


Combatting vaccine hesitancy and disinformation – lessons from the case of the HPV vaccine in Ireland

A presentation to NVAC –
Dr. David Robert Grimes
(@drg1985)

14th February 2020

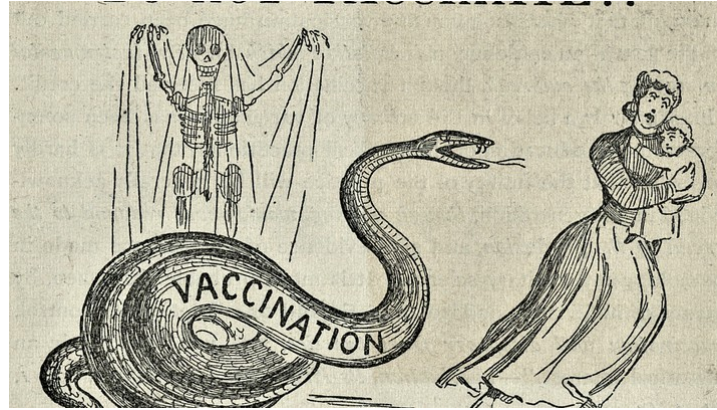
 **The Anti-Vaccination Society of America**
OTHERWISE

An Association of "half-mad", "misguided" people, who write, and toil, and dream, of a time to come, when it shall be lawful to retain intact, the pure body Mother Nature gave, sends GREETING to a "suspect". "Liberty cannot be given, it must be taken."

You are Invited to Join Us

Frank D Blue, Sec'y, **1902** Hon L. H Piehn, President
Terre Haute, Ind.

Enclose 25c for certificate of membership.



Anti-vaccine activism is not a new problem



World Health Organization

- “How one addresses the antivaccine movement has been a problem since the time of Jenner. The best way in the long term is to refute wrong allegations at the earliest opportunity by providing scientifically valid data. This is easier said than done, because the adversary in this game plays according to rules that are not generally those of science.”
- -Andre, Francis E., et al. "Vaccination greatly reduces disease, disability, death and inequity worldwide." *Bulletin of the World health organization* 86 (2008): 140-146.

Sudden Infant Death Syndrome
Up to 60% of Immune System Destroyed

Medical Disease Attention Deficit
Learning Disabilities Brain
Total Multiple
Mental Damage Auto-Immune

Genetic Toxicity

Seizures - Epilepsy - Deafness - Blindness
Central Nervous System Damage
Death

VACCINES HAVE NEVER BEEN STUDIED FOR SAFETY.

- Encephalitis
- ADD/ADHD
- Guillain Barre Syndrome
- Seizures
- Erythema
- SIDS
- Respiratory Infection
- Idiopathic thrombocytopenic purpura
- Lupus
- Fibromyalgia
- Eczema
- Demyelinating disease
- Autism
- Food/Animal Allergies
- Cancer
- and more.....

IS IT REALLY WORTH THE RISK?

Facebook.com/RageAgainstVaccines

FDA, Big Pharma, Monsanto, USDA, CDC, AMA, EPA... are systematically poisoning us.



It's called
POPULATION CONTROL!
PLEASE WAKE UP PEOPLE!

Vaccines Are Dangerous
A Warning To The Global Community

At the time of vaccination the HSE does not provide the Patient Information Leaflet (PIL) to parents, which says to contact your Healthcare Provider if you experience any of the following **known side effects**:

- BREATHING DIFFICULTIES,
- SEIZURES,
- UNUSUAL TIREDNESS,
- WEAKNESS,
- CONFUSION,
- CHEST PAINS,
- SWOLLEN GLANDS,
- JOINT PAIN,
- LEG PAIN,
- FAINING EPISODES,
- MUSCLE WEAKNESS,
- VOMITING

Multiple vaccine doses have resulted in up to 145,000 child deaths in past 20 years

According to data compiled from the government's Vaccine Adverse Events Reporting System (VAERS), as many as 145,000 children or more have died in the past 20 years as a result of this multiple vaccine dose approach, and few parents are aware of this shocking fact.

DANGER

CHILD VACCINE
(TOXIC WASTE)

Weaponization of the internet

- Since early days of internet, anti-vaccine propaganda flourished
- Extreme claims about vaccines dominate social media
- These claims are invariably false or misleading
- Despite being easily debunked, they thrive and spread
- Their propagation drives vaccine hesitancy
- But why are they effective, if they're mendacious?

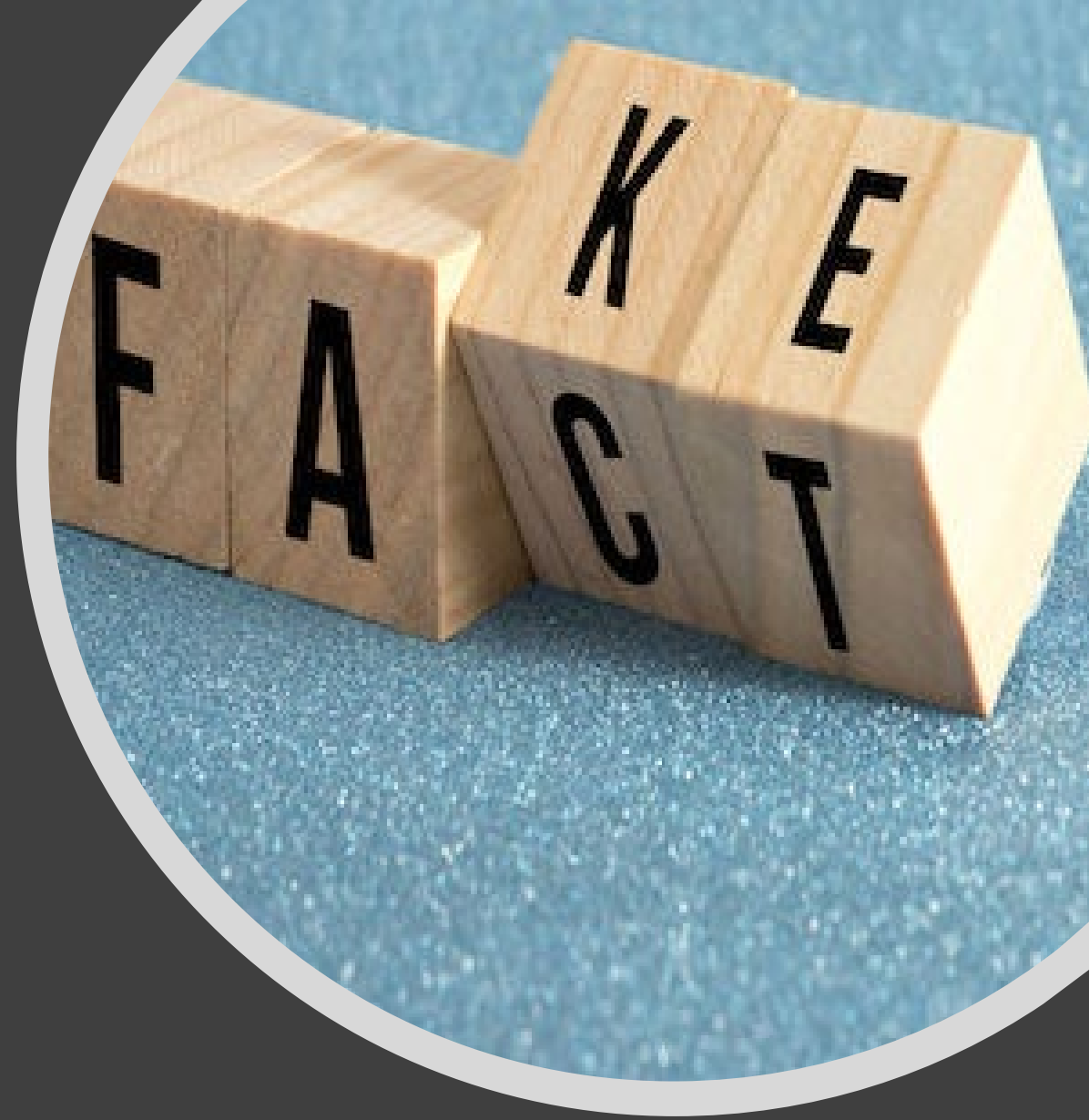
Availability Heuristic and misleading vividness



- The availability heuristic is a mental shortcut where we ascribe more weight to information easily recalled
- ***“If it can be recalled easily, must be important”***
- This skews us towards either more recent information *OR* more plentiful examples
- In tandem, we are also slaves to the anecdotal fallacy, where vividness of anecdote captures our attention and biases our sense of danger

Illusory Truth effect

- Illusory truth is our tendency to believe information to be correct due to repeated exposure
- Research indicates simple repetition of falsehood can in some instances even sway us to accept a fiction despite knowing better
- “Big lie” principle – and Napoleon's mantra!
- This is often a subconscious process – acceptance through repetition



W. J. Brady et al, 'Emotion shapes the diffusion of moralized content in social networks', Proceedings of the National Academy of Sciences 114, 2017



C. Paul, M. Matthews, 'The Russian "firehose of falsehood" propaganda model', Rand Corporation (2016)

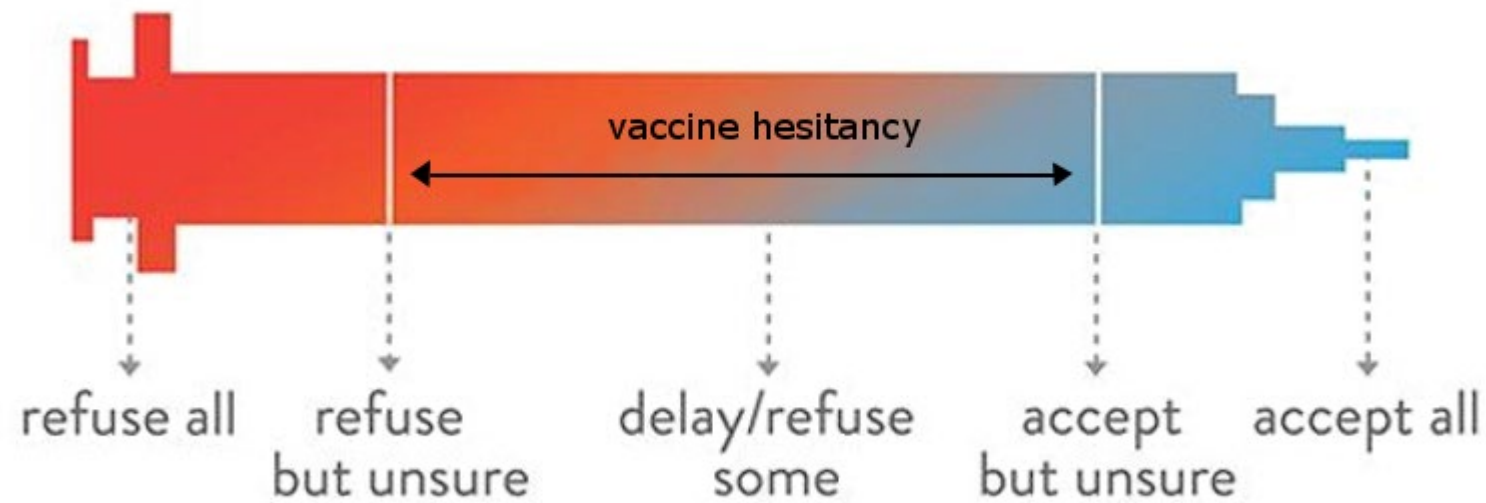


We are only starting to appreciate how toxic falsehoods can be online in particular, and how resilient to correction. This is seen everywhere from politics to medicine – and perhaps vaccination is the most stark example of the perils of disinformation

S. Vosoughi, D. Roy, S. Aral, 'The spread of true and false news online', Science, 2018

Vaccine
hesitancy is a
spectrum

Continuum of Vaccine Acceptance



What is HPV?

HPV is a common virus that infects teens and adults.



80%

of people will get an HPV infection in their lifetime.



HOW CAN HPV CAUSE CANCER?



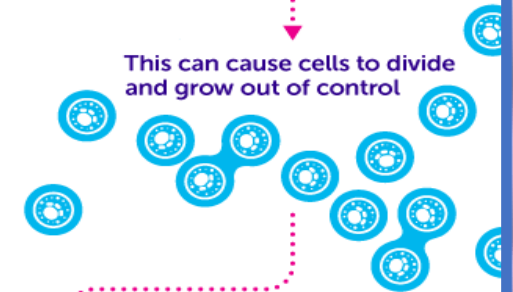
Person gets an infection from human papilloma virus (HPV) that they can't clear

HPV infection usually causes no problems at all and often doesn't have any symptoms



In high-risk infection the virus can damage DNA

This can cause cells to divide and grow out of control

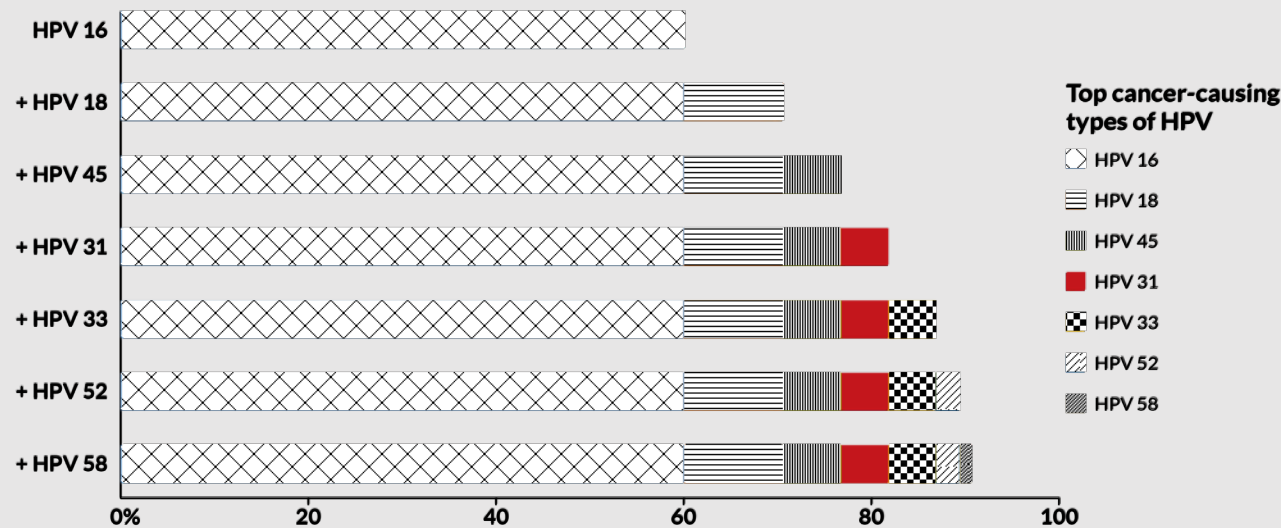


This can lead to cancer

TOGETHER WE WILL BEAT CANCER
cruk.org/HPV



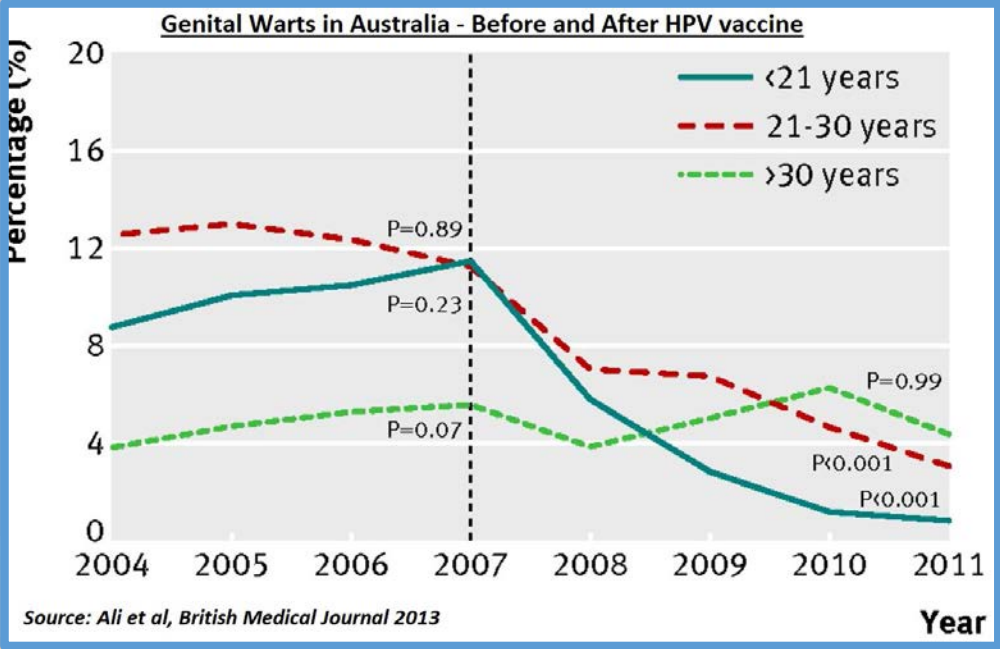
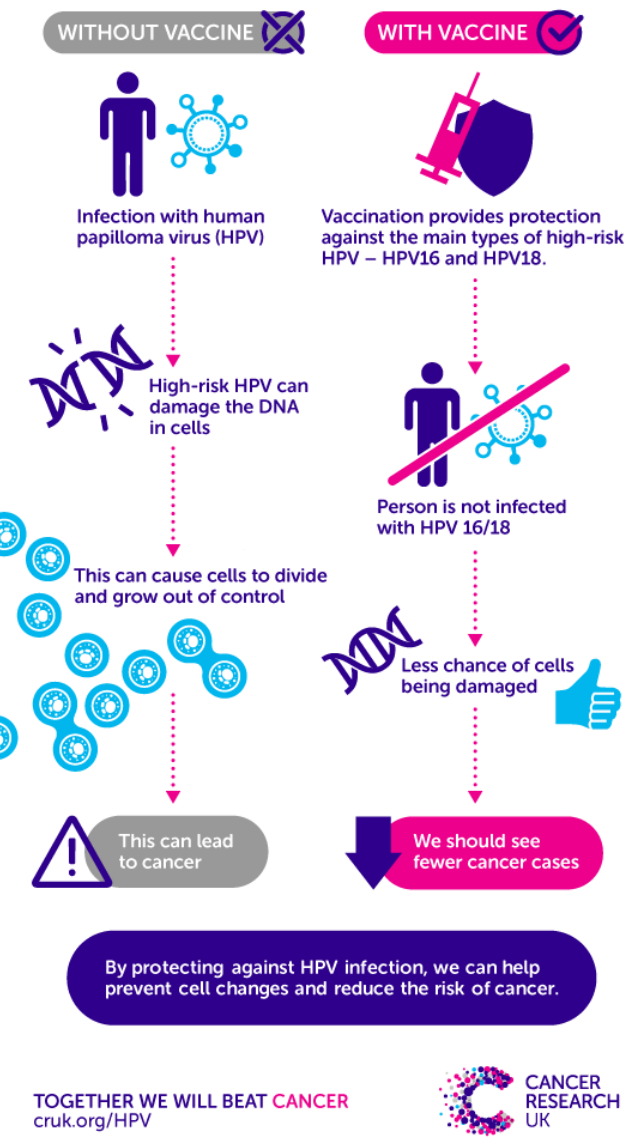
Percent of cervical cancers worldwide caused by HPV type



Source: Graphic: Sciencenews.org, Data: New England Journal of Medicine (Journa et al 2015)

Thankfully, we've had a vaccine against the most odious strains of HPV for just over a decade now! One that is seriously effective...

HOW THE HPV VACCINE WORKS



CNN Health » Food | Fitness | Wellness | Parenting | Live Longer International E

Australia set to 'eliminate' cervical cancer by 2028

By Nina Avramova, CNN

Updated 15:18 GMT (23:18 HKT) October 3, 2018

CNN headline on Hall et al, The Lancet, 2018

Estimated annual number of cancers caused by HPV in Ireland
(2010-2014 data). These numbers are on the rise

420

Most of these cancers could potentially be prevented by HPV vaccination

Source: Irish Cancer Society 2018

World Health Organization

NHS

CDC

CANCER RESEARCH UK

HE

Irish Cancer Society

Just a tiny fraction of the professional health bodies who endorse the HPV vaccine

...but if you went online, you might encounter shocking stories like these.....

Reactions and Effects of Gardasil Resulting in Extreme Trauma

Home Background Victims Research Videos



R.E.G.R.E.T.

What needs to be done?

R.E.G.R.E.T. Support Group
INAUGURAL MEETING,
SWORDS, 23/05/2015, 12 am.
PROPOSED STRUCTURE AND AGENDA.

12.00. INTRODUCTION.

AIMS OF THE GROUP:

- ✗ TO GET THE GIRLS HEALTH BACK
- TO CREATE AWARENESS AMONG OTHER PARENTS OF THE POTENTIAL FOR SERIOUS REACTIONS
- TO SUPPORT THE GIRLS IN THEIR EFFORTS TO CONTINUE THEIR EDUCATION

Vaccine Creator Dr. Diane Harper Confesses: Gardasil Is More Dangerous Than The HPV virus it was made to prevent!




GARDASIL®
Human Papillomavirus Vaccine

Helping destroy the **AND NOW BOYS TOO**
Lives of Little Girls

ONE INJECTION AT A TIME

HPV Vaccine Conspiracy Exposed, WHO Ignore “Adverse Effects”

Illinois Teen Dies of ADEM Three Weeks After HPV Vaccination



Sacrificial Virgins - The Dangers of the HPV Vaccination | Full Documentary 2017

The Truth Archive • 2.4K views • 10 months ago

Is the next Thalidomide-style scandal about to break? The Human Papilloma Vaccine (HPV) is a treatment in widespread use but ...



Jim Corr

@Jimcorrays

Follow

HPV Vaccine Injured Protest Tomorrow (Monday) at 12:30–14:30 Kildare Street, Dublin 2 County Dublin #HPV #Gardasil #regret #hpvaccine

11:14 AM - 8 Jul 2018



Dangers of Vaccines: Part 1: VERY dangerous HPV vaccine

Truth Finder • 2.7K views • 1 year ago

You won't believe how dangerous the HPV vaccine is. Shocking. (Dangers of Vaccines: Part 1)



Hear Why He Calls The HPV Vaccine a Crime Against Kids!

iHealthTube.com • 32K views • 4 years ago

The HPV vaccine continues to be a hotly debated issue. Robert Scott Bell, popular radio host and homeopathic practitioner, ...



HealthRanger

@HealthRanger

Follow

Court ruling confirms Gardasil vaccine kills people... scientific evidence beyond any doubt. bit.ly/2qTiCoO #HPV #Gardasil #health




Court ruling confirms Gardasil vaccine kills people... scient... Read more about the insane denial of reality in the vaccine-pushing medical industry at <http://NaturalNews.com>. NaturalNews videos would not be possible without... vimeo.com

6:30 PM - 23 Apr 2018

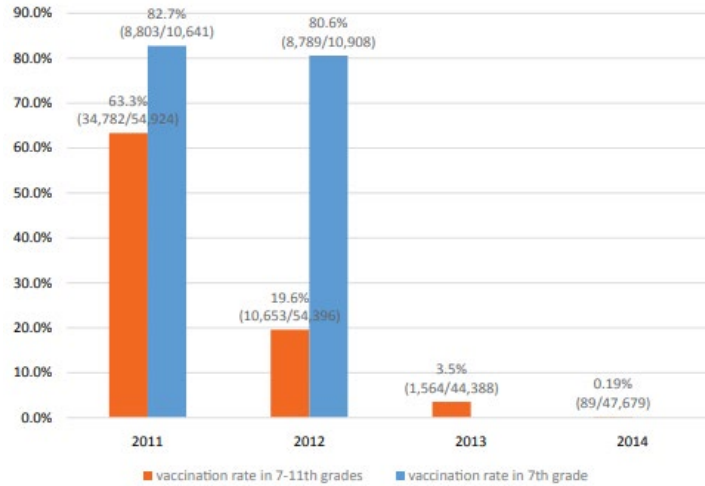
The Truth is Out: Gardasil Vaccine Coverup Exposed

By Kelly Brogan, MD

THE HPV VACCINE IS ASSOCIATED WITH SERIOUS HEALTH RISKS



© 2008, April 7, 2008/2011



Japan's silence on HPV vaccinations will lead to 11,000 cancer deaths, study says

REUTERS

[PRINT](#) [SHARE](#)

[ARTICLE HISTORY](#) FEB 11, 2020

A decision by the government to stop recommending adolescent girls receive an HPV vaccination will likely result in almost 11,000 deaths from cervical cancer if it is not reversed, according to [a study](#) in a prestigious medical journal.

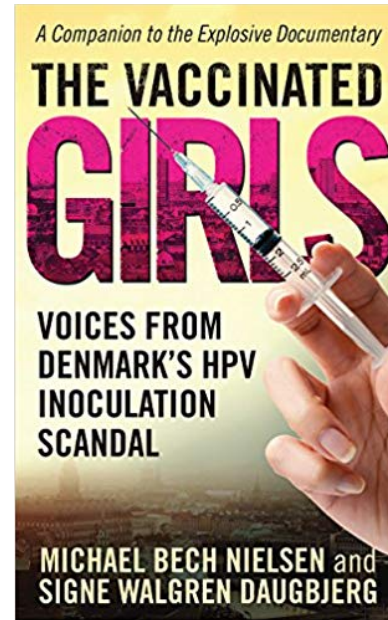


World Impact - Japan

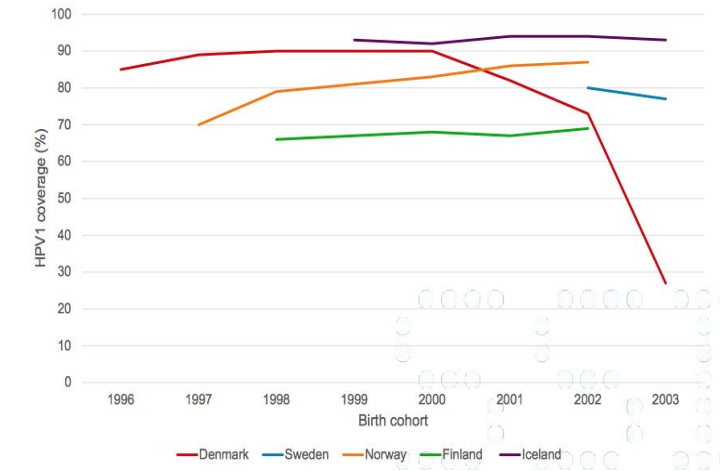
- Disinformation about the vaccine led to confidence crisis in 2013
- Unsubstantiated claims of harm perpetuated in media
- Politicians stopped recommending the vaccine
- Net result: Fall in uptake from ~70% to <1% in a year or so

World Impact – Denmark

- In 2014, an ostensible documentary on HPV vaccine damage was aired on Danish television
- The effects were immediate and dire
- Vaccination rates plummeted in a year from 79% to 17%



5. HPV VACCINE UPTAKE OF FIRST DOSE BY BIRTH COHORT IN THE NORDIC COUNTRIES



The Irish situation


- In 2015, The panic came to Ireland
- Within a year or so, uptake had fallen from 87% to 50%
- But unlike other countries effected, something different occurred

Irish Vaccination Awareness

GARDASIL® RISK INFORMATION

At the time of vaccination the HSE does not provide the Patient Information Leaflet (PIL) to parents, which says to contact your Healthcare Provider if you experience any of the following **known side effects**:

BREATHING DIFFICULTIES,
SEIZURES,
UNUSUAL TIREDNESS,
WEAKNESS,
CONFUSION,
CHEST PAINS,
SWOLLEN GLANDS,
JOINT PAIN,
LEG PAIN,
FAINTING EPISODES,
MUSCLE WEAKNESS,
VOMITING,
FEELING UNWELL,
BLEEDING,
BRUISING EASIER,
STOMACH ACHE,
BOWEL PROBLEMS,
HIVES,
RASH,
CHILLS,
SKIN INFECTION AT INJECTION SITE.



GET INFORMATION BEFORE YOU GET THE VACCINE

Some girls in Ireland have missed months and in some cases years of school due to severe health problems which started not long after getting the vaccine.

Irish support group for those suffering since getting the HPV vaccine:
Web: www.regret.ie Email: Support@regret.ie

THE IRISH TIMES

Court told of 'horrendous adverse effects' of HPV vaccine

Mon, Nov 2, 2015, 19:02

Fiona Kirby claims her daughter needs permanent care after receiving Gardasil



Reframing the narrative

- The Irish response was different
- A vaccine alliance was formed of medical professionals, scientists, parents, and government ministers
- Factual, reliable information was produced and disseminated
- Multiple respected organisations joined, and by 2017 Ireland was seeing beginning of recovery – unlike other countries
- But the most effective component was a personal story; a vital one..

THE LANCET

CORRESPONDENCE | VOLUME 391, ISSUE 10135, P2103, MAY 26, 2018

Rapid response to HPV vaccination crisis in Ireland

Brenda Corcoran ✉ • Anna Clarke • Tom Barrett

Published: May 26, 2018 • DOI: [https://doi.org/10.1016/S0140-6736\(18\)30854-7](https://doi.org/10.1016/S0140-6736(18)30854-7)

Irishhealth
.com

New alliance aims to boost vaccine uptake

Will provide evidence-based information

We know it's effective. So why is there opposition to the HPV vaccine?

David Robert Grimes

The
Guardian

Mon 11 Jan 2016 16.44 GMT



Don't be swayed by rumours

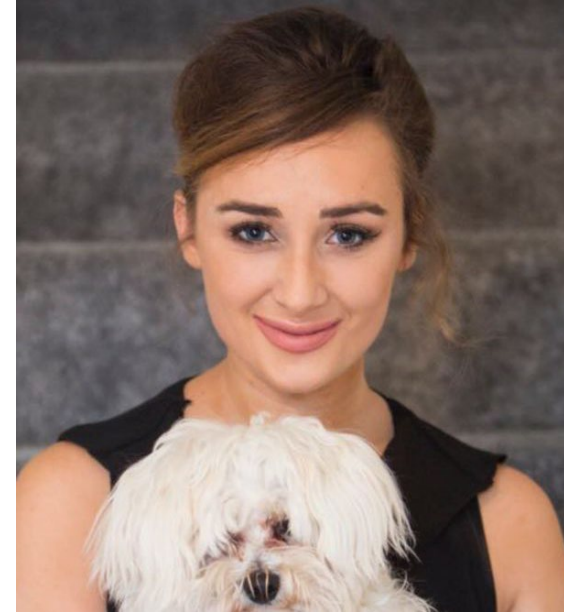
Get the facts from the HSE at hpv.ie



WHO Campaign



In memory of Laura Brennan



At 24, I was diagnosed with cervical cancer stage 2B. I was quite optimistic, as there was something that could be done. With chemo and radiation, there was a good chance it could be cured. Two months later it was back – and things are different this time. There is no treatment that will cure my cancer; there is only treatment that will prolong my life. If anything good comes out of this, I would hope parents get their daughters vaccinated. The vaccine saves lives – it could have saved mine.



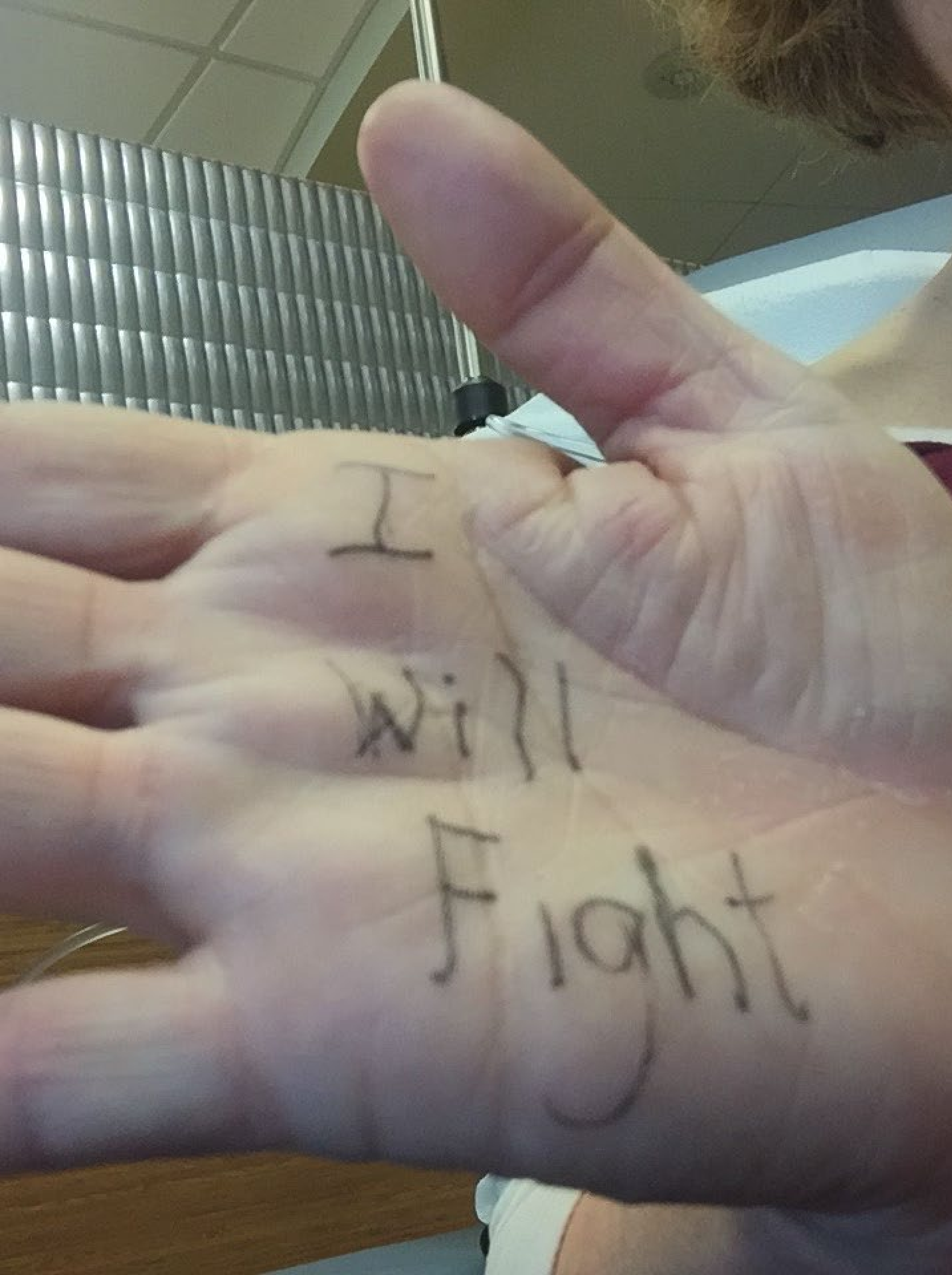
Results and conclusion

Changing minds is vital, but hearts matter every bit as much; we are not intellectual automatons, but emotional creatures who feel first and think later. All the facts, arguments and logic in the world are for nothing if we cannot connect on an emotional level. Laura's story saved more lives than a library of journal articles in isolation ever could. (From "The Irrational Ape", David Robert Grimes 2019)

- Laura's story melded scientific fact with personal account – she was “the reality of an unvaccinated girl”.
- This resonated – it reframed the narrative from phantom side-effects to the very real tragedy vaccination would prevent.
- Crucial lesson – all the facts in the world are irrelevant if we can't show people WHY it matters
- Personal stories are central to doing this – to showing, with human reference, why vaccination matters
- This is a vital component of combatting mendacious fictions about vaccination - and reminding the public why it matters so much, and consequences of becoming complacent.

THE POWER OF PATIENT STORYTELLING

TAMIKA FELDER,
CERVIVOR



2001

AT THE AGE OF 25
I WAS DIAGNOSED WITH
CERVICAL CANCER.

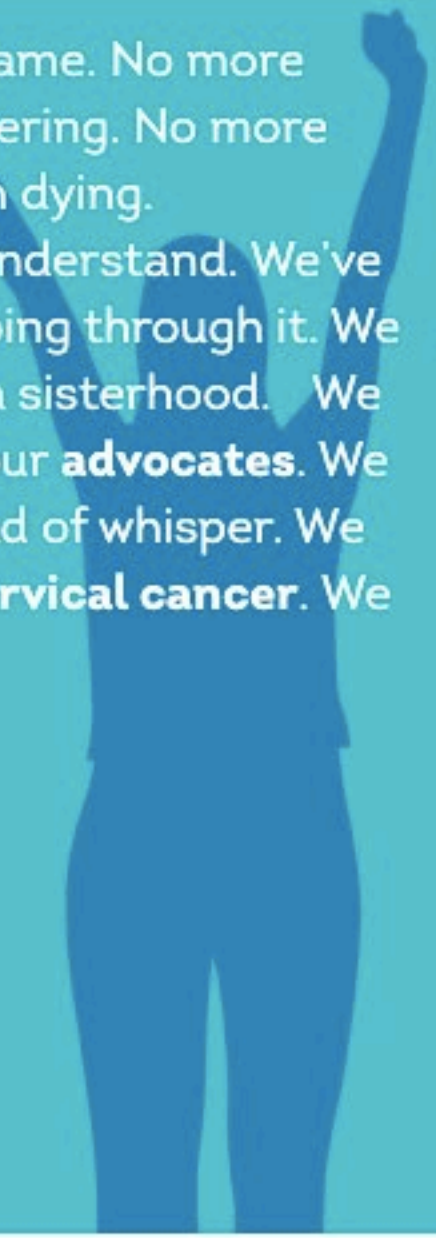
MAKING MY SURVIVORSHIP
COUNT IS HOW I LIVE MY LIFE
BEYOND CANCER.

Tamika Felder

cervivorTM
informed. empowered. alive.



No more fear. No more shame. No more confusion. No more whispering. No more suffering. No more women dying. **CERVIVOR IS HERE!** We understand. We've been through it. We are going through it. We are your support. We are a sisterhood. We are your educators and your **advocates**. We are voices that roar instead of whisper. We are a movement to **end cervical cancer**. We are here for you.

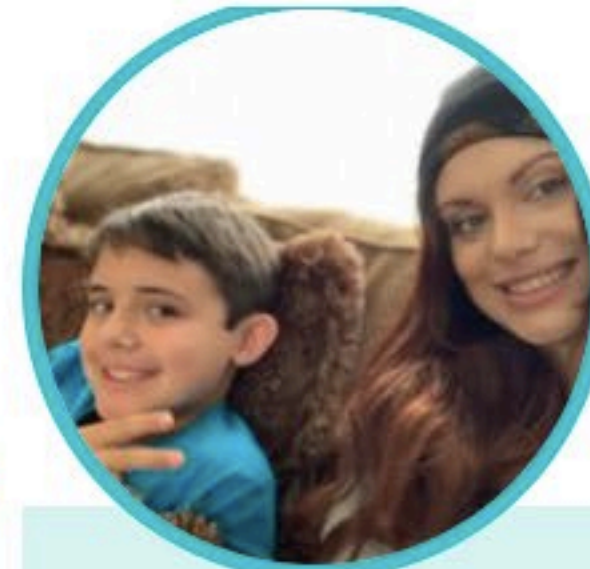




Laura
Indiana



Lily
Minnesota



Christine
New Jersey



Andrea
Minnesota



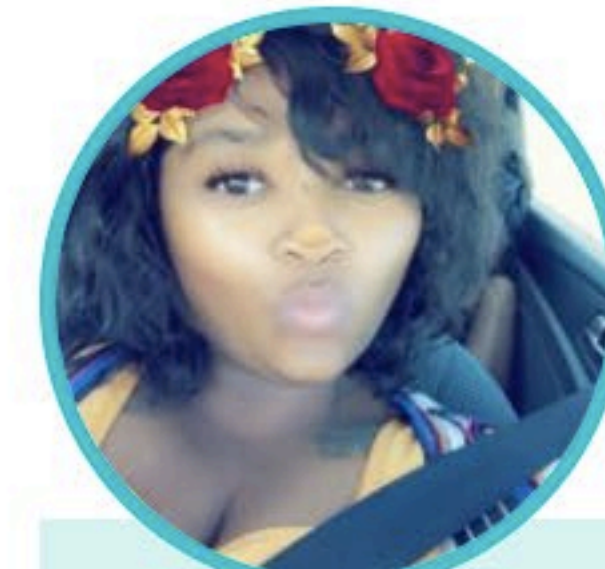
Sally
Kenya



Becky
California



Lorie
Michigan



Lori
Texas



A message i received:

Thank you so much for inviting me. I have been very worried about that shot for a couple of years now. After hearing your stories I am definitely getting it for Rilee. You three are so brave. You are always in my prayers. ❤️❤️





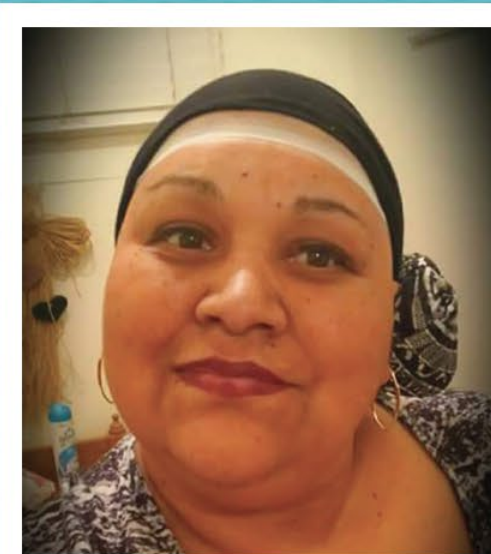
In Memoriam



Brittany



Brittaini Faith Qadri



Dawn Fraga-Meija



Lizzi Haas



Erica Frazier Stum



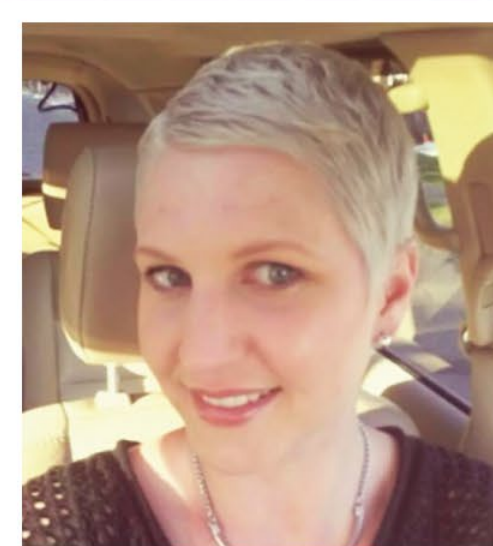
Teolita Rickenbacker



Lisa Riebersal



Amanda OB



Jillian Scalfani



Curtissa



Heather Lyn Martin



Kristin Forbes



Kelly Pozzoli



Mary Lucille Fuller Walker



Laura Brennan

4000 Women Die Annually of Cervical Cancer in the United States



KEEP IN TOUCH!

tamika@Cervivor.org

Addressing Vaccine Hesitancy with Storytelling

Families Fighting Flu

Serese Marotta
Chief Operating Officer & Parent Advocate

February 14, 2020



FAMILIES
FIGHTING FLU, INC.

Agenda

Communication channels

Observations on communication do's and don'ts

Importance of personal stories



Families Fighting Flu is more than just our name – it's who we are and what we do!

**Member
Families**

**Board of
Directors**

**Medical
Advisors**

**Staff &
Volunteers**

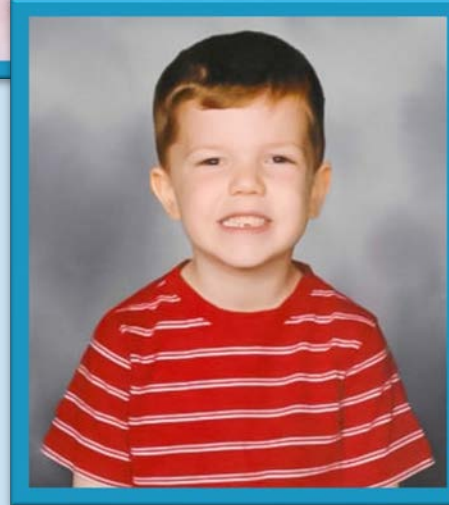


Education & Advocacy



FAMILIES
FIGHTING FLU, INC.

My Story



A Patient's Perspective

#1: WHY should I care about flu (or another VPD)?

#2: WHAT are the real risks to me and my family?

#3: HOW can I help protect myself & my family?



FAMILIES
FIGHTING FLU, INC.

Communication 101: FFF Strategy

We need to reach people “where they are”

**Social
Media**

**Digital
Media**

**Earned
Media**

**Stakeholder
Networks**

**Strategic
Partners**



Identify target audiences/demographics and where they are getting their health information!



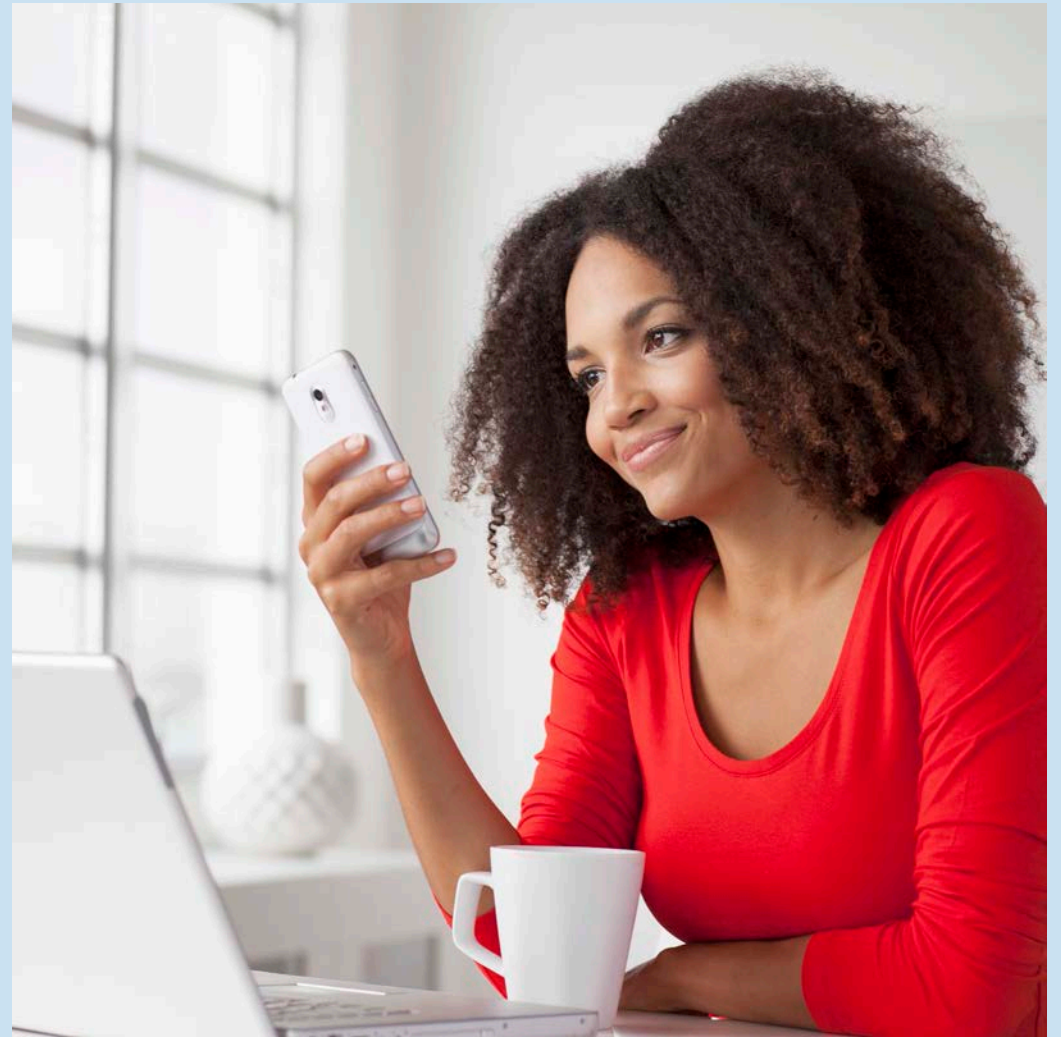
Social Media As a Critical Channel

**69% of
People use
an average
of 3
Platforms**

**2/3 of
Adults get
News**

**75% of
Parents get
Advice**

**60% of
People get
Health
Information**



Here's some of our communication **DO's...**

- Use **multiple channels** to connect with people – social, digital, and traditional media
- Reach target audiences “**where they are**”, e.g., social media channels such as Facebook, Instagram, Twitter, and LinkedIn allow **engagement and dialogue**; address misconceptions for “**silent observers**”
- **Be consistent** in your messaging and branding; become a **trusted resource**
- Provide **timely information** and **creative content**
- Rely on **evidence-based information**
- **Know your audience**, identify with them (e.g., parents) and speak their language
- Keep conversations **respectful and compassionate**; use language that is **simple and transparent**
- **Share relatable personal stories** – healthcare decisions are an **emotional issue** for most people!

Your goal is to educate your audiences so they can make informed healthcare decisions for themselves and/or their families.

EDUCATION LEADS TO EMPOWERMENT!



Why Storytelling is Important

Narrative communication is the concept of using stories to convey the importance of a health condition in order to promote behavior change.

Social Cognitive Theory

- People learn by watching others and repeat that behavior

Social Norms Theory

- Peers can influence individual decision-making around behavior

Health Belief Model

- A person's willingness to change a behavior is based on perceived susceptibility, severity, benefits, and barriers





“There is nothing more we can do for our daughter, but we feel it is our responsibility to raise awareness about the RISKS of FLU”

ALISSA KANOWITZ,

Mother of 4-year-old Amanda,
lost to influenza on March 1, 2004

[READ AMANDA'S STORY](#)

Stories are 22x more memorable than statistics!



FAMILIES
FIGHTING FLU, INC.

And some of our communication **DON'Ts...**

- Don't be **judgmental** or defensive about questions or concerns regarding disease and/or vaccination – remember not everyone knows what you do
- Avoid **audience fatigue**
- Don't provide too much or too little information; **context** is important
- Don't use overly **technical language**; not everyone understands science and data
- Don't assume an **authoritative position** (i.e., “I know better than you”); people don't like being told what to do
- Don't use scare tactics, **fear mongering**
- Don't operate in a vacuum; rely on other reputable organizations & resources and **align your messaging**

If you want your message to be received, presentation is everything!



Emotional stories move people...

**Patient
Conversations**

Social Media

Digital Media

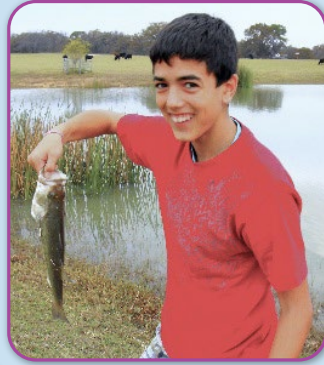
Earned Media



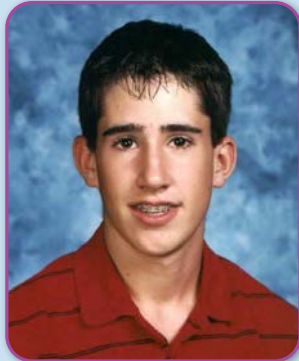
***Healthcare decisions can be emotional for most people!
Share **RELATABLE CONTENT** to make an impact.***



FAMILIES
FIGHTING FLU, INC.



We put
a
face



on
the
flu.



**Our goal is to save lives.
These stories can change vaccination behavior!**



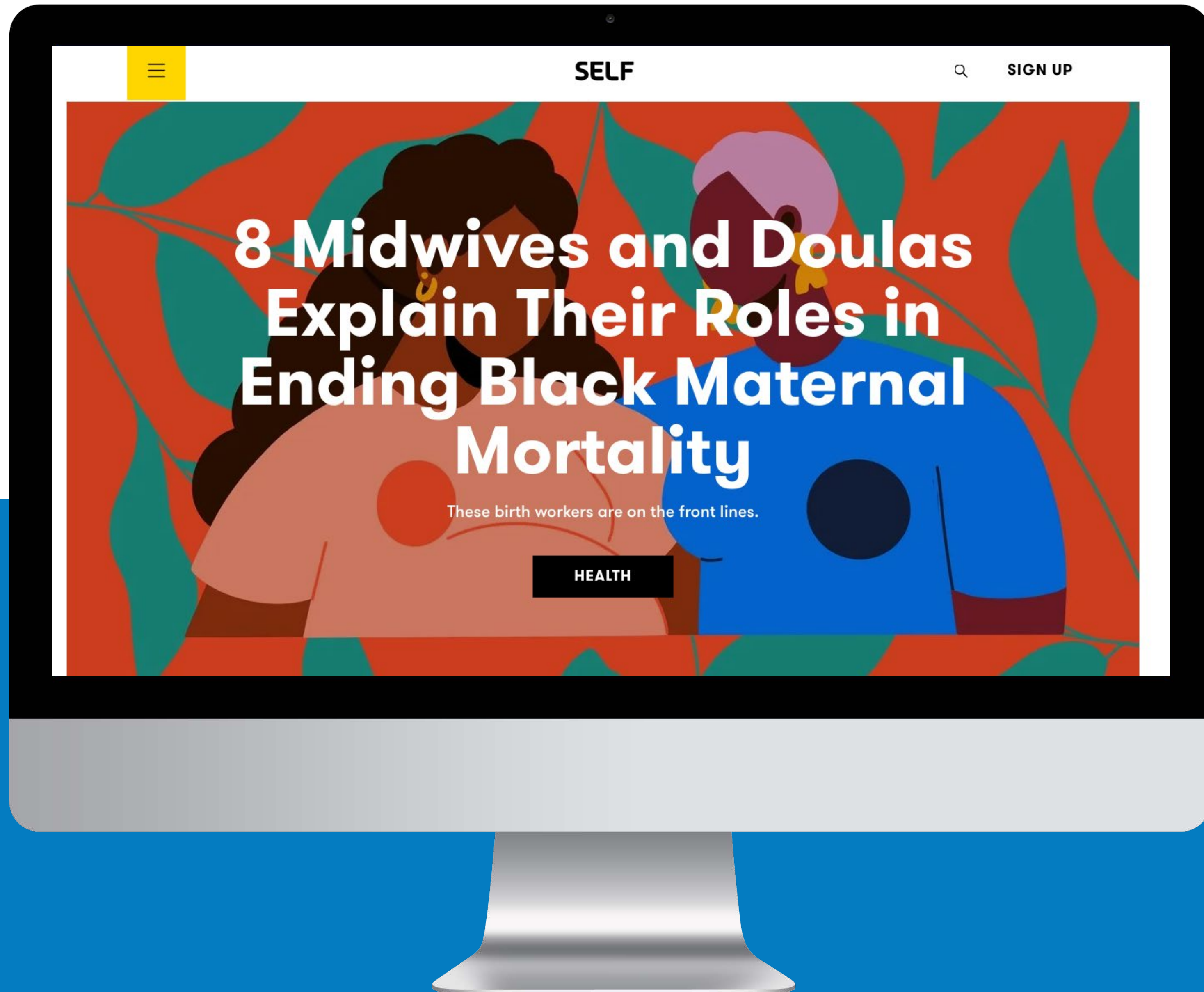
FAMILIES
FIGHTING FLU, INC.

Vaccines Save Lives: Challenging Vaccine Hesitancy

Zahra Barnes

Health Director, SELF Magazine

SELF



SELF Magazine *founded in 1979*

Our mission is to help people feel better.

Core values:

- Empathy
- Accuracy
- Inclusivity
- Bodily autonomy

SELF



Vaccines Save Lives

Our mission with this project is to use narrative storytelling, evidence-based reporting, and creative imagery to show just how necessary and important vaccines are—for your health, your family's health, and the health of your whole community.

We know that:

- Vaccination prevents between 2 and 3 million deaths worldwide every year.
- Vaccine hesitancy is one of the top ten threats to global health in 2019.
- Certain vaccine-preventable diseases are on the rise.

Sources: WHO, CDC

SELF

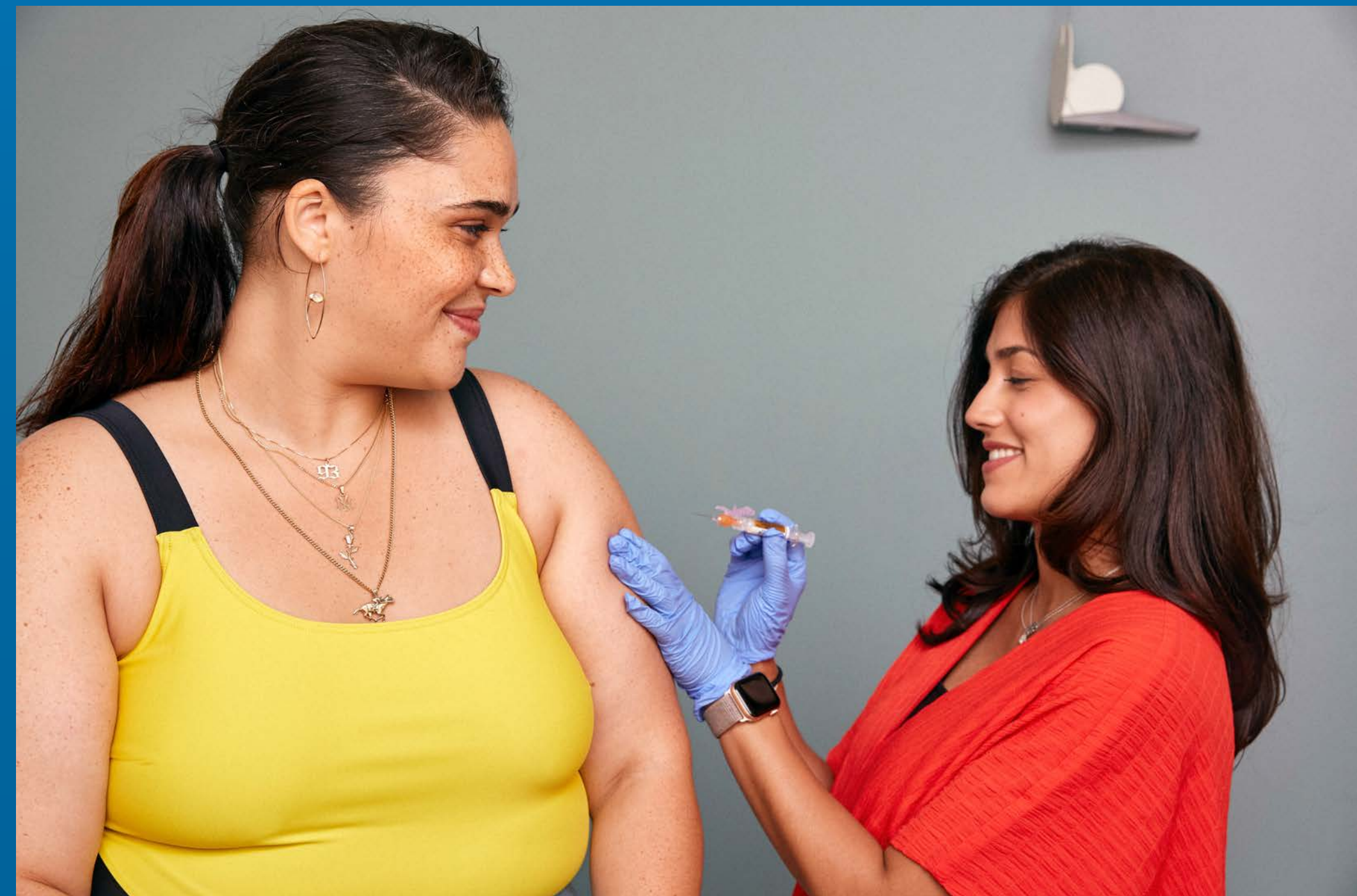
We also know that:

- People who are vaccine hesitant aren't completely anti-vaccine.
- There's lots of misinformation available on the internet and elsewhere.
- Even debunking vaccine misinformation doesn't work.

Sources: Gowda et al. *Hum Vaccin Immunother.* 2013;9(8):1755-1762; Pluviano et al. *PLoS ONE.* 2017;12(7): e0181640.

SELF

Our mission with Vaccine Saves Lives was to use storytelling, reporting, and creative imagery to show just how necessary and important vaccines are—for your health, your family’s health, and the health of your whole community.



SELF



Rigorously Reported Service

SELF

Here's How to Make Sure You're Up to Date on All Your Vaccines

Don't just assume you're all set.

What Is Herd Immunity, And Why Does It Matter?

Here's how vaccines keep whole communities safe.

Here Are All the Vaccines You Actually Need as an Adult

Vaccines aren't just for kids.

10 Common Questions You Might Have About Vaccinating Your Kids

Pediatricians are here with the answers.



Compelling Personal Essays

SELF

**My Child Can't Get
Vaccinated. Here's
What Life Is Like for Us.**

One mom shares her story with SELF.

**I Used to Be An Anti-
Vaxxer. Here's What
Changed My Mind.**


A "crunchy" mother of six shares her story.

**My Mother Died of
Cervical Cancer. Now
I'm an HPV Vaccine
Advocate.**

I often think of my mother when counseling
patients.

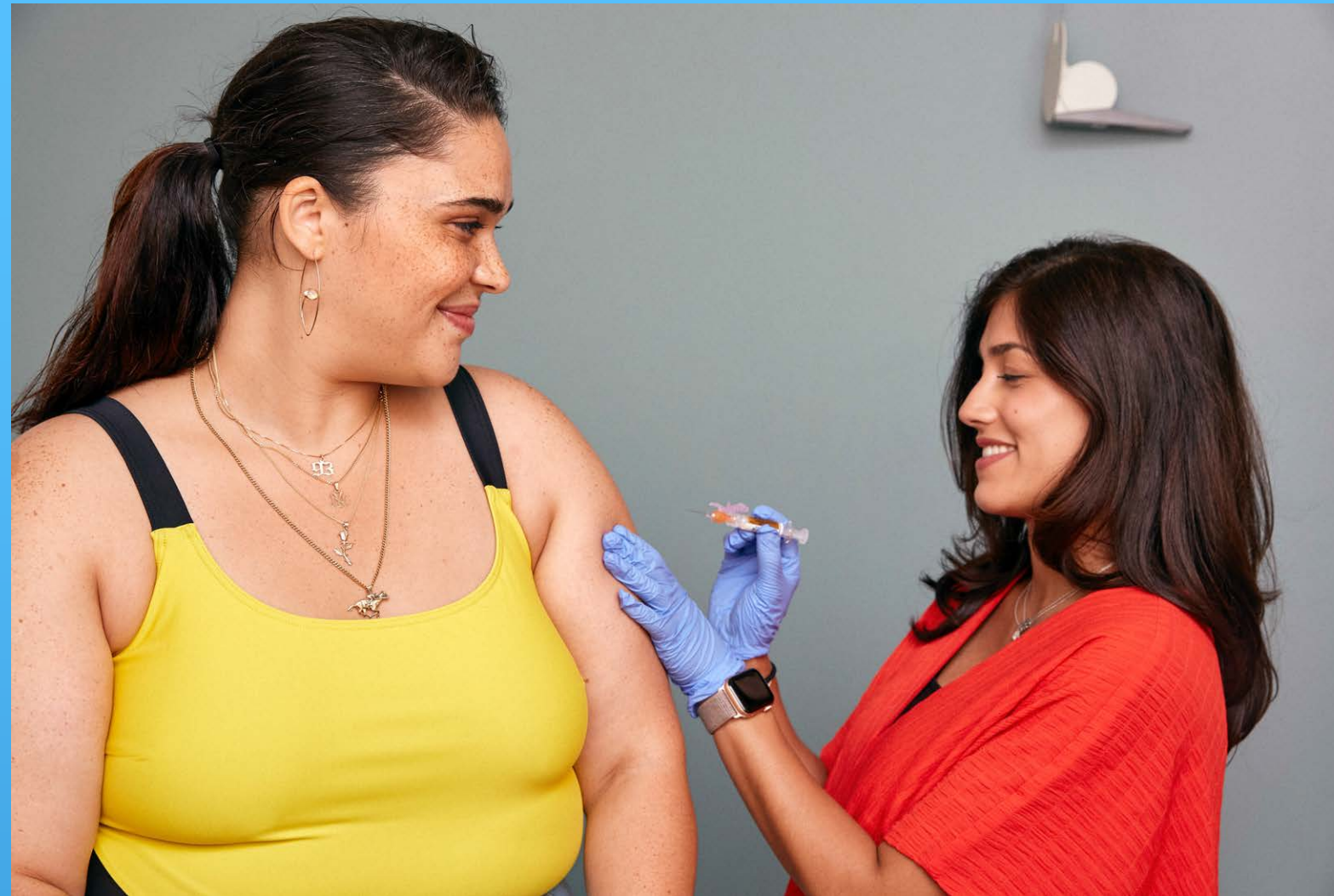
**My 4-Month-Old
Contracted Measles at
Disneyland. Here's
What I Want All
Parents to Know.**

"I still worry about what could happen."

A young male doctor with curly hair, wearing a white short-sleeved shirt and a stethoscope, is sitting on a dark couch and talking to a young woman. The woman has long black braids with pink and white highlights and is wearing a white sleeveless top. She is holding a piece of paper and looking at the doctor with a smile. The background is a plain, light-colored wall with some faint circular patterns.

Created a database of
positive vaccine imagery

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Worked closely with social media partners to ensure staff safety

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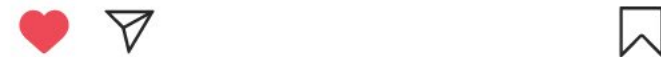
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selfmagazine We're proud to announce the launch of our latest editorial project, #VaccinesSaveLives. Vaccination prevents 2 to 3 million deaths globally every year, according to the World Health Organization (@WHO). But vaccination rates are dropping in some pockets of the world, including the United States, thanks in part to the growing trend of vaccine hesitancy, which the WHO listed as one of the top ten threats to global health in 2019.

Because of vaccines, we're able to protect against serious and sometimes fatal illnesses, from the flu, chickenpox, and whooping cough, to measles, polio, and HPV, which can cause several forms of cancer. When enough people in a community get vaccinated, we're even able to create herd immunity, which offers



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AUGUST 26, 2019

SELF

Notified health experts, media,
and organizations

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The Ferrari Lab
@TheFerrariLab

I may just retweet this every day. Come for the inclusive, non-threatening representation of vaccination. Stay for the kid with the unicorn.

SELF SELF @SELFmagazine · Aug 26, 2019

Typically, vaccine-related stock photography is pretty awful: It's often inaccurate (think oversized syringes and vaccines being administered incorrectly), fear-mongering (hello, screaming babies!), or some mix of both. So we decided to create our own. self.com/story/vaccine-...

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Rachel Penczykowski
@RachelPenczy

Saving this for when I teach Disease Ecology @WUSTLBio again in the spring!

SELF SELF @SELFmagazine · Aug 26, 2019

Typically, vaccine-related stock photography is pretty awful: It's often inaccurate (think oversized syringes and vaccines being administered incorrectly), fear-mongering (hello, screaming babies!), or some mix of both. So we decided to create our own. self.com/story/vaccine-...

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Senator Brad Hoylman
@bradhoylman

Thank you for using your platform to promote science and public health.

The rise of vaccination is one of the greatest medical achievements in human history, saving millions of lives. When you get vaccinated, you protect yourself and your neighbors.

SELF SELF @SELFmagazine · Aug 26, 2019

We're excited to announce our latest editorial project: #VaccinesSaveLives. self.com/package/vaccin...

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Leana Wen, M.D.
@DrLeanaWen

Well done @SELFmagazine for your work to promote science and health! Vaccines prevent illness & save lives.

SELF SELF @SELFmagazine · Aug 26, 2019

SELF partnered with @AmerAcadPeds to create a series of medically accurate vaccine photos that convey the life-saving importance of vaccines. They're available to download by anyone to use for free, with proper attribution. Check them out here. flickr.com/photos/selfmag...

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Adweek
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. @SELFmagazine has launched an in-depth coverage package called "Vaccines Save Lives."



Vaccines Now Have Medically Accurate, Inclusive and Free ...
As part of a special content package about vaccination, the magazine created a collection and made it available to all.
adweek.com

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