

National Vaccine Advisory Committee Vaccine Confidence Subcommittee (VCS)

February 2020 Update

Dr. John Dunn and Cody Meissner, VCS Co-Chairs

February 13, 2020

Ann and Co-chairs should welcome the committee, Ann will conduct the roll-call.

Subcommittee Members

Co-Chairs:

- John Dunn
- Cody Meissner

Office of Infectious Disease and HIV/AIDS Policy (OIDP):

- Ann Aikin (Co-Lead and Acting DFO)
- Kara Elam (Co-Lead)
- Tommy Acciani (Advisor)

NVAC Public Members:

- Melody Butler
- Len Friedland
- Bob Hopkins

NVAC Liaison Members:

- James Blumenstock (ASTHO)
- Kris Ehresmann (AIM)
- Gina Charos (PHAC)

NVAC Ex-Officio Members:

- Nathalie El Omeiri (PAHO)
- Justin Mills (AHRQ)

Public Members:

- Noel Brewer (University of North Carolina)
- Michelle Cantu (NACCHO)
- Frank DeStefano (CDC)
- Allison Fisher (CDC)
- Paula Frew (University of Nevada)
- Bruce Gellin (Sabin Vaccine Institute)
- Peter Hotez (Baylor College of Medicine)
- Rekha Lakshmanan (The Immunization Partnership)
- Heidi Larson (London School of Hygiene and Tropical Medicine/Vaccine Confidence Project)
- Ed Marcuse (University of Washington; Emeritus)
- Chime Nnadi (Merck)
- Glen Nowak (University of Georgia)
- Saad Omer (Yale)
- Doug Opel (Seattle Children's Hospital)
- Dan Salmon (Johns Hopkins University)
- Corette Taylor (HRSA)
- Judy Van Alstyne (HRSA)
- Amy Walker (Biotechnology Innovation Organization)
- Susie Wootton (University of Texas Medical School at Houston)

Vaccine Confidence Charge Overview

The Assistant Secretary for Health, Admiral Brett Giroir, charged the committee on June 4, 2019 with writing a report that describes:

- “the **determinants of vaccination confidence** across the lifespan,
- suggestions as to what HHS can do to **improve confidence in all recommended vaccines**, and
- **guidance on the utilization of evidence-informed best practice** from a variety of research fields such as anthropology, psychology, and economics on how to successfully foster vaccine confidence through public, provider, and policy interventions.”

Read the complete charge at <https://www.hhs.gov/vaccines/nvac/working-groups/confidence/index.html>.

Vaccine Confidence Deliverables

The NVAC working group should:

- **Synthesize and summarize existing evidence** and applicable research addressing vaccine confidence, as applicable to **age groups and/or specific vaccines** that has occurred since 2015 when the first NVAC report on vaccine confidence was published.
- **Recommend new and implementable strategies and approaches** for sustaining and increasing confidence across the lifespan.
- Report findings for a vote during the **September 2020** meeting.

Read the complete charge at <https://www.hhs.gov/vaccines/nvac/working-groups/confidence/index.html>.

VCS Activities

- Held bi-monthly expert presentations
- Shared research and information between meetings via email
- Reviewed the 2015 NVAC report on vaccine confidence
- Examined previous related NVAC recommendations and their status
- Brainstormed possible recommendations (midway through the subcommittee course)

Presentations—As of 2/3/2020

- Definitions and Measurement (Glen Nowak)
- Thinking Broader than Vaccine Confidence (Noel Brewer)
- Vaccine Exemptions, Attitudes and Challenges in Texas (Rekha Lakshmanan)
- Values, Mandates, and Cognitive Biases (Saad Omer)
- Resilient Immunization Systems (Chime Nnadi)
- Measles Outbreak in American Samoa (Aifili John Tufa)
- Pro-vaccine Advocate Activation (Amy Walker)
- Non-medical Exemptions and Anti-vaccine Movements (Peter Hotez)
- Improving Vaccination Rates in the Houston Independent School District (Susan Wootton)

Overview of Potential Recommendations: From Brainstorming Session

- Fostering use of the “Goldilocks Approach” for Non-Medical Exemptions
- Increasing Department of Education collaboration including student/provider education and compensation
- Improving proactive measurement
- Expanding use of business concepts of branding (products and industries)
- Strengthening preparation in local jurisdictions to improve health security and prevent outbreaks

- The “Goldilocks Approach” for Non-Medical Exemptions
- Increased student/provider education and compensation
- Improved proactive measurement
- Using business concepts of branding (products and industries)
- Strengthening preparation in local jurisdictions to improve health security and prevent outbreaks

Future Topics

- Evidence summaries:
 - anthropology, psychology, economics, and communication contributions to vaccine confidence (including values and digital deplatforming)
 - vaccine-specific confidence research
- Focus tomorrow on vaccine confidence, misinformation, and communication
 - Gallup Poll: American's Changing Views on the Value of Vaccines
 - Online Misinformation Panel
 - Online Influence and Immunization Intentions
 - Hawaii's New Vaccine Requirements for School Entry
 - Storytelling to Improve Uptake and Reduce Stigma
 - Vaccine Counseling Coding Changes for 2021
- Additional evidence-based public, provider, and policy interventions

Report Development Timeline

- Draft Report—April, 2020
- VCS Review and Refinement—May, 2020
- NVAC Review —June, 2020 Meeting
- Revised Draft Report and Public Comment— July, 2020
- Third Draft (includes Public Comments)—August, 2020
- Final Draft for Vote —September, 2020

Committee Discussion