

Vaccine Confidence Current Issues and Controversies including HPV vaccine

Dr Brenda Corcoran
National Immunisation Office



Flu vaccine contains mercury

Sinnot expresses concern over thiomersal

ALTIMA correspondent Katie Sinnot has expressed concern over the vaccine given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative. Sinnot says that the vaccine is given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative. Sinnot says that the vaccine is given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative.

Outdated vaccine was given to 12,000 children

Sinnot

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MENINGITIS VACCINE CHILD IS IN A COMA

PRESS CUTTINGS

Probe into meningitis vaccine after 11 babies die

by Carl O'Brien

A MENINGITIS vaccine due for use in Ireland has been found to be contaminated by a chemical called thiomersal, which contains mercury. The vaccine is given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative. Sinnot says that the vaccine is given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative.

Measles vaccine linked to autism

by Carl O'Brien

COMPPELLING evidence of a link between the MMR vaccine and autism has been revealed, according to a study conducted by the UK's Health Service Research Department. The study found that children who had been given the MMR vaccine were more likely to develop autism than those who had not.

Virus found in gut of 24 out of 25 child victims

Teenager blames HPV jab for 'nightmare' side effects



Concerns as fewer schoolgirls opt for cervical cancer jab

Ignore 'unfounded fear' over vaccine, parents told

by Leah McDonald

DOCTORS have expressed concern over a drop in the number of schoolgirls getting the life-saving cervical cancer jab due to negative publicity. The vaccine is given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative. Sinnot says that the vaccine is given to children in the UK, which is reported to be contaminated by the chemical thiomersal, a mercury-based preservative.

Investigation needed into vaccination



Rebecca Hollidge was just an ordinary 13-year-old girl doing all the things that teenagers loved. But the last two years have been a nightmare for her. Since having the HPV vaccination she has suffered from a range of side effects, including fatigue, dizziness, and difficulty concentrating. She has also experienced changes in her behavior and mood.

TEENAGE HEALTH TRAP

Now their behaviour and habits affect their long-term health. This week, starting sex too young, just over a quarter of young women have sex before the legal age of consent at 16, according to the HSE Crisis Pregnancy Programme. Sex at an earlier age can double the risk of cervical cancer - tumours that develop in the cervix, the neck of the uterus.

Teen left crippled by cervical cancer jab

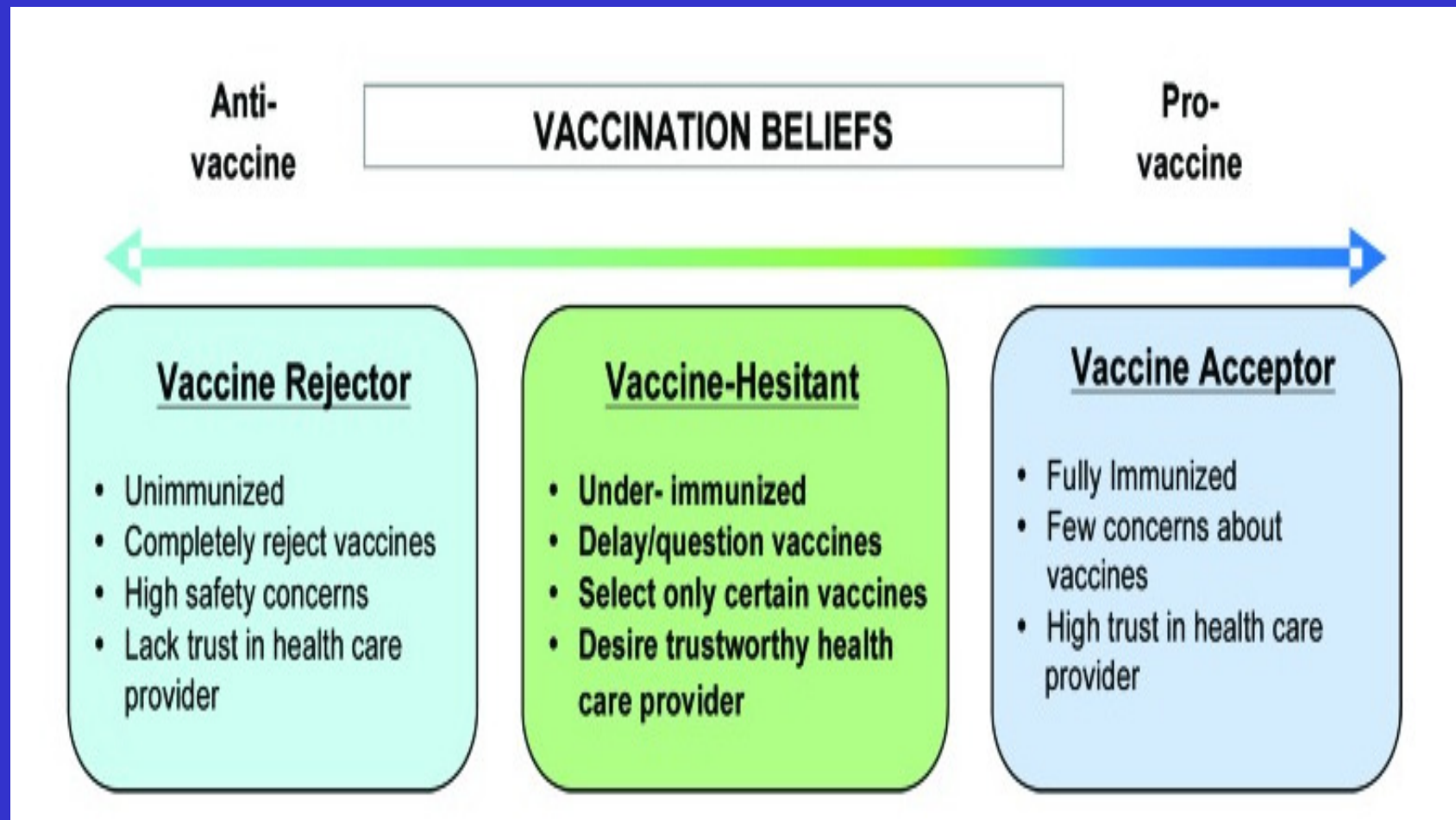
Rebecca slams HSE on Gardasil jab

Rebecca Hollidge, 13, has been left with a range of side effects after receiving the HPV vaccination. She has experienced fatigue, dizziness, and difficulty concentrating. She has also experienced changes in her behavior and mood. She has been unable to attend school and has been unable to carry out her normal activities.

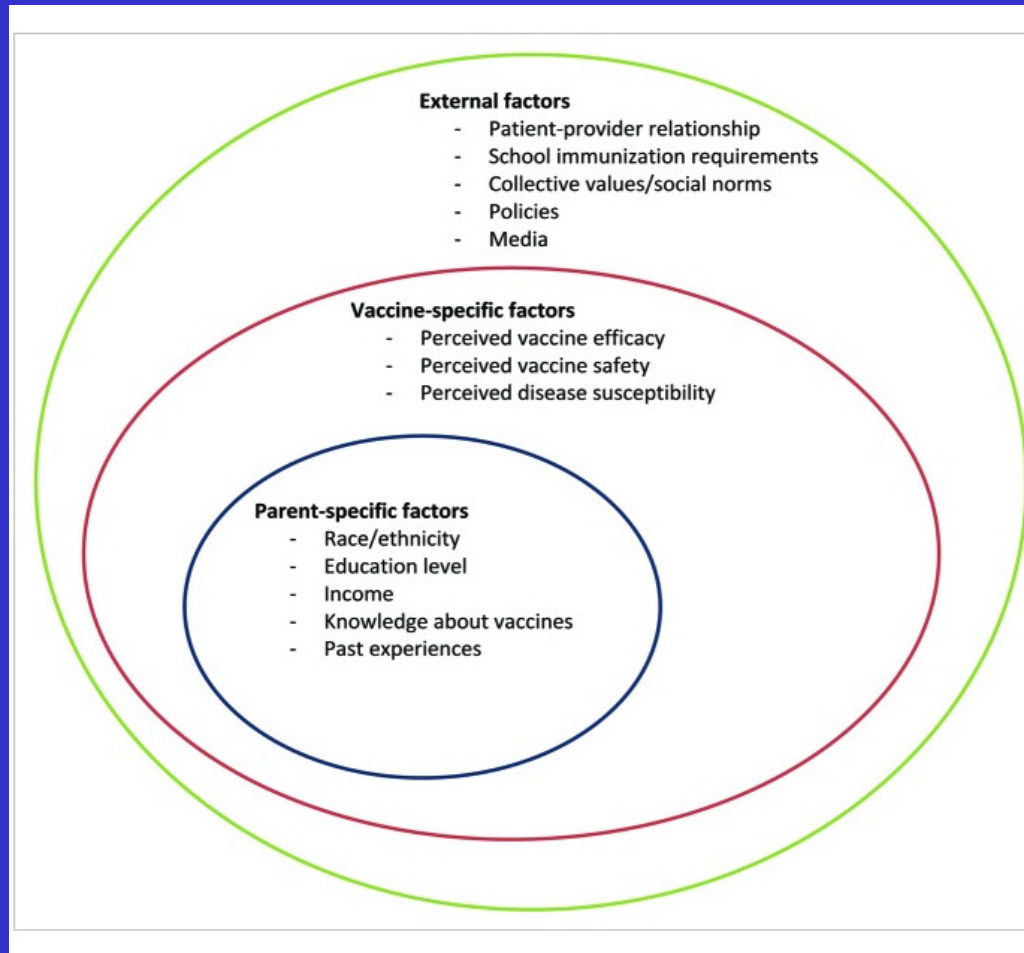


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Vaccination beliefs



Factors



Confidence

- do not trust vaccine or provider

Complacency

- do not see need for or value vaccine

Convenience

- lack of access

“Visiting anti-vaccination websites for 5–10 minutes can increase perceptions of vaccination risks and decrease intentions to vaccinate”

“My son is my science” Jenny McCarthy



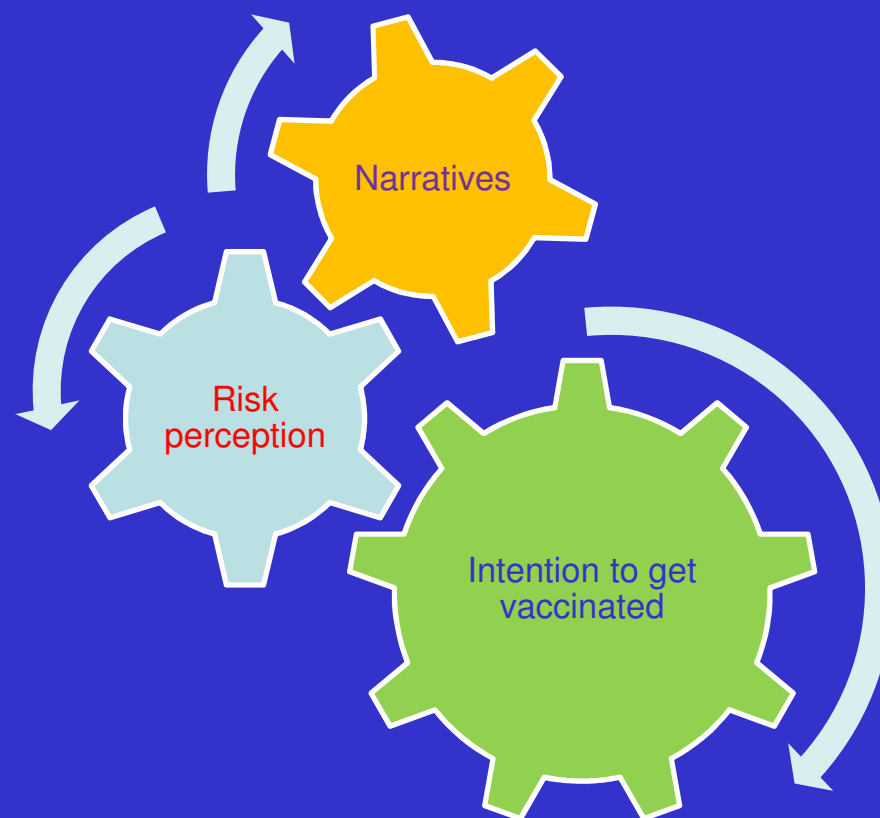
www.immunisation.ie

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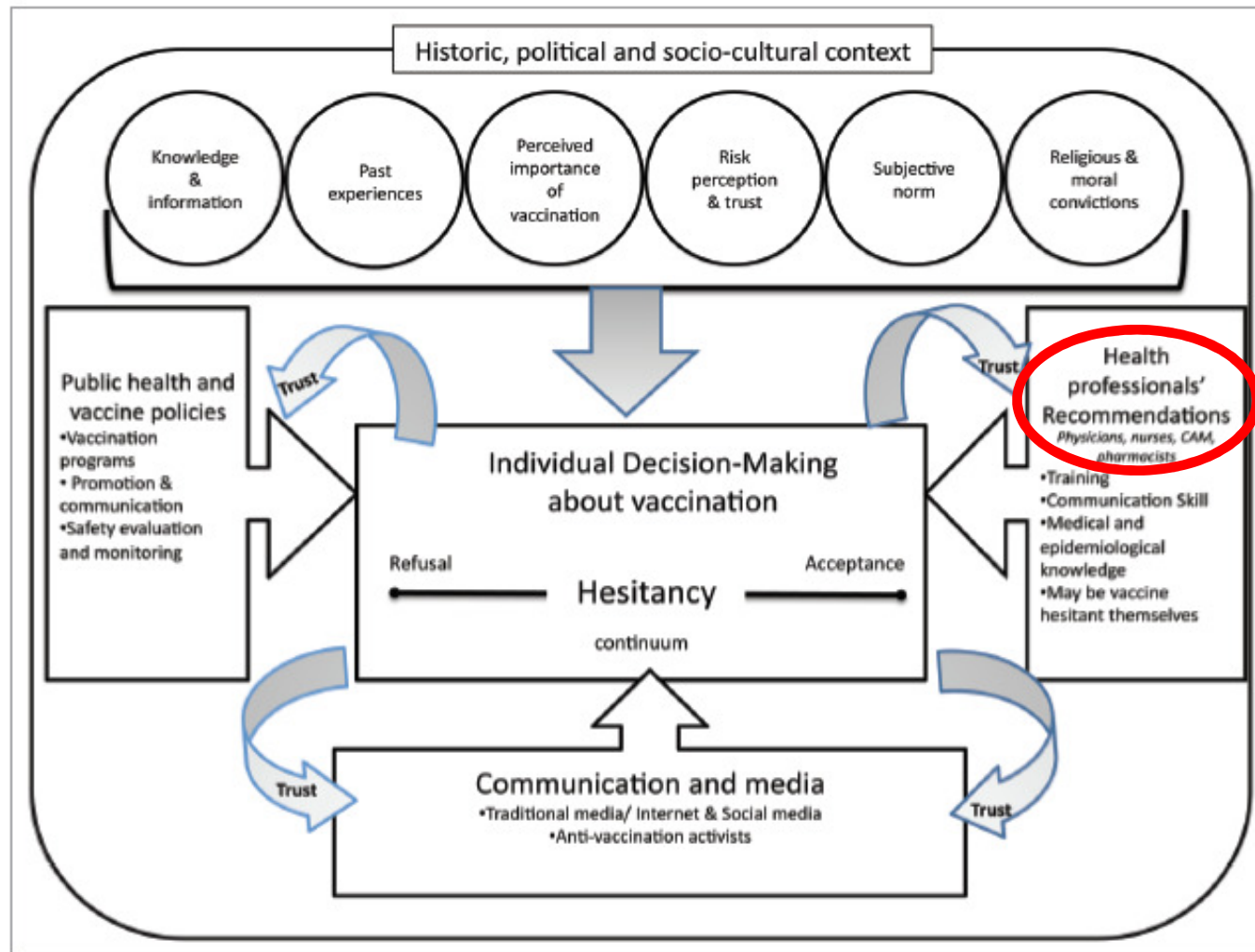
The Narrative Bias

“The more narratives people read, the higher is their perception of risk,

regardless of the information contained in simultaneously presented statistical information on the base rate of vaccine adverse events.”



Influences



Actions

- Omission bias



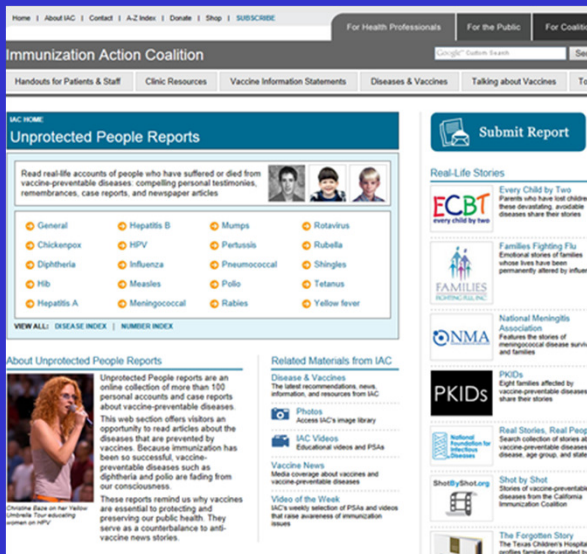
Make non-vaccination an action

Default = Vaccination

Make clear to parents that they deviate from the recommendation

Action = non-vaccination

- Use narratives



<http://www.immunize.org/reports/>

Storytelling in the context of vaccine refusal: a strategy to improve communication and immunisation

Cawkwell PB, Oshinsky D. Med Humanit 2016;42:31–35.



<http://www.voicesforvaccines.org/>



www.immunisation.ie

Debunking the Myths

➔ Understand the specific concern

- Not all the same
- Listen
- Don't bring up new concerns



➔ Avoid the familiarity backfire effect

- Don't repeat the myth
- Give the facts



➔ Avoid the overkill backfire effect

- Focus on the most important arguments
- Use clear, simple language



Actions

- Stay on message
 - Vaccines are safe and effective
 - Recommended by independent experts
 - Higher safety standards than drugs
 - Present risks and benefits accurately
 - Consequences of not vaccinating
 - Clear language
 - Herd immunity not relevant for tetanus



Communication

Participatory

versus

Presumptive

What do you want to do about your child's vaccinations?

X

Today, your child is due to have 3 injections

✓

Are we going to give the vaccines today?

X

He really needs to have all these vaccines today

✓

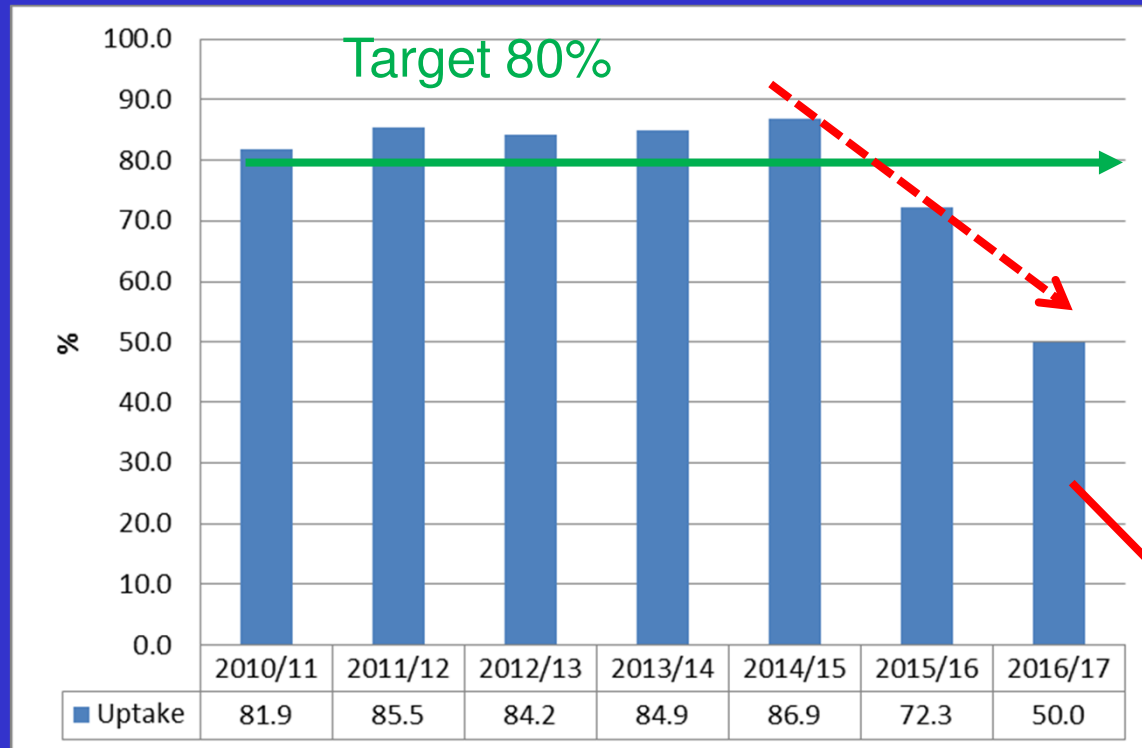


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HPV vaccine uptake 2010/2011 - 2016/2017



~15,000 girls
not vaccinated
in 2016/17

Estimated uptake 1st dose only



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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 AMONGS OTHER PARENTS OF THE POTENTIAL FOR SERIOUS REACTIONS
- TO SUPPORT THE GIRLS IN THEIR EFFORTS TO CONTINUE THEIR EDUCATION

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Teenager blames HPV jab for 'nightmare' side effects



Concerns as fewer schoolgirls opt for cervical cancer jab

Ignore unfounded fear' over vaccine, parents told

By Liam Macdonald
DOCTORS have warned parents to ignore unfounded fears over the safety of the HPV vaccine, as fewer schoolgirls opt for the jab.



Join us on Facebook: For Information here

A Public Service Message from REGRET

HPV vaccination - Do you know the full facts? [31/08/2016]



REGRET GoFundMe campaign

[29/06/2016] REGRET GoFundMe campaign begins to help Irish families trying to cope with post-HPV vaccine illness. Tel +353894582901 for info

goFundMe

THE MEANING OF REGRET

REGRET needs your help!

Created June 29, 2016

3,446 Likes

REGRET Story

Most of these are listed in the manufacturers Product Information Leaflet (PIL), which parents in Ireland did not receive before signing the consent form. Instead the parents were given a glossy brochure that reassured them the side effects if any would be mild such as redness, swelling or bruising of the arm on the day.

Recent Donations

Amount	Name	When
€25	Anonymous	14 days ago
€20	Teresa Higgins	17 days ago
€200	Anonymous	21 days ago
€4	Anonymous	21 days ago

Cervical Cancer Vaccine - Is it safe? (Irish TV3 Documentary)

Four Irish families tell their stories about what getting the HPV Vaccine Gardasil has meant for them. TV3 documentary aired on 14/12/2015.



REGRET @REGRET_ie

Swedish based WHO agency says more HPV/vax study needed 'given the medical seriousness of this safety concern' @ghook
link.springer.com/article/10.100

Drug Safety Current Sa...
A number o...
link.springer...

04 Oct

REGRET Retweeted

George Hook @ghook

I refuse to be labelled a scaremonger because I dare ask questions about the safety of HPV vaccine

04 Oct

REGRET Retweeted

92.5 Phoenix FM @925PhoenixFM

Last up on D15 Today, we have Anna Cannon @REGRET_ie is on to talk about the HPV vaccination. #D15Today

04 Oct

REGRET Retweeted

George Hook @ghook

Embed View on Twitter

Events



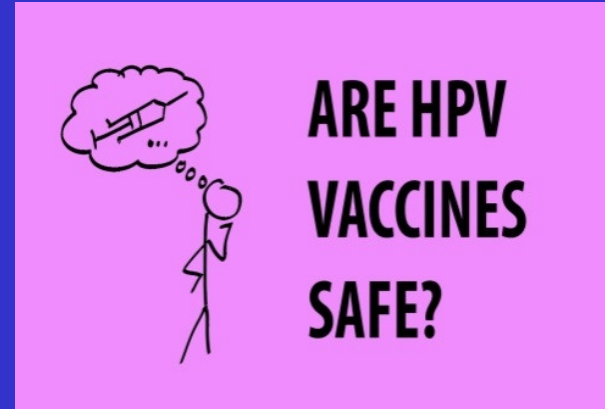
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Concerns

- Vaccine safety
 - Vaccine safety
 - Vaccine safety
 - Vaccine causes serious side effects
-
- Lack of information – not given patient information leaflet
 - Consent process too rushed
 - Distrust in Irish health services – link to Pharma
 - Anti-establishment agenda



HPV vaccine and cervical cancer facts

Cervical Cancer in Ireland

Every year

- 6,500 women need hospital treatment pre-cancerous lesions
- > 280 (many young) women need treatment for invasive cancer
- 90 women die

Best way to prevent cervical cancer =

- ☐ HPV vaccination + cervical screening
 - ☐ Vaccine prevents precancerous growths and cancer
 - ☐ Screening detects pre cancer or cancer of the cervix



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HPV vaccine facts

Gardasil HPV vaccine

- in use in over 25 European countries, the US, Canada, Australia & NZ
- >100 million people vaccinated worldwide
- >240,000 girls in Ireland
- long lasting protection
 - 10 years + protection without any loss of immunity
 - expected to provide life time protection

HPV vaccine has not been withdrawn in any country



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HPV vaccine safety

HPV vaccine is a safe vaccine with NO long term side effects

- Most studied vaccine ever
- >13 years in >1 million people during clinical trials and since the vaccine was licensed in 2006
- Over 240 million doses globally
- No increase in the rates of any serious long term condition including autoimmune diseases and chronic fatigue syndrome in vaccinated girls

CDC has carefully studied the risks of HPV vaccination. HPV vaccination is recommended because the benefits, such as prevention of cancer, far outweigh the risks of possible side effects.

Benefits	Potential Risks
Cancer Prevention	Chance of fainting
Cervical, vaginal, and vulvar cancer in women	Pain, redness, or swelling in the arm where the shot was given
Anal cancer in men and women	
Likely penile cancer in men	
Likely oropharyngeal cancer in women and men	

All international regulatory and expert bodies continually report HPV vaccine is safe with no long term side effects

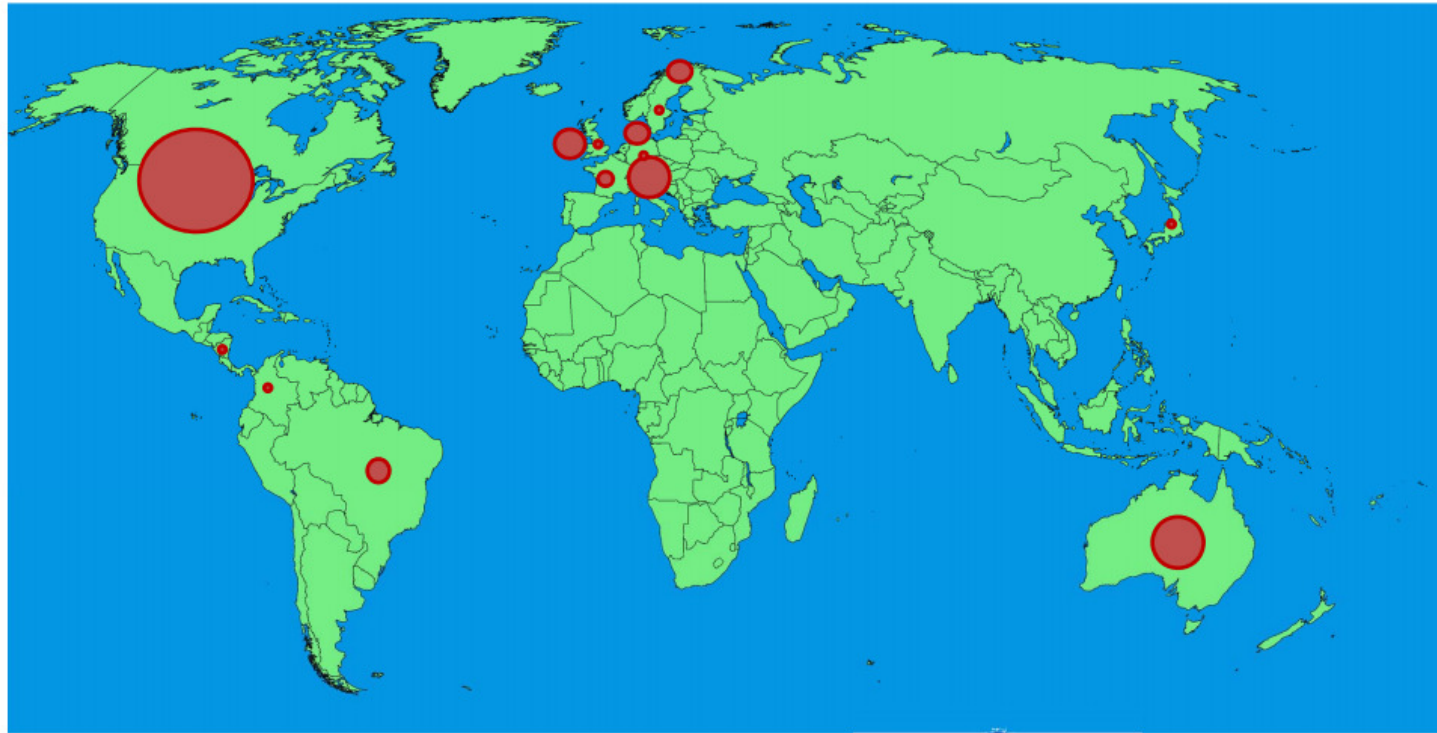


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HPV vaccine effectiveness and safety 2006- 2018



www.hpv.ie

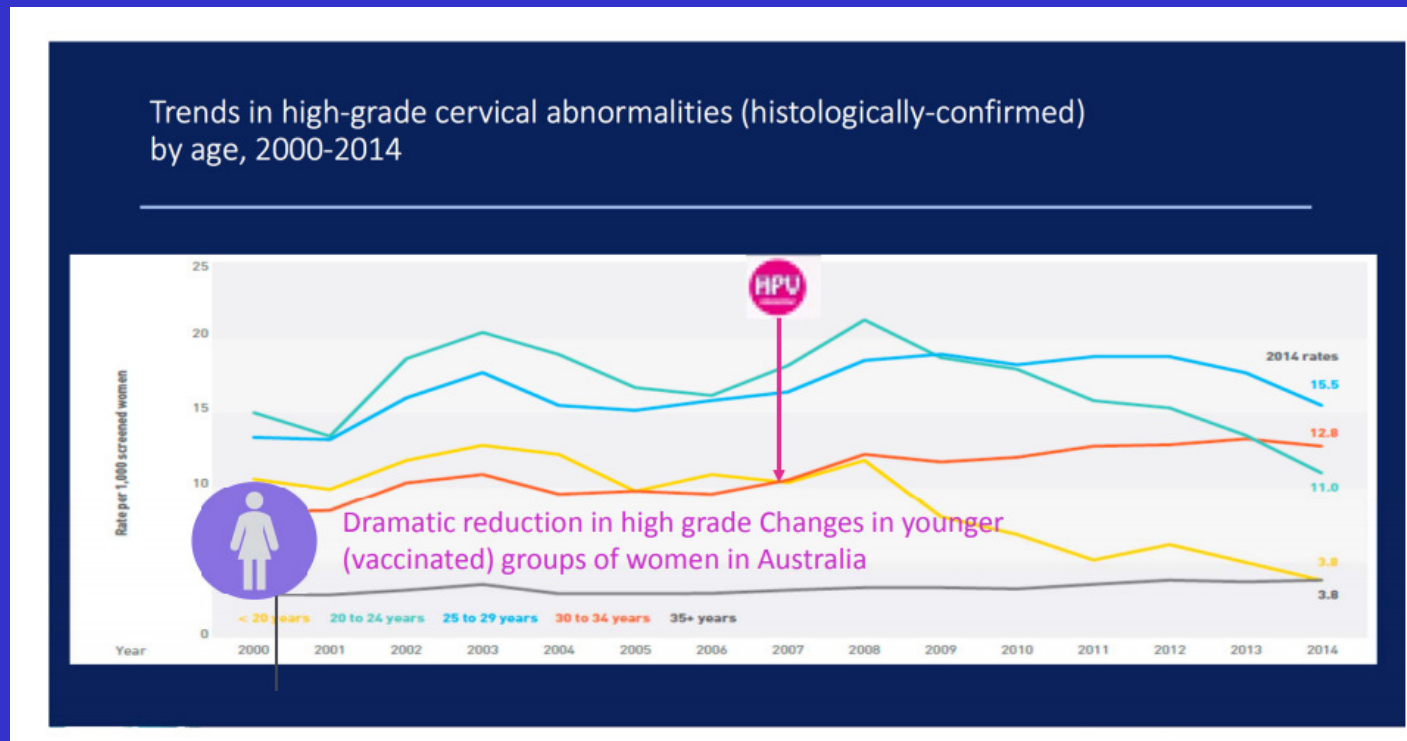


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Impact of HPV vaccine

Australia

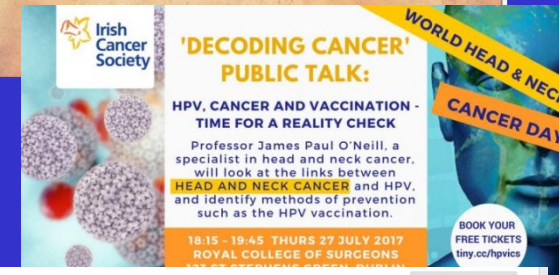
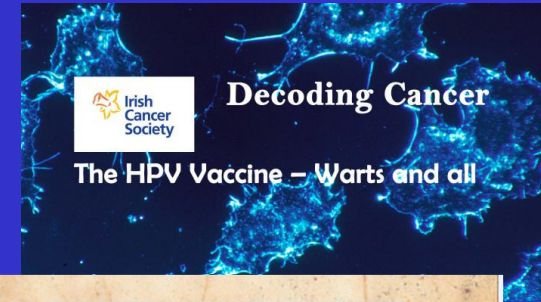
- Introduced 2007
- Catch up programme to 26 years
- High uptake rates (~80%)
- Boys from 2013



Actions

Liaison

- The Irish Cancer Society
- National Cancer Screening Service
- Professional bodies
- Department of Education/ Schools
- Politicians
- Global



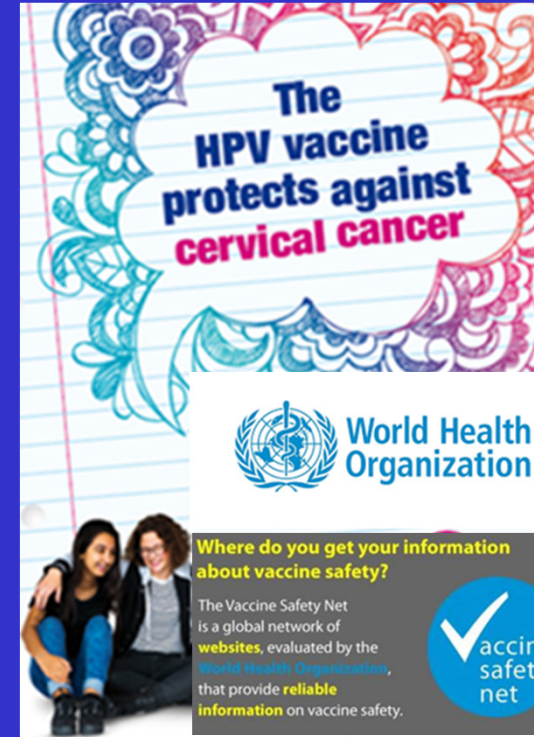
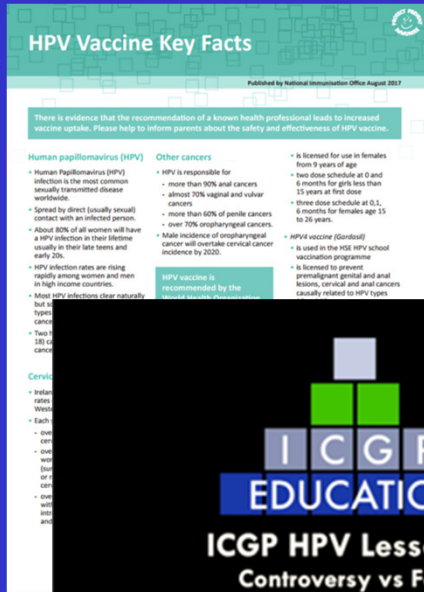
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Actions

- Health professional training
- Information for parents
 - Focus groups
 - Offer vaccine again and again



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Actions

- Increase awareness of vaccine
- National and local radio advertising
- Social media listening
- Social media campaign
 - vaccinated girls
 - international experts
- Alliance of health care and other supportive bodies



We recommend the HPV vaccine to protect against cervical cancer

Ask us why or visit www.hpv.ie

HPV-Caused Cancers

Human papillomavirus (HPV) is a very common virus. Most people have an HPV infection at some point in their lives. For most of us, HPV infection is harmless. But, for some, it can cause cancer.

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.

This number includes:

- 33% of all cancers in women
- 85% of all cancers in men
- 33% of all cancers in women
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Estimated annual number of deaths in Ireland from cancers caused by HPV (2010-2014)

130

UP TO

WHAT CAN I

Facts about HPV Vaccine and Cervical Cancer

Published by National Immunisation Office August 2017

Human papillomavirus (HPV) vaccine protects girls from developing cervical cancer in adulthood. Overwhelming scientific evidence has shown that HPV vaccine is safe and effective.

HPV vaccine

- There are three licensed HPV vaccines: HPV16, HPV18 and HPV16/18.
- HPV vaccine is recommended by international and national bodies including:
 - the World Health Organization
 - the International Federation of Obstetrics and Gynaecologists
 - the US Centers for Disease Control
 - the American Society for Clinical Oncology
 - the Royal College of Physicians of Ireland
 - the Irish Cancer Society
- The HPV vaccine used in the HSE school HPV vaccination programme is a 16-valent vaccine.

Safety of HPV vaccines

- All vaccines must go through extensive safety testing before they are licensed.
- Once in use, vaccine safety is continuously monitored to identify any rare side effects.
- Any medical 'wonder' reported after vaccination is analysed to see if it is caused by the vaccine.
- The European Medicines Agency, the US Centers for Disease Control and Prevention and the World Health Organization all monitor safety of HPV vaccines and have found no evidence of any long-term side effects.

Originating principle

- The HPV vaccine used in the HSE school HPV vaccination programme is a 16-valent vaccine.
- It is used in over 25 European countries, the US, Canada, Australia and New Zealand.
- 227 million doses have been distributed worldwide.
- over 400,000 doses have been distributed in Ireland and more than 250,000 girls have received the full vaccine course.

HPV vaccine side effects

- The known side effects are:
 - About 1 girl in 10 will get pain, swelling and/or headache.
 - About 1 girl in 100 will get nausea, pain in the vaccinated arm and mild fever.
 - About 1 girl in 1,000 to 1 girl in 10,000 will get a very rare allergic reaction.
 - Occasionally girls have after getting an injection. The girls are advised to sit down for 15 minutes after the vaccination. This helps prevent fainting.

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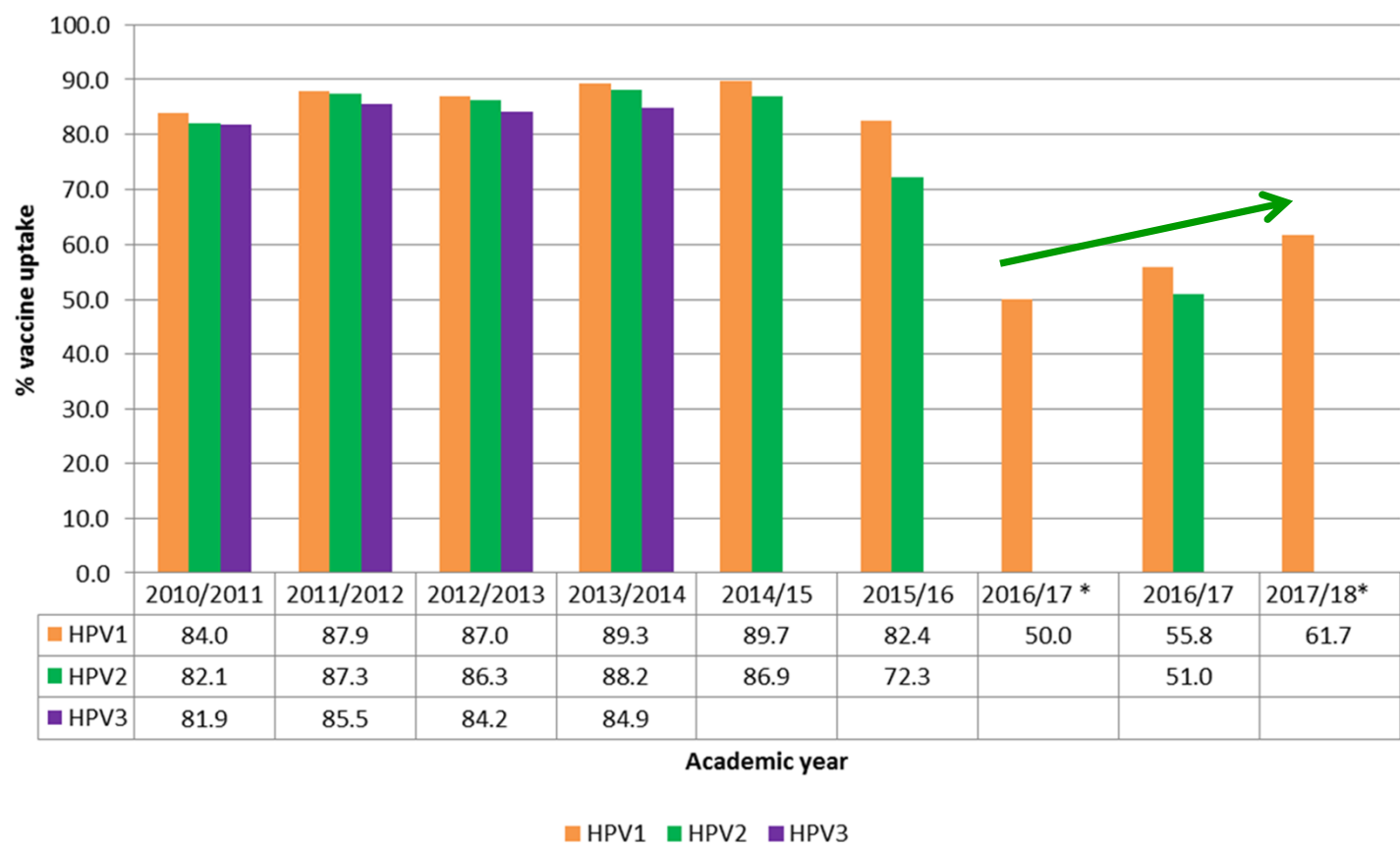
Political support



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Impact

- Increase in uptake in 2016/17
- Increase in 1st dose uptake in 2017/18



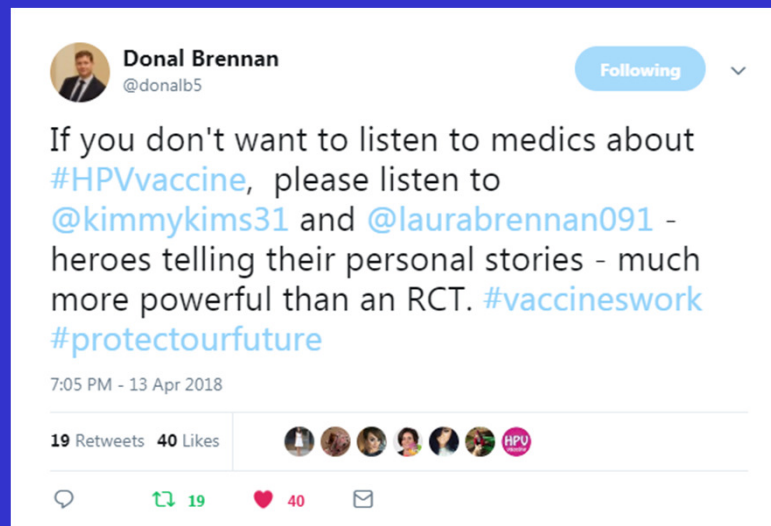
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Launch March 2018



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Can women have confidence in the national cervical screening programme?

Irish mum who appeared in HPV vaccine campaign video for the HSE shocked to discover her cervical cancer was missed



So important as we absorb #CervicalCheck controversy - Research confirms HPV vaccine effective



Research confirms HPV vaccine effective
'No evidence' to support doubters of cervical cancer preventer
irishtimes.com



Simon Harris TD @SimonHarrisTD · May 13

We must keep doing all we possibly can to ensure lessons are learnt & women's healthcare is prioritised. I have directed that we introduce HPV testing ASAP. We must also all promote HPV Vaccine which saves lives & prevents cancer. Hope all will now support that call

- ❑ Vaccine prevents precancerous growths and cancer
- ❑ Screening detects pre cancer or cancer of the cervix

Current update

-  demand March/ April 2018
- build on momentum for 2018/19

What to do if your daughter didn't get the HPV vaccine before, but wants it now

Since September 2016 the uptake rate for the vaccine has increased from 51% to 62%.

Rapid response to HPV vaccination crisis in Ireland

The human papillomavirus (HPV) vaccination school-based programme for girls aged 12-13 years began in Ireland in 2010. Initially, the proportion of students who completed the vaccination course was above 80%, increasing to a high of 86.9% in 2014-15 (figure). No variance was seen between schools of different religious

background. The results of these activities assisted us in establishing liaisons with educational, parental, political, and other bodies, and in light of the results of the focus group discussions and analysis of social media, we revised print and online materials—including short videos on our WHO accredited website. Additionally, a comprehensive training programme was implemented for health professionals, enhanced by the production of e-learning modules.

groups established in 2015. The groups built a strong social media platform with emotive personal narratives, and they lobbied politicians and distributed misinformation, with support from local and national media. This publicity resulted in the documentary *Cervical cancer vaccine—is it safe?* being

broadcast on national television in December, 2015, containing footage from a similar Danish television documentary.

Regaining parental trust was difficult without direct contact, so we at the Irish National Immunisation Office established a steering group of concerned organisations in early 2016 to encourage all key stakeholders to actively promote the vaccine.

Focus groups on parental attitudes to HPV vaccination were held and we intensified our analysis of and activity on social media. The results of these activities assisted us in establishing liaisons with educational, parental, political, and other bodies, and in light of the results of the focus group discussions and analysis of social media, we revised print and online materials—including short videos on our WHO accredited website. Additionally, a comprehensive training programme was implemented for health professionals, enhanced by the production of e-learning modules.

In August, 2017, the HPV Vaccination Alliance was launched. The alliance consists of a group of over 35 different organisations working in the areas of health, women's rights, child welfare, and wider civil society that are committed to raising awareness of HPV vaccination. In 2017-18, a media

campaign was launched featuring vaccinated girls, which was strongly supported by the HPV Vaccination Alliance and senior politicians. A wide range of groups now promote the vaccine, which has had an immediate impact. Unvaccinated girls were offered another opportunity to be vaccinated and the first dose uptake increased in 2016-17 to 55.8% and to an estimated 61.7% in 2017-18.

Forming powerful cross-sectoral alliances has led to this rapid improvement in vaccine uptake, which contrasts with what has been seen in other countries that have had similar steep declines in vaccine uptake, such as Japan and Denmark. It is vital that this positive momentum is maintained to decrease morbidity and mortality from cervical cancer.

We declare no competing interests.

*Brenda Corcoran, Anna Clarke, Tom Barrett
brenda.corcoran1@hse.ie

National Immunisation Office, Dublin D07 X320, Ireland.

1. HPV immunisation uptake statistics. Dublin: Health Protection Surveillance Centre, 2018. <http://www.hpsc.ie/a-z/a-z-vaccines/preventable-diseases/immunisation/uptake-statistics/> (accessed April 23, 2018).

2. Mignone C, Barrett T, Carter S, Clarke A, Corcoran B. The uptake of human papillomavirus vaccine in Irish schools: the impact of disadvantage. *BMJ* 2017; 355: g603.

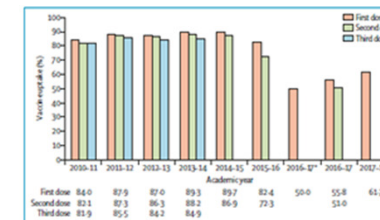


Figure: HPV vaccine uptake by academic year in Ireland, from 2010-11 to 2017-18

Data are the proportion of girls aged 12-13 years who were given the first, second, and third doses of vaccine (the dosing schedule for the vaccination was changed in 2014-15, from three doses to two doses). Data are from the Irish Health Protection Surveillance Centre. *HPV=human papillomavirus. *Data estimated from the Irish National Immunisation Office.

www.thelancet.com Vol 391 May 26, 2018

Correspondence

For the Irish National Immunisation Office website on the HPV vaccine see www.hpsc.ie

For the HPV Vaccination Alliance website see www.hpvalliance.ie

Submissions should be made via our electronic submission system at <http://ees.elsevier.com/submit>

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More information

- www.hpv.ie
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