8KHboQDtwQFJACegQIBBAC&url=https%3A%2F%2Fwww.who.int%2Fimmunization%2Fprogrammes_systems%2FTrainingModule_ConversationGuide_final.pptx&usg=AOvVaw0BMfLLHn1sPqXS mMxkXu_v)

18

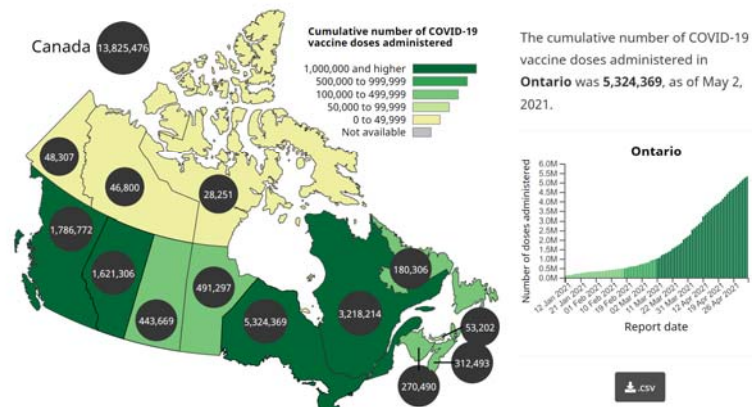


18

## COVID-19 vaccination in Canada

Figure 1. Cumulative number of COVID-19 vaccine doses administered in Canada by jurisdiction, as of May 2, 2021, 9 pm EST

🖱️ Hover over the map to see the cumulative number of COVID-19 vaccine doses administered in Canada and each jurisdiction over time.



<https://health-infobase.canada.ca/covid-19/vaccine-administration/#a3>

19



19

## Pharmacists Impact ALL 3 Cs

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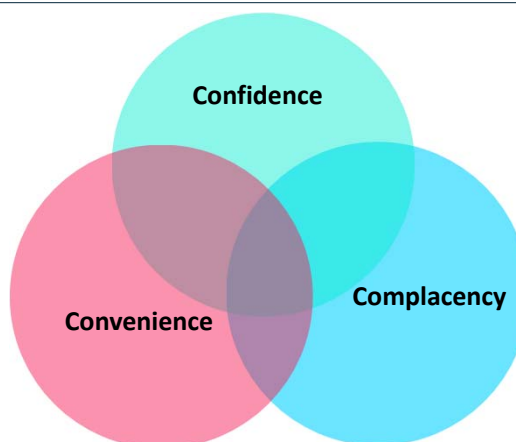
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20



20

## Resources



- **Immunize Canada:** <https://immunize.ca>
- Public Health Agency of Canada: <https://www.canada.ca/en/public-health.html>
- Canadian Immunization Guide: <https://www.canada.ca/en/public-health/services/canadian-immunization-guide.html>
- National Advisory Committee on Immunization: <http://www.phac-aspc.gc.ca/naci-ccni/>
- Canadian Pharmacists Association: <https://www.pharmacists.ca/>
- British Columbia Centre for Disease Control: <http://www.bccdc.ca/health-info>
- Public Health Ontario: <https://www.publichealthontario.ca/>
- Centre for Effective Practice: <https://cep.health/>
- World Health Organization: [https://www.who.int/health-topics/vaccines-and-immunization#tab=tab\\_1](https://www.who.int/health-topics/vaccines-and-immunization#tab=tab_1)
- US Centers for Disease Control and Prevention (CDC): <https://www.cdc.gov/>

21



21

## CARD implementation PHAC-funded

- <https://immunize.ca/>
- <http://phm.utoronto.ca/helpinkids/>
- <https://www.aboutkidshealth.ca/card>
- Contact [anna.taddio@utoronto.ca](mailto:anna.taddio@utoronto.ca)  
(*more resources coming soon....*)



22



22

# Thank you



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