

Survey Results: Challenges & Solutions to Improve Access to Routine Pediatric Immunisation in Europe

Survey conducted by Excellence in Pediatrics
Institute and sponsored by Pfizer

October 2022



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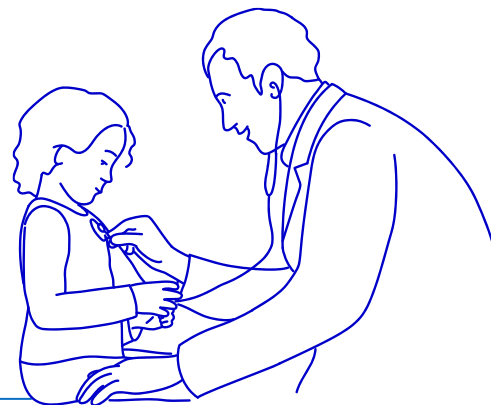
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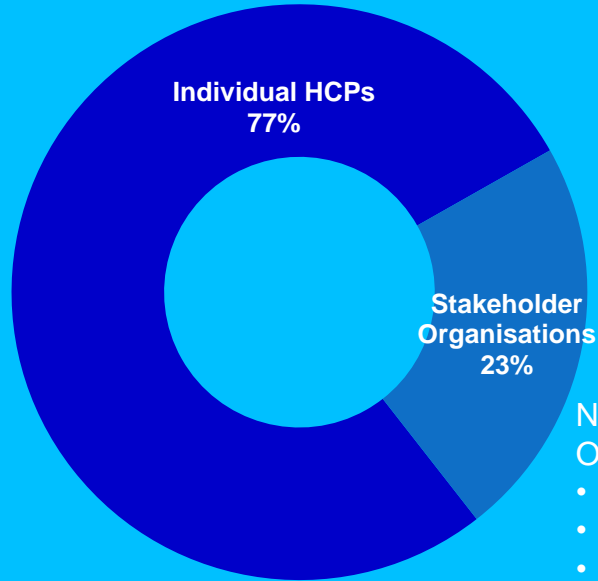


Survey Objectives & Methodology

- **Objectives:**
 - Better understand **barriers to routine pediatric immunisation in Europe**
 - Uncover **potential solutions** to help families, HCPs and community health leaders **better prioritise routine immunisation in Europe**
- **Methodology:**
 - Pfizer and the Excellence in Pediatrics Institute (EIP) surveyed EIP's network of child healthcare providers and select civic, advocacy, and HCP organisations servicing Europe.
 - The 15-minute quantitative survey was conducted online, October 6-21, by EIP and Ogilvy, through SurveyMonkey and Prodege data platforms.
 - Questionnaire focused on routine pediatric immunisations in Europe; excluded COVID-19.
 - Responses were anonymous and incentives were not provided.
- **Sample:**
 - 106 total respondents (82 individual-HCP respondents, 24 stakeholder organisation respondents)
 - Note: any differences noted between organisations and individual HCPs are directional in nature and should be interpreted with caution due to small sample size

Respondent Profile

106 Respondents



N=24 Stakeholder Organisations:

- 17 HCP
- 4 Advocacy
- 3 Civic

54%

Of individual HCPs work in a hospital setting

They work in the following regions:

- 83% EU Nations
- 78% Western Europe
- 9% Eastern Europe

84%

Of stakeholder groups are small and medium organisations*

They provide services in the following regions:

- 46% EU Nations
- 38% Western Europe
- 33% Eastern Europe

Small organisations serve 1,000 or less individuals or have 1-50 member organisations;
Medium organisations serve between 1,001 – 100,000 individuals or have 51-100 member organisations

Respondent Profile: Pediatric Vaccine Prioritisation

- Administering routine pediatric vaccinations was reported as a **top or mid-level priority for 94% of HCP respondents**
- Encouraging routine pediatric vaccination rates was reported as a **top or mid-level priority for 88% of stakeholder organisation respondents**
 - Of the stakeholder organisations that cite encouraging pediatric vaccination rates as a priority, **most (91%) report that their organisation has done this effectively** in the past 12 months

Q. How would you characterise your prioritisation of administering routine pediatric immunisations to your patients? Please select one.

Q. How effective do you think your organisation has been in the past 12 months in helping to encourage pediatric vaccination rates? Please select one.

Q. As it relates to your organisation's priorities, how would you characterise encouraging routine pediatric vaccination rates? Please select one.

Q. Please select the description that best matches the organisation you represent in responding to this questionnaire. Note: If you are a Health Care Practitioner (HCP) member of EIP, please select "HCP – individual" from the list provided below. Please select one.

Q. In what country do you work? Q. Which best describes your work setting?

Q. What is the size or extent of your membership/constituency served? Please select one.

Q. In what regions do you provide services or resources? Please select all that apply.

Executive Summary

Barriers to Routine Pediatric Vaccinations

The top challenges to pediatric vaccination rates are intertwined; focused on safety, conflicting information, and efficacy.

Respondents indicate that parents are concerned about **vaccine safety** (51%) and confused by **conflicting vaccine information** (56%). Belief that **vaccines are not relevant or necessary** (45%) is another top challenge.

Most Relevant Vaccine-Preventable Diseases

Respondents report that parents with children under age 2 show the most concern about:

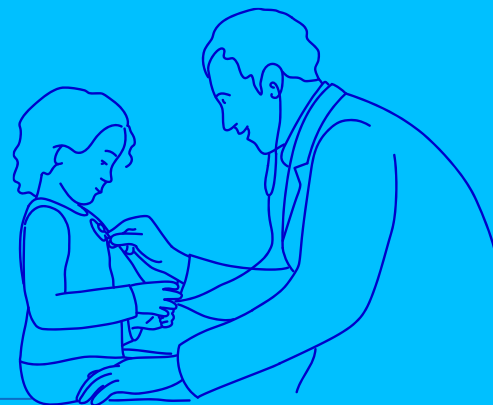
- Measles, Mumps, Rubella (58%)
- Meningococcal disease (55%)
- Diphtheria, tetanus & acellular pertussis (36%)
- Influenza (35%)
- Pneumococcal disease (31%)

Potential Solutions

Respondents highlight the importance of vaccine safety and effectiveness messages via trustworthy sources/messengers and social media channels.

- **Top resources:** parent-friendly materials (37%) and broadcast/social media training (21%).
- **Top messengers:** HCPs (39%)
- **Top messages:** safety (64%) and efficacy (61%)
- **Top channel:** social media (65%)

Detailed Findings

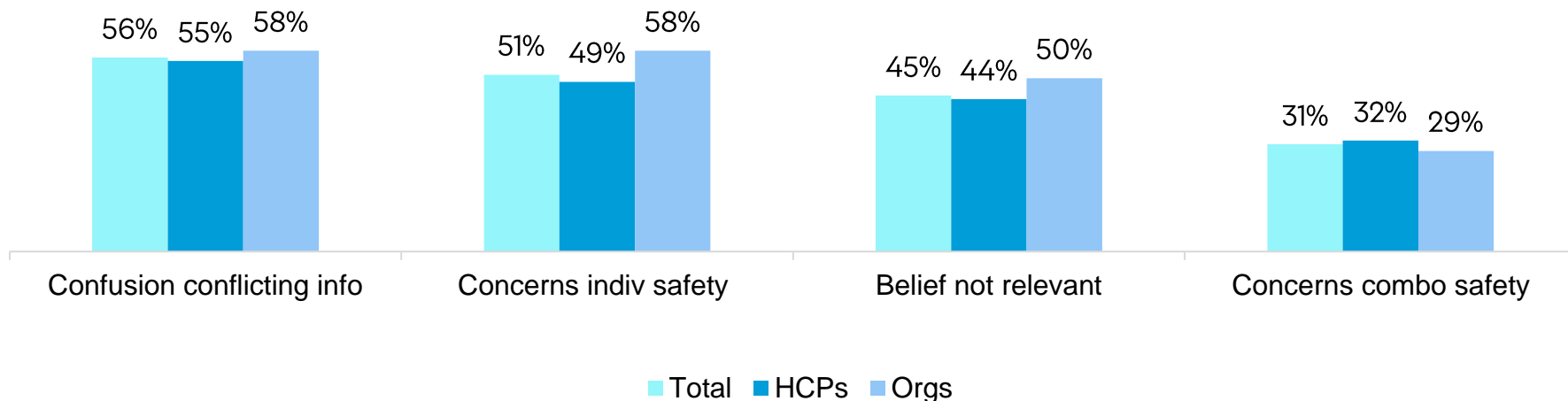


TOP VACCINE CHALLENGES

Base: Total Respondents 106

- Conflicting information/sources, safety concerns, and skepticism about the necessity/relevance of vaccines are the top challenges to getting children vaccinated

Percentage of respondents selecting the top challenges among parents/guardians in getting their young children vaccinated (prompted to select 3 challenges from response items)

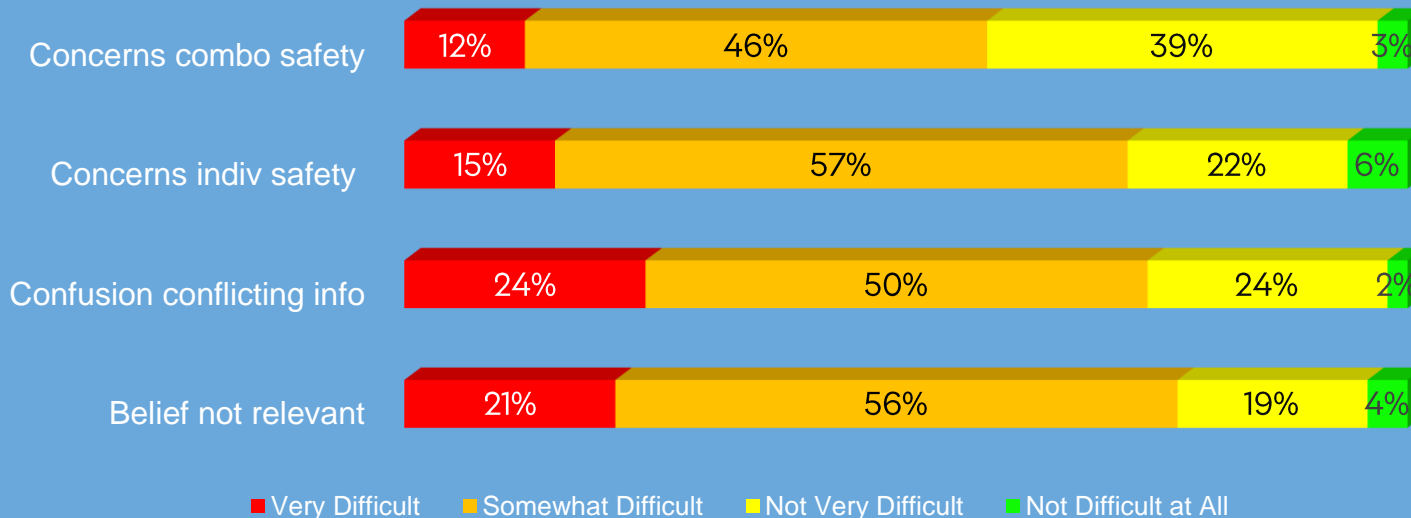


OVERCOMING TOP CHALLENGES

Base: Varies

- More than half indicate difficulty in overcoming these top challenges
 - Of the top 4 challenges, concerns over combined vaccine safety is deemed least difficult to overcome

Level of Difficulty in Overcoming Top Challenges



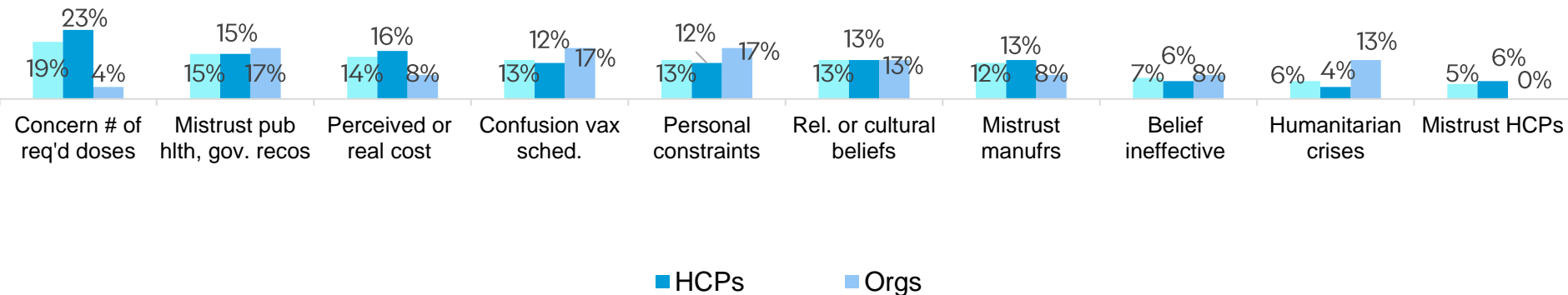
■ Very Difficult ■ Somewhat Difficult ■ Not Very Difficult ■ Not Difficult at All

OTHER VACCINE CHALLENGES

Base: Total Respondents 106

- Mistrust in public officials/HCPs, and personal circumstances/beliefs fall lower on the list of challenges
 - HCPs tend to indicate concerns about doses more so than stakeholder organisations

Percentage of respondents selecting the top challenges among parents/guardians in getting their young children vaccinated (prompted to select 3 challenges from response items)

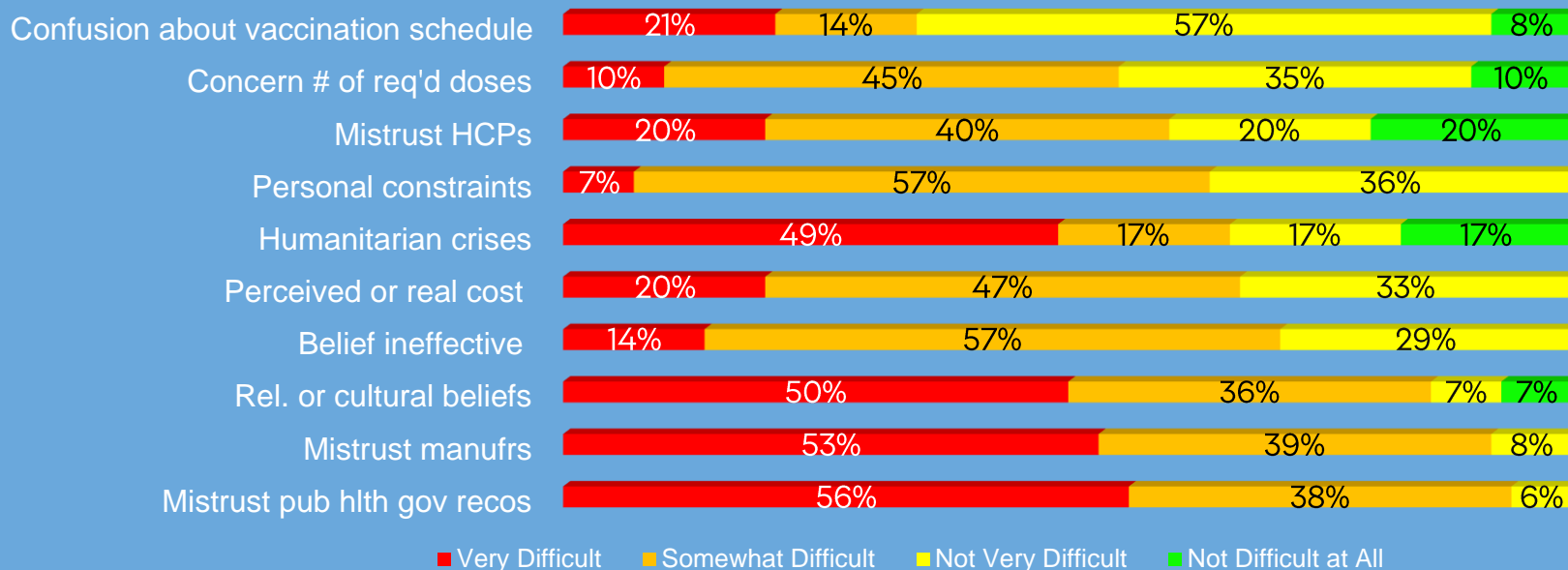


OVERCOMING OTHER CHALLENGES

Base: Varies

- Respondents indicate vaccine schedules and dosage concerns are easier to overcome
- Mistrust and religious or cultural beliefs are very difficult challenges to address

Level of Difficulty in Overcoming Other Challenges



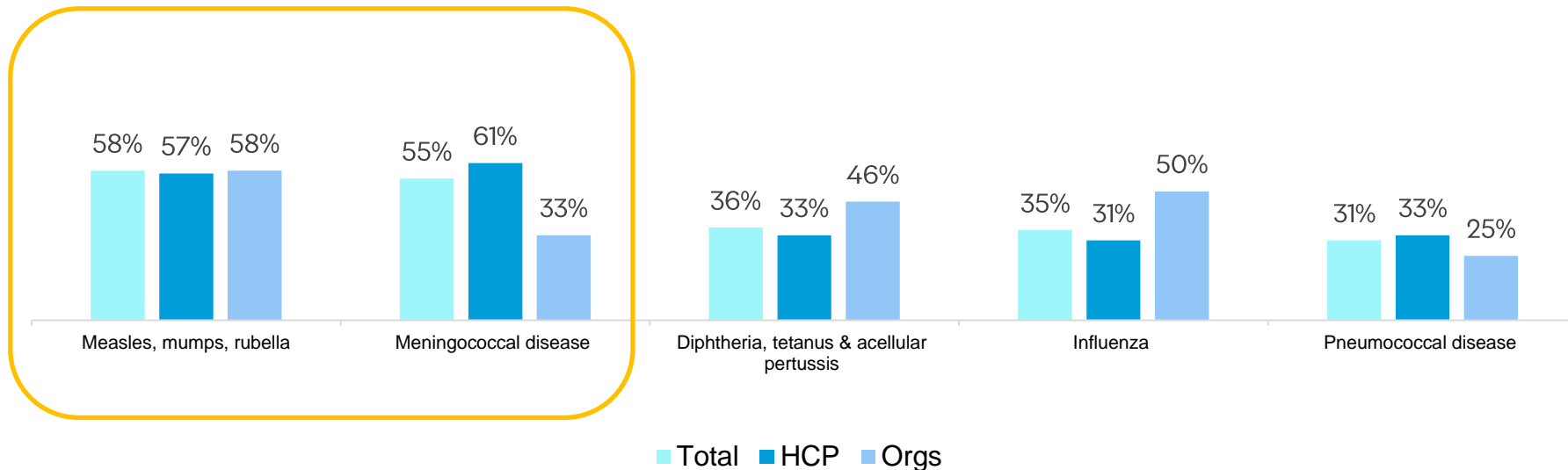
■ Very Difficult ■ Somewhat Difficult ■ Not Very Difficult ■ Not Difficult at All

MOST CONCERNING DISEASES

Base: Total Respondents 106

- Respondents are mostly aligned around MMR and Meningococcal disease, followed closely by DTAP and influenza as the most concerning vaccine-preventable diseases (VPDs) for parents with children under 2

Percentage of respondents selecting the most concerning vaccine-preventable diseases for parents with children under 2 (prompted to select 3)

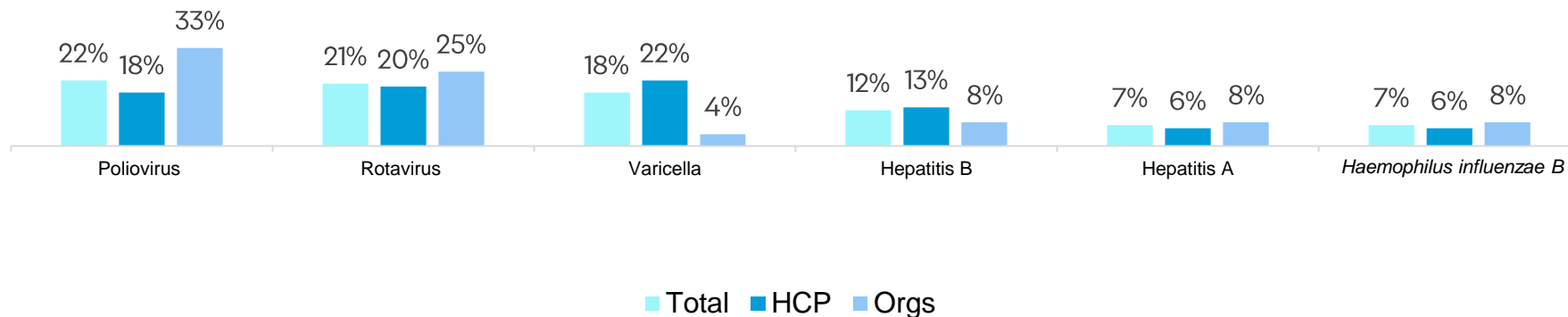


OTHER CONCERNING DISEASES

Base: Total Respondents 106

- Respondents believe parents show less concern about Hepatitis A and B and *Haemophilus influenzae B*

Percentage of respondents selecting the most concerning vaccine-preventable diseases for parents with children under 2 (prompted to select 3)



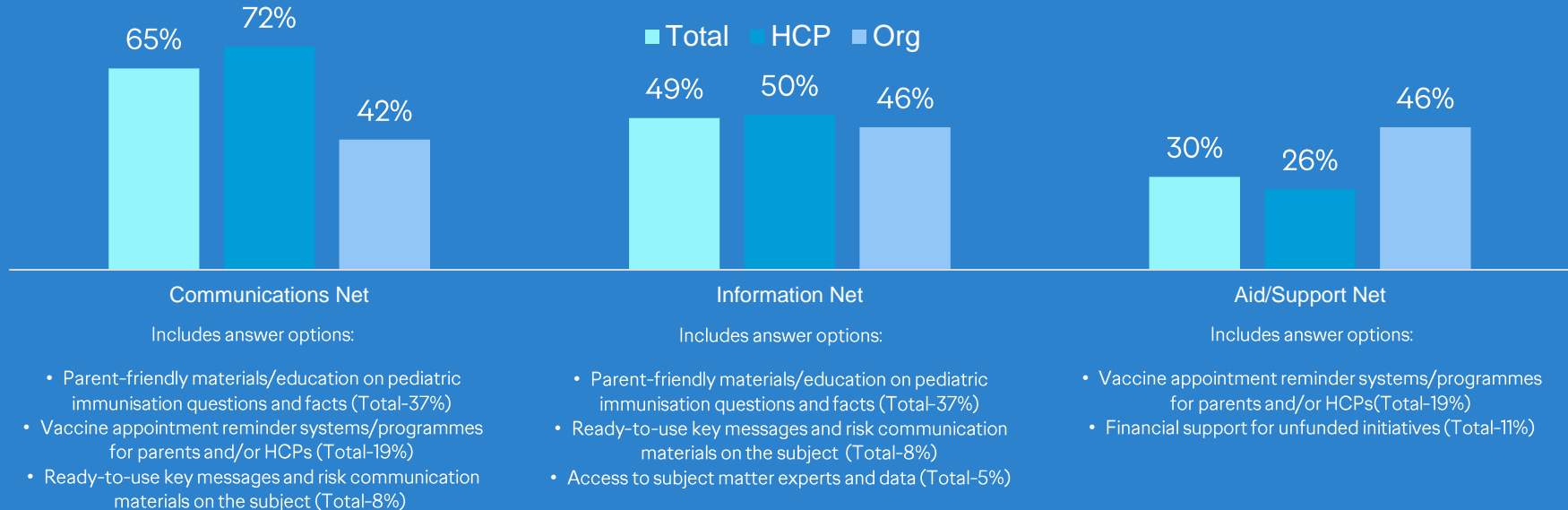
Q. Which of these vaccine-preventable diseases are most concerning to your constituents and/or parents with children under 2 years of age? Please **choose 3** of the options below.

EFFECTIVE RESOURCES

Base: Total Respondents 106

- HCPs and stakeholder organisations need more communications and information to effectively encourage routine pediatric vaccination, namely parent-friendly materials

Percentage of respondents selecting the most effective resources to more effectively encourage pediatric vaccination (prompted to select 1)



Q. Which of the following resources would enable you/your organisation to more effectively encourage routine pediatric vaccination? Please **choose one** of the options below.

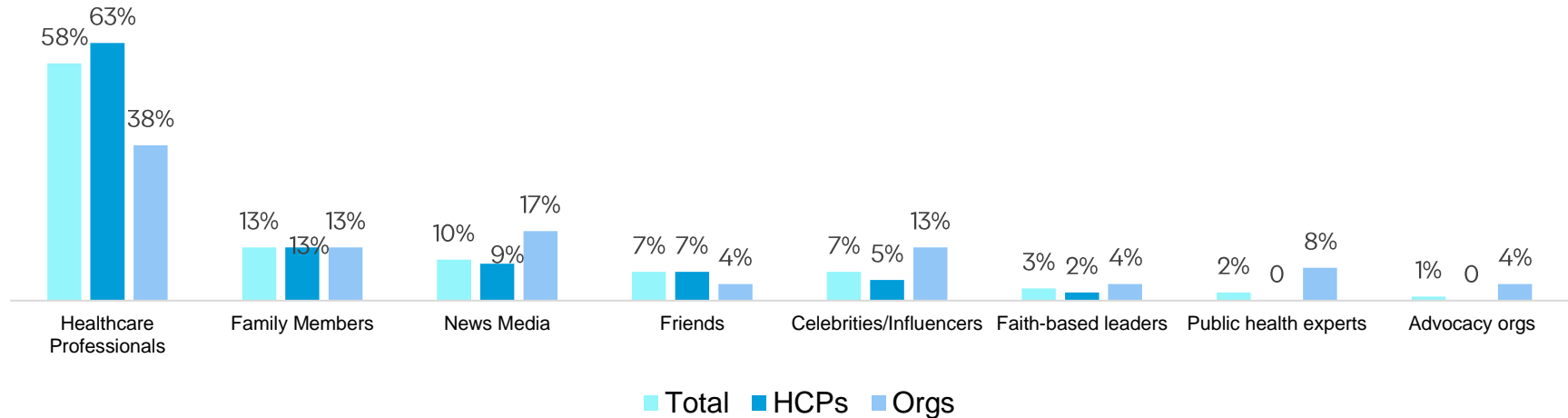
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GREATEST INFLUENCE ON PARENTS

Base: Total Respondents
106

- Respondents strongly believe that healthcare professionals have the greatest influence over parents' decisions to vaccinate their children
 - HCPs tend to indicate this at a higher rate than stakeholder organisations

Percentage of respondents selecting the greatest influence over parents' decisions to vaccinate their child (prompted to select 1)



CREDIBLE CAMPAIGN STAKEHOLDERS

Base: Total Respondents 106

64%



Healthcare professionals

14%



Patient support organisations

11%



Public health experts

6%



Government officials

5%



Non-profit organisations

0%



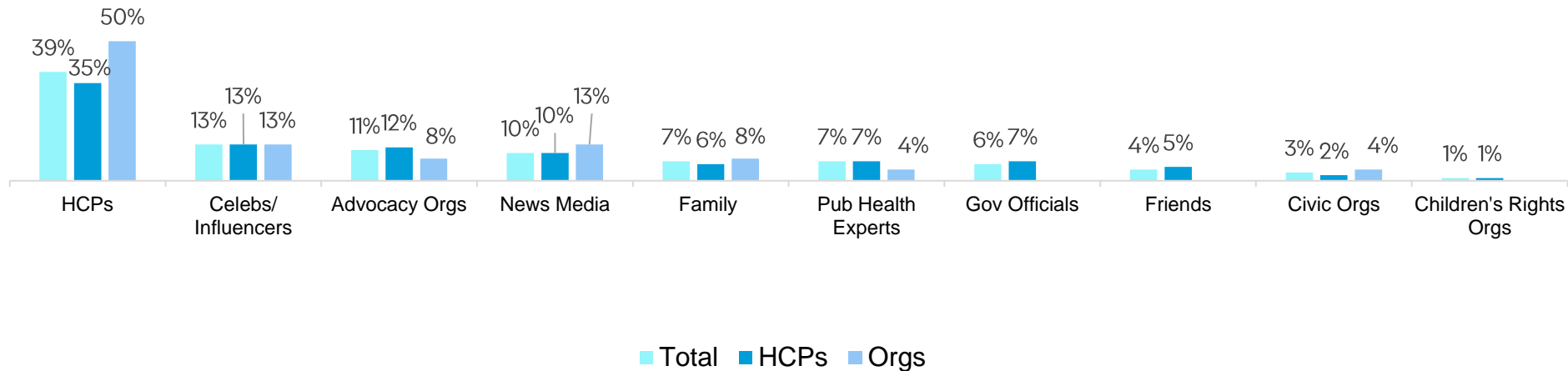
Vaccine manufacturers

CAMPAIGN MESSENGERS

Base: Total Respondents 106

- Healthcare professionals are, by far, the most critical to leverage as a messenger in a campaign that promotes the value of routine pediatric vaccination to parents/guardians

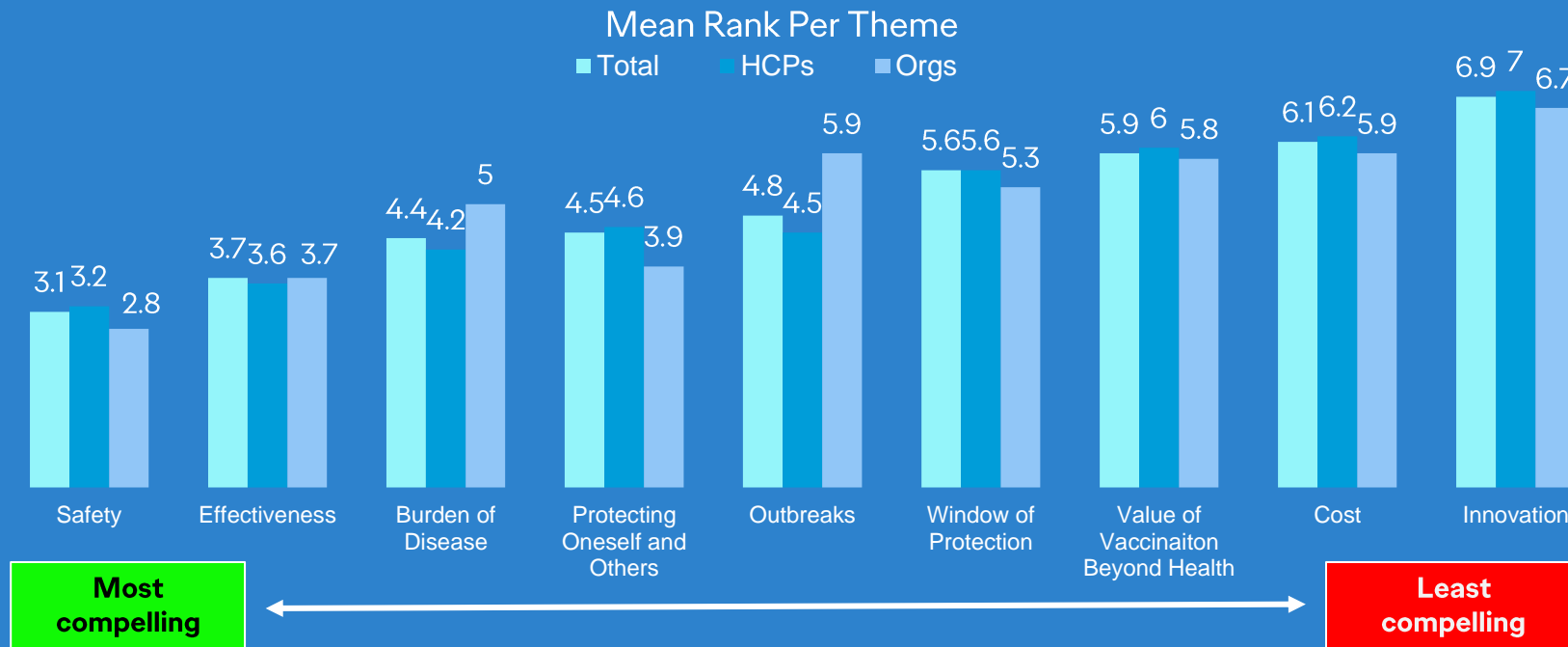
Percentage of respondents selecting the most critical influencer to leverage as a messenger in a campaign promoting the value of routine pediatric vaccination (prompted to select 1)



COMPELLING MESSAGES

Base: Those Responding
102

- Messaging on vaccine safety is ranked most compelling; this is in line with vaccine information and safety concerns being top challenges

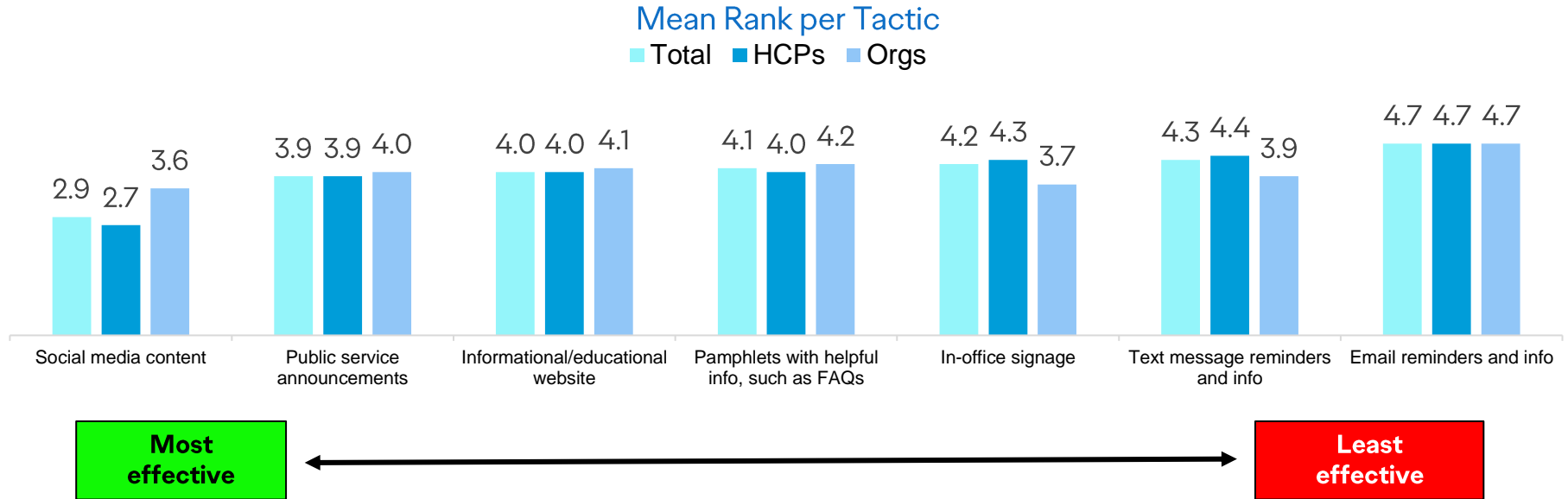


Q. Consider the below options as general themes around which public campaigns could be created to help educate parents/guardians about the importance of routine pediatric immunisations. Please **rank these themes** from **most to least compelling** to drive urgency on prioritising pediatric vaccination.

EFFECTIVE COMMUNICATION TACTICS

Base: Those Responding 101

- Social media is ranked, by far, the most effective way to reach parents with pediatric vaccination information



Appendix



Appendix

Full Answer Option Text for Abbreviated Charts

- Slides 7 and 9: Q. What are the most difficult challenges among parents/guardians in getting their young children vaccinated? Please **choose 3** of the options below.
- Chart 2 (slides 8 and 10): Q. How difficult would it be to overcome each challenge that you ranked as most difficult in the previous question? Please select one answer for each challenge in the matrix below. Please select one per row.
 - a. Concerns about individual vaccine safety and adverse effects
 - b. Concerns about combined vaccine safety (i.e., receiving multiple vaccinations at once to immunise against different diseases) and adverse effects
 - c. Belief that vaccines are not relevant/necessary; lack of understanding about the dangers of vaccine-preventable diseases
 - d. Belief that vaccines are not effective enough in preventing disease
 - e. Confusion about vaccination schedule (i.e., how many doses and when; why multiple vaccines may be scheduled at the same time)
 - f. Confusion around conflicting information about vaccines and which information sources can be trusted
 - g. Concern about the number of vaccinations and/or required doses
 - h. Mistrust of public health officials and government recommendations
 - i. Mistrust of healthcare professionals
 - j. Mistrust of vaccine manufacturers
 - k. Personal constraints, including lack of time, access to transportation, etc.
 - l. Perceived or real cost of vaccinations
 - m. Humanitarian crises and displacement of families
 - n. Religious or cultural beliefs



Appendix Cont.

Full Answer Option Text for Abbreviated Charts

- *Slide 13: Q.* Which of the following resources would enable you/your organisation to more effectively encourage routine pediatric vaccination? Please **choose one** of the options below.
 - a. Ready-to-use key messages and risk communication materials on the subject
 - b. Access to subject matter experts and data
 - c. Financial support for unfunded initiatives
 - d. Broadcast media and/or social media training
 - e. Parent-friendly materials/education on pediatric immunisation questions and facts
 - f. Vaccine appointment reminder systems/programmes for parents and/or health care practitioners
- Communications Net includes: A,D,E
- Information Net includes: A,B,E
- Aid/Support Net includes: C,F



Appendix Cont.

- Slide 14: Q. Based on your experience, which of the following has the greatest influence over parents' decisions to vaccinate their child? Please choose one of the options below. Which of the following influencers is most critical to leverage as a messenger in a campaign that promotes the value of routine pediatric vaccination to parents/guardians? Please choose one of the options below.
- Slide 16: Q. Which of the following influencers is most critical to leverage as a messenger in a campaign that promotes the value of routine pediatric vaccination to parents/guardians? Please choose one of the options below.
 - a. Healthcare professionals (e.g., Paediatricians, General Practitioners, Nurses, Pharmacists)
 - b. Public health experts
 - c. Government officials
 - d. Faith-based leaders (e.g., church)
 - e. Family members
 - f. Friends
 - g. News media
 - h. Celebrities/influencers
 - i. Civic organisations
 - j. Children's rights organisations
 - k. Advocacy/patient support organisations



Appendix Cont.

- *Slide 17: Q. Consider the below options as general themes around which public campaigns could be created to help educate parents/guardians about the importance of routine pediatric immunisations. Please rank these themes from most to least compelling to drive urgency on prioritising pediatric vaccination.*
 - Outbreaks** - New outbreaks could emerge if we do not stay on top of pediatric vaccination. A resurgence of diseases is possible if we do not keep vaccination rates up.
 - Window of Protection** - If a child misses a vaccination, they will be more susceptible to disease exposure for longer, putting them at greater risk outside the window of protection that vaccines can provide.
 - Innovation** - New vaccines are being developed to better protect against diseases, proving that dangerous vaccine-preventable diseases are still out there.
 - Effectiveness** - Vaccines are effective in helping to prevent or reduce the severity of potentially painful, debilitating, or life-threatening diseases.
 - Safety** - Vaccines are tested for safety in rigorous clinical trials and are actively monitored for safety by governments, doctors, and scientists. Serious reactions are rare, and most side effects are mild and short-lived.
 - Protecting Oneself and Others** - Vaccines help protect the vaccinated individual, and importantly, can also help to protect vulnerable family and community members who cannot be vaccinated.
 - Value of Vaccination Beyond Health** - Vaccinated communities tend to be healthier overall and achieve higher levels of education and income/economic productivity.
 - Burden of Disease** - There is still a significant burden of disease for many vaccine-preventable diseases.
 - Cost** - Vaccines are available at low or no cost for children.

