



Folkhälsomyndigheten

# **Guide for regional tailored interventions promoting vaccination acceptance and uptake in vulnerable populations, Sweden**

ECDC Webinar, 23 June 2021

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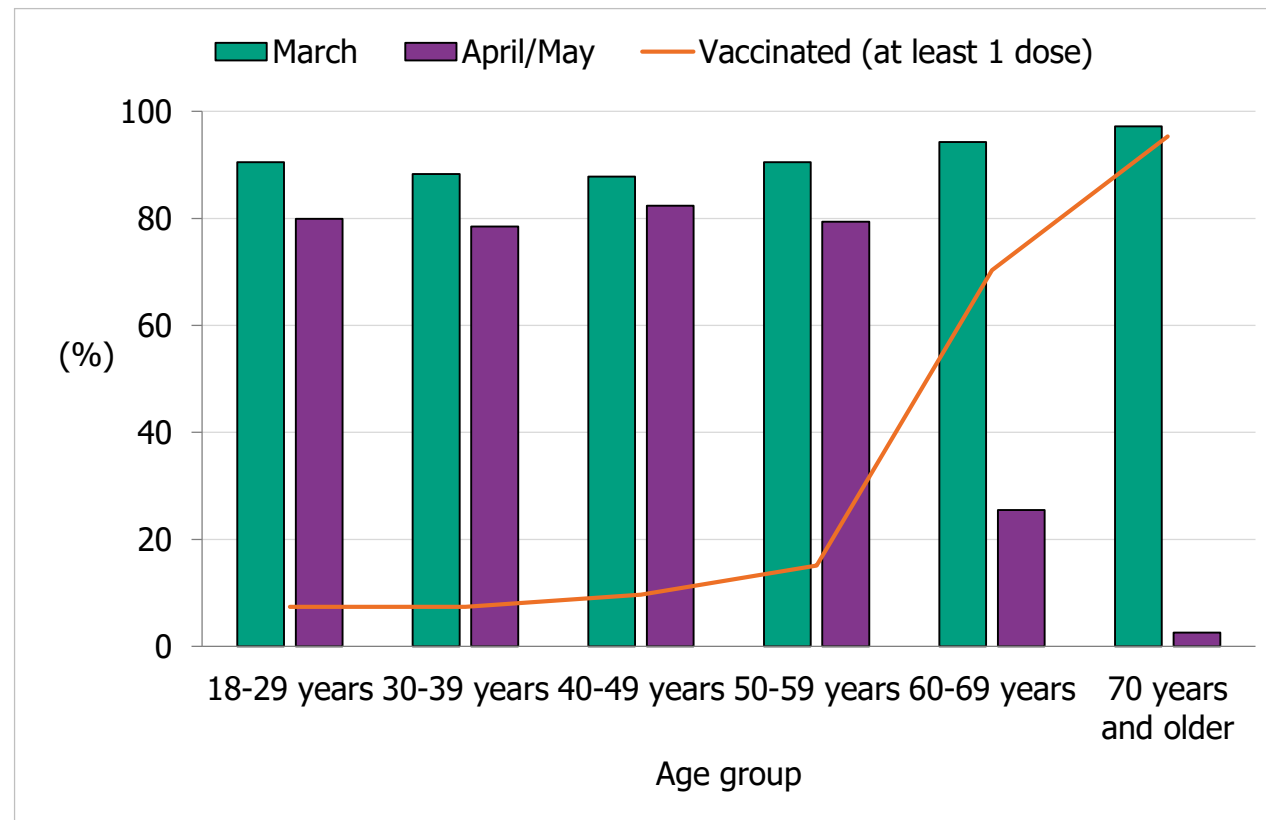


# Background

- To achieve high and equitable vaccination acceptance and uptake, it is necessary to understand the drivers and barriers to vaccination among the population groups with suboptimal coverage.
- Higher burden of disease and lower vaccination coverage amongst people born outside Sweden.
- Data due to be published this week shows that vaccination acceptance is slightly but not significantly lower.
- Work in this area is based on previous experience with the national childhood immunisation programme:
  - Government initiative since 2013 – based on the TIP Guide developed by WHO/Europe

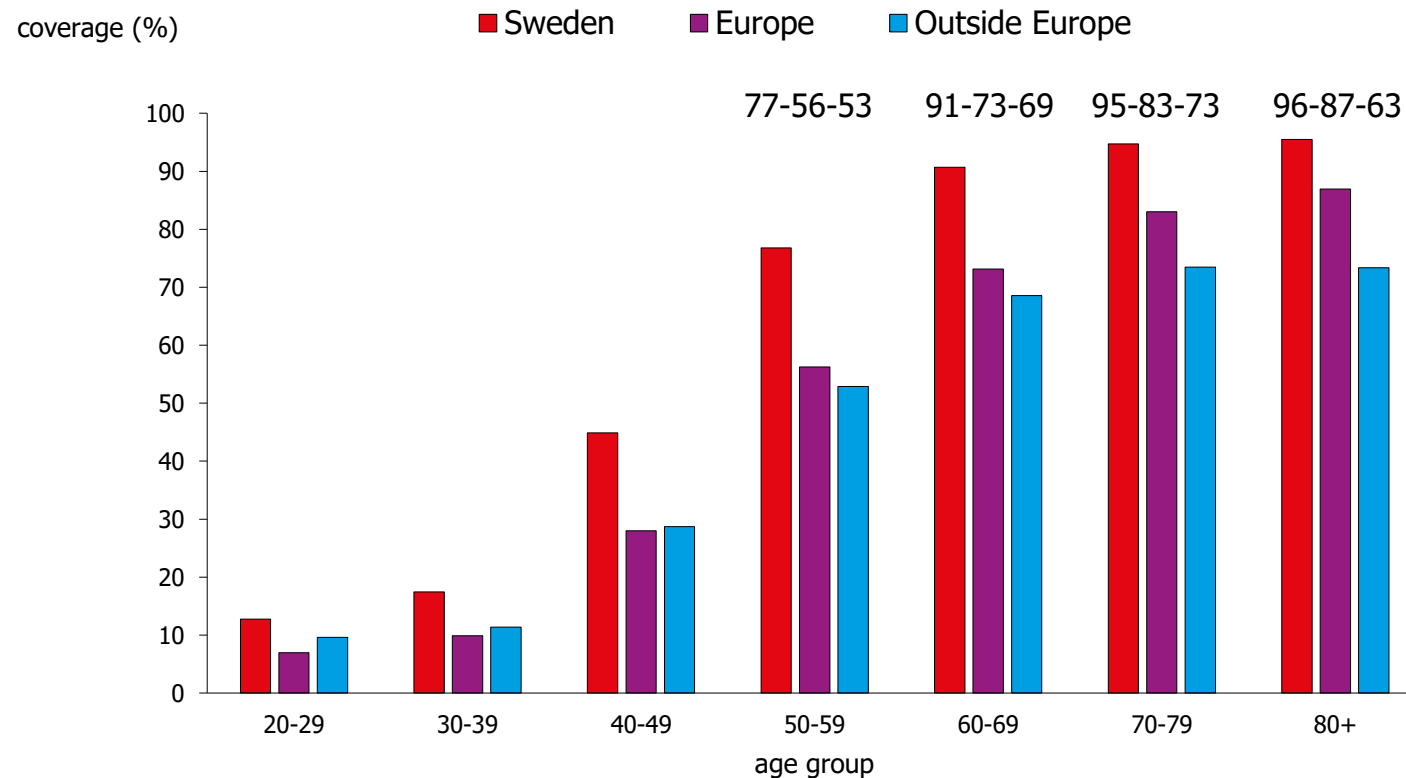
# Overall vaccine acceptance for covid-19 continues to be high

- 2<sup>nd</sup> population level survey conducted April/May (Health report)
  - 6418 participants, closed-ended questions, 79% responded
  - 700 addition of open-ended questions
- Overall results (vaccinated excluded)
  - **88% yes** (definitely 70%, probably 18%)
  - 6% no; 6% don't know
- High vaccine acceptance among the age groups which have not yet been offered vaccination.
- 100% will get vaccinated with dose 2 - 97% definitely.



***Vaccine acceptance and self reported vaccination status.***  
*Will get vaccinated or have already received at least one dose vaccine against covid-19.*

# Vaccination coverage with at least one dose by age group and region of birth



Ref: National Vaccination Register

<https://www.folkhalsomyndigheten.se/folkhalsorapportering-statistik/statistikdatabaser-och-visualisering/vaccinationsstatistik/statistik-for-vaccination-mot-covid-19/uppfoljning-av-vaccination/vaccinationstackning-i-undergrupper/>

# Tailoring Immunization Programmes (TIP) in Sweden

- TIP approach was developed by the WHO/Europe to support member states
- It is grounded in scientific evidence, behavioral insights and provides support to:
  - ✓ Identify population groups with lower vaccination coverage
  - ✓ Determine factors - barriers or drivers - to vaccination
  - ✓ Design tailored interventions
- The theoretical COM-B model adapted to vaccination is used



## Three pilotstudies – formative research (2013-2014)

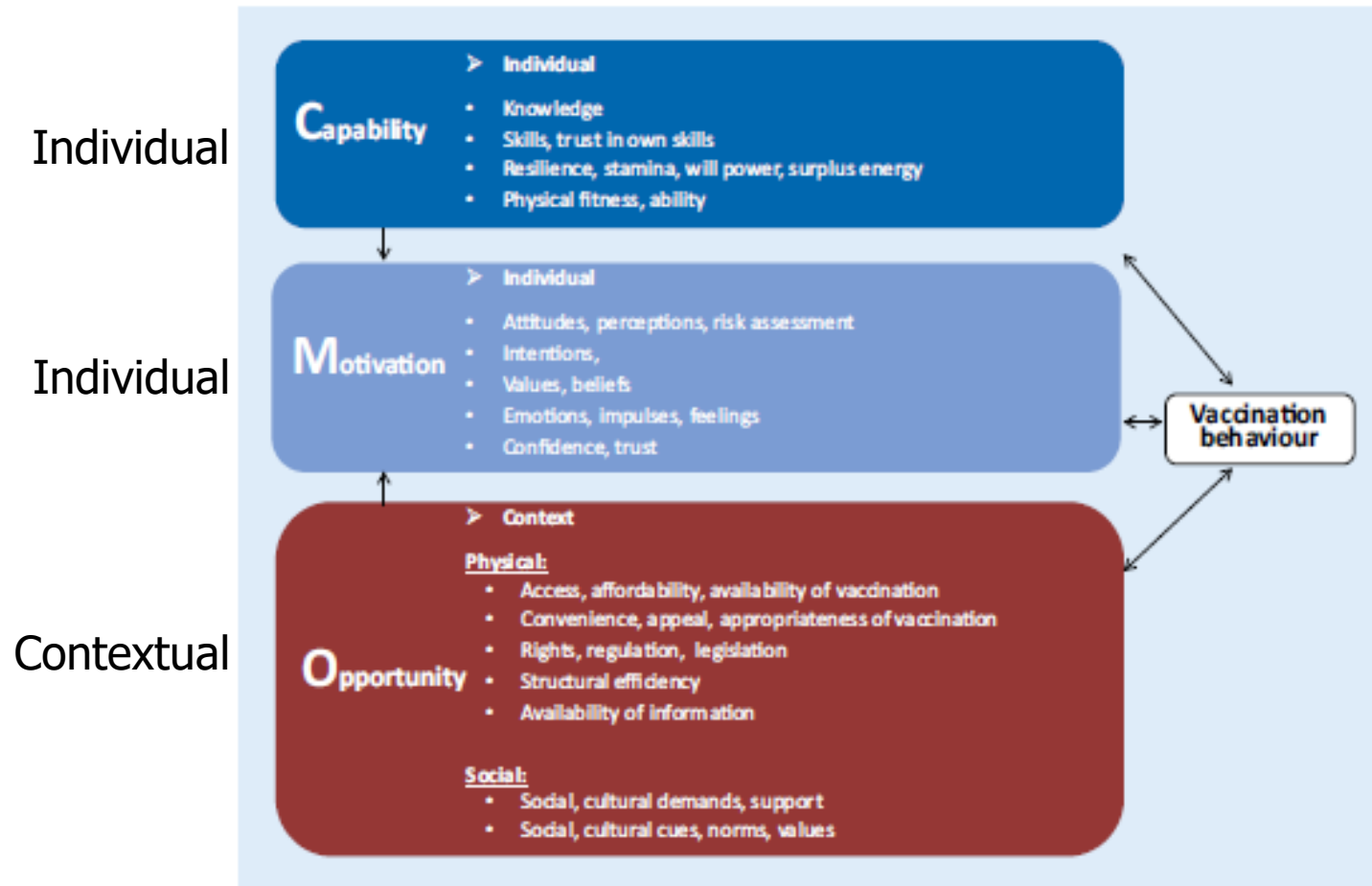
- The Somali community in Rinkeby/Tensta, Stockholm
- The undocumented migrant communities, Gothenburg and Stockholm
- The anthroposophic community in Järna, Stockholm

<https://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/2019/tip-tailoring-immunization-programmes-2019>



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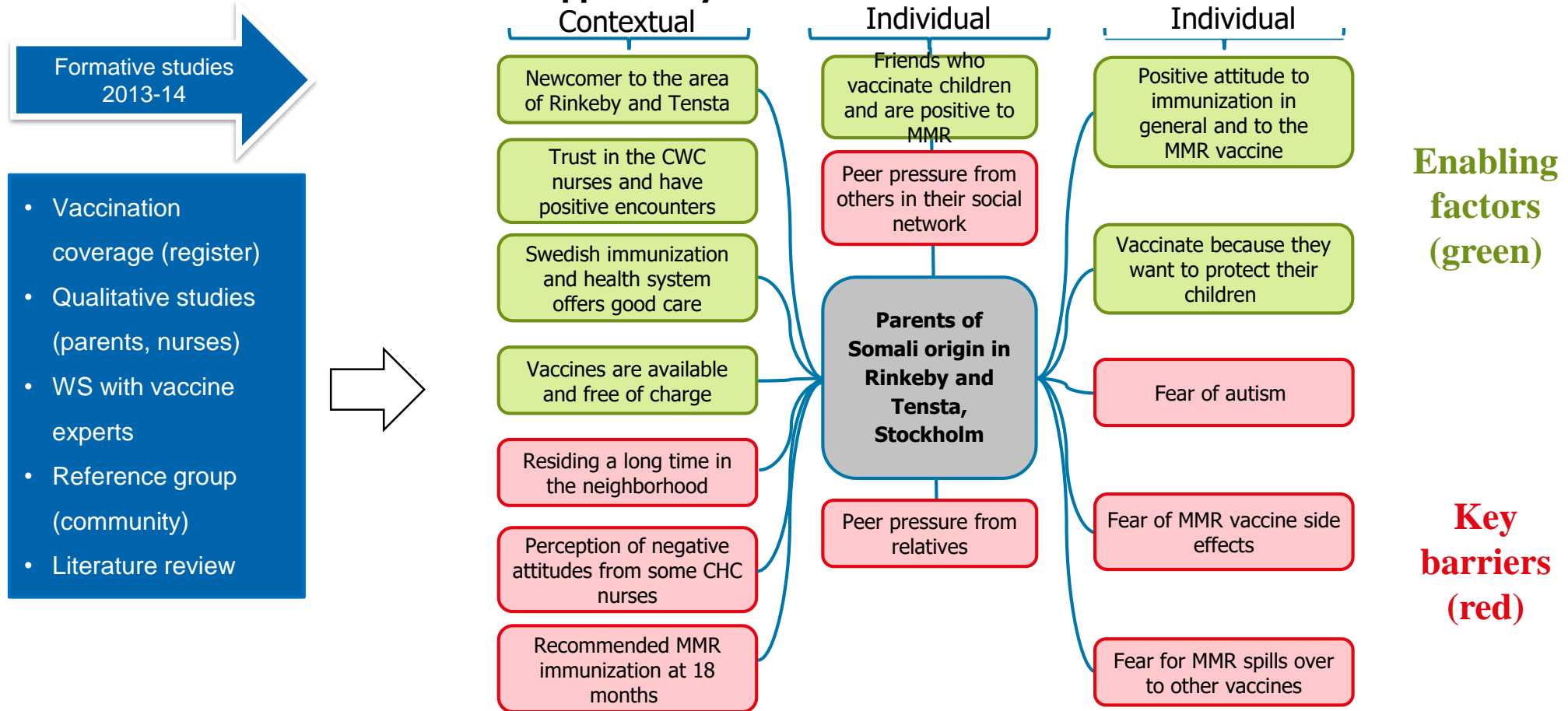
# The COM-B a theoretical model - essential in the formative phase



- Helps to define and understand which factors are necessary for behaviour to take place
- It applies a broad perspective and a comprehensive approach for analysis that includes **both individual and contextual determinants** of behaviour.
- Can be used at all stages of the process: planning, analysing data, structure findings and designing interventions.
- Three factors need to be in place for any health behaviour to occur.

With permission by the author Katrine Habersaat, June 2021.  
Habersaat, K.B., Jackson, C. Understanding vaccine acceptance and demand—and ways to increase them. *Bundesgesundheitsbl* **63**, 32–39 (2020).

# Formative studies – Somali community

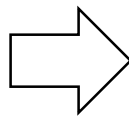


Structured findings using the COM-B model informed a multi-faceted response: involvement of Somali community leaders in information dissemination, health worker training in responding to rumours regarding autism, etc.

# Multicomponent interventions: digital, visual and oral information

Formative studies 2013-14

- Vaccination coverage
- Qualitative studies (parents, nurses)
- WS with vaccine experts
- Reference group (community)
- Literature review



Intervention for Somali parents

Film with experts and community



Public seminars



Face-to-face interaction by 32 peers

Film- general knowledge



Intervention for CHC nurses

Film - Youtube



-Seminars  
-How to talk to parents (MI)



Ongoing evaluation of the intervention using qualitative and register studies.



# **A national TIP-guide to support regions in their work with vaccine acceptance (action in JAHEE-WP8)**

- Based on previous experience, lessons learned and the TIP guide
- A guide adapted to the Swedish context
- Aimed at regional and local actors responsible for implementation of vaccination programs for children or for adults
- A phased process with detailed questions, exercises and examples
- Each phase includes several steps and checklists to support a systematic structure of the process as well as support for documentation
- Suitable for use in different scopes, from a small CHC at a local level or bigger HCC at regional level
- Can be used to different extents, running selected parts of the guide, or more extensive and large projects.

# National TIP guide – support for regional work with vaccine acceptance and uptake



- A first draft of the Guide is been revised
- Preparation for **piloting** in areas with lower Covid-19 vaccine coverage and high proportion of migrant population, Stockholm
- Preparation for **piloting** in areas with lower coverage in the NIP, Gothenburg
- **Revision** following piloting
- A final version of the guide will be published for **local and regional use**

# Ongoing initiatives and studies targeting migrant communities

- **National hotline** with trained operators (health communicators) working in up to 10 languages, in collaboration with regions - feedback
- **Communication campaign**, March and onwards
  - ✓ Messages and channels adapted to reach all – tailored messages
  - ✓ Multiple channels, plain language, translations
- Planning for **face-to-face information** and dialog with community members, by local health communicators in the regions, several languages, especially in areas with vulnerable groups - feedback
- **Various studies** to follow Covid vaccination acceptance in migrants born outside the EU together with Karolinska Institute/Worldwide Survey
  - ✓ qualitative interview studies (migrants, health communicators)
  - ✓ quantitative studies (April and August 2021)

## In summary

- The Covid-19 pandemic is **more complex** than previous pandemics
- **Intensified work** with communities to increase the uptake of vaccination in vulnerable groups is needed
- The approach to ensuring increased uptake must **consider determinants related to the individual but also to the context**
- **Reasons for suboptimal uptake are complex and context-specific**
  - ✓ solutions requires full understanding of the problem – not necessary vaccine hesitancy
  - ✓ tailored and multicomponent interventions recommended
  - ✓ important to involve the targeted community at an early stage in the solution
  - ✓ focus on both the target group and the health professionals
  - ✓ follow-up for improvement, collect lessons learned



Image: The King's Fund

**Thank you!!**