

CONCLUSION

- In a pool of tested information tools on vaccination (ITV), articulation and formatting of arguments were not always optimal for health professionals (HP) and parents use;
- Tailored ITV should be available for the different needs of HP and parents, especially for the latter, according to their SES and hesitancy profiles;
- For HP, ITV adapted to use during consultation are necessary.

AUTHORS

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BACKGROUND

- France is marked by insufficient vaccination coverage for several vaccines and some mistrust of its population towards vaccination: more than 40% of parents of young children are vaccine hesitant [Rey 2018].
- This has led Health authorities to extend vaccination obligations for early childhood from 3 to 11 vaccines.
- To accompany this measure, efforts have been done to improve the offer of information tools on vaccination (ITV).

OBJECTIVES

- In order to better understand parents information expectations and health professionals (HPs) needs in terms of information tools on vaccination (ITV),
- To study their opinions about a set of ITV about their medium, format, content, and sources.

METHODS

- Inventory of existing French-language ITV in 2017-18;
- Selection of a set of ITV, ensuring a diversity in terms of medium, format, content (Table 1).
 - Qualitative study in 2018 among parents of young children and various HPs to collect their opinions about these ITV. 26 individual interviews of parents, recruited in nurseries and kindergartens in Marseille and Montpellier (Table 2).
 - 5 focus groups with 6 or 7 HPs: nurses (1) general practitioners(2), midwives (1) and pediatricians (1) In all, 33 participants.
- Use of guides to conduct interviews and focus groups
- For parents, collection of information about their socio-economic status (SES) and level of hesitancy (3 items: already accepted a vaccine for their children with doubts about its safety or benefits, already delayed/refused a vaccine, for their children).

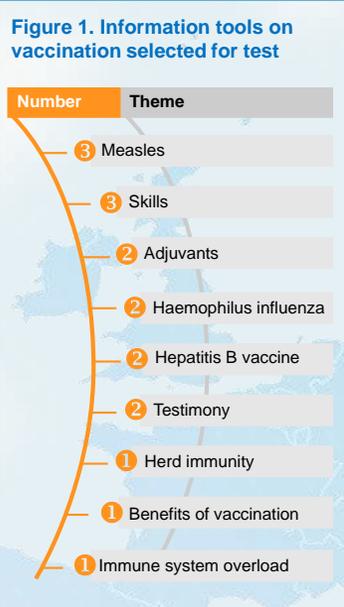


Table 1. Parents of young children according to their SSE and vaccine hesitancy (VH) level

SES level	+	-	Total
No VH	3	7	10
Low VH	6	3	9
Moderate VH	1	1	2
High VH	5	0	5
Total	15	11	26



RESULTS

- 17 ITV tested: 5 videos, 4 flyers, 3 infographics, 2 graphs, 3 paths on websites
- Most parents appreciated videos for their convenience: they used them to discover new/complex subjects in an entertaining way.
- Paper ITV remained essential mostly among parents with high SES or marked vaccine hesitancy, who also requested detailed information & scientific sources.
- Some parents of low SES considered ITV difficult to understand because of their length, quantity of information and medical language.
- HPs reported reluctance using videos during consultations.
- Some HPs stated their need for guidance on key discussion points to use when discussing with patients
- Request for neutral and balanced information
 - Hesitant parents: addressing risks, not only benefits
 - HPs: avoiding exclusive anxiety-provoking information

REFERENCE

Rey D, Fressard L, Cortaredona S, Bocquier A, Gautier A, Peretti-Watel P, Verger P. Vaccine hesitancy in the French population in 2016, and its association with vaccine uptake and perceived vaccine risk-benefit balance. *Eurosurveillance*, 2018, vol 23