

PUBLIC'S AWARENESS OF PH MESSAGES: HOW TO GET OUR PUBLIC HEALTH MESSAGES HEARD ?

Carlo Signorelli

*Full Professor of Hygiene and Public Health, University of
Parma & Vita-Salute San Raffaele- Milan
Treasurer, European Public Health Association (EUPHA)*

with the co-operation of A.Odone, P. Cella. M. Morgado. V. Tramutola

Italy has historically championed vaccination policies

- One of the first European countries to experiment with smallpox, polio and acellular Pertussis vaccines
- First introduced universal vaccination against hepatitis B virus in 1991 and against HPV in 2007
- Flourishing R&D
- Consolidated tradition of extensive active and free of charge immunization offers, supported by the I-NHS

SUSPENSION OF MANDATORY VACCINATIONS IN VENETO REGION (2007)



An appealing policy

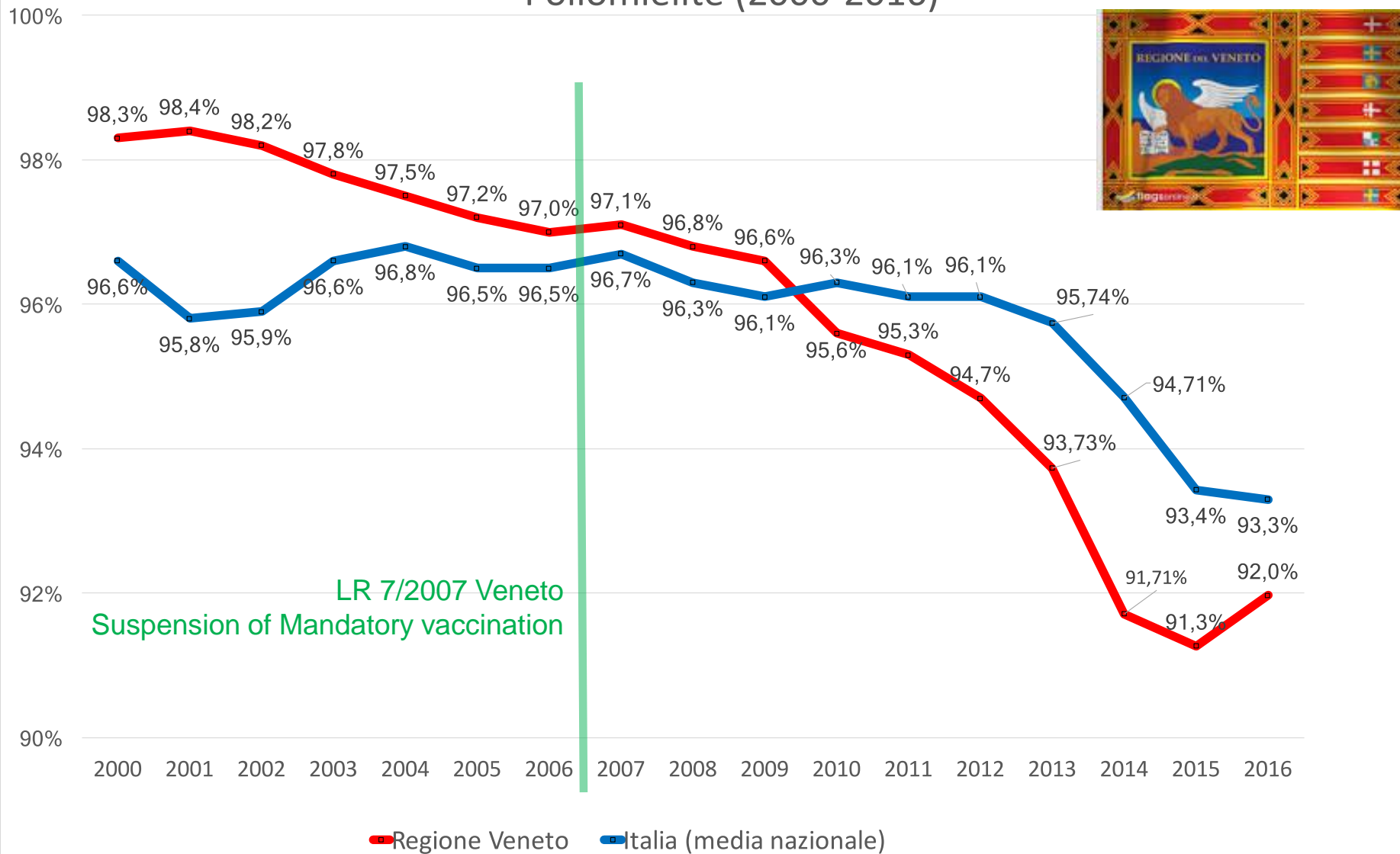


- In 2007 the Veneto Region (4mil.residents) suspended the obligation and invested in educational and information campaigns to better counteract the spreading of anti-vaccination movements
- This nudge theory didn't meet the ambitious goals
- Greater coverage decrease in Veneto than in other Regions



Coverage rates in Veneto and Italy, 2000-2016

Poliomielite (2000-2016)



A STRENGTHENED POLITICAL COMMITMENT (2014-)



A concerted action

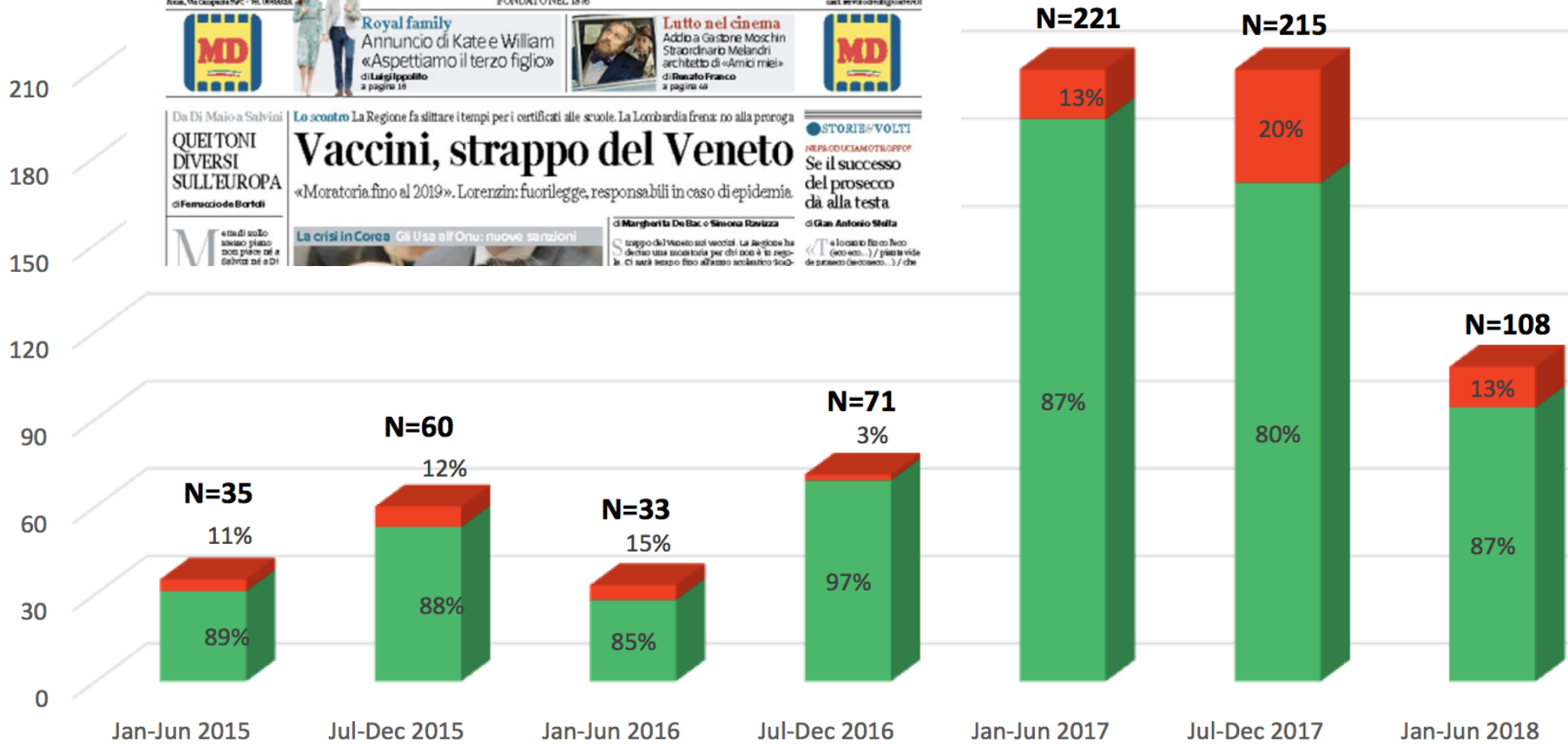
- A strong political commitment, since 2014, has positively influenced scientists, journalists, judges about the utility of vaccinations
- The overall results were considered positive: new National Plan, new actions, increased coverage rates



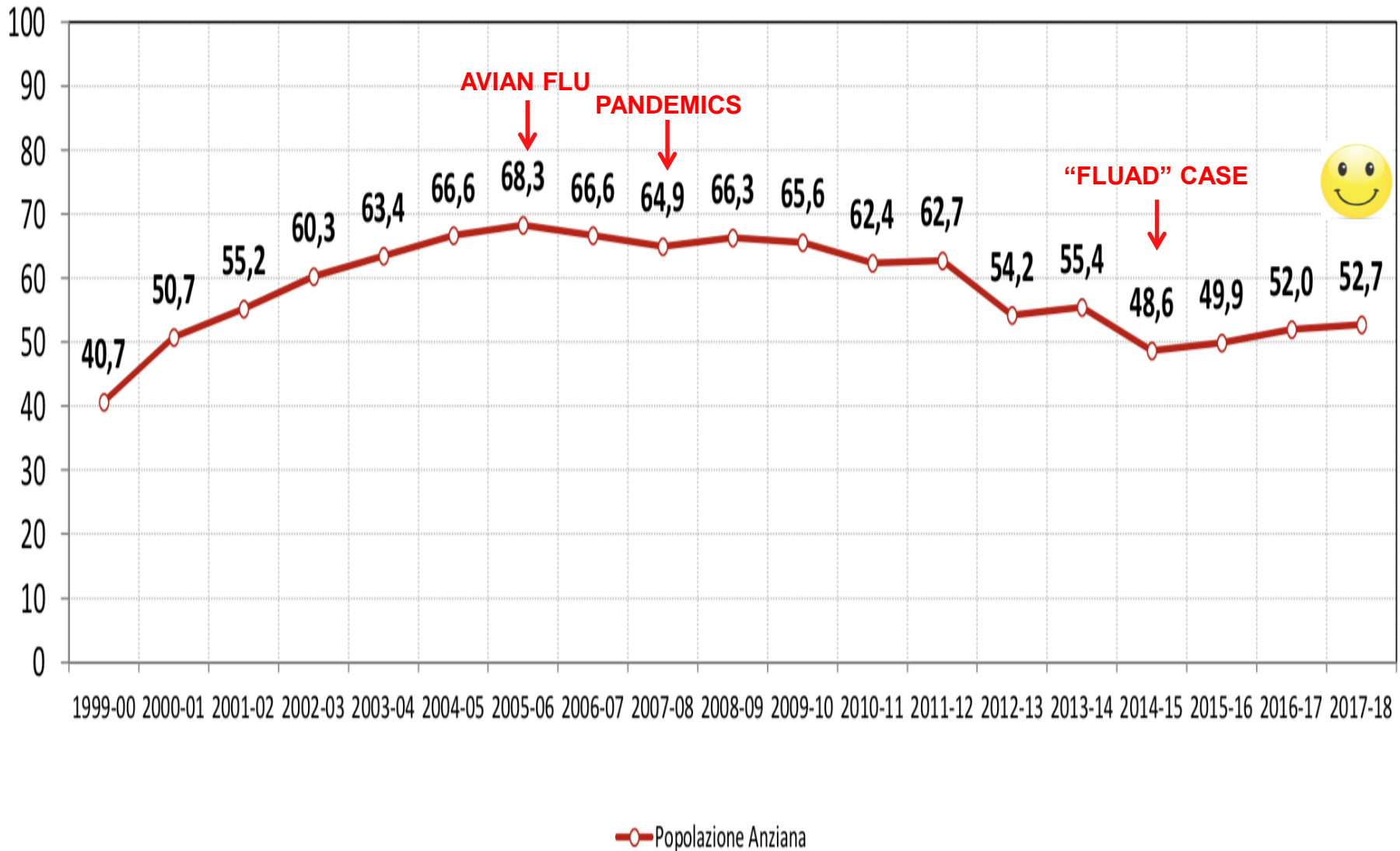
Stakeholders involved:

- National Health Institute
- Italian Chief Medical Officer
- Italian Agency for Medicine (AIFA)
- Pharma companies
- Scientific associations

Increased (favorable) media coverage



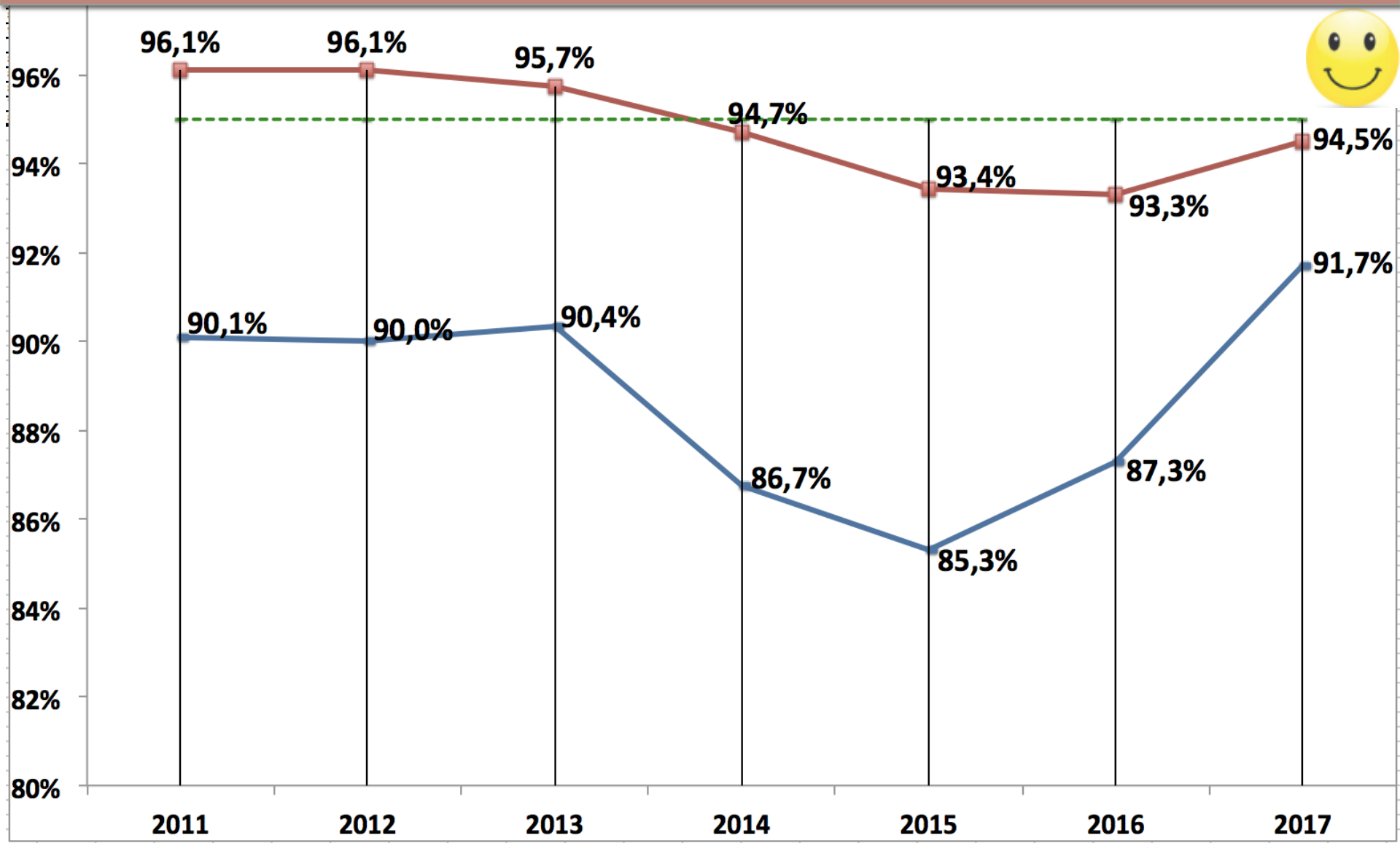
Influenza coverage rates in the elderly (1999-2018)



MESSAGE HEARD

Coverage rates increase

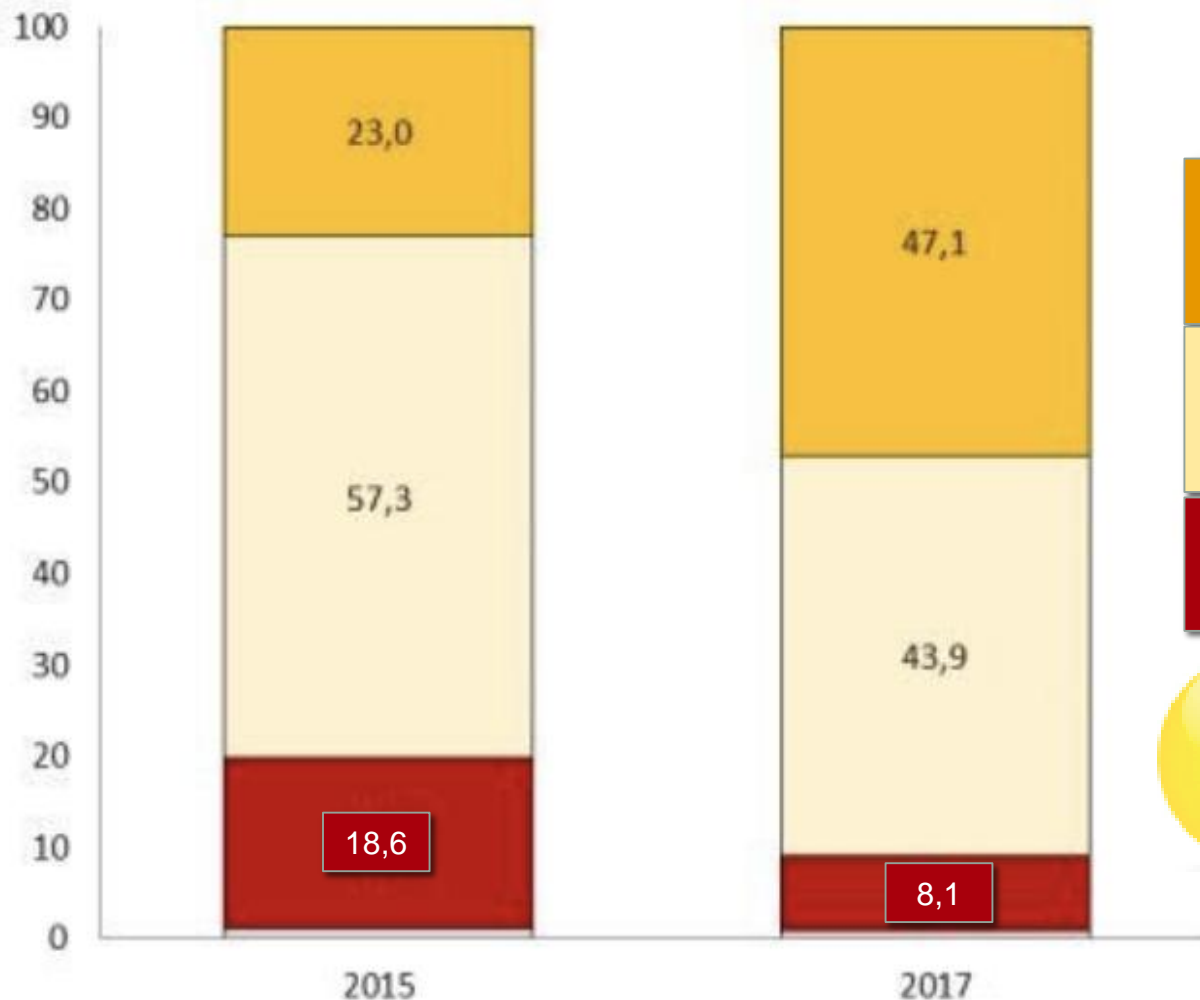
(National coverage data for **polio** and **measels**)



MESSAGE HEARD

The general population changed its mind

Gli italiani e i vaccini, confronto 2015-2017 (%; 2015=999; 2017: n=997)



ALL VACCINES SHOULD BE MANDATORY

ONLY A SMALL NUMBER OF VACCINES SHOULD BE MANDATORY

AGAINST MANDATORY VACCINATIONS AT ALL



AN UNEXPECTED ROLE PLAYER (2015-)



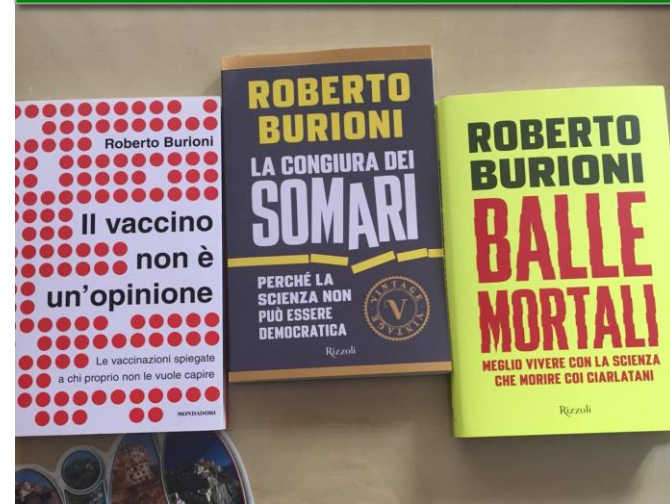
HEALTHY LIVING

Meet The Italian Doctor Using Facebook To Fight Anti-Vaxxers

Calling vaccinations dangerous "is like claiming that the earth is flat."

© 04/12/2016 04:52 pm ET

3 Best sellers



- *Vaccines are not opinions*
- *The conspiracy of the donkeys*
- *Mortal lies*

74.800 followers
on Twitter, 6 mln
of contacts P/W
on Facebook

- He has become a famous influencer answering back to anti-vaccinists, with a rather aggressive tone, claiming they are ignorant and that science is not a matter of democracy.
- Such an approach should have had a positive impact on social platforms by rebalancing scientific information on the web according to the ... numbers

An incredible and rapid change on the WEB

12.000		Eugenio Serravalle
4.800		Autismo e Danni da vac...
4.600		Vaccini Basta
4.100		Autismo & Vaccini
4.000		VaccinarSi
3.100		VaccinarSi
3.400		Rete Informazione Vacci...
2.600		FIMP Prevenzione
2.200		Perché vaccino
0		IoVaccino
0		Roberto Burioni, Medico

April
2015

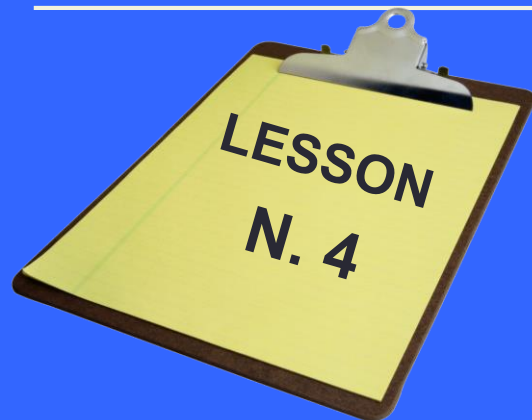


January
2018



321.643		Roberto Burioni, Medico
52.557		IoVaccino
27.643		Eugenio Serravalle
21.010		Vaccini Basta
19.754		Autismo & Vaccini
19.095		VaccinarSi
18.716		Rete Informazione Vacci...
11.212		FIMP Prevenzione
10.642		VaccinarSi
5.928		Autismo e Danni da vac...
2.225		Perché vaccino

EXPANSION OF MANDATORY VACCINATIONS (2017)



The Italian “strong” policy (2017) or the “stopgap” to raise the vaccine uptake

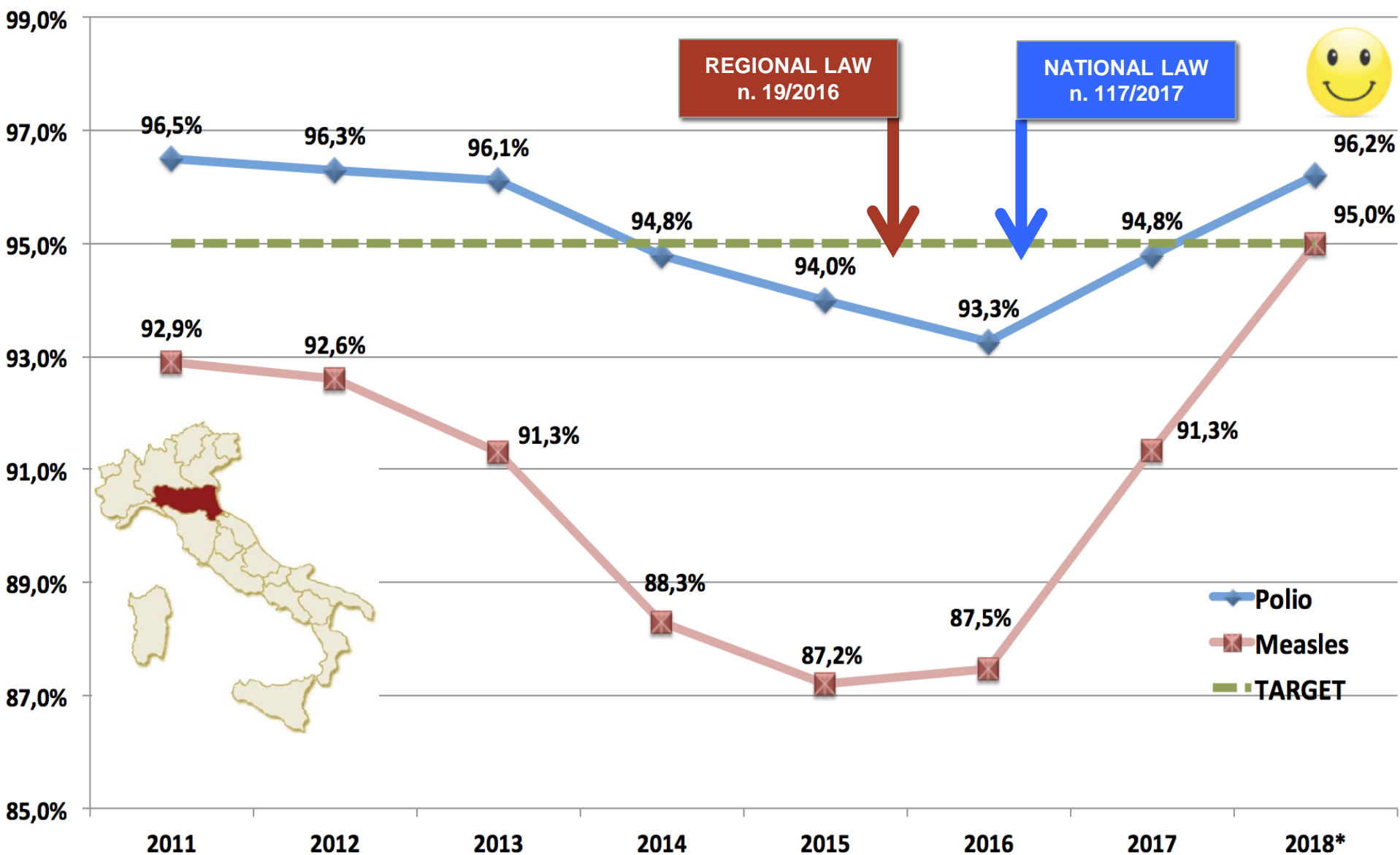
- Mandatory vaccinations from 4 to 10
- Certificates at pre-school admission
- Fines (500€) for non-compliance
- Reinforce of information
- Sanctions to anti-vax MD

but also

- Instrumentalization and politicization



Emilia Romagna coverage rates for Polio and Measles (2011-2018*)





Rise of Italian populist parties buoys
anti-vaccine movement

2018- : Risk of a rebound ?





"I urge you to fight declining vaccination rates head-on. Do not allow this problem to become worse than it already is Lives are at stake."

Dr Tedros Adhanom Ghebreyesus, Sept 2018

Thanks for your attention