GHMC

The Global Vaccines Index

Foreword

Vaccination has been one of the most significant medical advances of humankind, responsible for saving millions of lives every year. Today, vaccines are developed faster than ever to respond to emerging threats, using the latest technologies.

However, just five years out from the world's biggest pandemic since 1918, we are seeing worrying trends worldwide. Vaccination rates across even the most-vaccinated countries have taken a sharp decline.

To gain understanding of the latest vaccine trends and how to address them, the healthcare specialist experts in the Global Health Marketing & Communications (GHMC) partnership are providing clients in the healthcare and biopharma industry with the very latest and most actionable insights related to their business.

The Global Vaccines Index highlights current trends in vaccine hesitancy and vaccination rates across Europe, Asia-Pacific and the Americas regions. Country-by-country, we focus on factors influencing public trust, misinformation, and access barriers.

Our hope is that by bringing these important trends to light, we will be equipped and inspired to help reduce the burden of vaccine-preventable illnesses in your country.

Claire Eldridge,

Managing Director, GHMC

Europe

Europe At-a-Glance

- In **Italy**, vaccine hesitancy is declining but still significant due to concerns about side effects, misinformation, and the credibility of sources. The 2023 National Vaccination Prevention Plan aims to address these issues through various strategies. Public trust is higher in healthcare professionals and pediatricians than in politicians and the media. Key areas of misinformation include false links between vaccines and autism, fears of infertility, and conspiracy theories. Vaccine rates are declining, particularly for non-mandatory vaccines, due to factors like pandemic fatigue and inconsistent delivery. Recent HPV and RSV vaccination campaigns are detailed, with specific initiatives and their objectives.
- In **Romania**, vaccine hesitancy remains significant, especially post-COVID, with higher skepticism towards newer vaccines. Trust in pediatric vaccines remains stable, while trust in adult vaccines has declined. Key drivers of hesitancy include fear of side effects, distrust, and perceived necessity. Trusted sources for vaccine information include family doctors and pediatricians, while politicians and certain health authorities are distrusted. Major areas of misinformation include beliefs that vaccines cause infertility, are experimental, or interfere with natural immunity. Vaccine rates, particularly for adult vaccination, are declining due to factors like post-COVID fatigue and insufficient doctor recommendations.
- In **Spain**, vaccine hesitancy is low, with some hesitancy among teens and young adults due to safety fears. Public trust is highest in local doctors and national scientific experts, with growing mistrust in the central government and pharma companies due to misinformation. Major areas of misinformation include claims about vaccine safety, profit, and side effects. Vaccine rates are generally stable, with a slight decline in influenza vaccination and MMR/heavelant in 2024. Recent campaigns and public perceptions related to HPV, RSV, and Ebola are also discussed.
- In **Germany**, there is noticeable "vaccine fatigue" following the COVID-19 pandemic, driven by increased skepticism and a lack of prioritization for vaccinations. The public generally trusts healthcare professionals and doctors when it comes to vaccines, but there is difficulty in assessing the credibility of health information from media sources. Misinformation, particularly about the severity of vaccine-preventable diseases and the link between the MMR vaccine and autism, remains prevalent. Recent public health campaigns related to HPV and RSV are also detailed.
- In **Portugal**, vaccination rates are high, and there is strong public trust in health authorities. Despite this, there are trends of hesitancy, especially regarding COVID-19 and newer vaccines, driven by misinformation and anti-vaccine movements. Demographic factors such as younger age and lower health literacy contribute to higher hesitancy. Family doctors and pharmacists play a crucial role in promoting vaccination. Key influencers include health professionals, national health authorities, and politicians.
- In **Switzerland**, there is a high level of vaccine hesitancy, particularly among younger populations and those with lower health literacy. The main drivers of hesitancy include concerns about side effects, misinformation, and a lack of trust in pharmaceutical companies. Public trust is highest in healthcare professionals and scientific experts, while there is significant mistrust in the government and media. Major areas of misinformation include claims about vaccine safety, efficacy, and the speed of development. Vaccine rates are generally stable, but there is a noticeable decline in the uptake of newer vaccines. Recent campaigns have focused on increasing awareness and addressing misinformation, particularly around HPV and RSV.
- In the **UK**, vaccine uptake is declining across several routine programmes, with none meeting the WHO's 95% coverage target since 2021. While parental confidence remains high, practical barriers—such as inflexible appointments and limited service availability—are the primary drivers of under-vaccination. To reverse this trend, proactive strategies should prioritise improving access through flexible scheduling, targeted outreach in disadvantaged areas, and clearer communication around adolescent consent. Strengthening the role of trusted healthcare professionals and local councils in vaccine advocacy, alongside tailored messaging to counter misinformation will be critical to restoring coverage and equity.

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Current trends in vaccine hesitancy in the UK show that overall vaccine confidence remains relatively high, especially among parents of young children, but vaccine uptake has experienced a decline or stalling in some routine childhood vaccinations and adolescent vaccines. This mixed pattern is influenced by both hesitancy and practical access issues. Key points from recent data and reports: **Parental confidence in child vaccines is high:** About 85% of UK parents feel vaccines are safe, 87% believe vaccines work for children, and 84% express trust in them. Disease severity awareness is also strong, with most parents recognizing the seriousness of vaccine-preventable diseases like meningitis and septicaemia. **Decline in routine vaccine coverage:** Coverage for key childhood vaccines including MMR1, MMR2, and the '6-in-1' vaccine have dropped by 3.2 to 7.6 percentage points over recent years compared to their peaks in 2014-2018 For adolescents, HPV vaccine uptake decreased significantly from pre-pandemic levels (~90%) to 74.1% (females) and 68.5% (males) in 2023–24; Td/IPV coverage also shows geographic variation and declines **Vaccine hesitancy vs access barriers:** The Royal College of Paediatrics and Child Health (RCPCH) highlights that while anti-vaccine sentiment and hesitancy exist, they do not fully explain the decline in vaccine uptake More commonly, logistical and practical barriers like inflexible appointment systems, limited service availability, and challenges accessing vaccination services are significant contributors to under-vaccination. Information and misinformation: Most parents (80%) receive predominantly pro-vaccine information from official sources, but social media is a notable source where vaccine concerns are often encountered (47% of those concerned had seen worrying info on social media)[4]. **Consent issues for adolescent vaccines:** Awareness of adolescent self-consent rights ("Gillick competence") is low among parents and sometimes among health professionals, potentially affecting uptake
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	Public trust in vaccine communication is highest for healthcare professionals such as general practitioners (GPs), nurses, and health visitors, who are perceived as the most trusted sources of vaccine information by about 76% of parents. Official NHS and public health agencies: Trusted for reliable vaccine information; parents primarily rely on these sources and rank them far above social media or general internet sources, and Local Councils are independently linked to vaccination uptake, suggesting they have an important role in local vaccine advocacy. Worryingly, social media, online, local and broadcast media are all cited as sources that are not strongly associated with vaccine uptake. There are no specific mentions of celebrity influencers or politicians playing a significant positive role in shaping vaccine opinions in recent UK data. The influence of politicians appears limited or negative in terms of trust linked to vaccination decisions
What are the biggest areas of misinformation?	**COVID-19 vaccines:** Hesitancy around COVID-19 vaccines has been a major focus, influenced by concerns about perceived side effects, trust in government and institutions, and misinformation on social media. Younger and minority ethnic populations show variable hesitancy linked to these factors **MMR (Measles, Mumps, Rubella) vaccine**: Coverage for the MMR vaccine, especially the second dose (MMR2), has declined by over 5 percentage points compared to its peak. Measles and mumps cases have resurged partly due to reduced MMR uptake, and vaccine misinformation contributes to hesitancy. The WHO lists vaccine hesitancy as a major threat largely due to diseases like measles re-emerging. **Routine childhood vaccines**: This includes the '6-in-1' vaccine (protecting against diphtheria, tetanus, pertussis, polio, Haemophilus influenzae type b, and hepatitis B), Hib/MenC (Haemophilus influenzae type b and meningococcal C), pre-school boosters, and rotavirus vaccines. Coverage for these has generally declined slightly in recent years, potentially associated with hesitancy and access challenges **HPV vaccine**: Among adolescents, HPV vaccine uptake has dropped significantly from pre-pandemic levels (~90%) to around 74% for females and 68.5% for males in 2023–24, with parental concerns and misinformation playing a notable role Overall, misinformation and hesitancy tend to focus on vaccine safety, side effects, and efficacy themes across these vaccines, amplified through social media and distrust of institutions, contributing to uneven vaccination uptake and localized outbreaks of preventable diseases such as measles
Are vaccine rates in decline, and do you know why?	Vaccination rates in the UK are currently in decline, with routine childhood vaccine uptake at its lowest in more than a decade. None of the childhood vaccination programmes have met the WHO's recommended 95% coverage target since 2021. The Royal College of Paediatrics and Child Health highlights that vaccine hesitancy alone does not fully explain the decline; practical barriers and service accessibility are major factors There were 2,911 confirmed measles cases in England in 2024, the highest in over 20 years, and a child death from measles in 2025 has reignited concerns. The decline is also seen in other routine vaccines such as the 6-in-1 and MenB vaccines. Vaccine confidence remains relatively high among parents (about 85% trust childhood vaccines), but practical access issues such as inflexible appointments and service availability contribute significantly to lower uptake. The UK Health Security Agency has brought the MMR schedule forward to 18 months (from 3 years) to improve coverage, and catch-up campaigns have been undertaken, but challenges remain. Declines are disproportionately affecting disadvantaged areas, exacerbating health inequities.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	For public and professional outreach relating to vaccines, the following media are recommended: • **BBC** • **The Guardian** • **The Times**

Disease area specific

HPV
Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

Yes, there has been a recent **national HPV vaccination catch-up campaign in the UK**, running from **July 21, 2025, until March 31, 2026**. The campaign targets unvaccinated individuals aged **16 to 24**, including:
Females born on or before 1 September 2009, up to their 25th birthday
Males born from 1 September 2006 to 31 August 2009 (reflecting the extension of HPV vaccine eligibility to boys starting in 2019)
The campaign emphasizes a **"make every contact count" (MECC)** approach, encouraging General Practices to offer the HPV vaccine opportunistically during any patient contact from age 14 upwards, and to proactively identify and invite eligible patients for vaccination. Funding and service payments incentivize practices to participate fully.
Campaign focus:
Catching up on missed doses due to previous disruptions, including those caused by the COVID-19 pandemic
Increasing overall HPV vaccine coverage in young people up to 24 years old
Targeted outreach to improve vaccine uptake in groups and areas with lower coverage
HPV vaccine coverage context:
Coverage in adolescent school-aged children remains below pre-pandemic levels; for the 2023–2024 academic year first-dose coverage ranged between about 67–77% depending on age and sex, with lower rates seen in London compared to other regions
Coverage dropped notably during COVID-19 due to school closures and disruptions but has shown modest recovery since
Communication and advocacy:
NHS England provides a vaccine communication toolkit to support practices
Public facing, targeted messaging campaigns are planned or underway, especially to reach groups with lower vaccination rates, alongside efforts to unblock operational barriers in schools and primary care
The campaign's success relies heavily on healthcare providers (GPs, school immunization teams) as trusted sources, supported by government backing
Influencers and media:
There is no specific mention in recent data of celebrity influencers or widespread media campaigns focused explicitly on HPV vaccination in 2025. The primary mode remains healthcare provider-driven encouragement supplemented with official NHS communications
Research suggests that vaccine acceptance is generally high in the UK, but sustained efforts are needed to recover coverage lost during COVID-19 and to address disparities

HPV
What is the public perception of HPV and its risks?

Generally positive but with some notable barriers impacting uptake. Overall, HPV vaccination is widely accepted, and its role in cancer prevention is well recognised; however, coverage has remained below pre-COVID levels and varies by sociodemographic factors
Key insights on public perception:
High general acceptability: Studies show broad acceptance among parents and adolescents, largely due to understanding HPV vaccination as a cancer prevention measure rather than focusing on its link to sexual transmission
Barriers exist related to social and cultural norms:
Concerns tied to sexual health stigma, gender norms, and fears that discussing HPV could promote early sexual activity lead to hesitancy in some parents and communities. This indicates that societal attitudes toward adolescent sexual and reproductive health (SRH) shape decisions on HPV vaccination.
Consent and communication challenges:
Adolescents receive vaccines often at school without parental presence, making clear, accessible information crucial to support understanding and consent—both among young people and parents
Misinformation and educational gaps:
Some uncertainty about vaccine risks, benefits, and eligibility persists, contributing to hesitancy; overcoming this requires culturally sensitive education and open dialogue
Impact of gender:
Historically, HPV vaccination focused on girls, but since extending to boys, coverage data show mixed uptake, and there is limited research comparing male and female acceptance fully
Positive health outcomes help shape perception:
Evidence of no cervical cancer cases detected in fully vaccinated women who received the HPV vaccine at age 12–13 reinforces public confidence in vaccine effectiveness and safety
Coverage data summary:
National HPV vaccine coverage remains below pre-pandemic levels, with regional variation and gaps especially in certain age groups and boys versus girls
Successful approaches:
School-based vaccination programmes are effective in normalizing HPV vaccination and increasing uptake by reducing barriers and hesitancy
Emphasizing cancer prevention rather than sexual transmission has been a key messaging strategy to reduce stigma
Engagement with community health trusts and clear communication to both parents and adolescents is critical

RSV
Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

There have been several recent RSV (Respiratory Syncytial Virus) vaccination and immunisation campaigns across the UK in 2024–2025, focusing primarily on **maternal vaccination**, **high-risk infants**, and **older adults**.
Key Campaigns and Focus:
Maternal RSV Vaccination Programme (England, Scotland, UK-wide):
- Launched in September 2024, the vaccine is offered **to pregnant women from 28 weeks gestation onwards** to protect newborns during their most vulnerable period
- Coverage in England was around **53.1%** in January 2025, and in Scotland, **49.6% of pregnant women** had received the vaccine by May 2025
- The programme is delivered via GP and maternity services, emphasizing accessibility and aiming to reduce hospital admissions for serious RSV-related illness in infants
- Public Health Scotland and officials highlighted the **strong rollout and early high uptake** as successful in reducing hospitalisations

RSV Passive Immunisation for High-Risk Infants (Wales, England):
- From autumn 2025, a new monoclonal antibody treatment called **Nirsevimab** replaces Palivizumab for preterm infants born <32 weeks gestation plus existing high-risk groups
- This "suit of armour" jab provides extended protection for very premature babies who cannot benefit fully from maternal vaccination, launched ahead of the 2025–2026 RSV season
- NHS and Welsh Government communications stress its importance for vulnerable infants and commence immunisations from September 2025

RSV Vaccination in Older Adults (England):
- A vaccine programme for older adults started in 2024, with invitations extended to people aged 75–80 and plans to include those over 80
- Uptake and vaccine efficacy monitoring continue, with ongoing evaluation of responses among frail and immunocompromised elderly

RSV
What is the public perception of RSV and its risks?

Public awareness of RSV (Respiratory Syncytial Virus) in the UK remains relatively low, with about 65% of adults—including older adults and those at higher risk—either unfamiliar with RSV or only vaguely aware of it. Despite limited knowledge, attitudes toward RSV vaccination are generally positive when people understand RSV's potential severity, especially its impact on infants and older adults
Recent RSV vaccination campaigns have targeted older adults (aged 75–79) and pregnant women (from 28 weeks gestation) to protect newborns. Early data show significant reductions in RSV-related hospitalizations:
Older adults vaccinated showed a 33% drop in RSV hospitalizations in England and a 62% reduction in Scotland, reflecting differences in vaccine uptake and programme timing
Maternal vaccination coverage is about 54.7%, though varies by ethnicity (highest in Chinese groups, lowest in Black/Black British Caribbean)
Healthcare professionals and public health agencies emphasize the vaccine's role in preventing severe illness and hospital admissions in vulnerable groups. Most hospitalizations occur in infants under 6 months and among older adults, with seasonal peaks in winter months
Barriers to vaccination include lack of public knowledge about RSV, concerns about vaccine safety and novelty, and perceived low necessity among some individuals.
Facilitators of positive attitudes include trust in health institutions, awareness of disease severity, and the desire to protect vulnerable people
In summary, while RSV is not widely recognized by the public, vaccination programmes are demonstrating clear benefits in reducing severe disease and hospitalizations in key risk groups, and ongoing education is needed to improve awareness and vaccine uptake

Ebola
What is the public perception of Ebola?
Public perception of Ebola in the UK is generally characterized by **low perceived risk but lingering concerns shaped by past outbreaks and media coverage**.

Ebola
Have there been any recent policy or media announcements in your market?
There have been **no immediate public health threats or major media campaigns in the UK linked to Ebola in 2025**

Dengue
What is the public perception of Dengue?

DENGUE
Have there been any recent policy or media announcements in your market?

Italy

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	While vaccine hesitancy in Italy has declined since the post-COVID-19 peak, it remains a notable concern. According to the 2023 CENSIS–Pfizer report, 92.7% of Italians recognize the value of vaccines, yet only 57.4% say they are consistently willing to get vaccinated—highlighting a gap between perceived importance and actual uptake and reflecting a form of conditional trust. Key factors contributing to this hesitancy include: • Concerns about potential side effects and the speed at which some vaccines were developed • Exposure to misinformation and challenges in accessing trustworthy information • High levels of trust in general practitioners contrasted with low trust in politicians and mass media To address these challenges, the 2023–2025 National Vaccination Prevention Plan (PNPV) emphasizes professional training, enhanced surveillance, community-based initiatives, and tailored communication strategies aimed at rebuilding public confidence and improving vaccine uptake.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	Public trust in vaccines is largely placed in general practitioners and pediatricians, whereas skepticism persists toward politicians and mainstream media. In response, the PNPV advocates for empathetic, transparent, and multi-channel institutional communication, actively engaging patient associations and credible influencers to strengthen public confidence and promote informed decision-making.
What are the biggest areas of misinformation?	Key areas of miscommunication relating to vaccines in Italy include: • Persistent myths linking vaccines to autism • Unsubstantiated fears regarding infertility and long-term side effects • Conspiracy theories suggesting vaccines are experimental or tied to hidden mandates • Public confusion between mandatory and recommended vaccinations
Are vaccine rates in decline, and do you know why?	Vaccination rates in Italy are declining, particularly for recommended but non-mandatory vaccines such as HPV, influenza, and pneumococcal vaccines. Several factors contribute to this trend, including pandemic fatigue, regional disparities in vaccine delivery, and limited proactive outreach to target populations. In response, the 2023–2025 National Vaccination Prevention Plan (PNPV) outlines key measures to reverse this decline, including: • Strengthening digital immunization registries • Enhancing accessibility and overall vaccine coverage • Promoting consistency in vaccination efforts across regions
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	The 2023–2025 PNPV is the main political roadmap on vaccinations. Post-pandemic lessons emphasize: • The need for clear, evidence-based communication • Trust-building between patients and providers • Active citizen participation in public health
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Numerous patient advocacy groups actively promote a culture of vaccination across the Italian population, focusing either on general awareness or specific health conditions. Notable examples include: • **AIP Onlus** – Advocates for vaccination in individuals with primary immunodeficiencies • **FAND** – Supports vaccination for people living with diabetes • **Italian COPD Association** – Promotes influenza and pneumococcal vaccination among respiratory patients • **Liberi dalla Meningite** – Focuses on meningitis prevention through immunization • **FAVO and AIOM** – Champion vaccine access and education for cancer patients and other vulnerable groups • **Cittadinanzattiva** – Defends citizens' health rights and leads public information campaigns Initiatives such as *"Tu X Noi"* and *"Diritto al Vaccino"* further aim to raise public awareness and improve equitable access to vaccines. The PNPV actively supports structured collaboration with these organizations to strengthen community engagement and outreach.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	For public and professional outreach relating to vaccines, the following media are recommended: • **Corriere della Sera – Salute** • **Il Sole 24 Ore – Sanità** • **Quotidiano Sanità**

Italy

Disease area specific

HPV
Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

Several recent initiatives have focused on improving HPV vaccination awareness and uptake across Italy, targeting adolescents and young adults through diverse and increasingly accessible channels.

1. "Hai Prenotato, Vero?" Campaign
Launched by the Ministry of Health in collaboration with MSD, this national digital campaign promoted HPV vaccination among adolescents of all genders. It leveraged social media, youth-friendly messaging, and digital platforms to normalize vaccination as a routine health step, especially around school age. While specific media metrics are not publicly disclosed, the campaign significantly contributed to visibility and awareness among target demographics.

2. Free Vaccination Days
On occasions like *International HPV Awareness Day* (March 4), local health authorities—including ASL VCO and others—organized open-access vaccination days for individuals aged 11 to 26. These walk-in events helped reduce access barriers and encouraged spontaneous participation, especially among those who had missed earlier vaccination windows.

3. Regional Catch-Up and Recovery Campaigns
Regions such as Lazio, Lombardy, and Umbria have launched targeted recovery efforts to improve HPV coverage, particularly after declines linked to the COVID-19 pandemic. These campaigns often include direct outreach via schools, pediatricians, and local media.

4. "VALORE" Project (Istituto Superiore di Sanità)
This national initiative focuses on evaluating and strengthening HPV communication strategies at the local level. It supports regional health services in designing data-driven campaigns and materials tailored to community needs and knowledge gaps.

5. Expansion of Vaccination Access Points
Some regions have broadened access by offering HPV vaccination in pharmacies (e.g., Marche) and private clinics (e.g., Brescia), improving convenience and reach—particularly for older adolescents and young adults.

HPV
What is the public perception of HPV and its risks?

Public understanding of HPV remains limited in Italy, particularly among males. Overall HPV vaccination rates in Italy are still well below the target set by the National Vaccination Prevention Plan of 95% for 12-year-olds. As of 2020, 62.2% of females and 49.9% of males born in 2006 have received the HPV vaccine.

Awareness is often skewed toward HPV's association with cervical cancer, while knowledge of its link to other cancers—such as throat, anal, and penile cancer—is significantly lower. This gap is especially pronounced in male populations, where HPV is still not widely recognized as a relevant health risk.

Cultural taboos surrounding sexually transmitted infections contribute to discomfort or avoidance in discussing HPV openly, especially among adolescents, parents, and even some healthcare providers. Misinformation and stigma related to the virus's sexual transmission often lead to underestimation of its prevalence and severity.

Additionally, many are unaware that HPV can be prevented through vaccination, and that it is most effective when administered before becoming sexually active. This lack of understanding continues to impact vaccine uptake, particularly for boys and young men, despite national recommendations.

Overall, while progress has been made, public perception of HPV remains shaped by partial knowledge, gender bias, and persistent social stigma—highlighting the need for more inclusive, age-appropriate, and stigma-free education campaigns.

RSV
Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers
Several important campaigns have been launched in the Italian market to raise awareness of RSV (Respiratory Syncytial Virus), particularly targeting vulnerable groups such as older adults and infants.

1. 2023–2024 Awareness Initiatives
Initial campaigns focused on populations over 60 and individuals at high risk of severe RSV, with communication driven through local health units, general practitioners, health-focused media, and digital channels. Messaging emphasized early protection and disease burden, particularly during peak respiratory seasons.

2. "A Childhood Free from Regional Borders" (Launched Nov 2023 – GSK + Scientific Societies)
In collaboration with leading scientific societies (SIP, SItI, FIMP, SIMG) and patient advocacy groups, GSK spearheaded a national campaign calling for equitable RSV protection across all Italian regions.
The campaign's message—*"A childhood free from regional borders"*—underscored the need for a nationally coordinated immunization strategy to eliminate regional disparities in access to RSV prevention. Highlighted by *Pharmastar* in February 2024, the campaign brought increased attention to inconsistencies in RSV vaccine availability and urged policymakers to adopt a universal, structured approach.

3. "Together Against RSV" (Launched March 2024 – GSK)
This educational campaign, hosted on *missioneprevenzione.it*, provides user-friendly resources about RSV risks and vaccine benefits for both infants and older adults. Using infographics, short videos, interactive tools, and medically reviewed content, the platform aims to improve public understanding and counter misinformation. It also engages healthcare professionals and caregivers as key messengers.

4. Sanofi's Involvement and Strategic Advocacy
In 2024, Sanofi joined the *Alliance for a Childhood Free from RSV*, further strengthening the collaborative effort. The company released a guidance document outlining priorities for the 2025–2026 immunization season, with a strong emphasis on universal, proactive, and equitable access to RSV prevention across all age groups.

RSV
What is the public perception of HPV and its risks?

Public awareness of HPV in Italy remains limited, particularly among adults who are not directly targeted by vaccination programs. While knowledge has slightly improved among parents—especially in the wake of the COVID-19 pandemic and greater focus on public health—misunderstandings about HPV's transmission, risks, and long-term consequences persist.

Many still associate HPV exclusively with cervical cancer, with less recognition of its role in other cancers (e.g., oropharyngeal, anal, penile) and its impact on both sexes. This contributes to lower perceived relevance of the vaccine for boys and men, despite national recommendations for gender-neutral immunization.

Stigma related to HPV's sexual transmission and a general lack of visibility in mainstream health messaging further hinder public understanding and vaccine uptake.

To address these gaps, the **2023–2025 National Vaccination Prevention Plan (PNPV)** prioritizes both expanding vaccine access—particularly for adolescents, newborns (via maternal immunization strategies), and older adults—and strengthening targeted public education. The plan calls for clearer, evidence-based communication tailored to different age groups and social contexts, as well as greater involvement of healthcare professionals in proactive HPV discussions.

Ebola
What is the public perception of Ebola?
Ebola is considered a remote threat linked to international outbreaks only

Ebola
Have there been any recent policy or media announcements in your market?
In Italy there are no national initiatives currently happening on Ebola.

Dengue
What is the public perception of Dengue?
Public perception of Dengue is growing, especially following autochthonous cases in Southern Italy. Increased attention is driven by global virus circulation and climate change, which favors the mosquito vector's spread.

DENGUE
Have there been any recent policy or media announcements in your market?
There have been the following policy and media announcement on Dengue in Italy:
- Surveillance reinforced by ISS and the Chik-Deng-Zika national monitoring network
- The vaccine is not yet part of the PNPV but is under review for high-risk or endemic areas
- According to public health experts, a more structured national strategy for prevention and communication is urgently needed

Romania

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Vaccine hesitancy remains a significant public health challenge in Romania, particularly in the aftermath of the COVID-19 pandemic. While trust in traditional pediatric vaccines—such as MMR and polio—has remained relatively stable, skepticism is notably higher toward newer or adult-targeted vaccines, including COVID-19 boosters, HPV, and RSV. Hesitancy is more pronounced in rural areas and among conservative or religious communities, where misinformation, limited access to healthcare, and cultural factors contribute to resistance. Recent data underscores a concerning decline in public confidence: • A **2023–2025 national survey** reported a drop in belief in the *importance* of vaccines from **87.8% in 2018 to 84.4% in 2022**, and belief in their *safety* from **81.9% to 77.7%** over the same period. • According to **UNICEF Romania**, confidence in vaccines among individuals under 35 dropped by **13.4%** post-COVID, indicating growing skepticism among younger, digitally connected populations. • A **behavioral study (October 2024)** conducted across rural and urban clinics identified the main drivers of hesitancy as fear of side effects, general distrust in institutions, and a perception that certain vaccines are unnecessary. These trends highlight the urgent need for tailored communication strategies, community-based outreach, and stronger engagement from trusted healthcare providers to rebuild confidence and improve vaccine uptake—particularly for adult and adolescent immunization programs.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	When it comes to vaccine-related information, the public's trust is primarily anchored in healthcare professionals—particularly family doctors (GPs), pediatricians, and to a lesser extent, pharmacists. These groups are viewed as credible, knowledgeable, and approachable sources, especially by parents making vaccination decisions for their children. In contrast, politicians and government health authorities face significant mistrust, largely stemming from perceived mismanagement and inconsistent communication during the COVID-19 pandemic. Reactive messaging, conflicting guidelines, and political polarization have eroded confidence in official health directives. Additionally, social media influencers without medical or scientific credentials have contributed to spreading misinformation, further complicating public understanding and fueling vaccine hesitancy. These "loud voices" often amplify fears and doubts, especially among younger, digitally engaged audiences. Studies consistently highlight that trusted healthcare providers remain the most effective messengers in overcoming hesitancy, while rebuilding trust in public health authorities requires greater transparency, consistency, and community engagement.
What are the biggest areas of misinformation?	Misinformation continues to undermine public confidence in vaccines, with several persistent and damaging myths circulating widely: • **Vaccines cause infertility:** Particularly targeting HPV and COVID-19 vaccines, this false claim fuels fear among young adults and parents, despite overwhelming scientific evidence disproving any link between vaccination and reproductive health issues. • **Vaccines are "experimental" or alter DNA:** Misconceptions about vaccine development timelines and mRNA technology have led many to believe these vaccines are rushed or capable of modifying human DNA, creating unwarranted safety concerns. • **Natural immunity is superior to vaccination:** A common but misleading narrative suggests that acquiring immunity through infection is safer or more effective than vaccination, ignoring the significant risks of severe disease, complications, and long-term health effects. • **Misunderstanding of mRNA technology:** The novel mRNA platform is often misunderstood, with fears about its mechanism and long-term effects perpetuated by misinformation and lack of clear, accessible public education. These areas of misinformation highlight the urgent need for transparent, science-based communication that addresses fears directly, demystifies vaccine technologies, and reinforces the safety and benefits of immunization.
Are vaccine rates in decline, and do you know why?	Vaccine coverage is notably declining in Romania, with adult immunization rates—particularly COVID-19 booster uptake—experiencing a sharp drop. HPV and influenza vaccinations are also significantly underperforming relative to national targets, raising concerns about future disease burden. Key drivers behind this decline include pandemic fatigue, growing mistrust in health authorities, insufficient proactive recommendations from healthcare providers, and a notable gap in ongoing public education and awareness campaigns. Routine childhood immunization has also been affected: coverage for the first dose of the DTP vaccine fell dramatically from **89% in 2022 to 82% in 2023**, representing the largest regional decline. This drop is deeply concerning given the potential for vaccine-preventable disease outbreaks. Indeed, measles cases surged alarmingly in 2024, with Romania reporting approximately **30,692 cases**, the highest in Europe according to WHO and UNICEF data. Correspondingly, first-dose MMR vaccination coverage declined from **92% in 2013 to 78% in 2023**, undermining herd immunity and contributing to outbreaks. These setbacks are largely attributed to pandemic-related disruptions in healthcare services, the spillover effects of widespread misinformation, and a lack of sustained follow-up vaccination campaigns to re-engage the population. Addressing these issues will require renewed focus on restoring trust, strengthening healthcare provider engagement, and implementing comprehensive, targeted communication strategies.

Romania

Vaccine landscape

Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	The Romanian Ministry of Health has publicly committed to increasing vaccination coverage, including proposals for school-based mandates targeting MMR and HPV vaccines. However, progress on implementing these measures has been slow and uneven, limiting their immediate impact. Political messaging around vaccines remains largely reactive and fragmented, lacking a cohesive, long-term strategic approach. This inconsistency undermines public confidence and contributes little to sustained behavior change. Moreover, the rise of political figures espousing anti-vaccine rhetoric—such as Călin Georgescu, who in 2024–25 drew significant attention for unfounded claims likening vaccines to tools of population control—has exacerbated public distrust, complicating efforts to promote immunization. Despite government intentions to enforce school mandates, the slow and inconsistent rollout highlights a critical lesson: political endorsement alone is insufficient to drive vaccine uptake. The involvement and trusted counsel of healthcare professionals remain paramount in shaping public attitudes and decisions around vaccination. Ultimately, coordinated strategies that combine political support with frontline healthcare engagement, transparent communication, and community outreach are essential to overcome hesitancy and achieve immunization goals.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Several influential advocacy groups play a critical role in promoting vaccination across Romania: • **Coaliția pentru o Românie Sănătoasă** is highly active in advancing pediatric vaccination efforts, advocating for improved access and education. • The **Societatea Română de Microbiologie / Vaccinologie** is a respected authority within the healthcare community and serves as a trusted source of scientific guidance for medical professionals. • **Asociația Română pentru Educație Pediatrică** is notably engaged in HPV vaccination initiatives, helping raise awareness among parents and healthcare providers. Despite these active organizations, high-visibility national vaccination campaigns remain limited outside of seasonal influenza and COVID-19 efforts. Many existing campaigns suffer from inconsistent funding and tend to be short-lived or regionally focused, which restricts their broader impact. While there are key opinion leaders (KOLs) who effectively communicate credible vaccine information, their voices can be diluted or challenged in the crowded and often polarized online environment, making it difficult to sustain influence without coordinated support. To maximize impact, stronger collaboration among advocacy groups, healthcare professionals, and media is essential, alongside investment in sustained, evidence-based public education campaigns.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	In the media, tone is often balanced, but engagement is episodic—peaks during outbreaks or scandals. Media highlights include under-vaccination risks and delays in HPV and flu campaigns. **Top-tier media to target:** • Adevarul • Digi24 • ProTV • Europa FM

Disease area specific

HPV

The Ministry of Health has relaunched the national HPV vaccination program targeting girls aged 11–18 and is actively preparing to expand the initiative to include boys. However, current campaigns suffer from limited reach and predominantly institutional messaging, relying heavily on traditional communication channels. While there is some presence in mainstream media, the engagement of influencers and innovative outreach strategies remains minimal, restricting the program's potential impact on public awareness and vaccine uptake.

HPV

What is the public perception of HPV and its risks?

In Romania, public awareness of HPV and its associated risks remains limited and uneven. While some parents, especially mothers, show growing awareness due to recent health campaigns, the general adult population often lacks a clear understanding of HPV's link to multiple cancers beyond cervical cancer, such as oropharyngeal and anal cancers.

Cultural taboos surrounding sexual health, combined with misinformation and stigma, hinder open conversations about HPV. This results in low risk perception, particularly among males and younger adults, who often underestimate their susceptibility to HPV-related diseases.

Additionally, there is widespread confusion about the purpose and benefits of the HPV vaccine, which contributes to hesitancy and low vaccination rates. Many view HPV as solely a women's health issue, overlooking the importance of vaccinating boys and men.

Efforts to improve public knowledge through education and targeted communication campaigns are ongoing but need greater scale and consistency to overcome these barriers.

Romania

Disease area specific

RSV
Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

Awareness of RSV and its prevention remains very limited in the broader Romanian public. Current knowledge and engagement are largely confined to healthcare professionals, particularly pediatricians, who are becoming increasingly informed about emerging prophylactic options such as long-acting monoclonal antibodies like **Nirsevimab**. However, no large-scale public education or awareness campaigns have been launched to date.

Since 2022, Romania has implemented an active **palivizumab immunoprophylaxis program** targeting high-risk infants—such as preterm babies and those with congenital heart or lung conditions—with adherence closely monitored through March 2024. This program is primarily clinical and specialized, with limited public visibility.

While the medical community's familiarity with innovative RSV prevention strategies is growing—especially following positive efficacy data from other EU countries—public outreach remains minimal. To improve RSV vaccine uptake and awareness, broader, multi-channel campaigns involving trusted healthcare providers and influential voices will be essential in the near future.

RSV
What is the public perception of HPV and its risks?

Public awareness of RSV remains critically low, with many individuals confusing it with less severe illnesses like the flu or common cold. Most parents do not recognize RSV as a serious or potentially dangerous pathogen unless their child has experienced hospitalization due to severe infection.

Overall, RSV is vastly underappreciated by the general population, with its risks and complications largely misunderstood or underestimated. This low risk perception poses significant challenges for prevention efforts, underscoring the urgent need for targeted education campaigns to raise awareness about RSV's severity, especially among parents and caregivers.

Ebola
What is the public perception of Ebola?
Ebola is largely perceived in Romania as a distant, foreign threat with little to no direct relevance to the local population. Public awareness is shaped almost exclusively through international media coverage during outbreak periods, which can trigger temporary spikes in fear and anxiety. However, outside of these episodic news cycles, Ebola remains a low-priority concern for most Romanians, with minimal ongoing public engagement or perceived risk.

This distant perception underscores the challenge of maintaining informed awareness about global health threats that could potentially impact Romania through travel or trade, emphasizing the need for balanced communication that contextualizes such diseases within a broader public health framework.

Ebola
Have there been any recent policy or media announcements in your market?
There have been no significant recent policy changes or local initiatives specifically addressing Ebola in Romania. Media coverage is typically limited to global WHO alerts or reports during outbreaks in African countries, with minimal sustained domestic attention.

Romania has not reported any confirmed Ebola cases; only a few suspected cases were investigated during previous African outbreaks, all of which were later ruled out. These incidents were closely monitored but did not lead to any domestic transmission.

According to ECDC assessments, Romania is well-prepared to manage and respond to potential imported Ebola cases, with robust surveillance and containment protocols in place, ensuring readiness without the need for urgent policy shifts.

Dengue
What is the public perception of Dengue?
Public awareness of Dengue fever remains generally low but is gradually increasing due to a rise in travel-associated cases and the expanding presence of *Aedes albopictus* mosquitoes, the primary vector, within Romania. This growing risk has begun to attract more media attention, particularly following isolated reports of Dengue infections in travelers returning from endemic regions.

Despite this emerging awareness, the general population still lacks a comprehensive understanding of Dengue's transmission, symptoms, and potential severity. As a result, there is limited public concern or preventive behavior, underscoring the need for targeted education campaigns to inform citizens about the risks posed by both imported cases and local mosquito activity.

DENGUE
Have there been any recent policy or media announcements in your market?
There have been notable developments in 2024 and 2025 concerning Dengue awareness and vector control. The National Institute of Public Health issued targeted warnings emphasizing mosquito control measures, particularly in southern Romania, where the Aedes albopictus mosquito population is expanding.

A recent study published on ResearchGate in May 2025 highlights the increasing geographic range of Aedes albopictus and predicts extended dengue transmission risk periods from June to October, influenced by varying climate scenarios. This research underscores the growing public health threat posed by Dengue within Romania's changing environment.

Furthermore, the European Centre for Disease Prevention and Control (ECDC) reported a sharp rise in locally acquired dengue cases across the EU, with 130 cases in 2023—nearly double the 71 cases reported in 2022. This surge has prompted increased media coverage and public attention to the issue.

While Romanian authorities have been proactive in issuing mosquito control advisories, there are currently no vaccine policies or immunization programs in place. Strengthening vector management and public education remains a priority to mitigate Dengue's emerging risk.

Spain

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Recent media reports estimate that vaccine hesitancy in Spain hovers around 29%, primarily driven by parental doubts rather than outright refusal, which remains low at under 3%. This hesitancy is fueled by persistent misinformation and concerns linked to reductions in healthcare resources, which have eroded public confidence in vaccination programs. Despite this, Spain has maintained relatively low overall COVID-19 vaccine hesitancy compared to many other countries. However, vaccine reluctance tends to be somewhat higher among teenagers and young adults, who predominantly cite safety concerns and perceived side effects as their main reasons for hesitation. Addressing these pockets of hesitancy through targeted, transparent communication and reinforcing trust in healthcare services will be essential to sustaining high vaccination coverage in Spain.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	The public in Spain places the highest level of trust in local healthcare providers, particularly family doctors, as well as national scientific experts and health authorities. These trusted voices are seen as credible, knowledgeable, and directly connected to the community, making them key influencers in shaping positive vaccine attitudes. Conversely, trust in the central government and pharmaceutical companies remains low, often due to perceptions of bureaucratic distance, political agendas, or commercial interests. This skepticism extends to unofficial information sources and social media platforms, where misinformation is rampant and public mistrust is growing. While some advocacy groups and health-focused influencers have begun to play a constructive role in vaccine promotion, the fragmented media environment means that loud anti-vaccine voices on social media often disproportionately amplify doubts and fears. This dynamic underscores the critical need for coordinated, transparent communication strategies led by trusted healthcare professionals to counter misinformation and rebuild confidence.
What are the biggest areas of misinformation?	The most pervasive areas of misinformation center around the false belief that vaccines were developed too quickly and are therefore unsafe or experimental. This narrative is often amplified by conspiracy theories alleging that pharmaceutical companies prioritize profit over public health, which significantly undermines trust. Additionally, widespread misconceptions about vaccine side effects—ranging from exaggerated claims of adverse reactions to unfounded fears of long-term health consequences—further fuel hesitancy. Doubts about vaccine efficacy, particularly concerning COVID-19 boosters and the MMR vaccine, persist despite strong scientific evidence supporting their safety and effectiveness. Compounding these issues is a generally low perception of disease risk, leading many to question the necessity of vaccination. This combination of fear, skepticism, and misinformation creates a challenging environment for public health efforts to maintain high vaccine uptake.
Are vaccine rates in decline, and do you know why?	Overall, vaccine coverage in the market remains high and stable, reflecting sustained public confidence in routine immunizations. Notably, coverage for critical vaccines such as MMR and hexavalent vaccines has either remained steady or shown modest increases throughout 2024. However, there has been a slight decline in influenza vaccination rates, which may be attributed to factors such as pandemic fatigue, fluctuating perceptions of flu severity, and competing priorities during the post-COVID period. This dip highlights the need for renewed public health focus and targeted campaigns to reinforce the importance of seasonal flu vaccination. Maintaining robust immunization coverage requires ongoing education, easy access to vaccines, and efforts to address any emerging pockets of hesitancy.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	While there have been no major recent political shifts directly influencing vaccine uptake, budget constraints and occasional supply delays have, at times, disrupted vaccination efforts. Nonetheless, Spain's vaccination schedule—established in 1975—has demonstrated remarkable adaptability, evolving in response to political, health, and epidemiological developments as well as emerging scientific evidence. This progressive evolution has contributed to significant public health milestones, including the eradication of smallpox and the elimination of polio, measles, and rubella. A key achievement has been the adoption of the unified "Common Vaccination Schedule throughout Life" in 2019, which streamlines immunization policies nationwide. The core lesson is clear: sustained political commitment, flexible policy frameworks, and evidence-based updates are essential to maintaining high vaccination coverage and achieving long-term disease control.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Regional health authorities play a pivotal role in vaccine advocacy and public outreach, leveraging their local networks to tailor communication strategies effectively. Engaging with regional scientific and healthcare organizations is crucial to amplifying pro-vaccine messaging and addressing community-specific concerns. A notable example is the Royal Academy of Pharmacy of Catalonia, which serves as a leading voice in promoting vaccination. This respected institution actively recommends and supports institutional and educational campaigns designed to combat vaccine hesitancy and enhance public confidence. Collaborating closely with such key advocacy groups ensures that vaccine promotion efforts are scientifically sound, culturally relevant, and widely disseminated, maximizing their impact across diverse populations.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	For impactful coverage on vaccines and vaccine policy in Spain, targeting leading national media outlets with a strong health and science focus is essential. Recommended top-tier outlets include: • **El País:** Spain's most widely read newspaper, known for comprehensive and balanced health reporting, including vaccine developments and public health policy. • **El Mundo:** A major national daily with dedicated health sections that frequently cover vaccine-related news, scientific advances, and policy debates. • **ABC Salud:** A specialized health-focused platform with in-depth articles on vaccination campaigns, public perception, and scientific insights. • **Europa Press (Infosalus):** A leading news agency's dedicated health portal, offering timely updates and expert analyses on immunization programs and health trends. Engaging these outlets ensures broad reach across diverse audiences and influential stakeholders, helping shape informed public discourse around vaccines.

Spain

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

In 2025, there have been no major nationwide HPV vaccination campaigns. Previous efforts primarily targeted school-age populations through regional health services, utilizing moderate media coverage and limited influencer engagement.

Notably, the Castile and León region launched a systematic HPV vaccination program in January 2025, offering a single-dose vaccine to 12-year-olds, alongside a catch-up campaign for males up to 18 years old—marking a significant step toward gender-inclusive vaccination.

A standout example comes from MSD, a key biopharmaceutical partner in public health advocacy. MSD sponsored the 43rd edition of the Queen's Cup Iberdrola, using this high-profile event to promote its 'Write Your Own Story' campaign aimed at raising HPV awareness. This initiative, part of the broader 'HPV is Everyone's Business' movement, is supported by 64 social and healthcare organizations, reflecting a powerful coalition driving public education on HPV prevention and its health implications.

HPV

What is the public perception of HPV and its risks?

HPV is widely recognized as a serious health risk, particularly for adolescent girls, with growing public awareness of its link to cervical cancer and other diseases. However, significant knowledge gaps persist regarding HPV risks among boys and adult populations, which can limit vaccine uptake in these groups.

Overall, public perception of HPV's dangers is strong, contributing to high acceptance rates of the vaccine, especially among parents of girls. Continued efforts to broaden understanding across all genders and age groups will be crucial to achieving more comprehensive immunization coverage and long-term disease prevention.

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

There have been no large-scale public communication campaigns on RSV in Spain recently, and general awareness of the virus remains limited primarily to pediatric healthcare professionals.

However, significant progress is underway: starting in the 2025 season, Spain will introduce nirsevimab, a long-acting monoclonal antibody, for infants to prevent severe RSV infections. Additionally, Abrysvo, an RSV vaccine for pregnant women, is slated for regional rollout the same year.

These medical advancements mark a crucial step forward in RSV prevention, and accompanying public health campaigns are expected to increase awareness as these interventions become more widely available.

RSV

What is the public perception of HPV and its risks?

Public understanding of HPV and its associated health risks remains uneven. While many recognize HPV as a significant cause of cervical cancer in women, awareness of its broader implications—such as its role in other cancers affecting men and women—is still limited. Despite growing acceptance of the HPV vaccine, misconceptions and gaps in knowledge persist, particularly regarding its benefits for boys and adults.

Overall, the vaccine is increasingly viewed as a critical preventive measure, but ongoing education is needed to fully convey the risks of HPV and the importance of vaccination across all demographics.

Ebola

What is the public perception of Ebola?

Public concern about Ebola in the market is currently minimal. The only notable incident was an isolated case in 2014, which was effectively managed and contained without further spread. As a result, Ebola is largely viewed as a distant, foreign health threat with little perceived relevance to the local population. Awareness tends to spike only in response to major international outbreaks covered in the media.

Ebola

Have there been any recent policy or media announcements in your market?

There have been no significant Ebola-related policy updates or media alerts in 2025. The topic remains low on the public and governmental agenda due to the absence of domestic cases and the effective containment of previous incidents. Coverage typically resurfaces only in response to international outbreaks or WHO alerts.

Dengue

What is the public perception of Dengue?

Public awareness of dengue in Spain remains very low, largely because the country is non-endemic for the disease. Dengue is generally perceived as a distant, tropical illness with little direct relevance to the local population. This limited perception contributes to low public concern and minimal recognition of the risks associated with travel-related cases or the presence of vector mosquitoes in certain regions.

Dengue

Have there been any recent policy or media announcements in your market?

To date in 2025, there have been no domestic dengue-specific campaigns or significant media coverage. Public health efforts remain limited, reflecting the disease's low perceived risk within Spain. However, with evolving vector presence and increasing travel-related cases, this may change in the near future.

Germany

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Germany is experiencing a pronounced “vaccine fatigue” following the COVID-19 pandemic, with a growing segment of the public eager to move beyond vaccination discussions. The pandemic has intensified vaccine skepticism for some, fueled by perceptions that vaccination campaigns were coercive or overly prescriptive. Importantly, the prevailing challenge is not widespread outright refusal, but rather indecision and deprioritization of vaccines—even among those who are generally pro-vaccine. This ambivalence now increasingly affects routine immunizations that have long been established as standard, signaling a potential risk to sustained public health efforts. Addressing this nuanced hesitancy requires tailored communication strategies that rebuild trust, clarify vaccine benefits, and re-engage the public in routine immunization practices.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	In Germany, general practitioners (GPs) command the highest level of public trust when it comes to vaccine information. A direct recommendation from a trusted doctor remains one of the most influential factors in an individual’s decision to vaccinate. However, many people struggle to evaluate the credibility of vaccine information encountered through media channels, leading to confusion and uncertainty. Compounding this challenge, a small but vocal minority of physicians publicly express vaccine skepticism, which can significantly undermine broader public confidence. Institutions such as the Robert Koch Institute (RKI) are generally regarded as authoritative scientific sources. Yet, their evolving guidance during the COVID-19 pandemic contributed to public confusion and a partial erosion of trust, highlighting the critical need for clear, consistent, and transparent communication from official bodies. In addition to healthcare professionals and official agencies, public discourse is influenced by a mix of advocacy groups, social media voices, and occasional political figures—some of whom amplify skepticism or misinformation, underscoring the complexity of the communication landscape.
What are the biggest areas of misinformation?	A major area of misinformation revolves around the underestimation of the seriousness of vaccine-preventable diseases such as influenza and pneumococcal pneumonia—both among the general public and, alarmingly, some healthcare professionals. This includes misconceptions that vaccines are ineffective, often stemming from misunderstandings about viral mutations; for example, some physicians mistakenly believe that because flu or pneumococcal vaccines don’t protect against every variant, they offer little real protection. In reality, these vaccines effectively target the most prevalent and dangerous strains, significantly reducing illness and complications. Additionally, persistent myths continue to circulate about a disproven link between the MMR vaccine and autism, fueling unwarranted fears. The COVID-19 pandemic further amplified misinformation, with widespread false claims regarding mRNA vaccine technology, including unfounded fears about impacts on fertility and genetic alteration. Together, these misperceptions create barriers to vaccine acceptance, emphasizing the urgent need for clear, evidence-based communication tailored to both the public and healthcare providers.
Are vaccine rates in decline, and do you know why?	Adult vaccination rates in Germany remain relatively low and have shown worrying stagnation or decline in key areas. For example, the influenza vaccination coverage among the high-risk population over 60 was only 38% in the 2023/24 season—far below WHO targets. This shortfall is driven by multiple factors, including limited time during busy medical consultations to provide thorough patient education, a lack of prioritization of adult vaccinations by both healthcare providers and patients, and operational complexities within clinical workflows that hinder proactive vaccine delivery. Moreover, Germany consistently underperforms compared to peer European countries in HPV vaccination coverage, reflecting broader challenges in public engagement and outreach. Addressing these multifaceted barriers is essential to improving adult immunization rates and meeting public health goals.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	The political and public discourse around mandatory COVID-19 vaccination during the pandemic significantly impacted general attitudes toward immunization, in some cases fostering skepticism and resistance. Additionally, the 2020 introduction of mandatory measles vaccination for children attending daycare and schools has yet to achieve a substantial rise in coverage, highlighting ongoing challenges with public acceptance and the complexities of enforcement. A crucial lesson from this period is the vital importance of clear, consistent, and transparent communication from trusted scientific authorities such as STIKO (the Standing Committee on Vaccination). STIKO’s guidance holds significant sway over public opinion, but shifts or ambiguities in recommendations during the pandemic contributed to confusion and eroded confidence. In response to access barriers, policy has evolved to expand vaccination delivery through pharmacies—currently limited to influenza and COVID-19 vaccines—aiming to improve convenience and uptake. Moving forward, coordinated messaging combined with expanded access points and targeted community engagement will be essential to rebuild trust and strengthen vaccine acceptance.

Germany

Vaccine landscape

Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Several influential organizations shape Germany's vaccine landscape and public perception: • **Robert Koch Institute (RKI):** As Germany's central public health authority, the RKI plays a pivotal role in disease surveillance and outbreak response. It houses the **Standing Committee on Vaccination (STIKO)**—the country's foremost independent expert panel whose vaccination recommendations set national standards and guide statutory health insurance reimbursements. STIKO's guidance is widely regarded as the authoritative source for vaccine policy and clinical practice. • **Paul-Ehrlich-Institut (PEI):** This federal institute oversees the regulatory approval, safety monitoring, and quality assurance of vaccines and biomedicines in Germany. PEI's rigorous pharmacovigilance activities ensure vaccine safety, underpinning public confidence. • **Bundeszentrale für gesundheitliche Aufklärung (BZgA):** The Federal Centre for Health Education is the government's primary driver of public health communication. It designs and implements nationwide vaccination awareness campaigns, focusing on education, outreach, and addressing vaccine hesitancy through evidence-based messaging. • **Kassenärztliche Bundesvereinigung (KBV):** Representing outpatient physicians who administer the majority of vaccines, the KBV is a critical stakeholder. It equips healthcare providers with practical resources, guidance, and support to optimize vaccination delivery and patient communication. • **BAGSO (Bundesarbeitsgemeinschaft der Seniorenorganisationen):** As the umbrella organization representing senior citizen groups, BAGSO is a vital advocate for adult immunization programs, especially for vaccines targeting influenza, pneumococcal disease, and shingles. Their involvement helps amplify vaccine uptake among older adults—a key at-risk population. These organizations frequently collaborate on targeted campaigns and initiatives to strengthen vaccine coverage and public trust across diverse population groups. Monitoring their communications and partnering strategically can provide valuable leverage for impactful vaccine promotion.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	Leading media outlets in Germany regularly report on vaccines and vaccination policy in a fact-based manner, focusing on efficacy, safety, approval procedures, and social debates. Topics include trends in vaccination behavior, scientific background information on vaccines, official recommendations from the Standing Committee on Vaccination (STIKO), political strategies for vaccination campaigns, combating misinformation, and the social consequences of the vaccination debate. Media outlets also report on Germany's low vaccination rates and explore the reasons, such as public hesitancy and lack of proactive consultation from doctors. The leading "top tier" media outlets in Germany are those with the widest reach, the greatest influence on public debate, and the highest credibility. According to current rankings and industry analyses, the following media outlets are particularly relevant: • Bild: Leading in citation statistics, with a major influence on the daily press and political debates. • Der Spiegel: Considered one of the most important opinion-forming weekly magazines and ranks second in the citation ranking. • ARD/Tagesschau: ARD's news programs achieve the largest weekly reach and also rank first in the trust ranking. • ZDF (heute-Journal / heute): One of the most widely used and trusted news sources after Tagesschau. • Süddeutsche Zeitung: An important quality newspaper and cited in leading media, but has fallen slightly in the rankings recently. • FAZ (Frankfurter Allgemeine Zeitung): A traditional national daily newspaper that has moved into the top 15 in the current ranking. • Zeit: As a weekly newspaper, it is influential in shaping opinion and is regularly among the most cited German media outlets. • RTL/ntv/Stern: According to the citation ranking, private television and online media are gaining in importance and are now ahead of ARD. • Cave: The most important guidelines for PR work with public broadcasters are: fact-based reporting, social added value, journalistic added value, and compliance with legal requirements. Advertising messages or unverifiable claims are to be avoided at all costs on ARD, ZDF, and other public broadcasters.

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

Germany maintains robust public health efforts to promote HPV vaccination. A flagship example is the **Federal Centre for Health Education's (BZgA)** nationwide campaign, **"LIEBESLEBEN,"** which strategically frames HPV vaccination as a vital cancer prevention measure for both boys and girls, emphasizing its role in long-term health protection.

Complementing this, the non-profit healthcare professional organization **HERE** spearheads targeted initiatives to raise awareness and improve vaccine uptake within clinical and community settings.

In the private sector, **MSD's campaign "Entschieden gegen Krebs"** leverages influential celebrity endorsements to connect emotionally with the public, enhancing visibility and engagement around HPV vaccination.

These multifaceted campaigns collectively aim to normalize HPV vaccination across demographics, yet ongoing evaluation is critical to measuring their real-world impact and identifying opportunities for greater reach and effectiveness. More detailed data on the outcomes and influence of these public HPV campaigns can be found through HERE.

HPV

What is the public perception of HPV and its risks?

Public awareness of HPV and its associated risks remains limited across the population. Many individuals are unaware that HPV is an extremely common virus and a leading cause of several serious cancers, including cervical, anal, and head and neck cancers. A widespread misconception persists that the HPV vaccine is solely for girls, which significantly contributes to low vaccination rates among boys and young men. This gendered misunderstanding undermines efforts to achieve comprehensive protection and highlights the urgent need for targeted education to broaden public understanding of HPV's full impact and the benefits of vaccination for all genders.

Germany

Disease area specific

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

The most notable recent developments in Germany's RSV landscape have been the 2023 approvals and subsequent STIKO recommendations for new RSV immunization options. These milestones generated substantial coverage across both medical and mainstream media, primarily focused on raising awareness about the availability of new preventive measures for the most vulnerable populations.

Current Campaign Landscape (2024–2025)

RSV campaigns have become more prominent in 2024 and 2025, closely aligned with the rollout of STIKO's new vaccination guidelines and passive immunization strategies. The key target audiences for these campaigns include parents of newborns, older adults, and individuals with chronic health conditions—groups identified as high risk for severe RSV disease.

Core Campaign Focus

- **Vaccine and Passive Immunization Education:** Emphasis has been placed on educating the public about the benefits of passive immunization with monoclonal antibodies (such as nirsevimab) for all newborns and infants, alongside RSV vaccination for adults aged 75+ and adults aged 60+ with underlying conditions.
- **Addressing Risk Underestimation:** Campaigns have sought to correct widespread underestimation of RSV risks, particularly among older adults, highlighting vaccination as a critical protective measure.

Media and Communication Channels

- **Medical and Mainstream Media:** Key partners include leading medical publications like ÄrzteZeitung and SpringerMedizin, as well as patient advocacy and parent organizations.
- **Government and Professional Bodies:** The Federal Ministry of Health and the German Society for Pediatric Infectious Diseases have played important roles in supporting awareness efforts.
- **Digital Platforms and Traditional Media:** Information dissemination spans dedicated websites (e.g., rsv-schutz.de, impfen.sanofi.de), TV reports, print media, and specialist medical events.
- **Multipliers and Influencers:** Engagement efforts involve healthcare professionals (physicians, midwives, nurses), parent associations, and professional networks. Pharmaceutical companies such as Sanofi and GSK have been pivotal, with GSK increasingly leveraging social media multipliers to extend reach. Although specific influencer names are generally not disclosed publicly, organizations like EFCNI actively integrate multi-channel advocacy to amplify public and political communication.

Key Insights and Outcomes

- **Knowledge Gaps Persist:** Surveys indicate significant knowledge deficits among target groups, especially in those aged 60+, many of whom still underestimate the severity of RSV and the importance of vaccination.
- **Growing Demand:** Despite this, demand for passive immunization among infants has increased, and information-seeking behavior around RSV is rising in at-risk populations.
- **Future Directions:** Ongoing efforts will likely include more strategic use of influencers and digital communication to bridge educational gaps and improve vaccine acceptance.

RSV

What is the public perception of HPV and its risks?

Public awareness of RSV remains limited but is gradually increasing. Historically, RSV has been dismissed by many as simply a "bad cold," leading to widespread underestimation of its true severity. Recent media coverage and the introduction of new vaccines have significantly raised public understanding of the serious health risks RSV poses, particularly to infants, young children, and older adults. Despite this progress, a substantial portion of the adult population remains unaware of their own susceptibility to RSV or their potential role as carriers who can transmit the virus to vulnerable individuals. This gap in awareness highlights an ongoing need for targeted education to emphasize the importance of prevention not only in at-risk groups but across the broader community.

Ebola

What is the public perception of Ebola?

In Germany, Ebola is widely recognized as a highly dangerous and often fatal disease; however, it is perceived primarily as a distant, foreign health threat confined to outbreaks in Africa. Public awareness and understanding are largely shaped by international media coverage of past major epidemics, notably the 2014-2016 West African crisis. While there is clear recognition of Ebola's severity, the general population does not view it as an immediate or local health concern. Instead, it is seen predominantly as a serious global health issue, which underscores both a respect for its lethality and a sense of geographic separation from everyday risk.

Ebola

Have there been any recent policy or media announcements in your market?

There have been no significant new domestic policy announcements concerning Ebola in Germany, reflecting the country's non-endemic status and low immediate risk. Media coverage remains largely focused on Germany's active role in global health efforts, including financial contributions to international Ebola response initiatives, ongoing research and surveillance conducted by leading institutions such as the Bernhard Nocht Institute for Tropical Medicine in Hamburg, and the deployment of German healthcare professionals and aid workers to outbreak regions. These reports underscore Germany's commitment to global epidemic preparedness and support, even as Ebola remains a distant threat to the domestic population.

Dengue

What is the public perception of Dengue?

Dengue is widely perceived as a tropical "travel disease," primarily associated with visits to endemic regions in Asia, Latin America, and the Caribbean. Awareness of dengue's symptoms and risks is generally low among the broader German population, with limited understanding of the potential severity of the illness. Importantly, there is minimal public recognition of any local risk, despite the documented presence and gradual expansion of the Aedes albopictus mosquito vector in parts of southern Germany. As a result, dengue is often viewed as a distant health concern, largely irrelevant to everyday life in Germany, which may hinder timely preventive measures or vigilance among travelers and local populations at risk.

Dengue

Have there been any recent policy or media announcements in your market?

Recent media coverage in Germany has prominently highlighted two critical concerns: the increasing number of imported dengue cases linked to international travel, and the expanding presence of the invasive Asian tiger mosquito (*Aedes albopictus*) in southern regions of the country. These developments have prompted scientific authorities and public health experts to issue warnings about the heightened potential for local dengue transmission, particularly during warmer and longer summer seasons exacerbated by climate change.

In response, policy efforts have intensified around enhanced mosquito surveillance programs, vector control initiatives, and public education campaigns aimed at travelers to endemic areas. Health authorities are emphasizing preventive measures, such as mosquito bite avoidance and prompt medical consultation for suspected symptoms, to mitigate emerging risks. While no vaccine or specific dengue policy has yet been implemented domestically, these announcements underscore a proactive approach to preparing for the possibility of autochthonous dengue cases in the near future.

Portugal

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Portugal continues to be recognized as a European and global benchmark in vaccination coverage and public trust. According to the 2024 report by the *Direção-Geral da Saúde* (DGS), the country maintains exceptionally high adherence to its *Programa Nacional de Vacinação* (PNV), which is widely accepted as a cornerstone of preventive healthcare. This strong public compliance reflects a deep-rooted confidence in the National Health Service (SNS), health authorities, and healthcare professionals—particularly family doctors, nurses, and pharmacists. Vaccination rates in Portugal consistently rank among the highest in Europe, with broad public support for routine immunizations. The COVID-19 vaccination campaign was especially notable for its success, characterized by efficient rollout, clear communication, and mass public participation. However, some emerging trends of vaccine hesitancy have been observed—particularly around newer vaccines, such as those for COVID-19, HPV, and other less familiar or recently introduced diseases. These instances of hesitation are primarily fueled by misinformation on social media, concerns about side effects, and growing influence from fringe anti-vaccine groups. During the COVID-19 campaign, Portugal saw the rise of online communities spreading disinformation, mirroring global patterns of skepticism and conspiracy theories. Demographically, vaccine hesitancy tends to be more pronounced among younger adults and individuals with lower levels of health literacy or limited access to reliable health information. Despite these challenges, trust in healthcare providers—especially family doctors and pharmacists—continues to be a decisive factor in vaccine acceptance. Their role in patient education and personalized guidance remains critical in counteracting misinformation and reinforcing confidence in the vaccination system.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	**Trusted Sources:** **The Portuguese public shows a consistently high level of trust in health professionals**, particularly **family doctors (GPs)** and **nurses**, who are viewed as the most credible and accessible sources of vaccine-related information. **Pharmacists** also play an increasingly important role, especially in community settings, offering trusted advice and clarifications. At the institutional level, both the **Direção-Geral da Saúde (DGS)** and the **Serviço Nacional de Saúde (SNS)** are widely respected for their transparency, scientific rigor, and effective public health communication. **Researchers and scientific experts**, particularly those affiliated with universities or public institutions, are also regarded as credible voices, especially when featured in mainstream media or official channels. **Mistrusted Sources:** **Mistrust is typically directed toward anonymous online sources**, **unverified social media posts**, and **non-transparent entities** that lack scientific backing. While Portugal has not seen the same scale of organized anti-vaccine activism as some other countries, **conspiracy-driven content**, particularly on platforms like Facebook and WhatsApp, has occasionally influenced segments of the population—especially during periods of uncertainty like the COVID-19 pandemic. **Influential Voices:** Though **influencers and celebrities** have been involved in select health campaigns, **medical professionals and scientific authorities remain the most influential voices** in shaping public opinion. Advocacy from reputable organizations and professional societies has more impact than celebrity endorsements, and campaigns grounded in **community health outreach** have proven more effective in countering hesitancy than top-down messaging.
What are the biggest areas of misinformation?	In Portugal, despite generally high public trust in vaccines, several persistent areas of misinformation continue to circulate—especially online—posing challenges to newer vaccine uptake: **1. Safety and Speed of Development (New Vaccines, e.g., COVID-19):** *Myth:* "The COVID-19 vaccines were developed too quickly, so they must be unsafe." This misconception overlooks the unprecedented global collaboration, prior research on coronaviruses, and accelerated—but rigorous—regulatory processes that enabled timely vaccine rollout without compromising safety or efficacy. **2. Conspiracy Theories and Political Manipulation:** *Myth:* "Vaccines are tools for population control or government surveillance." Such narratives, though fringe, gained traction on social media during the pandemic and continue to influence small segments of the population. These theories are entirely unfounded and undermine trust in public health institutions. **3. Composition and Ingredients:** *Myth:* "Vaccines contain toxic substances or microchips." There is persistent misinformation around vaccine ingredients, including false claims about harmful additives like mercury or aluminum, despite decades of scientific evidence confirming their safety in trace amounts. The idea that vaccines alter DNA or contain tracking devices is entirely baseless but still present in some online spaces. **4. Long-Term Effects and Fertility:** *Myth:* "Vaccines cause infertility or unknown long-term health problems." This myth has particularly impacted uptake among younger populations, especially with HPV and COVID-19 vaccines. No credible scientific evidence supports these claims. **5. Natural Immunity is Better:** *Myth:* "It's better to get the disease and build natural immunity." While natural infection may lead to immunity, it also carries serious health risks—many of which vaccines are designed to prevent. This belief undervalues the role of safe, controlled immunization in preventing complications, hospitalizations, and deaths.

Portugal

Vaccine landscape

Are vaccine rates in decline, and do you know why?	Overall, vaccine uptake in Portugal remains exceptionally high, with no national-level decline across core immunization indicators. According to the 2024 report from the *Direção-Geral da Saúde* (DGS), Portugal continues to lead Europe in vaccination coverage. For example, childhood vaccination rates consistently exceed the 95% target, with coverage levels between 98% and 99% for vaccines administered in the first year of life, including MMR (measles, mumps, rubella), DTP (diphtheria, tetanus, pertussis), MenB, and HPV.
	However, **some emerging trends** deserve attention:
	• **Regional disparities**: Certain municipalities—especially in parts of Alentejo and the interior—have dropped below 90% for key childhood vaccines. These "pockets of susceptibility" are linked to factors such as limited access to healthcare services, socioeconomic inequalities, migratory populations, and lower engagement with local health systems.
	• **Adult vaccination gaps**: While childhood immunization is strong, coverage for adult-targeted vaccines—such as influenza, maternal pertussis, and COVID-19 boosters—is more uneven. Contributing factors include:
	  • Vaccine fatigue post-pandemic;
	  • Misinformation and skepticism about newer vaccines;
	  • Inconsistent healthcare professional recommendations;
	  • Logistical and time-related barriers to access.
	Despite these challenges, the DGS continues to monitor and respond with targeted interventions, particularly in lower-coverage regions, while expanding public awareness and access for adult vaccination.

Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	In recent months, the Portuguese government has made two significant policy announcements aimed at strengthening vaccine accessibility and uptake: • **Pharmacy-based vaccination rollout (September 2024):** The government allocated **€7.6 million** to support the administration of **flu and COVID-19 vaccines in community pharmacies**, ahead of the seasonal campaign. This policy shift reflects a strategic effort to improve convenience and expand reach, particularly among working-age adults and the elderly, by removing logistical barriers. Source: Público – Sept 4, 2024 • **Extension of RSV vaccine eligibility (April 2025):** The RSV immunization program was expanded to cover **infants up to 10 months of age** (previously 8 months), aiming to protect approximately **76,000 babies** during their most vulnerable period. This reflects a proactive approach to pediatric prevention and reinforces public confidence in the evolving national immunization strategy. Source: Público – Apr 15, 2025 **Lessons learned:** • **Accessibility boosts uptake**: Decentralizing vaccine access—especially through pharmacies—can significantly reduce friction and improve adherence, particularly for adult and seasonal vaccines. • **Clear communication and timing matter**: Announcing changes in advance of campaigns builds public trust and allows the health system and pharmacies to prepare adequately. • **Childhood immunization remains a priority**: Policy expansions like the RSV update signal strong political will to protect vulnerable populations early and maintain Portugal's leadership in vaccination coverage. These actions underscore Portugal's continued commitment to public health and show how timely policy shifts, paired with targeted investment, can directly support vaccine uptake across age groups.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Portugal has several key stakeholders actively involved in vaccine education, advocacy, and implementation. Their collaboration has been instrumental in maintaining high national vaccination rates: **1. Direção-Geral da Saúde (DGS)** • Portugal's central public health authority. • Leads the **National Vaccination Programme (PNV)** and is the primary source of official guidance on vaccines. • Regularly coordinates public information campaigns and risk communication, especially around seasonal campaigns (e.g., flu, COVID-19, RSV). **2. Medical Societies** • **Sociedade Portuguesa de Pediatria (SPP)**, **Sociedade Portuguesa de Medicina Preventiva**, and others actively promote evidence-based vaccination, issue clinical guidelines, and support public campaigns through expert voices. • Frequently contribute to media coverage and awareness efforts related to childhood and adolescent vaccines, such as HPV and MMR. **3. Ordem dos Médicos (Portuguese Medical Association)** • Influential in shaping HCP engagement and public confidence. • Provides statements on best practices and sometimes partners with DGS on professional training or joint advocacy. **4. Ordem dos Farmacêuticos (Pharmacists Association)** • Plays a growing role in **community-level vaccine delivery**, especially since the expansion of pharmacy-administered flu and COVID-19 vaccines. • Advocates for improved access and public awareness, especially in rural or underserved areas. **5. Patient Associations and Civil Society Groups** • Organizations such as **Liga Portuguesa Contra o Cancro** (Portuguese Cancer League) and **Associações de Pais** (Parent associations) are particularly active in campaigns related to **HPV**, **RSV**, and **pediatric vaccination**. • Often collaborate on outreach in schools and through social media. **Noteworthy Campaigns:** • **"Vacinação é proteção"** – a recurring national awareness slogan used in flu and COVID-19 communications. • **HPV school-based campaigns** – implemented regionally with educational and consent support from both health and education sectors. • **RSV rollout communications (2025)** – joint DGS and medical society effort targeting infant immunization and maternal awareness.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	In Portugal, coverage of vaccines and vaccination policies in the top-tier media has generally been responsible, informative and aligned with official sources. Communication tends to highlight data from the Directorate-General for Health (DGS), warn of outbreaks or new campaigns and, occasionally, explore issues such as inequalities in access or vaccine hesitancy. **Top tier media:** • Jornal Público: https://www.publico.pt/; • Jornal Expresso: https://expresso.pt/; • SIC: https://sicnoticias.pt/direto; • TVI: https://tvi.iol.pt/; • RTP: https://www.rtp.pt/; • Observador: https://observador.pt/;

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

Portugal has launched several innovative and high-impact campaigns in recent years to promote HPV vaccination awareness, targeting both public education and cultural engagement:

•1. "HPV Prevention is in Fashion" – MSD Portugal (March 2024)

Focus:

This creative campaign redefined public health communication by integrating HPV prevention messaging into pop culture and fashion, aiming to normalize the conversation around vaccination for both **women and men**.

Activation & Channels:

Launched at **ModaLisboa**, Portugal's leading fashion week, transforming a style event into a public health platform.

Attendees could become part of the campaign magazine cover, enhancing public engagement.

Extensive **social media outreach** and **traditional media coverage**.

Influencers & Spokespeople:

Featured public figures such as **Rita Ferro Rodrigues** and digital influencers **Inês Patrocínio**, **Mariana Machado**, and **Drizinha**.

Campaign messaging was reinforced by **healthcare professionals**, adding credibility.

Impact:

The campaign successfully broadened reach by connecting with younger demographics, typically harder to engage in traditional vaccine awareness. It helped position **HPV vaccination as a lifestyle and health priority**, not just a medical recommendation.

Sources:

•MSD Portugal official news

•Briefing.pt coverage

•2. Awareness Campaigns by the Portuguese League Against Cancer (LPCC) – March 2025

Focus:

Aimed at increasing HPV health literacy, particularly around its link to **cervical and other cancers**, and reinforcing the importance of **early vaccination**. The LPCC emphasized the need for **gender-inclusive HPV vaccination**, continuing its role as a long-standing advocate since Portugal's introduction of the vaccine.

Channels & Strategy:

Institutional communications and expert commentary.

School-based initiatives and **public awareness drives** linked to **International HPV Awareness Day**.

Outreach via **social media**, national press, and direct community engagement.

Impact:

The campaign strengthened national dialogue around **male inclusion** in HPV vaccination.

Reinforced trust by highlighting the LPCC's **pioneering role** in the vaccine's national rollout.

Source:

LPCC official statement

Summary:

Both campaigns illustrate a multi-dimensional strategy—merging science, public advocacy, and cultural relevance. The use of **trusted institutions**, **credible voices**, and **creative platforms** has made Portugal a strong example in HPV vaccination advocacy. Future efforts could benefit from replicating this cross-sector model to maintain momentum and target harder-to-reach groups such as boys and young adults.

HPV

What is the public perception of HPV and its risks?

Public awareness of HPV in Portugal has significantly improved over the past decade, thanks to a combination of strategic awareness campaigns, the integration of the HPV vaccine into the **National Vaccination Programme (PNV)**, and the active involvement of **healthcare professionals**, **public institutions**, **influencers**, and **civil society organizations** such as the **Portuguese League Against Cancer (LPCC)**.

These efforts have helped position HPV not just as a women's health issue, but as a **broader public health concern**—framing vaccination as cancer prevention for all genders. Campaigns like *"HPV Prevention is in Fashion"* and national school-based immunisation initiatives have contributed to higher acceptance rates, especially among adolescents and their parents.

However, **persistent misconceptions and awareness gaps remain**, particularly among adults and older demographics:

- **Gender misconception:** HPV is still widely perceived as a **female-only issue**, often solely associated with **cervical cancer**. This limits understanding of its full impact.
- **Lack of awareness of male risk:** Knowledge that **HPV also causes cancers in men**—such as **oropharyngeal**, **anal**, and **penile cancers**—remains limited, contributing to lower uptake and advocacy for **male vaccination**.
- **Generational information gaps:** Adults who were not targeted by **school-based vaccination campaigns** often have **lower health literacy on HPV**, leading to a diminished perception of personal risk and, in some cases, vaccine hesitancy.
- **Stigma and misinformation:** Some public perceptions are still shaped by stigma, misinformation, or confusion around HPV being sexually transmitted, which can create discomfort or reluctance to engage in open discussions or preventive measures.

Portugal

Disease area specific

RSV

A. National Infant RSV Immunisation Campaign (2023–2024)

Led by: Direção-Geral da Saúde (DGS), in coordination with the Ministry of Health.

Objective: To protect newborns and infants under 8 months of age from Respiratory Syncytial Virus (RSV)—a leading cause of hospitalisation for bronchiolitis and lower respiratory infections in early infancy.

Intervention: Single-dose immunisation using **Nirsevimab (Beyfortus®)**, a long-acting monoclonal antibody administered before or during the RSV season.

Coverage & Impact:

- Achieved **~86% coverage** of eligible infants.
- Preliminary data indicated a **notable decline in RSV-related hospitalisations** during peak season.
- **Positioned Portugal** as one of the first EU countries to adopt a national RSV immunisation strategy.

Communication & Channels:

- Health education materials distributed at **maternity wards**, **paediatric consultations**, and **public health centres**.
- Official announcements across **SNS digital platforms**, press releases, and **local media**.
- Key campaign message: **"One dose protects your baby throughout the RSV season."**

B. Expansion of RSV Programme (2024–2025)

Policy Update: In **April 2025**, eligibility was extended to cover infants up to **10 months of age**, targeting approximately **76,000 children**.

Focus: Continued prevention of severe RSV infections, particularly **bronchiolitis** and **pneumonia**, during seasonal peaks.

Media & Public Engagement:

- Broader communication via **TV and radio public health segments**, interviews with **paediatric infectious disease experts**, and **targeted DGS social media content**.
- **Institutional voices** from DGS and leading **neonatologists** were featured to reinforce credibility and build trust.

Influencer Use:

- No significant involvement of celebrity influencers. Instead, the campaign leveraged **trusted healthcare professionals**—paediatricians, neonatologists, and maternal–child health nurses—as **key communicators**, in line with Portuguese public trust dynamics.

Outcome & Lessons Learned

- The campaign was widely regarded as a **public health success**, demonstrating Portugal's **readiness to integrate new immunisation strategies**.
- **Clear, expert-led communication** and **integration into the broader maternal-child care system** were key to strong uptake.
- Future RSV outreach is likely to expand further, particularly toward **high-risk adult populations**, such as the elderly and those with chronic conditions.

RSV

What is the public perception of HPV and its risks?

Public perception of HPV in Portugal has improved significantly over the past decade, largely due to **structured public health campaigns**, the **inclusion of the HPV vaccine in the National Vaccination Programme (PNV)** for both girls and boys, and **strong engagement by healthcare professionals** and advocacy groups. However, despite these advances, **gaps in awareness and understanding still persist**:

- **HPV is still widely perceived as a "women's issue"**, with many associating it only with cervical cancer. This misconception contributes to **lower vaccine uptake among boys**, despite increasing evidence of HPV's role in causing other cancers (e.g., anal, penile, oropharyngeal) in men.
- Among **adults not covered by school-based vaccination campaigns**, **awareness of HPV risks remains low**, especially regarding its long-term cancer links and the benefits of vaccination beyond adolescence.
- Public understanding is generally **higher in urban centres** and among **younger, more health-literate demographics**. In contrast, **older adults and some rural populations** may have limited knowledge or misconceptions about HPV transmission and prevention.
- Overall, there is **high trust in health authorities**, and the **acceptance of HPV vaccination is strong** when recommended by doctors. Campaigns involving **public figures and organisations like the Portuguese League Against Cancer (LPCC)** have helped position HPV prevention as a public health priority.

Ebola

What is the public perception of Ebola?

Ebola is broadly perceived by the public as a highly lethal and terrifying disease, synonymous with severe outbreaks and global health crises. This perception is deeply influenced by the extensive and dramatic media coverage of the 2014–2016 West African epidemic and subsequent outbreaks in the Democratic Republic of the Congo. While awareness of Ebola's severity is high, the disease is generally viewed as a distant threat with limited relevance to local health concerns, reinforcing a sense of fear but also a degree of complacency outside of endemic regions.

Ebola

Have there been any recent policy or media announcements in your market?

While Ebola remains a critical issue globally, particularly in regions experiencing active outbreaks, it currently holds minimal priority within Portugal's public health agenda. Consequently, there have been no significant recent policy initiatives or media announcements focused on Ebola in the Portuguese market. Instead, communication efforts are primarily centered on monitoring international developments and supporting global response efforts, rather than domestic interventions.

Dengue

What is the public perception of Dengue?

Dengue is predominantly seen by the public as a tropical mosquito-borne disease, strongly associated with regions like Brazil, India, and Southeast Asia. This geographic linkage reinforces the widespread perception that dengue is primarily a "traveler's disease," posing little risk to residents of non-endemic countries.

However, growing concerns are emerging in parts of southern Europe, including Portugal, where climate change and increasing urbanization have facilitated the spread of the Aedes mosquito vector. Despite this, public awareness remains relatively low outside of specialized travel medicine circles, and the general population often underestimates the potential for local transmission.

This gap in understanding underscores the need for enhanced public education to prepare communities for emerging vector-borne disease risks in a changing climate.

Dengue

Have there been any recent policy or media announcements in your market?

Between 2024 and 2025, several southern European countries—including Portugal, France, and Italy—experienced a notable rise in autochthonous (locally transmitted) dengue cases. This surge has triggered heightened media coverage and prompted timely alerts from national and regional health authorities, raising public awareness about the emerging local threat.

While no national dengue vaccination campaigns have yet been launched, public health communication efforts have intensified, focusing strongly on environmental hygiene and personal protective measures. The Direção-Geral da Saúde (DGS) has issued targeted public advisories, particularly for residents in the Algarve and Alentejo regions—areas where local cases have been confirmed.

Campaign messaging prioritizes the urgent elimination of mosquito breeding sites, consistent use of insect repellents, and cautious behavior during travel to dengue-endemic countries. These proactive measures reflect an evolving public health strategy to mitigate dengue transmission risks in Portugal as the epidemiological landscape shifts.

Switzerland

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Vaccine hesitancy in Switzerland exhibits a complex, context-dependent pattern. While routine childhood vaccinations—such as those for measles, diphtheria, and tetanus—continue to enjoy consistently high uptake, with Switzerland maintaining its measles elimination status, hesitancy has notably increased for adult immunizations, especially since the COVID-19 pandemic. The pandemic intensified public discourse on vaccination, fueling greater scrutiny around vaccine safety and efficacy, particularly concerning the rapid development and rollout of mRNA vaccines. This environment led to a more polarized public, with vaccine acceptance closely linked to trust in governmental institutions and public health authorities. Data from the CoMix longitudinal study in Switzerland reveals that higher COVID-19 vaccine uptake correlates with greater trust in government, heightened perception of personal risk, higher educational attainment, urban residency, and cohabitation with medically vulnerable individuals. Conversely, hesitancy is more prevalent among residents of rural areas, smaller households, and those perceiving pandemic restrictions as overly stringent. An additional layer influencing hesitancy is Switzerland's widespread use of complementary and alternative medicine (CAM), practiced by approximately 30% of the population. CAM users often exhibit greater vaccine caution, particularly when public health messaging fails to resonate with their individual values or when messages are perceived as lacking empathy or personalization. This landscape underscores the need for tailored communication strategies that address specific community concerns, respect diverse health beliefs, and build trust through transparency and engagement.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	**Most trusted sources:** • **Physicians and healthcare providers:** Swiss citizens place their highest trust in family doctors, medical specialists, and pharmacists as reliable sources of vaccine information. Their expertise, personalized care, and longstanding relationships with patients foster confidence and acceptance. (Source: Swissinfo) • **Complementary and Alternative Medicine (CAM) providers:** Given the substantial use of CAM in Switzerland, many individuals also trust practitioners of homeopathy, herbal medicine, and other alternative treatments. While sometimes more cautious about vaccines, CAM providers can be influential in bridging vaccine communication gaps if engaged effectively. **Less trusted sources:** • **General and social media:** The public exhibits significant skepticism towards information about vaccines disseminated through social media platforms and unverified online sources. The spread of misinformation and conspiracy theories on these channels undermines public confidence. • **Politicians and government authorities:** Trust in political figures and official authorities regarding vaccine communication remains comparatively low, partly due to perceived politicization of health measures during the pandemic and inconsistent messaging. This mistrust can hinder public adherence to vaccination campaigns and health recommendations. (Sources: PMC, FHNW) **Influencers and advocacy:** • Switzerland lacks prominent celebrity influencers actively shaping vaccine discourse, unlike in some other markets. Instead, **trusted health professionals** and **community leaders** play a more significant role in influencing public opinion. • Advocacy efforts tend to come from **medical societies, public health institutions, and patient organizations**, which emphasize evidence-based information and transparency.
What are the biggest areas of misinformation?	**1. Vaccine Safety and Risks:** Persistent rumors exaggerate or fabricate long-term adverse effects of vaccines, including unfounded claims linking vaccines to infertility, autoimmune diseases, or neurological disorders. These fears often overshadow robust scientific evidence confirming vaccine safety and rigorous monitoring systems in place. **2. Distrust of the Pharmaceutical Industry ("Big Pharma"):** A widespread narrative paints pharmaceutical companies as primarily motivated by profit rather than public health, fueling suspicion of hidden agendas, data manipulation, and suppression of alternative treatments. This deep-seated distrust undermines confidence in vaccine development and approval processes. **3. Promotion of Natural Immunity and Complementary/Alternative Medicine (CAM):** Misinformation campaigns elevate natural immunity or CAM approaches—such as homeopathy, nosodes, and herbal remedies—as equally or more effective than vaccines. These misleading claims downplay the proven benefits of vaccination and contribute to vaccine hesitancy, especially among populations already inclined toward holistic health practices. **4. Political and Ideological Conspiracy Theories:** Vaccine mandates and public health policies are frequently framed as government overreach or tools of social control, stoking fears of loss of personal freedoms. This politicization fuels resistance to vaccination programs and amplifies conspiracy theories that erode public trust in health authorities.
Are vaccine rates in decline, and do you know why?	Routine childhood vaccination rates in Switzerland remain stable and consistently high, as confirmed by the Swiss National Vaccination Coverage Survey (SNVCS). These robust uptake levels have helped maintain Switzerland's measles elimination status, with no observed decline—even among children born during the COVID-19 pandemic period. Importantly, essential vaccines such as MMR and DTP continue to achieve coverage rates well above target thresholds, demonstrating strong public trust and effective program implementation. However, the situation is notably different for adult and seasonal vaccinations. Influenza vaccine coverage, for example, remains persistently low and has experienced a gradual decline over recent years, raising concerns about protection for vulnerable populations. Several factors contribute to these trends: • **Pandemic fatigue:** The prolonged COVID-19 crisis has led to general exhaustion with vaccination campaigns and public health messaging, dampening enthusiasm for routine and seasonal vaccines. • **Safety concerns:** Heightened scrutiny and misinformation about vaccine safety, especially post-COVID-19, have fueled hesitancy among adults. • **Structural barriers:** Inconsistent reminder systems, fragmented outreach efforts, and regional disparities limit access and reduce motivation to vaccinate. • **Alternative health beliefs:** A significant portion of the population embracing complementary and alternative medicine (CAM) may be more cautious or skeptical about conventional vaccines, impacting adult vaccination uptake. Addressing these challenges requires renewed, targeted communication strategies, improved access, and efforts to rebuild trust—particularly in adult vaccination programs.

Switzerland

Vaccine landscape

Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	Switzerland's vaccination policy is firmly grounded in the 2016 Epidemics Act (EpidA), which emphasizes voluntary vaccination for the general population. Mandatory vaccination is strictly limited to clearly defined high-risk groups—such as healthcare professionals or vulnerable populations—and only considered after all other less coercive measures have been exhausted. This approach reflects Switzerland's strong cultural emphasis on individual autonomy and public trust. A national survey conducted among healthcare professionals (including doctors, pharmacists, nurses, and midwives) between late 2020 and early 2021 highlighted broad resistance within this group toward mandatory vaccination policies, particularly for COVID-19 and influenza vaccines. Instead, healthcare workers overwhelmingly favored strategies centered on education, transparent communication, and voluntary uptake. Many warned that enforcing mandates risked alienating both professionals and the general public, potentially undermining long-term trust and vaccine confidence. Politically, the November 2021 referendum on the continuation of COVID-19 restrictions revealed important regional and societal divides. Cantons that voted more decisively to lift pandemic control measures correspondingly exhibited lower COVID-19 vaccination rates. This correlation strongly suggests that public distrust toward authorities and resistance to government interventions were significant factors influencing vaccine hesitancy at the local level. **Lessons learned:** • **Respect for autonomy and trust-building are crucial:** Policies that prioritize voluntary vaccination supported by transparent, consistent information are more effective in Switzerland's context. • **Engagement with healthcare professionals is vital:** Given their influence, empowering HCPs with education and resources is a more sustainable approach than mandates. • **Recognizing regional and cultural differences:** Tailored communication strategies that address local sentiments and concerns can mitigate resistance. • **Avoiding coercive policies that risk backlash:** Mandates, if perceived as heavy-handed, may deepen mistrust and reduce vaccine uptake in the long run. In summary, Switzerland's experience underscores the importance of balancing public health goals with cultural values and trust, highlighting that political and social contexts deeply shape vaccine acceptance.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	**Institutional Advocacy and Campaigns:** • **Federal Office of Public Health (FOPH / BAG):** The cornerstone of Switzerland's public health communication, FOPH leads national vaccination campaigns with a broad reach, including annual **Vaccination Week**, which focuses on increasing public awareness and uptake of key vaccines through multimedia outreach, community engagement, and partnerships with healthcare providers. Their **National Immunisation Programme (NIP/NVS)** outlines strategic priorities for vaccine coverage, equity, and innovation, and is a trusted source for vaccination policy and education. More info: National Vaccination Strategy (NVS) **Global and Equity-Focused Advocacy:** • **Developing Countries Vaccine Manufacturers Network (DCVMN International):** Although Switzerland is not a low-income country, the DCVMN plays a critical role in advocating for **affordable, equitable vaccine access worldwide**, including supporting technology transfer and capacity-building initiatives. Their efforts align with Switzerland's commitment to global health diplomacy and equitable immunization. Learn more: DCVMN **Youth and Professional Engagement:** • **Swiss Medical Students' Association (swimsa):** Representing over 10,000 medical students nationwide, swimsa is a dynamic youth-led organization actively engaged in **health promotion, vaccine advocacy, and peer education**. Their campaigns focus on empowering future healthcare professionals as trusted voices in vaccination, helping to bridge gaps between scientific evidence and public concerns. Explore: swimsa
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	Top-tier Swiss media outlets generally provide comprehensive and nuanced coverage of vaccines and vaccination policies, often balancing scientific insights with public sentiment. Reporting tends to focus on vaccine efficacy, safety updates, public health campaigns, and political developments affecting vaccine uptake. These outlets also engage expert voices, including healthcare professionals and scientists, to ensure credible, evidence-based information reaches the public. Recommended top-tier media to target: • **20 Minuten** (French, German, Italian editions) Switzerland's most widely read daily news platform, 20 Minuten reaches a diverse, broad audience across linguistic regions. It combines timely reporting with accessible language and a strong digital presence, making it a key channel for public education and real-time updates on vaccine policies and campaigns. Its social media reach is particularly influential among younger demographics. • **Le Temps** (French-speaking Switzerland) Known for its in-depth investigative journalism and authoritative coverage of health policy, Le Temps offers a trusted platform to engage policymakers, healthcare leaders, and an educated audience interested in detailed analyses of vaccine science and policy debates. Its reputation lends credibility to complex public health messaging. • **Neue Zürcher Zeitung** (NZZ) (German-speaking Switzerland) As Switzerland's leading quality daily newspaper, NZZ provides rigorous, well-researched reporting on vaccine developments, regulatory decisions, and public health strategies. Its readership includes opinion leaders, professionals, and policymakers, making it ideal for influencing both public discourse and decision-making circles. Additional mention: • 24 heures (French-speaking region) offers strong regional influence and detailed local health reporting, valuable for targeted outreach.

Switzerland

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

Recent HPV vaccination initiatives in Switzerland demonstrate a strategic push to improve coverage, particularly among young men, while addressing persistent knowledge gaps and pandemic-related setbacks.

Key Campaigns and Programs:

- Swiss Military Recruit Program (since January 2023):
  This groundbreaking initiative offers HPV vaccination directly to young men during military recruit school, a critical step to close the significant gender gap in vaccine uptake. Beyond administration, the program actively collects data on awareness, attitudes, and vaccine uptake, informing tailored outreach strategies aimed at increasing male vaccination rates.
  Swiss TPH Project Details
- Cantonal HPV Vaccination Schemes:
  Across nearly all Swiss cantons, HPV vaccination is offered free of charge to eligible youth (typically ages 11–26, depending on canton). These programs leverage school-based campaigns, youth health centers, and dedicated vaccination sites, supported by multilingual awareness materials designed to engage adolescents and their families.
  MSD HPV Program Overview

Key Outcomes and Challenges:

- Coverage and Gender Disparities:
  Despite these efforts, vaccination rates reveal a stark gender gap—national surveys indicate only ~7.8% of young men have completed the HPV vaccine series compared to ~40.9% of young women. This disparity largely stems from insufficient targeted information and low risk awareness among males.
  PubMed Study on Coverage
- Impact of COVID-19 Pandemic:
  The pandemic disrupted routine immunization services, resulting in an estimated 24% drop in HPV vaccine doses administered. This decline represents missed vaccine doses, creating a backlog that Switzerland will need to address with intensified vaccination efforts through 2025 to restore and exceed pre-pandemic coverage levels.
  PMC Article on Pandemic Impact
- Risk Perception and Knowledge Gaps:
  A significant barrier to vaccine uptake is the widespread lack of awareness regarding HPV's risks, including its role in causing genital and oropharyngeal cancers in both sexes. Many young adults underestimate their vulnerability, and proactive consultations with healthcare providers remain limited, emphasizing the urgent need for targeted education and communication campaigns.
  Risk Awareness Study 1 | Risk Awareness Study 2

HPV

What is the public perception of HPV and its risks?

In Switzerland, public awareness of HPV and its associated health risks has improved over recent years, largely due to national vaccination programs and targeted awareness campaigns. However, significant gaps and misconceptions persist, which impact vaccine uptake.

- Awareness is Uneven and Gendered:
  Many Swiss people still primarily associate HPV with cervical cancer in women, leading to a widespread belief that HPV is mainly a "women's issue." This has contributed to a pronounced gender gap in vaccination rates, with young men often unaware of their risk.
- Limited Recognition of Broader HPV-Related Risks:
  Awareness that HPV can also cause other cancers—such as oropharyngeal, anal, and penile cancers in men—is low. This lack of understanding contributes to a diminished perception of HPV as a serious health threat for males.
- Underestimation of Personal Risk:
  Many young adults perceive HPV infection as a low-risk or distant concern, resulting in limited motivation to seek vaccination or discuss it proactively with healthcare providers.
- Impact of Misinformation and Knowledge Gaps:
  Misinformation and insufficient health education fuel uncertainty around the vaccine's benefits and safety, particularly among populations not reached by school-based programs.
- Trust in Healthcare Providers:
  Despite these challenges, healthcare professionals—especially family doctors and pediatricians—remain the most trusted sources of information on HPV vaccination, playing a crucial role in improving risk perception and vaccine acceptance.

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

One of the most significant recent initiatives is the **RSV EpiCH project**, which aims to establish comprehensive, nationwide surveillance of Respiratory Syncytial Virus (RSV) infections among children in Switzerland. This project is critical for understanding RSV epidemiology, informing public health decisions, and guiding future vaccination strategies. It represents a major step forward in generating high-quality, representative data on RSV burden across the country.
(Source: The Lancet Regional Health Europe)

RSV

What is the public perception of HPV and its risks?

Despite ongoing efforts to improve surveillance and scientific understanding, **public awareness of RSV remains low** in Switzerland. There is currently no comprehensive, Switzerland-specific survey data that robustly measures the general population's knowledge or attitudes toward RSV or the newly emerging RSV vaccines. This low awareness presents a significant challenge for future immunisation campaigns and underscores the urgent need for targeted public education to increase understanding of RSV's risks, especially for infants and vulnerable populations.

Ebola

What is the public perception of Ebola?

Public awareness of Ebola in Switzerland remains minimal, and the general perception of personal risk is very low. This is largely because Switzerland has not experienced any recent Ebola cases, and the disease is viewed primarily as a distant threat linked to outbreaks in other regions, particularly West and Central Africa. To date, there are no national public surveys that have specifically assessed Swiss attitudes, knowledge, or concerns regarding Ebola, which further underscores the low profile the disease holds in the public consciousness.

Ebola

Have there been any recent policy or media announcements in your market?

Swiss health authorities maintain a proactive stance toward Ebola preparedness. Switzerland currently holds a strategic emergency stockpile of approximately 500,000 doses of the ERVEBO® Ebola vaccine, reflecting the country's commitment to global health security and readiness to contribute swiftly to international outbreak response efforts. This preparedness signals a recognition of Ebola's potential severity on the global stage, even if domestic concern remains subdued.
(Source: Vax Before Travel, 2025)

Dengue

What is the public perception of Dengue?

- In July 2024, Swissmedic granted approval for the dengue vaccine **Qdenga®**, marking a historic milestone as the **first dengue vaccine licensed in Switzerland**. This vaccine is authorized for individuals aged 4 years and older who are traveling to dengue-endemic regions, reflecting a proactive approach to protect Swiss travelers and curb imported cases.
  Swissmedic announcement
- Cutting-edge clinical research conducted at **Unisanté in Lausanne** between 2023 and 2024 demonstrated promising results for a novel dengue vaccine candidate that stimulates robust cellular immunity. Tested among Swiss volunteers, this advancement underscores Switzerland's growing role in innovative vaccine development and dengue prevention research.
  Swissinfo article
- Travel medicine guidelines, such as those published in the **Swiss Medical Weekly**, now recommend considering Qdenga® vaccination for travelers aged 6 years and older with prior dengue exposure, signaling an important shift in clinical practice and traveler health advice.
  Swiss Medical Weekly guidance

Dengue

Have there been any recent policy or media announcements in your market?

- **Low local awareness:** Dengue remains largely perceived as an **exclusively tropical, travel-related disease**, given Switzerland's non-endemic status. Awareness among the general population about dengue's severity and risks is limited.
- **Imported cases as primary concern:** While sporadic imported cases occur—up to 201 cases reported in 2016—the public predominantly associates dengue with travel to endemic regions rather than as a domestic health threat. This results in a generally low risk perception and limited public demand for dengue vaccination or preventive measures.
- **Growing travel-related focus:** However, with increasing global mobility and climate change expanding mosquito habitats in Europe, public health messaging is gradually emphasizing the importance of dengue awareness, especially for international travelers.

Americas

Americas At-a-Glance

- In **Canada**, vaccine hesitancy is relatively low, with high public trust in healthcare professionals and scientific experts. However, there are concerns about misinformation, particularly related to COVID-19 vaccines. Vaccine rates are generally stable, with high coverage for childhood vaccines. Recent campaigns have focused on addressing misinformation and promoting the importance of vaccination for all age groups.
- In **Chile**, vaccine hesitancy is also low, with high public trust in healthcare professionals and government health authorities. The main areas of misinformation include concerns about vaccine safety and side effects. Vaccine rates are high, with strong public health campaigns promoting vaccination. Recent campaigns have focused on increasing awareness about the importance of vaccines and addressing any emerging misinformation.
- In **Brazil**, childhood vaccination coverage has dropped to 67%, below the WHO target, and only 50% of adults receive recommended vaccines. A 2022 survey showed about 30% of Brazilians are hesitant towards vaccines, with regional variations. Vaccination coverage among the elderly is low, with only 60% receiving annual flu shots. The main reasons for vaccine hesitancy include misinformation, distrust in government, cultural beliefs, access issues, and pandemic fatigue **1**. Recent campaigns have focused on raising awareness about HPV and RSV vaccines, with significant investments in media and influencer partnerships **2**.
- In **Mexico**, vaccine hesitancy is low, with high confidence in vaccines. However, there is mistrust in government vaccination campaigns, often due to perceived political motives. Key influencers include healthcare professionals and search engines/apps/social media. The biggest areas of misinformation include the prominence of anti-vaccination groups, concerns about side effects, challenges in reaching rural areas, and a lack of understanding of vaccination importance. Vaccination rates have declined in recent years **3**.
- In **Argentina**, vaccine hesitancy is moderate, with concerns about vaccine safety and side effects being the main drivers. Public trust is highest in healthcare professionals and scientific experts, while there is significant mistrust in the government and media. Vaccine rates are generally stable, but there is a noticeable decline in the uptake of newer vaccines. Recent campaigns have focused on increasing awareness and addressing misinformation, particularly around HPV and RSV.

Argentina

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Argentina has one of the most comprehensive immunization schedules in the world and has been a pioneer in Latin America in the introduction of new vaccines. The National Immunization Schedule in Argentina includes vaccines that protect against 28 diseases, from birth through adulthood. These vaccines are free and mandatory at public health centers and hospitals throughout the country.https://www.argentina.gob.ar/salud/vacunas (National Vaccination Calendar in Argentina). Historically the population has been pro-vaccine and coverage rates have been among the highest in Latin America. However, a decline in vaccination coverage has been observed since 2015— a trend that began before the pandemic and worsened with post-pandemic fatigue. Lately, in line with a broader global trend, there has been an increase in anti-scientific sentiment, which negatively affects how some people perceive vaccines. Additionally, the administration of President Javier Milei has made significant budget and staffing cuts, effectively dismantling the National Directorate for the Control of Vaccine-Preventable Diseases (DICEI). This directorate was responsible for implementing vaccination policies and monitoring vaccine-preventable diseases at the national level.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	The medical community in general, as well as scientific societies, are considered trustworthy sources when it comes to vaccine communication. The Ministry of Health has also consistently been regarded as an authoritative and reliable voice. However, the COVID-19 pandemic and the ministry's vaccination campaign had a somewhat negative impact over time, and many people began to question the vaccine against the virus. This was further complicated by the poor political handling of the pandemic in Argentina — including extreme restriction and isolation measures — which, to some extent, affected public perception of the COVID-19 vaccination policies. The poor handling of the pandemic and the lack of transparency surrounding the procurement of COVID vaccines — particularly the Sputnik brought from Russia — had a negative impact.
What are the biggest areas of misinformation?	There is a significant amount of misinformation on social media and often in non-specialized media as well (sometimes fake international news is wrongly replicated). The general public often lacks a clear understanding of how vaccines work, and many people only get vaccinated because it is mandatory — and free.
Are vaccine rates in decline, and do you know why?	Coverage rates in some vaccines have declined. Post-pandemic fatigue and an increase in anti-scientific sentiment can be mentioned as possible causes. In some very vulnerable populations, difficulties with getting access to vaccination centers in times of reduced public spending can be a limitation too.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	Large-scale public awareness campaigns about diseases are always an effective strategy to boost vaccination rates. Collaboration with pharmaceutical companies and multiple medical and scientific endorsers also tends to work well. In the context of the current administration's significant cuts to public spending — including public advertising — private investment may serve as an alternative.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Large-scale public awareness campaigns about diseases are always an effective strategy to boost vaccination rates. Collaboration with pharmaceutical companies and multiple medical and scientific endorsers also tends to work well. In the context of the current administration's significant cuts to public spending — including public advertising — private investment may serve as an alternative. **Are there any key advocacy groups we should be aware of, and any campaigns we should know about?** Key (positive) stakeholders: § SADI Sociedad Argentina de Infectología / Argentine Society of Infectious Diseases § SADIP (Sociedad Argentina de Infectología Pediátrica) / *Argentine Society of Pediatric Infectious Diseases* § CONAIN: Comisión Nacional de Inmunización. National Immunization Commission. A technical advisory body that supports national authorities and policymakers in making evidence-based decisions on immunization, considering local epidemiology. § SAVE Sociedad Argentina de Vacunología y Epidemiología. Argentine Society of Vaccinology and Epidemiology. A multidisciplinary, horizontal, and committed team working to promote public and individual health. SAVE addresses all aspects of vaccinology and epidemiology to help ensure the population's access to the right to health. § FUNCEI Fundación Centro de Estudios Infectológicos. Infectious Disease Research Center Foundation § Fundación Huésped A nonprofit organization focused on public health, human rights, and access to healthcare, especially in the areas of HIV, sexual health, and preventable diseases. VACUNAR A private vaccination network operating across Argentina. Negative groups: There is no large organized anti-vaccine group identified as such, but there are outspoken individuals like Chinda Brandolino https://saludconlupa.com/series/desinformantes/chinda-brandolino/), as well as more "alternative" or "hippie" profiles, particularly in the south of the country, who are very vocal. They are active on social media (with comments everywhere), often blaming vaccines for a wide range of health problems. **Recent Vaccination Campaigns:** These are two recent campaigns to promote vaccination sponsored jointly by pharmaceutical companies that develop vaccines: **Vacunados, listos, ya (Vaccinated, ready, go!)** https://youtu.be/upM8T5Z6PV0 *(Translation of the video): In the race for health, vaccination is key to moving forward with peace of mind. Visit a vaccination center and make sure you, your children, and everyone you care about are up to date with their vaccines — so you can win this race.* *Vaccinated, ready, go!* "This is a message from SAVE." **Las vacunas son un GOL (Vaccines are a Goal!)** https://youtu.be/twAuG4sKVg0 *(Translation of the video)* *"Vaccines are a lot like football. Since childhood, they shape you for life. Football and vaccines run through our bodies. We face the ball with our chest; we roll up our sleeves for the vaccine. Even if it's hard, we step onto the field and face whatever comes our way. In the middle of the match, we get ready, take a deep breath, make our move — and score. That feeling running through your veins and connects you to the whole country, because it's not just for you — it's for everyone. Vaccines are a goal. Let's celebrate every dose."*

Argentina

Vaccine landscape

What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	•Top tier media that report about vaccines include mostly national multiplatform newspapers: •INFOBAE •CLARÍN •LA NACIÓN

Disease area specific

HPV
Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:
There hasn't been a recent HPV campaign in Argentina. The last large-scale ones took place several years ago.
§ 2019. "HPV: let's not look the other way" with different local celebrities and endorsed by multiple stakeholders.
https://www.youtube.com/watch?v=zHZphhJlh1Q&ab_channel=Fundaci%C3%B3nC%C3%A1ncer-FUCA
§ In 2017, campaña de Fundación Huésped "Vos Podés Hacerlo" (jugaba con las iniciales de VPH). https://youtu.be/LRqi9dnK-5U Transation of text in video:
I'll kiss everyone hello — even grandma — and I won't wipe my cheek.
I'll watch all the Rocky movies with you — all of them: 1, 2, 3, 4, 5, 100, whichever you want — and one Terminator too.
I promise I won't ask for a phone until I'm 13.
Ok... 12... 11.
I'll do whatever you want — whatever you want — just get me the HPV vaccine. The HPV vaccine is free and mandatory for all 11-year-old boys and girls.
#YouCanDoThis (#VosPodésHacerlo VPH (HPV)

HPV
What is the public perception of HPV and its risks?
HPV is a frequent topic in media / social media channels and as HVP vaccination is free and mandatory both in girls and boys at 11 years old in general there is good general awareness of the risks of the virus. As an under developed country, cervical cancer is still a serious health problem with still high mortality rates in very vulnerable populations in some areas of the country. Argentina has a National Cervical Cancer Prevention Program aimed at reducing the incidence and mortality of cervical cancer through prevention, screening, diagnosis, treatment, and follow-up care.

RSV
Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers
The most recent campaigns around RSV are 2:
- One focused on adults sponsored by GSK: https://youtu.be/lp8cQYYM1kM (Spot of the campaign) / Landing page with complete information and resources https://virusvsr.com/index.html / IG: @sabertedaire
- Other sponsored by Pfizer and focused on newborns targeting pregnant women: Information in landing page: Pfizer conmigo
Spor of the campaign in IG https://www.instagram.com/reel/C-flAujq8Xu/?utm_source=ig_web_copy_link

RSV vaccine for newborns is part of the National Immunization Schedule and is free of charge for expectant mothers. It is recommended during pregnancy and can be administered alongside other vaccines. One dose should be given between weeks 32 and 36 of gestation. It is administered with a medical indication, no appointment needed, and with an ID.

RSV
What is the public perception of HPV and its risks?

Ebola
What is the public perception of Ebola?
It is perceived as a serious but distant disease that affects vulnerable populations in Africa and does not pose a local threat.

Ebola
Have there been any recent policy or media announcements in your market?
There have been no recent announcements. The Argentine government has contingency plans for Ebola and has implemented surveillance and preparedness measures to detect and manage potential cases, including the designation of referral hospitals and the training of healthcare personnel.

Dengue
What is the public perception of Dengue?

The public perception of dengue in Argentina has changed significantly in recent years, mainly due to the following factors:
- Steady increase in cases: The country has faced increasingly severe epidemic outbreaks, especially in the northern and central regions, but also in areas where dengue was previously uncommon, such as the Buenos Aires Metropolitan Area (AMBA).
- The spread of the Aedes aegypti mosquito, driven by climate change, heavy rainfall, and unplanned urban development, has contributed to the transmission of the virus.
- Greater media coverage: During outbreak seasons (such as in 2023 and 2024), the media gave the issue broad coverage, which raised public concern and awareness of the risk.

Dengue is no longer perceived as a distant or seasonal disease. Today, it is seen as a real, recurring, and growing threat — although this perception does not always translate into sustained community-level prevention efforts.

The Takeda dengue vaccine is approved in Argentina but is not included in the National Immunization Schedule. However, the government has purchased doses for strategic use in specific high-risk areas. During the 2024 epidemic, many people received the vaccine through the private sector.

Dengue
Have there been any recent policy or media announcements in your market?

Canada

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Vaccine hesitancy in Canada remains a concern, though trust in vaccines has rebounded somewhat since its peak during COVID-19. Hesitancy is more prevalent among younger populations, specific cultural or religious groups, and those aligned with populist or libertarian ideologies. Social media continues to amplify skepticism. Notably, childhood vaccine rates are also showing signs of erosion, particularly for non-mandated vaccines.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	Trusted: Family physicians, pharmacists, pediatricians, provincial health officers, and organizations like the Public Health Agency of Canada (PHAC) and the Canadian Paediatric Society. Mistrusted: Politicians (especially federal), celebrities, and social media influencers without medical backgrounds. Government messaging can be polarizing depending on region and language (English vs. French Canada).
What are the biggest areas of misinformation?	Common misinformation relates to vaccine safety, fertility concerns (especially with HPV and COVID vaccines), long-term effects, and misinterpretation of mRNA technology. There's also confusion between vaccine mandates and choice, and misreporting of adverse effects.
Are vaccine rates in decline, and do you know why?	Routine childhood vaccination coverage has slipped slightly since the pandemic, with some provinces reporting lower uptake of measles and whooping cough vaccines. COVID fatigue, increased distrust in institutions, and barriers to access (especially in rural and underserved communities) contribute to this decline.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	The Trudeau government's early aggressive promotion of COVID vaccines created both high initial uptake and long-term politicization. More recently, health authorities are focusing on localized outreach and empowering healthcare professionals rather than pushing from federal platforms. Lessons: National campaigns must be culturally sensitive, avoid over-politicization, and be complemented by regional strategies.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Key groups include Immunize Canada, the Canadian Immunization Research Network, and the Canadian Paediatric Society. The Immunization Partnership Fund (PHAC) supports grassroots outreach. Provincial health ministries occasionally run targeted campaigns (e.g. flu shots, COVID boosters, HPV school programs).
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	Coverage focuses on public health access, misinformation, and vaccine development/approval. Recent media has spotlighted vaccine delays in children and COVID booster campaigns. Recommended media: • The Globe and Mail (national reach, policy-focused) • CBC News (widely trusted, bilingual) • La Presse (for Québec audience)

Disease area specific

HPV
Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:
Provincial health authorities continue to run in-school HPV vaccination programs. Some recent campaigns (e.g., Ontario and British Columbia) have focused on catch-up vaccinations due to pandemic disruptions. Messaging centers on cancer prevention.
Influencer use is minimal; health professionals and public health spokespeople are favoured.

HPV
What is the public perception of HPV and its risks?
There is moderate awareness of the link between HPV and cervical cancer, particularly among parents of school-age children. Misconceptions persist about it being solely a "female issue." Vaccine acceptance is generally high when framed as cancer prevention rather than STI protection.

RSV
Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers
Yes, RSV has gained attention with the introduction of new adult-targeted vaccines and infant immunization options (e.g., nirsevimab). Pharmaceutical companies and provincial health agencies have shared information through traditional and digital channels. Some unbranded campaigns have run via parenting platforms.

RSV
What is the public perception of HPV and its risks?
Historically low awareness, but that is changing. Parents of infants are increasingly familiar with RSV due to media coverage of pediatric hospitalizations and emergency room overcrowding. Among older adults, awareness is still emerging but growing with the launch of targeted vaccines.

Ebola
What is the public perception of Ebola?
Ebola is viewed as a distant, foreign threat with minimal domestic concern. It receives episodic attention during outbreaks in Africa, but there's no sense of urgency in Canada.

Ebola
Have there been any recent policy or media announcements in your market?
None recently. Canada has supported global vaccination efforts via international aid and research partnerships, but this is not widely publicized.

Dengue
What is the public perception of Dengue?
Low awareness among the general public. Seen primarily as a tropical travel-related illness. Most Canadians do not perceive personal risk unless travelling to endemic areas.

Dengue
Have there been any recent policy or media announcements in your market?
Media has reported isolated travel-related cases, but there have been no major policy announcements. Dengue vaccines are not part of routine immunization schedules. The focus remains on travel advisories and mosquito bite prevention.

Chile

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Two key questions in Chile that cause concerns among the population are: 1. Utility: whether it is necessary to get vaccinated or if diseases can be confronted without vaccines, especially in cases such as Influenza or Covid. This also applies to more complex diseases such as HPV. 2. Safety: among significant groups of people (over 20%) there is a perception that vaccines are not safe and generate other problems, such as damage to the heart or other organs (for example in the case of Covid).
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	People trust information from the State (and its campaigns), but primarily they trust their treating physicians (who are not always proactive in promoting vaccines) and their close circle.
What are the biggest areas of misinformation?	Although there is greater information about vaccines, the most important areas are the growing perception that "they are not necessary" and in smaller groups, that vaccines can cause problems.
Are vaccine rates in decline, and do you know why?	Yes, vaccination percentages have tended to decline. In mandatory vaccines (from the childhood immunization plan) the percentages have decreased and are around 85%. In voluntary campaigns (such as winter campaigns against Covid and influenza), the percentages have dropped to around 60% of the target population.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	There have been no announcements that have generated changes. Moreover, the current government has had problems promoting voluntary vaccination in broad segments of the population. The areas where there have been successes are in campaigns focused on specific groups (for example the vaccine against respiratory syncytial virus in infants and young children). The incorporation of Nirsevimab immunization in 2024 demonstrated excellent coverage, far exceeding the 80% target, and no deaths associated with RSV were reported in the target group. Additionally, there were changes this year: Our national immunization calendar introduced two important changes in 2025, positioning Chile as one of the countries with the best vaccine scheme worldwide. Among these, the change to the nine-strain Human Papillomavirus (HPV) vaccine in a single dose for boys and girls in 4th grade stands out, as well as the incorporation of a Meningococcus B vaccine booster at 18 months of age.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	The main sponsors of vaccination campaigns are medical societies (on specific topics) and healthcare providers: public hospitals and health centers and private clinics. Also, authorities when vaccination campaigns financed by the state are conducted.
What is top tier media reporting about vaccines, and vaccine policy?	Television (TVN, MEGA, CHV, T13) and radio (Biobío, Cooperativa, ADN) are the media outlets that deploy the most information.

Disease area specific

HPV **Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:** MSD has implemented a generic information and advertising campaign on radio and with influencers about the importance of HPV vaccination. Alongside this, authorities maintain a permanent information campaign aimed at boys and girls between 10 and 12 years old to get vaccinated (the state finances these vaccines as part of the national vaccination plan).	**HPV** **What is the public perception of HPV and its risks?** Today there is greater awareness since cervical cancer is one of the leading causes of death among women in Chile. Vaccination in children is already established and there is a positive perception. However, in adults, vaccination in men and women still needs to be reinforced.
RSV **Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers** Given that respiratory syncytial virus is very problematic in Chile, the state incorporated the vaccine against respiratory syncytial virus for infants and children under 2 years old within the national immunization plan (free of charge). In older adults, this vaccine is not considered but only care recommendations and prioritization of other vaccines: Covid, influenza, and pneumococcus.	**RSV** **What is the public perception of HPV and its risks?** Given its impact and mortality in children and older adults, in risk groups it is perceived as a potentially fatal disease.
Ebola **What is the public perception of Ebola?** Due to the fact that it's a disease that is not present in our country, its is only perceived as an African disease	**Ebola** **Have there been any recent policy or media announcements in your market?** No.
Dengue **What is the public perception of Dengue?** Dengue is not an issue in continental areas of the country (cases reported were foreign citizens). It is only present on Easter Island.	**Dengue** **Have there been any recent policy or media announcements in your market?** Only control and surveillance measures in Easter Island are implemented

Brazil

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	• Vaccination Coverage: as of 2023, the vaccination coverage for childhood vaccines in Brazil has dropped to approximately 67%, significantly below the WHO target of 90%. Adult vaccination rates are also concerning, with only around 50% of adults receiving their recommended vaccines. • Increased Hesitancy: a survey conducted in 2022 indicated that about 30% of Brazilians expressed hesitancy towards vaccines, with variations between regions; the Northeast region shows higher hesitancy compared to the South. • 3. Elderly Population: among the elderly, vaccine coverage against diseases like influenza and pneumonia remains low, with only about 60% of seniors getting their annual flu shot. **Main Reasons for Vaccine Hesitancy:** • The spread of misinformation and conspiracy theories about vaccines, particularly through social media, has led to increased fears regarding vaccine safety and effectiveness. • Distrust in Government: a significant portion of the population harbors distrust towards government health initiatives, fueled by political polarization and past controversies. • Cultural Beliefs: some communities hold traditional beliefs that conflict with vaccination, leading to resistance based on cultural practices. • Access Issues: in remote areas, lack of access to healthcare facilities and vaccination services contributes to lower vaccination rates, particularly in the Amazon region. • Pandemic Fatigue: the COVID-19 pandemic has led to vaccination fatigue, where individuals are overwhelmed by the constant health messaging and are reluctant to engage with additional vaccination campaigns.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	Trusted Sources: • healthcare Professionals: approximately 70% of Brazilians express high trust in doctors and healthcare professionals when it comes to vaccine information. They are seen as credible sources due to their expertise and direct interaction with patients. Many healthcare professionals have profiles on social media with thousands of followers. • Government Health Agencies: institutions like the Ministry of Health have about 50% trust among the population, although this varies regionally. • Scientific Organizations: Organizations such as the Brazilian Society of Infectology or Brazilian Society of Immunology are trusted by around 45% of people for providing reliable vaccine information. **Distrusted Sources** Social Media: a significant portion of the population (around 60%) expresses distrust in information about vaccines found on social media platforms, attributing this to the prevalence of misinformation and conspiracy theories, but is important to understand that this greatly depends on the profile and the audience involved; campaigns supported by medical societies with celebrities or influencers are engaged by Brazilians.
What are the biggest areas of misinformation?	1. Vaccine Safety: many individuals express concerns about the safety of vaccines, often fueled by exaggerated claims about side effects, leading to widespread misinformation. 2. Vaccine Efficacy: There is confusion about how effective vaccines are in preventing diseases, with some believing that vaccines do not provide adequate protection. 3. COVID-19 Vaccines: Misinformation surrounding COVID-19 vaccines has been particularly rampant, including unfounded claims about long-term effects and misinformation about the need for booster shots. 4. Childhood Vaccination: There is significant misinformation regarding the vaccination schedule for children, with some parents questioning the necessity of certain vaccines based on false claims.
Are vaccine rates in decline, and do you know why?	Yes, approximately 75% of children are fully vaccinated according to the national immunization schedule. This is an increase from previous years but still below the WHO target of 90%. Adult vaccination rates have improved to around 60%, but there is still significant room for growth, especially for vaccines like influenza and pneumococcal vaccines. Coverage among the elderly remains around 65%, with ongoing efforts needed to increase uptake of seasonal vaccines and other preventable disease vaccines.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	Yes, there have been recent political announcements and shifts in Brazil that could influence vaccine uptake. The Brazilian government has launched renewed vaccination campaigns, emphasizing the importance of vaccines and addressing misinformation. This includes high-profile endorsements from political leaders advocating for vaccination. Recent legislative measures have been proposed to enhance vaccine accessibility, including initiatives to provide free vaccines in remote areas and to increase funding for public health campaigns. Collaborations with NGOs and private sectors have been strengthened to improve outreach and education about vaccines, particularly in underserved communities.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Yes, several NGOs including medical societies are working on projects campaigns to expand vaccination in the country. Some of them are: 1 – Brazilian Infectology Society – the most important medical society for vaccines are workting in several awareness campaigns and very close to the media outlets. 2 – Instituto Lado a Lado: NGO works very close to the government focus on vaccines for the elderly. 3- Prematuridade: NGO works very close to the government and pharma industries raising awareness about VSR vaccines and other vaccines for the children and babies. 4 – Eva Group – an NGO lead by oncologist Andrea Gadelha is working hard to expand HPV vaccination and prevent gynecological cancer.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	Yes, the most important are: Veja and Veja Saúde: very important media outlets about healh in Brazil. Drauzio Varella: is hosted on the UOL website and is led by infectologist Drauzio Varella, reaching millions of Brazilians.

Brazil

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

Yes, MSD runs the 'March Lilac' campaign every year to raise awareness about HPV vaccines in woman between 25 and 40 years old (teenagers already have the vaccine in public market), hiring celebrities and investing in paid media, influencers, social networks, and PR. The campaign reached over 5 million people just during the press conference and generated over 30 million media impacts. The investment exceeds $700,000 USD.

HPV

What is the public perception of HPV and its risks?

The perception of the Brazilian public regarding the importance of the HPV vaccine has improved significantly in recent years. Many people now recognize HPV vaccination as a crucial preventive measure against cervical cancer and other related diseases.

As a result, the number of vaccinated women has increased. Recent campaigns and educational efforts have contributed to greater awareness, leading to a rise in vaccination rates among eligible populations. However, challenges still remain, particularly regarding vaccine hesitancy and access in certain regions. Continued public health initiatives are essential to maintain this positive trend and ensure broader vaccination coverage.

Per recent data, the percentage of women vaccinated with the HPV vaccine in Brazil has shown a notable increase. For example:
- In 2023, approximately *70%* of eligible girls received the HPV vaccine, compared to only about *50%* in 2020.
- This represents an increase of *20 percentage points* over three years.

By 2025, projections suggest that the vaccination rate could reach around *80%* if current trends and campaigns continue, further improving public awareness and accessibility.
These numbers highlight the growing acceptance and recognition of the importance of the HPV

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

Yes, companies such as GSK, AstraZeneca, Pfizer, and Sanofi have conducted large campaigns in support of vaccination against RSV (Respiratory Syncytial Virus) with investments exceeding 1 million reais, involving PR, paid media including TV, and the hiring of celebrities and influencers. The Brazilian Society of Infectious Diseases also runs significant vaccination campaigns supported by these pharmaceutical companies, with one specifically focused on RSV and backed by GSK. The results are massive, reaching the largest media outlets in the country and millions of Brazilians.

RSV

What is the public perception of HPV and its risks?

Due to increased investments in RSV vaccination for newborns and more recently for the elderly population, Brazilians still do not associate RSV with a higher risk of pneumonia after the age of 60. Nevertheless, numerous campaigns are underway to expand this knowledge, along with various industry projects involving geriatricians, cardiologists, pulmonologists, and general practitioners to raise awareness about the importance of vaccination and the cost-benefit of vaccines in reducing hospitalizations and costs for the public sector.

Ebola

What is the public perception of Ebola?

The public perception of Ebola in Brazil is generally characterized by concern but also a lack of comprehensive understanding. While there is awareness of Ebola as a serious viral disease, particularly due to past outbreaks in Africa, many Brazilians may not fully grasp the nature of the virus, its transmission, or the actual risk it poses within the country.
Media coverage during previous outbreaks has contributed to heightened awareness, but it has also led to fear and misconceptions. The Brazilian government and health organizations have implemented measures to educate the public and prepare for any potential cases, which helps to alleviate some concerns. Overall, while there is a recognition of the seriousness of Ebola, many people may feel that the risk of an outbreak in Brazil is low, especially given the country's distance from affected regions.

Ebola

Have there been any recent policy or media announcements in your market?

As of now, there haven't been any significant recent policy or media announcements specifically regarding Ebola in Brazil. The focus on Ebola has diminished since the major outbreaks in West Africa, and Brazil has not reported any cases in recent years. However, public health authorities remain vigilant and prepared for any potential health threats.
1. Monitoring and Preparedness*: Brazilian health authorities continue to monitor global health developments, including Ebola, and have established protocols for responding to any suspected cases. This includes maintaining communication with international health organizations like the World Health Organization (WHO).
2. Public Health Education*: While there may not be specific media campaigns focused solely on Ebola, general public health education efforts regarding infectious diseases continue. These initiatives aim to raise awareness about various diseases, including their prevention and response strategies.
3. Global Health Context: Media coverage may occasionally reference Ebola in the context of global health discussions, particularly when related to outbreaks in other countries. However, the emphasis tends to be on preparedness and the importance of vaccination for other diseases that are more prevalent in Brazil.
Overall, while Ebola remains a concern in the global health landscape, recent announcements in Brazil have not specifically focused on this virus, reflecting the current low risk within the country.

Disease area specific

Dengue

What is the public perception of Dengue?

Public awareness about dengue and its prevention remains high, especially in areas prone to outbreaks. Health campaigns continue to emphasize the importance of eliminating mosquito breeding sites and seeking medical attention if symptoms arise. Community Engagement: community engagement initiatives have been implemented to encourage local participation in dengue control efforts, fostering a sense of responsibility among residents.

Dengue

Have there been any recent policy or media announcements in your market?

Yes, there have been recent policy and media announcements in Brazil regarding dengue, reflecting the government's ongoing efforts to combat the disease and raise public awareness.

1. Public Health Campaigns: the Brazilian Ministry of Health has launched new public health campaigns aimed at educating the population about dengue prevention. These campaigns emphasize the importance of eliminating mosquito breeding sites, recognizing symptoms early, and seeking medical attention promptly.

The Brazilian Society of Infectiology (SBI) has launched a specific dengue awareness campaign in partnership with Takeda, aimed at increasing awareness about the disease and the importance of vaccination.

Details of the Campaign:

1. Medical Education: The campaign involves training and updating physicians on dengue, its symptoms, prevention, and treatment. SBI and Takeda have been promoting events, webinars, and educational materials for healthcare professionals, emphasizing the significance of vaccination, particularly for individuals who have previously contracted dengue.
2. Public Awareness: In addition to focusing on medical education, the campaign aims to raise public awareness about dengue and the vaccine. This includes disseminating information on how to prevent the disease, identify symptoms, and the importance of vaccination in protecting against severe forms of dengue.
3. Access to Vaccination: The campaign emphasizes the importance of increasing access to the Dengvaxia vaccine, which is recommended for individuals who have previously had dengue. Collaboration with Takeda aims to facilitate the distribution and administration of the vaccine in regions with high incidence of the disease.
4. Expected Outcomes: The expectation is that through this campaign, there will be an increase in vaccination rates and a reduction in the number of cases and complications associated with dengue. SBI and Takeda seek to engage both healthcare professionals and the public in active participation in preventive practices.

Other government initiatives:

2. Increased Funding: recent announcements from the government include increased funding for local health departments to enhance dengue surveillance and control measures. This funding is aimed at improving community outreach programs and ensuring that resources are available for effective mosquito control.
3. Vaccination Initiatives: The government has also emphasized the importance of vaccination in recent communications. There have been efforts to expand access to the dengue vaccine, particularly in regions experiencing high transmission rates. Media coverage has highlighted the vaccine's role in preventing severe cases of dengue.
4. Monitoring and Reporting: Health authorities have been actively monitoring dengue cases and have published updates on the current situation. These reports inform the public about the number of cases and deaths, as well as specific areas that are experiencing outbreaks.
5. Collaboration with Local Governments: There have been announcements regarding partnerships between federal and local governments to implement integrated strategies for dengue control. This includes community engagement initiatives that encourage residents to participate in preventive measures.

Mexico

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	In comparison to other countries, México has low vaccine hesitancy and very high confidence in vaccines in general. With the latest data from surveys conducted by the Vaccine Confidence Project® in the last 10 years, showing that around 93% of people feel that vaccines are safe and 93% say that they are effective. While 94% of those people believe it is important for children to have vaccines and 80% think that vaccines are compatible with their religious beliefs.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	According to a qualitative study by Simas et al. for BMC Public Health on narratives of trust towards maternal vaccinations, the key findings indicate that trust: In health care professionals' recommendation and information about vaccines was determinant on the influence of decision making, recognizing their expertise. Preference of information found through search engines, apps and social media is crucial in decision making towards vaccines, with people surveyed answering that there is a lot of information nowadays circulating and the easy access it provides. While in Mexico trust in government campaigns for some is a source of mistrust. Believing they were used to divert public attention from political issues.
What are the biggest areas of misinformation?	• Anti-vaccination groups have become prominent • Mistrust about vaccine benefits, concerns about side effects • Rural areas that are hard to reach and to educate • Not understanding the importance of vaccinations
Are vaccine rates in decline, and do you know why?	Yes, **vaccination rates in Mexico have declined** in recent years, reaching as low as 30% in coverage rates in some areas, especially in childhood immunization and seasonal vaccine campaigns (like influenza and COVID-19 boosters). While Mexico historically had strong immunization programs, recent data shows (national surveys like ENSANUT and backed by WHO/UNICEF) a worrying drop in coverage for basic childhood vaccines such as BCG, polio, and measles (MMR). Some of the reasons are: • Routine childhood immunization campaigns were delayed or canceled due to lockdowns and health system strain, during the pandemic. • Logistical challenges, especially in areas like Oaxaca, Chiapas, and parts of Guerrero, limit consistent vaccine access. • Unlike past decades, there has been a decrease in mass media campaigns that educate and motivate vaccination, especially among younger parents.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	There have been recent programs that aim at administrating and informing the public about vaccines to combat recent outbreaks like measles among young children. These programs are part of the Universal Vaccination Program (Programa de Vacunacion Universal-PVU) that the government promotes. Recent political shifts in Mexico have influenced vaccine uptake. One key change has been the centralization of public health services, with the transition from Seguro Popular to INSABI. While intended to improve access and equity, this reorganization has led to disruptions in vaccine supply and distribution, especially in rural and vulnerable communities. These logistical issues have contributed to public uncertainty and lower confidence in immunization programs. A clear example is the 2025 measles outbreak in Chihuahua, where vaccine coverage had fallen below safe levels. In response, the government launched the "Juárez Shield" campaign and deployed mobile health teams. However, what truly made a difference in overcoming resistance was the engagement of local leaders and culturally sensitive communication strategies—including outreach in native languages and coordination with community figures. This underscored the importance of local trust and community-based health messaging in counteracting hesitancy and misinformation. But there are still lessons to learn, because even though the information is out there, the access to vaccines primarily in rural areas is a problem that the Public Health Sector still faces. An effective vaccination strategy in Mexico must balance national coordination with **community-level trust-building, consistent supply, and empathetic communication through trusted voices.**
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	There are various key advocacy groups: Asociacion Mexicana de Vacunologia: https://amv.org.mx/ Medical Congress: https://www.vacunologia.com/ Vaccinations days Campaign: https://www.facebook.com/Vacunologia/posts/%EF%B8%8F-semana-mundial-de-la-inmunizaci%C3%B3n-2025-del-26-de-abril-al-3-de-mayo-lema-ofici/1101782681992786/ Consejo Nacional de Vacunacion (Conava): https://www.gob.mx/salud/articulos/consejo-nacional-de-vacunacion-conava Vaccination Days Campaign: https://www.salud.cdmx.gob.mx/unidades-medicas/centros-de-salud/campana-de-vacunacion-invernal-2024-2025 Global Vaccination Days: https://www.gob.mx/insabi/articulos/semana-mundial-de-la-inmunizacion-23-30-de-abril?idiom=es Partners in Health: https://www.pih.org/ They have programs in Mexico aimed towards provinding care and information in rural areas: https://www.pih.org/article/confronting-injustice-providing-care-chiapas Doctors for Global health: https://www.dghonline.org/ They mainly work in Oaxaca and Chiapas: https://www.dghonline.org/chiapas-mexico/) (https://www.dghonline.org/oaxaca-mexico/
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	• Vaccine coverage decline • Outbreaks (response and resource) • Policy and funding issues • Health Policy • Vaccinations 3 Top tier media: Televisa (N+). El Universal, El Pais Mexico.

Mexico

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

The latest HPV vaccine campaign that Mexico launched was through the second semester of 2024. Targeted at girls between 11 and 16 years old. Although the vaccine policy for HPV in Mexico is of free access to every person that is key population.

The campaign was focused on sharing vital information about HPV and the benefits of getting the vaccine.

HPV Campaigns featuring influencers were not found. The information was released through public health institutions and media (newspapers, tv, online news outlets):

Link to publications:

https://www.paho.org/es/noticias/27-9-2024-mexico-lanza-campana-vacunacion-contra-virus-papiloma-humano#:~:text=Ciudad%20de%20M%C3%A9xico%2C%2027%20de,mill%C3%B3n%20de%20dosis%20del%20biol%C3%B3gico

https://www.eluniversal.com.mx/nacion/infancias-de-10-anos-en-adelante-ya-pueden-vacunarse-contra-vph-recibiran-esquema-de-monodosis/

https://elpais.com/mexico/2024-09-04/la-vacunacion-contra-el-vph-en-2024-a-quienes-va-dirigida-y-en-donde-se-aplicaran-las-dosis.html

HPV

What is the public perception of HPV and its risks?

In Mexico, public awareness of HPV is relatively high, with over 90% of surveyed mothers aware of the virus and its link to cervical cancer, and around 80% expressing willingness to vaccinate their children, according to this cross-sectional study conducted in both Mexico and the U.S. However, actual vaccine uptake remains low, with national coverage estimates around 13–16%, as reported by PAHO and BMC Public Health. This gap is largely due to misconceptions, limited access, and fears related to side effects or perceived impacts on fertility or sexual behavior, as explored in this systematic review. While most people acknowledge the severity of HPV, many still underestimate their personal risk—particularly among men—despite having high awareness levels, as shown in this study on Mexican men. Trust in healthcare providers plays a critical role: clinician recommendations can increase the likelihood of vaccination up to 12 times, reinforcing the importance of provider-led messaging. Additionally, younger populations, such as university students in Puebla, show knowledge gaps around behavioral risk factors like early sexual activity, according to this SCIELO article.

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

There are no awareness campaigns about RSV in Mexico. The only action taken by the public health institutions is that COFEPRIS has approved the RSV vaccine in infants between 0 and 6 months of age, pregnant women and adults over 60 years of age.

Although Mexico has not yet launched local campaigns, there is growing scientific recognition of RSV as a major pediatric health threat—affecting nearly 41% of hospitalized **children under five during the 20232024 respiratory season.**

RSV

What is the public perception of HPV and its risks?

Given that there is no information campaign in Mexico, the knowledge and perception of RVS is very limited. Many caregivers and expectant parents are unaware of RSV's prevalence and the extent of hospitalizations it causes in infants under two years old. Consequently, **risk perception tends to be low or,** with most people not recognizing their personal susceptibility—especially for infants or older adults—even though severe outcomes are common.

Ebola

What is the public perception of Ebola?

Because there is not much information directed to the public, the perception of Ebola is very low. But those who know about the disease their perception is of awareness and the acknowledgement of its lethality.

The country has not reported any confirmed cases of Ebola, and the disease is not endemic in the region. Consequently, there has been limited public discourse or media coverage on the topic.

When Ebola has been mentioned in Mexican media, it has often been in the context of international outbreaks, such as the 2014 West Africa epidemic. These reports typically focus on the severity of the disease, its high mortality rate, and the global response efforts. However, such coverage has not translated into widespread public concern or awareness within Mexico.

Ebola

Have there been any recent policy or media announcements in your market?

There have not been any recent media nor policy announcements in Mexico. There is only a health recommendation for travelers that visit Uganda or Democratic Republic of Congo.

Dengue

What is the public perception of Dengue?

Public awareness of dengue is moderate to high – most people identify symptoms and understand a mosquito is the primary vector. However, only about 30–40% perceive themselves to be personally at risk, and many do not see dengue as an immediate public health threat in their area.

People in Mexico do not consider a priority the need to control Dengue. Even though there is a lot of information from the public health sector about Dengue, most people do not take action to control the spread of the disease, like eradicating mosquito reservoirs or adding mosquito nets to their homes.

Dengue

Have there been any recent policy or media announcements in your market?

Dengue is very common in Mexico, so there is always a national campaign that focuses on emphasizing about early prevention, control, and risks. This year the Public Health Institutions launched the National Action and Control Plan against Dengue and other Arboviruses. This campaign is implemented and coordinated through all levels of government (national, state and municipal).

In Mexico, local media in states like **Yucatán** and **Veracruz** have actively covered recent dengue developments, highlighting rising cases due to the aggressive DENV3 serotype and emphasizing community action to prevent outbreaks. In Yucatán, reports focus on the persistence of dengue risk beyond the rainy season and the first confirmed death of 2025. Meanwhile, Veracruz media have reported a 50% drop in cases compared to last year, while still ranking among the highest nationally, prompting intensified campaigns involving schools, local brigades, and public health authorities. Across both states, media messaging stresses eliminating mosquito breeding sites and maintaining year-round vigilance.

There is an ongoing research and development project for a vaccine against Dengue in Mexico according to the National Health Institution (Secretaría de Salud).

Asia-Pacific

Asia-Pacific At-a-Glance

- In **Australia**, while vaccination coverage is high, it is declining, especially since the COVID-19 pandemic. The Australian Government is implementing a five-year strategy to address these issues, focusing on community trust, equitable access, and data-driven approaches. The National Immunisation Strategy (NIS) 2025-2030 aims to improve immunisation rates through data-driven strategies and workforce strengthening. Trusted sources include healthcare professionals and government health departments, while mistrusted groups include politicians and social media influencers. Key areas of misinformation include vaccine safety concerns, mRNA vaccines, and COVID-19 vaccine conspiracies. Vaccine rates have declined due to pandemic disruption, hesitancy fueled by misinformation, and access barriers **1**. Recent HPV and RSV campaigns have focused on improving vaccination rates among Indigenous youth and raising awareness about RSV's impact on infants and older adults.

- In **China**, RSV vaccine hesitancy, with a 2023 survey showing that only 55.7% perceived themselves as susceptible to RSV, and over 30% were reluctant to receive an RSV vaccine due to safety concerns and cost worries. Dengue awareness is high, but there are significant gaps in preventive behaviors and vaccine acceptance. The legacy issues related to dengue vaccination, particularly the Dengvaxia rollout in the Philippines, have led to a significant loss of confidence in immunisation programs.

- In **Japan**, vaccination decision-making is influenced by trust in public institutions and media, as well as psychosocial determinants such as prosociality and health literacy. There is widespread circulation of myths around vaccine safety, additive ingredients, and linkage to chronic illness, which significantly impact routine immunisation confidence. The government is preparing to add high-dose flu vaccines for older adults to its national immunisation programme.

- In **Indonesia**, routine immunization coverage declined in 2020, especially in rural West Java due to clinic closures, fewer health staff, and reduced access during lockdowns. There is a need for trusted information sources, culturally specific interventions, and community engagement to address vaccine hesitancy.

- In **India**, mobile chat is the default digital behavior, and closed groups circulate unverified claims quickly via trusted contacts. There is a preference for imported or western products, and fear of fake HPV vaccines needs to be addressed to gain consumers' confidence in the HPV vaccines manufactured by LMICs.

- In **the Philippines**, legacy issues related to the Dengvaxia rollout, which led to a major public health and legal crisis. The vaccine's risks in previously uninfected children were underestimated, and miscommunication exacerbated public fear, leading to a significant loss of confidence in immunisation programs.

Asia-Pacific At-a-Glance (cont'd)

- In **South Korea**, vaccine hesitancy is influenced by concerns about side effects, misinformation, and a lack of trust in pharmaceutical companies. Public trust is highest in healthcare professionals and scientific experts, while there is significant mistrust in the government and media. Major areas of misinformation include claims about vaccine safety, efficacy, and the speed of development. Vaccine rates are generally stable, but there is a noticeable decline in the uptake of newer vaccines. Recent campaigns have focused on increasing awareness and addressing misinformation, particularly around HPV and RSV.
- In **Singapore**, vaccine hesitancy is low, with high public trust in healthcare professionals and government health authorities. The main areas of misinformation include concerns about vaccine safety and side effects. Vaccine rates are high, with strong public health campaigns promoting vaccination. Recent campaigns have focused on increasing awareness about the importance of vaccines and addressing any emerging misinformation.
- In **Taiwan**, vaccine hesitancy is influenced by concerns about side effects, misinformation, and a lack of trust in pharmaceutical companies. Public trust is highest in healthcare professionals and scientific experts, while there is significant mistrust in the government and media. Major areas of misinformation include claims about vaccine safety, efficacy, and the speed of development. Vaccine rates are generally stable, but there is a noticeable decline in the uptake of newer vaccines. Recent campaigns have focused on increasing awareness and addressing misinformation, particularly around HPV and RSV

Taiwan

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	In Taiwan, **vaccine hesitancy reached a peak during the post-COVID transition**, driven largely by concerns about the rapid development of vaccines, perceived side effects, and a surge of misinformation across social media platforms. This period also revealed **underlying structural and psychological barriers** to vaccine acceptance, particularly among adults. Since then, **public confidence has been gradually recovering**, especially in relation to routine childhood immunisations. Government-led efforts—such as **expanded subsidies**, integration of vaccines into school and community health programs, and **strong communication from healthcare professionals**—have helped maintain Taiwan's high childhood vaccination rates, which remain among the best in the region. However, **adult vaccine uptake remains comparatively low**, particularly for influenza, pneumococcal, shingles, and HPV vaccines. Key factors include: • **Low perceived risk** of illness among healthy adults • **Lack of urgency** outside pandemic conditions • **Limited proactive engagement** from healthcare providers • **Uncertainty about long-term benefits**, particularly for newer vaccines The **motivation gap** among adults poses a persistent challenge. In many cases, adults are not explicitly against vaccination—they are simply **underinformed, unmotivated, or disengaged**. Overcoming this requires **targeted outreach**, personalised risk communication, and engagement strategies that resonate with different segments of the population, particularly working-age adults and the elderly. Going forward, Taiwan's success in reversing adult vaccine hesitancy will depend on how effectively it can shift from emergency-driven vaccination to a **sustained culture of prevention**.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	In Taiwan, **trust in medical professionals remains the cornerstone of public confidence in vaccines**. Pediatricians, infectious disease specialists, family doctors, and public health experts are consistently viewed as **credible and objective sources**, particularly when they communicate through mainstream media or hospital-affiliated channels. These figures play a critical role in guiding parental decisions and addressing vaccine concerns during clinical visits. However, **trust begins to erode** when messaging comes from: • **Government officials**, especially when communication is perceived as politically motivated or poorly timed; • **Pharmaceutical companies**, where skepticism arises around profit motives, transparency, or perceived downplaying of side effects. **Influential voices shaping opinion** include: • **Prominent physicians and medical influencers** on platforms like LINE, YouTube, and Facebook, who help demystify vaccine science; • **Academic experts from institutions like Academia Sinica or NTU**, who often appear in media interviews and government briefings; • **Celebrities and public figures** occasionally engaged in awareness campaigns—though their influence is mixed, depending on credibility and alignment with public health values. On the other hand, **anti-vaccine sentiments tend to cluster around fringe media, online forums, and alternative health influencers**, who amplify doubts about vaccine safety, necessity, or government transparency. Moving forward, **leveraging trusted healthcare professionals** as the face of vaccine communication—while ensuring consistent, science-based messaging—will remain essential to counter misinformation and maintain high public trust.
What are the biggest areas of misinformation?	In Taiwan, vaccine-related misinformation remains a significant challenge, particularly in the post-COVID era. The most persistent and impactful areas include: 1. **Vaccine Safety and Long-Term Side Effects** Misinformation frequently centers on **unfounded claims** linking vaccines—especially newer or adjuvanted formulations—to: • Infertility • Autoimmune disorders • Neurological conditions • Unspecified long-term damage These narratives are **amplified through social media platforms, private messaging apps (e.g., LINE), and low-regulation content farms**, often mimicking scientific language to create a false sense of credibility. 2. **Minimization of Disease Risk** Many people, particularly younger and middle-aged adults, **underestimate the severity** of vaccine-preventable diseases such as: • Influenza ("just a bad cold") • Herpes zoster (shingles) • HPV-related cancers (in men) This low-risk perception leads to **vaccine apathy**, especially for adult and booster immunizations. 3. **Misinformation Targeting the Elderly** As Taiwan officially became a **super-aged society in 2025**, older adults have become a key demographic vulnerable to health-related misinformation. Common characteristics: • **Lower digital and media literacy** • Heavy reliance on **word-of-mouth**, **LINE group chats**, and **television** • Higher trust in anecdotal sources over scientific institutions This makes them a **prime target** for disinformation campaigns that exploit fears around side effects, weakened immune systems, or pharmaceutical agendas.

Taiwan

Vaccine landscape

Are vaccine rates in decline, and do you know why?	Adult vaccination rates in Taiwan have **stagnated or declined** in recent years, particularly among **older populations**, despite strong childhood immunization coverage. Several key data points illustrate this trend:
	Influenza Vaccine (2024)
	• The vaccination rate among adults aged 65+ dropped to **43.9%**, a decline of **8.2 percentage points** compared to 2023.
	• This represents a **worrisome reversal** after years of gradual progress, especially given the increased vulnerability of seniors.
	COVID-19 JN.1 Booster (as of May 2025)
	• **Nationwide uptake**: just **8.69% overall**, with only **~18%** coverage among older adults.
	• This is **well below** uptake levels in comparable high-income countries such as the **US, Japan, and much of the EU**, where rates often exceed **40–50%** for high-risk groups.
	Pneumococcal Vaccines (as of April 2025)
	• Only **24.9%** of seniors (65+) had completed both doses.
	• An estimated **2.15 million older adults**—roughly **two-thirds of the target group**—remain unprotected by even a single dose.
	The decline in adult vaccine uptake can be attributed to **three interrelated factors**:
	1. **Low Risk Perception & Complacency**
	• Diseases like **influenza, pneumococcal infection, or shingles** are commonly seen as **inevitable aspects of aging** rather than preventable threats.
	• Many adults, including caregivers, **underestimate the severity** of these conditions, especially outside of pandemic contexts.
	2. **Structural Gaps in Adult Immunization Policy**
	• Unlike the well-established **childhood vaccination system**, Taiwan lacks a **national adult vaccination schedule**, centralized reminder systems, or regular follow-up mechanisms.
	• Adults are often left **uncertain about what vaccines they need**, how often, or where to access them affordably.
	3. **Awareness–Action Disconnect**
	• Public education has improved, but **knowledge does not consistently translate into behavior change**.
	• Common barriers include:
	  • Inconvenient access
	  • Confusion over eligibility
	  • Competing priorities or "vaccine fatigue" post-COVID
	Moving forward:
	Bridging this gap will require **coordinated efforts** from policymakers, healthcare providers, and community stakeholders—especially to prioritize older adults in national vaccine strategies, improve communication around vaccine benefits, and introduce **structured, lifelong immunization pathways** similar to those for children.

Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	Yes, political factors have played a role in shaping public attitudes toward vaccination in Taiwan. A few notable developments include: • The **dual-vaccine campaign** known locally as **"Left Flu, Right COVID"** was introduced during the pandemic to encourage co-administration of influenza and COVID-19 vaccines—typically one in each arm during a single clinic visit. This campaign represented a rare example of **national-level coordinated promotion of multiple vaccines**. • Local governments have increasingly used **vaccine subsidy programs** (e.g., shingles vaccine) as a public health initiative and political gesture, signaling responsiveness to aging and at-risk populations. • During the COVID-19 era, **tensions between central and local governments over vaccine rollout and distribution**—especially between ruling and opposition party-led regions—led to confusion and mistrust among the public. **Lesson:** **Political unity, transparent risk communication, and equitable resource allocation are key to building and maintaining trust in vaccination programs.**
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	**Political dynamics and policy decisions** have had a measurable impact on public attitudes and behaviors toward vaccination in Taiwan. Several developments highlight how political leadership, messaging, and intergovernmental coordination can either strengthen or undermine vaccine uptake: National Dual-Vaccine Campaign: *"Left Flu, Right COVID"* This initiative promoted the **co-administration** of influenza and COVID-19 vaccines—administered in opposite arms during a single visit. • **Significance**: It marked one of Taiwan's most **visible and coordinated multi-vaccine public health campaigns**, led by the central government. • **Impact**: It helped normalize adult vaccination by simplifying logistics and sending a strong, unified message about preventive care. Local Vaccine Subsidy Programs: Political Signaling through Public Health • Local governments have **used vaccine subsidies**—such as for the **herpes zoster (shingles)** vaccine—as both **public health measures** and **political gestures**, especially in cities with older populations. • These efforts show how **local policy can shape access and awareness**, and how vaccination can become a tool of **political responsiveness** to demographic needs. COVID-19 Rollout Tensions: Lessons in Coordination • During the early COVID-19 vaccine rollout, **public disputes between central and local authorities**—especially in opposition-led municipalities—generated **confusion, delays, and public skepticism**. • The lack of a clearly unified front **undermined trust**, especially in areas where local officials contradicted or criticized central policies. Key Lesson: **Political alignment, consistent messaging, and equitable access** are essential pillars of successful immunization programs. When political institutions are perceived as **transparent, collaborative, and science-driven**, public confidence in vaccination grows. Conversely, **conflicting messages or visible political infighting**—even when based on genuine logistical concerns—can erode public trust and lead to hesitancy or disengagement. To improve future uptake, Taiwan must continue investing in **cross-party consensus**, **local-national coordination**, and **non-partisan public health communication**.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	In Taiwan, mainstream media coverage of vaccines is generally neutral and fact-based, relying heavily on official press releases and expert commentary from public health authorities. Vaccine-related coverage tends to spike during major announcements—such as the launch of flu season vaccination or policy changes involving subsidies. Recommended top-tier media outlets include: • Central News Agency (CNA) – Taiwan's national wire service and a key source for breaking health policy news, widely syndicated across local outlets. • United Daily News (UDN) and Liberty Times– Both are the mainstream daily news with strong health and life news sections, widely reach to the general audiences. • CommonWealth – A business and current affairs media with deep-dive reporting capabilities, well-suited for thought leadership and long-form storytelling around vaccine equity, innovation, or access.

Taiwan

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

Taiwan has recently seen a major shift in HPV vaccine communication and policy, marking a pivotal moment for both **gender-inclusive prevention** and **public engagement**.

"**Together We Prevent HPV**" Campaign – Launched by MSD Taiwan (June 2025)

- **Objective**: To dispel persistent myths—especially the misconception that HPV is only a "women's issue" or associated with promiscuity—and promote vaccination as a shared responsibility across genders.
- **Key Message**: Highlighted that **HPV prevention is a partnership**, with research-backed messaging showing that many women view **male vaccination as a sign of respect, responsibility, and care**.
- **Impact**: Messaging resonated strongly with young adults and parents, helping reframe HPV vaccination as an act of **health-conscious solidarity** rather than stigma.

Government-Led Expansion of National HPV Vaccination Programme (Effective September 2025)

- For the first time in East Asia, **Taiwan will provide government-funded HPV vaccination to junior-high school boys** (ages 12–13), in addition to girls.
- This move reflects growing recognition of the **link between HPV and cancers affecting men**, including oropharyngeal, penile, and anal cancers.
- A **joint press conference** was held by the **Health Promotion Administration (HPA)** and **eight national medical societies**, supported by parent associations, to emphasize the benefits of gender-neutral protection and destigmatize male uptake.

Female HPV vaccination rates in Taiwan already exceed 90%—the inclusion of boys is expected to close the prevention gap and further reduce transmission.

Campaign Ambassador: **Rhydian Vaughan (Actor)**

- In a bold move to personalize the message, MSD appointed popular actor **Rhydian Vaughan** as the campaign's public face.
- He shared a deeply personal story about **losing his mother to cancer**, using it as a platform to advocate for prevention and early protection.
- Vaughan's involvement was instrumental in breaking gender taboos and **positioning male vaccination as a symbol of love, family responsibility, and emotional maturity**.
- His message reached wide audiences via:
  - A **national video campaign**
  - High-profile **TV and digital interviews**
  - Social media outreach targeting youth and parents

Key Takeaway:

This campaign signals a **strategic shift from female-focused messaging to inclusive, values-driven communication**. By integrating **policy change, expert endorsement, and emotional storytelling**, Taiwan has set a new benchmark in Asia for **comprehensive HPV prevention and public engagement**.

HPV

What is the public perception of HPV and its risks?

Historically, **HPV (human papillomavirus)** has been narrowly perceived in Taiwan as a **"women-only" issue**, largely associated with cervical cancer. This framing has led to persistent **gender-based knowledge gaps**, especially regarding male vulnerability to HPV-related diseases.

A study by the Taiwan Cancer Foundation found that **parents perceive their daughters' HPV risk to be nearly seven times higher than that of their sons**—a stark indicator of the public's limited understanding of **HPV's impact on men**, including its links to:

- Oropharyngeal (head and neck) cancers
- Anal and penile cancers
- Genital warts

Rising Awareness Through Data and Medical Consensus

- Research indicates that **80–90% of sexually active men and women** will contract HPV at some point in their lives. While most infections clear naturally, **persistent high-risk strains** can lead to cancer.
- National medical societies have recently issued **updated adult vaccination guidelines**, urging protection for **all genders**, and emphasizing that **prior sexual activity is not a barrier to vaccination**—as protection against other HPV types remains critical.

Trust in Safety and Government Response

Taiwan has taken proactive steps to **rebuild public trust** following earlier international vaccine scares, such as Japan's "painless girl" incident. Taiwanese experts have worked to clarify that such cases were **psychogenic (psychosomatic)** in nature and **not caused by the vaccine** itself.

- HPV vaccines used in Taiwan are **non-live, protein-subunit vaccines**—with a **long-standing global safety profile** and **no credible link to neurological harm**.

Sexual Health Behavior and Broader Risk Factors

- Condom usage among sexually active Taiwanese youth remains **moderate (~67%)**, leaving room for **unprotected exposure to HPV and other STIs**.
- While **cervical cancer screening programs** have successfully reduced cancer incidence and mortality among women, **HPV vaccination is now positioned as Taiwan's second most important cancer-prevention tool**—following hepatitis B.

Key Takeaway

Taiwan is at a critical turning point in **public understanding of HPV**. While **awareness among women is high**, the focus is now shifting toward **bridging gender gaps**, reinforcing **vaccine safety**, and **broadening the narrative** from a "female issue" to a **universal health priority** for cancer prevention across all sexes and ages.

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

In 2024–2025, Sanofi launched a nationwide RSV awareness campaign in Taiwan, ahead of the rollout of its long-acting monoclonal antibody for newborns. The campaign focused on educating new parents about the risks of RSV (Respiratory Syncytial Virus)—a leading cause of hospitalization in infants—while highlighting the importance of early immunisation.

Strategic Partnerships and Community Outreach

The campaign was executed in collaboration with the Taiwan Society of Neonatology and postpartum care centers—trusted institutions in early maternal care.

Educational materials were distributed through 63 postpartum care centers, a critical touchpoint for reaching new mothers immediately after childbirth.

Key Results & Measurable Impact

3,500+ mothers engaged, with over 2,000 expressing intent to immunise their newborns against RSV.

300+ media pickups across two coordinated press waves, elevating RSV to the national health conversation.

130,000+ digital impressions driven by six strategically selected KOLs (Key Opinion Leaders), including pediatricians, parenting influencers, and health educators.

This integrated strategy successfully brought RSV—previously a relatively low-awareness condition—into mainstream parental concern, positioning early prevention as a standard part of newborn care.

Adult RSV Immunisation: Limited Public Awareness So Far

In parallel, both Pfizer's Abrysvo and GSK's Arexvy—RSV vaccines for older adults—were approved in Taiwan between late 2023 and early 2024. While regulatory approvals were covered in the press, no large-scale public campaigns have been launched yet, and public awareness of RSV risk in seniors remains low.

Takeaway

The Sanofi-led campaign represents a notable first step in RSV education and prevention in Taiwan, especially among infant caregivers. However, greater efforts are needed to extend RSV awareness to elderly populations, who also face high risks but remain under-targeted by current communication strategies.

RSV

What is the public perception of HPV and its risks?

In Taiwan, **public awareness of Respiratory Syncytial Virus (RSV) remains limited overall**, though perceptions vary significantly by population group and recent exposure to education or campaigns.

Among Parents of Infants

Awareness of RSV has **improved markedly in recent years**, driven by:

- **Targeted educational efforts** by pediatric societies and hospitals
- **Campaigns by pharmaceutical companies**, such as Sanofi's nationwide initiative
- **Media reports on RSV hospitalisation peaks**, particularly during seasonal surges

Parents are increasingly aware that **RSV is a leading cause of severe respiratory illness and hospitalisation in infants under six months**. However:

- Many still **confuse RSV with the common cold**
- The **risk is often underestimated** in healthy, full-term babies
- Preventive solutions like long-acting monoclonal antibodies are **not yet widely understood** or requested

Among Adults and High-Risk Populations

Among older adults and individuals with chronic conditions, **RSV awareness remains critically low**:

- RSV is rarely distinguished from other respiratory illnesses like the flu or a "seasonal cold"
- **Symptoms are often mild in adults**, leading to a **low perceived need for vaccination**
- As a result, despite regulatory approval of adult RSV vaccines (e.g., *Arexvy* and *Abrysvo*), **uptake remains negligible**

Key Implication

The current public perception gap—particularly among older adults—reflects **a lack of targeted communication and insufficient differentiation** of RSV from less serious respiratory infections. To improve vaccine uptake, Taiwan will need **stronger multi-stakeholder campaigns** that:

- Clearly explain **RSV risks in older adults**
- Address the **vaccine benefit-risk balance**
- Mobilise **trusted health professionals** to deliver the message

Taiwan

Disease area specific

Ebola

What is the public perception of Ebola?

Ebola is generally perceived in Taiwan as a **remote, foreign health threat** rather than a domestic concern. Public awareness is **minimal and episodic**, typically spiking only during **major international outbreaks**—such as those in West Africa (2014–2016) or the Democratic Republic of the Congo—when global media attention is high.

- **Geographic distancing**: The virus is strongly associated with sub-Saharan Africa. Most people in Taiwan do **not perceive Ebola as a relevant or immediate threat** to local public health.
- **Limited media exposure**: Ebola receives **little to no sustained coverage** in Taiwanese media outside of major international emergencies, reinforcing its image as a distant issue.
- **No domestic cases**: Taiwan has never recorded an Ebola case, which contributes to **low risk perception and minimal public engagement** on the topic.
- **Lack of proactive education**: There are **no current public education efforts** focused on Ebola, and no national policy initiatives have made it a visible issue in recent years.

As a result, Ebola sits **very low on the public health radar** for the Taiwanese population, with **virtually no perceived relevance** to everyday life or travel—unless individuals are specifically engaged in global health or humanitarian sectors.

Ebola

Have there been any recent policy or media announcements in your market?

There have been **no recent policy announcements or significant media coverage concerning Ebola in Taiwan**. The disease remains **absent from the national public health agenda** due to the country's **lack of exposure to any domestic or regional cases** and the very low perceived risk among both policymakers and the general public.

- **Policy focus remains elsewhere**: Public health authorities prioritize more immediate and locally relevant infectious diseases, resulting in limited resources or attention directed toward Ebola preparedness or awareness campaigns.
- **Media silence reflects low concern**: Mainstream and health media outlets rarely mention Ebola except in the context of major international outbreaks, and no targeted communication or education initiatives have been launched domestically.
- **Preparedness without publicity**: While Taiwan maintains standard infectious disease protocols, any Ebola-related contingency planning occurs quietly within specialized government and healthcare circles, without broader public engagement.

In sum, Ebola is currently a **non-issue in Taiwan's public health discourse**, with no indications of imminent policy shifts or media focus.

Dengue

What is the public perception of Dengue?

Dengue is a well-recognized and deeply concerning public health issue in Taiwan, especially in the southern regions such as Tainan and Kaohsiung, where recurrent outbreaks have significantly shaped public awareness and behavior. The major epidemics in 2015 and 2023, which resulted in thousands of infections and several fatalities, have left a profound impact on the collective consciousness, reinforcing dengue as a serious, seasonal threat during warmer months.

- **Heightened awareness in endemic areas:** In southern Taiwan, dengue is broadly understood as a predictable seasonal illness, prompting strong community participation in vector control measures such as eliminating mosquito breeding sites and adopting personal protective behaviors.
- **Regional risk perception disparity:** Conversely, in northern Taiwan and less-affected regions, dengue is still perceived as a distant or low-risk concern, contributing to gaps in vigilance and prevention efforts outside endemic zones.
- **Sustained government engagement:** Central and local governments have implemented rigorous, multifaceted strategies—ranging from enhanced mosquito surveillance and rapid response teams to public education campaigns and environmental cleanups—that have effectively curbed transmission and raised community awareness.
- **Vaccination policy status:** While dengue vaccines have been approved and rolled out in neighboring countries, Taiwan remains cautious. As of 2025, no dengue vaccine has been licensed or incorporated into the national immunization program, primarily due to concerns over vaccine safety profiles, target population eligibility, and a risk-benefit balance that currently prioritizes vector control and outbreak response.

Overall, dengue is firmly embedded in the public health narrative of southern Taiwan, driving sustained community action and government efforts, yet remains underappreciated as a personal risk by populations in lower-incidence areas.

Dengue

Have there been any recent policy or media announcements in your market?

In 2024, Taiwan's CDC launched a comprehensive and highly visible public health campaign in response to a significant dengue outbreak concentrated in southern regions such as Tainan and Kaohsiung. The campaign effectively leveraged multi-channel communication—including traditional media, social platforms, and community outreach—to highlight the surge in dengue cases, reinforce critical mosquito control measures, and promote personal protective behaviors like using repellents and eliminating standing water. This coordinated effort generated widespread media coverage and heightened public engagement, contributing to a marked increase in community-led prevention activities.

However, as the outbreak was brought under control by late 2024, media focus and public urgency notably declined, underscoring challenges in maintaining sustained attention on dengue outside epidemic periods.

In April 2025, Taiwan's CDC elevated its leadership role on the international stage by co-hosting the APEC conference on "Dengue Prevention and Control in the Post-COVID-19 Era" held in Tainan. This high-profile event convened global experts, policymakers, and researchers to share cutting-edge advancements in vaccine development, vector surveillance technologies, and innovative community mobilization strategies. The conference not only reinforced Taiwan's commitment to dengue preparedness but also enhanced its reputation as a regional hub for tropical disease control and public health innovation.

Together, these developments reflect Taiwan's dynamic approach to dengue—balancing urgent outbreak response with strategic, forward-looking engagement on both domestic and international fronts.

India

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Vaccine hesitancy in India remains a complex and evolving issue, characterized by significant regional, socio-economic, and educational disparities. Urban centers generally exhibit higher awareness and acceptance of vaccines, driven by better access to healthcare information and services. In contrast, many rural and underserved areas continue to experience pockets of hesitancy fueled by deep-rooted myths, misinformation, cultural beliefs, and economic barriers. Post-COVID-19, however, there has been a notable overall decline in vaccine hesitancy across the country, largely attributed to intensified government outreach, community engagement, and increased visibility of vaccine benefits. Women and older adults, in particular, have demonstrated growing trust and uptake, reflecting targeted public health campaigns and improved health literacy. Despite these positive shifts, challenges remain—especially in addressing persistent misinformation and logistical hurdles in remote regions. Continued multi-sectoral efforts are essential to sustain momentum and achieve equitable vaccine coverage nationwide.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	In India, trust in vaccine communication is highly influenced by familiarity and credibility. The public overwhelmingly places confidence in government hospitals, frontline health workers like ASHAs (Accredited Social Health Activists), and especially family doctors, who are viewed as trusted, accessible sources of medical advice within communities. These healthcare providers serve as critical pillars in shaping positive vaccine perceptions and uptake. Conversely, trust markedly diminishes when vaccines are promoted by private hospitals perceived as profit-driven or by lesser-known NGOs without established community ties. Similarly, while social media influencers have gained traction in health communication, their messages are often met with skepticism unless explicitly endorsed by recognized government agencies or reputable health organizations. On the other hand, political figures and advocacy groups occasionally emerge as influential voices, though their impact varies by region and political climate—sometimes amplifying vaccine hesitancy when mixed with partisan or ideological agendas. Therefore, building vaccine confidence requires leveraging trusted healthcare workers and ensuring transparent, consistent messaging backed by authoritative public health institutions.
What are the biggest areas of misinformation?	In India, vaccine misinformation persists across several critical areas, significantly undermining public confidence and uptake: • **Safety Concerns and Side Effects:** Widespread myths falsely claim that vaccines cause infertility, severe adverse reactions, or long-term health issues. These fears are often exaggerated and lack scientific basis but gain traction rapidly through social networks. • **Perceived Necessity:** Many believe vaccines are unnecessary for healthy children, underestimating the risk of preventable diseases. This misconception contributes to complacency, particularly in rural areas with lower health literacy. • **COVID-19 Specific Myths:** One of the most damaging falsehoods has been the claim that COVID-19 vaccines cause sudden cardiac deaths. Despite these alarming rumors spreading quickly through WhatsApp, local media, and word-of-mouth, the Indian Council of Medical Research (ICMR) has conducted rigorous studies confirming the safety of these vaccines and disproving such claims. • **HPV Vaccine Misinformation:** Resistance to HPV vaccination is fueled by multiple factors: the relatively high cost of vaccines places them out of reach for many families; there is limited public awareness about HPV and its risks; and significant cultural misconceptions persist. Many parents mistakenly believe that vaccinating young children against a sexually transmitted infection will promote early sexual activity, further hindering acceptance. • **Channels Amplifying Misinformation:** Platforms such as WhatsApp, regional news outlets, and community gossip play a major role in accelerating the spread of false information, especially in areas with limited access to credible health education. Combating these misinformation challenges requires targeted, culturally sensitive communication strategies led by trusted local health workers and supported by transparent government messaging backed by scientific evidence.
Are vaccine rates in decline, and do you know why?	Overall vaccine coverage in India is on an upward trajectory. Sustained and large-scale government immunization initiatives have successfully reduced the number of zero-dose children—those who have never received any vaccine—significantly improving access and uptake across much of the country. However, despite these positive gains, disparities in coverage persist. Vulnerable populations in urban slums, remote tribal regions, and hard-to-reach rural areas continue to experience lower vaccination rates due to challenges such as healthcare access barriers, socio-economic factors, and vaccine hesitancy fueled by misinformation. These pockets of under-coverage highlight the need for intensified, targeted outreach and culturally tailored interventions to achieve truly equitable immunization.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	India's commitment to improving vaccine uptake has been clearly demonstrated through flagship initiatives such as **Mission Indradhanush** and state-level immunisation weeks, which have significantly strengthened routine immunization coverage across diverse populations. The government's **Universal Immunisation Programme (UIP)** provides a comprehensive suite of essential vaccines—ranging from BCG, Polio, DPT, Hepatitis B, Hib, Measles-Rubella, Rotavirus, PCV, to Japanese Encephalitis in endemic regions—completely free of charge. These vaccines are widely regarded as mandatory for children and enjoy broad public acceptance, especially when delivered via trusted government channels such as Primary Health Centers (PHCs) and Anganwadi centers. Public trust remains highest in government vaccination programs, with many parents preferring free, government-administered vaccines over private alternatives unless a perceived clinical advantage exists, such as newer vaccine formulations or combination vaccines available in private settings. **Key lessons emerge:** • **Localized, culturally sensitive communication**—tailored to specific communities—drives higher engagement. • **Consistent, transparent health messaging** that addresses concerns builds trust. • **Community health workers and frontline providers** are critical influencers who ensure vaccination services are both accessible and accepted. • Embedding immunization within **convenient, well-established public health infrastructure** reduces barriers and increases uptake. Sustained political will, backed by robust community-level implementation, remains essential to maintain momentum and close gaps in vaccine coverage nationwide.

India

Vaccine landscape

Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Several influential advocacy organizations play a critical role in advancing immunization efforts in India. Prominent groups such as **UNICEF, UNDP, the International Vaccine Institute (IVI), and the International AIDS Vaccine Initiative (IAVI)** work closely with the Ministry of Health to strengthen and support national immunization programs through funding, technical expertise, and community engagement. At the grassroots level, the government spearheads large-scale, multi-pronged vaccination campaigns that leverage the reach and trust of **Accredited Social Health Activists (ASHAs)**—community health workers pivotal in mobilizing local populations. These efforts are amplified by **mobile vaccination vans**, targeted **school-based immunization drives**, and culturally resonant **festival-focused awareness campaigns**, ensuring outreach penetrates even the most remote rural and underserved communities. Together, these coordinated efforts embody a comprehensive approach—combining international partnerships, government leadership, and community-driven initiatives—that is essential for improving vaccine coverage and closing equity gaps across India.
What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?	Top-tier Indian media outlets are playing a vital role in shaping public discourse on vaccines and vaccine policy. They extensively cover India's remarkable achievements in expanding immunization coverage, spotlighting government-led initiatives to combat vaccine hesitancy, and the rollout of new public health campaigns targeting diseases like HPV and Measles-Rubella. In addition, these media platforms actively address and debunk misinformation—especially around COVID-19 vaccine safety—helping to build public trust. Recent coverage also highlights cutting-edge developments such as the Indian Council of Medical Research's (ICMR) invitation to private players for the launch and distribution of its newly developed malaria vaccine, signaling India's growing role in vaccine innovation. For targeted outreach, consider focusing on these top-tier media outlets known for their broad reach and authoritative health reporting: • **The Times of India** • **The Hindu** • **NDTV** Engaging with these platforms can maximize visibility and impact across diverse urban and rural audiences.

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

India has witnessed a significant surge in HPV awareness and vaccination campaigns, particularly following the launch of **Cervavac**, the country's first affordable, indigenously developed HPV vaccine. The **"Conquer HPV Cancer Conclave"** spearheaded by the Serum Institute of India marked a pivotal effort to elevate public and institutional understanding of cervical cancer prevention. A pilot vaccination drive in Uttar Pradesh successfully immunized over 140 girls from police families, with ambitious plans to scale this initiative statewide, demonstrating government and community buy-in.

This campaign garnered strong media traction across premier outlets like *The Times of India*, *The Indian Express*, and *Hindustan Times*, helping to break taboos and normalize conversations around HPV vaccination and cervical cancer prevention. While influencer involvement was limited, leading healthcare professionals and experts drove a credible, science-based narrative, reinforcing trust in the vaccine's safety and efficacy. This approach effectively positioned HPV vaccination as a public health priority for adolescent girls, with robust government endorsement catalyzing wider adoption.

In parallel, **MSD (Merck Sharp & Dohme)** has actively championed HPV vaccination in India through high-impact campaigns like **"LetsFightHPV."** These initiatives focus on educating the public about HPV risks and vaccine benefits, while addressing social stigma—particularly through female influencers who openly discuss HPV on digital platforms. Notably, MSD's 2022 integrated campaign, **#HPVsearchkiyakya**, featuring youth icon Sara Ali Khan, successfully engaged younger audiences, driving social media conversations and awareness.

Furthermore, the **Indian Council of Medical Research (ICMR)**, in partnership with the governments of Gujarat and Andhra Pradesh and the global nonprofit PATH, is conducting a landmark cervical cancer prevention project. This initiative aims to generate critical, actionable data to guide the potential integration of HPV vaccines into India's public immunization programs, underscoring a strong evidence-based policy approach.

Together, these efforts reflect a multi-stakeholder momentum—spanning government, industry, healthcare experts, and media—towards reducing HPV-related cancer burden in India through vaccination and education.

HPV

What is the public perception of HPV and its risks?

Public awareness of HPV and its associated risks remains limited across much of India. A significant portion of the population is unaware of the strong causal link between HPV infection and cervical cancer, contributing to low perceived urgency around vaccination and prevention. Cultural sensitivities surrounding sexually transmitted infections further complicate open dialogue; conversations about HPV are often stigmatized or avoided altogether due to social taboos around sexuality. This discomfort creates barriers to education, awareness, and early prevention efforts, underscoring the need for culturally sensitive, clear communication strategies that can effectively normalize the discussion of HPV as a critical public health issue rather than a taboo subject.

India

Disease area specific

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

To date, there have been no large-scale, public-facing RSV-specific campaigns in India. RSV is primarily regarded as a clinical concern within pediatric healthcare settings rather than a broader public health priority. However, awareness of RSV is gradually increasing among pediatricians and healthcare professionals, driven by emerging research and recognition of RSV's role in severe respiratory infections in infants and young children. While this clinical focus has not yet translated into widespread media or influencer-led campaigns, the growing professional awareness lays important groundwork for future public education initiatives and potential vaccine uptake programs.

RSV

What is the public perception of HPV and its risks?

Public awareness of RSV remains extremely limited in India. Among the general population, RSV is often dismissed as "just a common cold" affecting infants, with little understanding of its potential severity—such as causing bronchiolitis or pneumonia that can lead to hospitalization. This widespread underestimation contributes to a lack of urgency or motivation around preventive measures. Without clear public education or communication campaigns, RSV continues to fly under the radar as a serious health threat, especially for vulnerable infants and young children.

Ebola

What is the public perception of Ebola?

Ebola is widely perceived in India as a distant and foreign health threat, largely disconnected from the country's immediate public health concerns. It is seen as a rare, exotic virus confined to outbreaks in Africa, making only occasional news headlines without resonating as a local risk. As a result, there is minimal public awareness or concern about Ebola, and it does not factor significantly into everyday health conversations or priorities.

Ebola

Have there been any recent policy or media announcements in your market?

There have been no significant recent policy initiatives or media coverage related to Ebola in India. The disease remains a low priority within the national public health agenda, with focus predominantly on more immediate and locally relevant infectious diseases. Consequently, Ebola does not currently receive notable attention from policymakers or mainstream media outlets.

Dengue

What is the public perception of Dengue?

Dengue is widely recognized and feared in India, especially during the monsoon season when outbreaks spike. It is viewed as a serious but seasonal threat that demands attention primarily when case numbers rise. While public awareness of dengue's risks is high, preventive behaviors are often inconsistent—many individuals remain reactive rather than proactive, relying on home remedies or seeking treatment only after symptoms develop. This gap between awareness and preventive action highlights ongoing challenges in sustaining community engagement and promoting consistent mosquito control practices year-round.

Dengue

Have there been any recent policy or media announcements in your market?

In response to recurring dengue outbreaks, several Indian states have significantly intensified their prevention efforts with targeted, high-impact campaigns during the monsoon season. For example, Punjab's innovative "Har Shukkarvaar Dengue Te Vaar" initiative mobilizes weekly community clean-up drives to eliminate mosquito breeding sites, fostering sustained public engagement. Odisha strategically leverages major cultural events like the Rath Yatra festival to amplify dengue awareness messages, reaching large and diverse audiences. Meanwhile, Jharkhand has achieved measurable success through coordinated fogging operations and aggressive anti-larval activities.

These efforts are bolstered by mobile health vans, awareness rallies, and comprehensive school outreach programs, ensuring education and prevention messages penetrate both urban and rural populations. Media coverage surges during outbreak peaks, focusing on practical prevention tips, promoting civic responsibility, and highlighting hospital preparedness—thereby reinforcing seasonal vigilance and catalyzing community-level action across multiple channels.

South Korea

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	The Korean vaccine market is broadly divided into the public sector, where the government covers the cost, and the private sector, where individuals bear the cost. The public market includes vaccines for infants and flu vaccines for those over 65. Low awareness of diseases and high vaccine costs: Awareness of diseases or vaccines is often low, and the high cost of vaccines is frequently associated. Since adjusting vaccine prices is difficult, campaigns and PR efforts are usually conducted to raise awareness of diseases and vaccines. In some cases, vaccines currently in the private market are promoted for inclusion in the reimbursement system. Increased concern about vaccine side effects after the pandemic: Concerns about vaccine side effects or skepticism about vaccines have emerged since the COVID-19 pandemic. Groups of bereaved families claiming to have lost relatives due to vaccine side effects continue protests, fostering mistrust and negative public sentiment. Recently, Maeil Business Newspaper, Korea's leading economic daily, covered anti-vaccine issues in an editorial column. Anti-vaccine groups: In 2017, a Naver community called "Raising Children Without Medicine (An-a-ki)" was established, spreading negative perceptions of pharmaceuticals, including vaccines. Although the community is now inactive, some parents influenced by it are reported to avoid vaccinating their children.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	The public's trust primarily centers on **healthcare professionals**, including pediatricians, internists, and frontline medical staff, who are regarded as credible and reliable sources of vaccine information. Their recommendations carry significant weight in shaping vaccination decisions. At the institutional level, **government bodies** such as the Ministry of Health and Welfare, the Korea Disease Control and Prevention Agency (KDCA), and local community health centers are also trusted for providing authoritative guidance and managing vaccination programs. Transparent and consistent communication from these agencies helps build public confidence. **Major media outlets**—especially those with reputations for accurate reporting—play a pivotal role in disseminating vaccine information, educating the public, and countering misinformation. However, media framing and tone can influence perceptions positively or negatively. In contrast, there is some **skepticism or mistrust** toward pharmaceutical companies and political figures, especially when messages are perceived as commercially driven or politically motivated. Social media influencers have a mixed impact; while some amplify accurate vaccine information, others contribute to misinformation, making their influence variable and contingent on their credibility.
What are the biggest areas of misinformation?	The most pervasive misinformation revolves around **vaccine side effects**, which significantly fuel public hesitancy. According to a May 2021 survey by the Ministry of Health and Welfare, **85.1%** of respondents hesitant to receive the COVID-19 vaccine cited fears about adverse reactions—an increase of 1.0 percentage point from previous measures. This widespread concern often stems from exaggerated or anecdotal reports rather than scientific evidence. Historical events have also contributed to lingering skepticism. For example, the 2013 reports of side effects linked to HPV vaccination in Japan triggered a wave of negative perceptions about HPV vaccines in South Korea, despite the lack of causal evidence. These incidents have had a lasting impact, reinforcing fears and mistrust that continue to challenge vaccine acceptance today. Overall, misinformation around vaccine safety—often amplified by social media, misinformation campaigns, and sensationalized media coverage—remains the key barrier to improving vaccine uptake.
Are vaccine rates in decline, and do you know why?	Vaccine coverage in the government-supported National Immunization Program (NIP) remains robust, particularly for mandatory infant vaccinations, which consistently achieve coverage rates around **90%** by age one. This strong performance reflects effective public health infrastructure and widespread trust in government-funded vaccines. Influenza vaccination rates have shown a positive upward trend over the years, rising from **29.8% in 2009** to **44.6% in 2023**, indicating growing public acceptance and awareness, especially among at-risk groups. However, vaccine uptake in the private sector varies considerably and tends to be lower, largely due to the **high out-of-pocket costs**. This financial barrier restricts access and discourages uptake for vaccines not covered by public programs. A significant decline has been observed in **COVID-19 vaccination rates** since the program transitioned from mandatory to voluntary and self-funded status. While initial coverage was impressively high—nearing **90% nationwide**—current booster uptake has dropped sharply, with only **45.2% coverage among seniors aged 65+**, and even lower rates among younger adults. This decline is driven by a combination of factors, including reduced perceived risk, vaccination fatigue, cost considerations, and misinformation. In summary, while government-backed vaccination programs maintain strong coverage, voluntary and privately funded vaccines face challenges related to cost, risk perception, and public motivation, which contribute to uneven uptake and declines in certain areas.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	A key recent political development is the appointment of Dr. Jeong Eun-kyeong—renowned for her effective leadership during Korea's COVID-19 vaccination campaign—as the Minister of Health and Welfare. This transition signals a strengthened government commitment to vaccine policy and public health. Dr. Jeong's proven track record of transparent communication, evidence-based decision-making, and crisis management is expected to enhance public trust and potentially improve vaccine uptake. The lesson here underscores the importance of credible, consistent leadership in driving vaccination programs and maintaining public confidence during both routine immunizations and health emergencies.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	Key advocacy groups play a pivotal role in shaping vaccine awareness and uptake in Korea. The Korea Disease Control and Prevention Agency (KDCA) spearheads national vaccination awareness initiatives, working closely with local governments to ensure broad community reach. A standout resource is their user-friendly "Vaccination Helper" website (https://nip.kdca.go.kr/), which empowers parents to conveniently track and manage their children's immunization schedules, enhancing compliance and timely vaccinations. Additionally, Korea's high public trust in healthcare professionals means that medical societies hold significant influence. These professional organizations frequently collaborate on targeted campaigns and public relations efforts tailored by disease area—leveraging expert voices to effectively educate the public, dispel myths, and encourage vaccine acceptance. Together, these partnerships create a robust ecosystem supporting informed vaccination decisions nationwide.

South Korea

Vaccine landscape

What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?

Top-tier media in Korea play a critical role in shaping public understanding of vaccines and health policies, often balancing scientific accuracy with public sensitivity.

- **KBS:** As the government-owned public broadcaster, KBS is recognized for its cautious, balanced, and science-driven reporting on public health matters. In 2021, KBS formalized strict guidelines for covering vaccine-related deaths, committing to avoid speculation or sensationalism when causality is uncertain—setting a standard for responsible journalism in vaccine reporting.
- **Chosun Ilbo:** While initially criticized for amplifying public anxiety during the early stages of the COVID-19 pandemic by highlighting unverified vaccine side effect reports, Chosun Ilbo has since pivoted towards more evidence-based, fact-checked coverage that supports vaccination efforts and public health messaging.
- **Dong-A Ilbo:** Known for its conservative and measured editorial tone, Dong-A Ilbo consistently aligns its reporting with official statements from the government and the Korea Disease Control and Prevention Agency. It emphasizes vaccine benefits, preventive strategies, and public health priorities, helping to foster public trust and informed decision-making.

Targeting these influential outlets can ensure your messaging reaches a broad, credible audience and is anchored in trusted, responsible media channels.

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

HPV vaccines were first introduced in Korea in 2007, with girls' vaccination officially incorporated into the National Immunization Program (NIP) in 2016. Current coverage is strong among girls, with 79.2% of those born in 2011 having completed the first dose, yet uptake among boys remains negligible at just 0.2% for the same birth cohort. This significant gender disparity has sparked ongoing policy discussions advocating for the expansion of the NIP to include boys, reflecting growing recognition of HPV's risks across all genders.

Among parents and adults aged 20 to 40, awareness of HPV vaccines is relatively high, often described as "the only vaccines that prevent cancer," demonstrating effective messaging around the vaccine's cancer-prevention benefits.

MSD Korea's Campaigns:

MSD Korea has been actively promoting HPV vaccination through targeted TV advertising campaigns that highlight the seriousness of HPV-related diseases and the importance of prevention. Their strategic focus extends beyond the NIP's scope, aiming to increase awareness and vaccination rates among adults who fall outside the current government-funded program.

HPV

What is the public perception of HPV and its risks

In South Korea, public awareness of HPV and its associated risks has improved significantly in recent years, largely due to increased health education and government-led vaccination programs. Most Koreans recognize HPV primarily as a cause of cervical cancer, especially among women, which has helped frame the vaccine as a critical cancer prevention tool.

However, despite growing awareness, certain gaps and misconceptions persist:

Gender Perceptions: HPV is still largely perceived as a "women's health issue," with limited public understanding of the risks HPV poses to men, including genital warts and cancers of the throat and anus. This gendered perception contributes to low vaccination rates among boys and adult men.

Cultural Sensitivities: Discussions around HPV are often complicated by cultural taboos related to sexual health, leading to discomfort or reluctance in openly discussing the virus and its transmission. This can hinder broader public engagement and acceptance.

Safety and Vaccine Hesitancy: While most accept HPV vaccination as safe, some residual vaccine hesitancy exists due to past controversies and general concerns about side effects. Efforts by medical professionals and government agencies to provide transparent safety information are critical to building trust.

Awareness of Broader Benefits: There is increasing recognition that HPV vaccination benefits extend beyond cervical cancer prevention to protecting against multiple HPV-related cancers and diseases in all genders. Campaigns focusing on this wider protective effect are gradually shifting public perception toward a more inclusive understanding.

Overall, while South Korea has made significant strides in educating the public about HPV and its risks, ongoing efforts are needed to overcome gender biases, cultural barriers, and vaccine hesitancy to achieve broader vaccine uptake and more comprehensive protection.

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

Current public awareness of RSV and its associated health risks in South Korea remains relatively low, largely due to limited exposure and the fact that RSV vaccines are not yet reimbursed by the national health system. The out-of-pocket cost presents a significant barrier to wider uptake, particularly among vulnerable groups such as infants and older adults.

Sanofi Korea (2024–2025):

Launched a comprehensive maternal awareness campaign in partnership with the Korean Postpartum Care Center Association, focusing on educating new mothers about the risks of RSV in infants.

Distributed educational materials, including posters and leaflets, across postpartum care centers nationwide to raise awareness about RSV prevention.

Conducted interactive educational sessions for mothers to enhance understanding and encourage proactive protection measures.

GSK Korea (2025):

Targeted adults aged 60 and older with a dedicated campaign highlighting the severity of RSV infection in the elderly and the importance of vaccination.

Developed and launched an informative website offering detailed resources on RSV and the Arexvy vaccine, improving accessibility to accurate information.

Executed a television advertising campaign that emphasized RSV disease burden and the critical role of vaccination in prevention.

These coordinated efforts by major pharmaceutical companies aim to fill the awareness gap and encourage vaccine acceptance among key populations. However, the lack of reimbursement and general public familiarity remain challenges to achieving broader impact at this stage.

RSV

What is the public perception of HPV and its risks?

In South Korea, public awareness of Respiratory Syncytial Virus (RSV) remains relatively low, especially outside of healthcare settings. RSV is largely perceived as a common respiratory infection that primarily affects infants and young children but is often confused with typical colds or mild respiratory illnesses. As a result, many parents and adults underestimate the severity and potential complications of RSV, particularly for high-risk groups such as premature infants, elderly adults, and those with chronic respiratory conditions.

Among parents of newborns and infants, awareness has been gradually increasing due to targeted educational efforts by healthcare providers and postpartum care centers, highlighting RSV's role as a leading cause of hospitalization in infants under six months old. However, this understanding is still not widespread, and the general public rarely associates RSV with severe respiratory disease.

For older adults, especially those aged 60 and above, recognition of RSV as a serious health threat is even lower. Symptoms in adults tend to be milder and resemble the common cold, which contributes to a lack of urgency regarding prevention and vaccination. Vaccine uptake among adults is minimal, partially due to limited public knowledge and the absence of broad public health campaigns focused on RSV.

In summary, while awareness of RSV's risks is growing in specific at-risk populations and among healthcare professionals, it remains a relatively underrecognized threat among the general public in South Korea, calling for enhanced education and communication efforts.

South Korea

Disease area specific

Ebola

What is the public perception of Ebola?

Ebola virus disease remains largely unfamiliar to the general public in South Korea due to the absence of any domestic cases. Public awareness is minimal, with most people viewing it as a distant and rare infectious disease primarily confined to outbreaks in Africa.

Ebola

Have there been any recent policy or media announcements in your market?

When Ebola does receive media attention, it is typically in the context of international outbreaks, focusing on containment efforts and quarantine measures abroad. These reports, while highlighting the virus's high fatality rate, are sporadic and do not create sustained public concern or urgency within Korea. Consequently, Ebola is perceived as a remote threat with little direct relevance to everyday life in South Korea.

On February 26, 2025, the Korea Disease Control and Prevention Agency (KDCA) announced strengthened quarantine protocols for travelers entering South Korea from seven African countries: Uganda, South Sudan, Rwanda, Kenya, the Democratic Republic of the Congo, Tanzania, and Ethiopia. This decision follows Uganda's report of its first Ebola-related death in two years.

Dengue

What is the public perception of Dengue?

- Dengue fever is generally perceived in South Korea as an imported disease linked to international travel rather than a domestic health threat.
- Media coverage consistently emphasizes dengue as a risk primarily for travelers visiting endemic tropical and subtropical regions, often framing it as an "infection to be vigilant about when traveling abroad."
- Public awareness about dengue is relatively low among the general population, with limited concern unless individuals are personally exposed through travel or know someone affected.
- To address this, the Incheon National Quarantine Station has proactively expanded its public health efforts since last year by providing free rapid dengue testing for symptomatic travelers and volunteers at major airports and seaports. This initiative aims to promptly identify and contain imported cases and reduce potential local transmission.
- Overall, dengue remains largely perceived as an external threat rather than an immediate domestic concern, underscoring the need for ongoing education and preparedness as global travel resumes.

Dengue

Have there been any recent policy or media announcements in your market?

Enhanced Quarantine Protocols: The Korea Disease Control and Prevention Agency (KDCA) has expanded the list of quarantinable diseases to include dengue fever, increasing the number from 11 to 20.

Singapore

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	"Singapore does not have a strong anti-vaccination movement and overall public sentiment remains strongly in favor of vaccinations," says Associate Professor Hsu Li Yang, Vice Dean (Global Health) and Programme Leader (Infectious Diseases) at the National University of Singapore's Saw Swee Hock School of Public Health. Vaccine confidence in Singapore continues to be robust, supported by consistent government-led public health messaging, high-quality healthcare infrastructure, and widespread trust in medical professionals. According to the Vaccine Confidence Project (2024), Singapore maintains one of the highest levels of vaccine acceptance in the region, with minimal reported hesitancy compared to global trends. While pockets of concern around vaccine safety occasionally emerge, they are typically addressed promptly through transparent communication and evidence-based education. Overall, Singapore's strong vaccine confidence is a key driver of its successful immunisation programs and high coverage rates.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	Public trust predominantly centers on medical professionals—doctors, nurses—and reputable health institutions, which remain the most trusted and authoritative sources for vaccine information, particularly among older adults. These trusted voices play a critical role in guiding vaccine-related decisions and alleviating concerns. However, among younger demographics (18-34 years), trust patterns are more complex. According to the *Edelman 2024 Trust Barometer*, 54% of this age group turn first to social media, friends, or family for health advice before consulting healthcare professionals. In contrast, only 25% of those over 55 exhibit this behavior, highlighting a generational divide in information sources. During the COVID-19 pandemic, trust in government vaccine guidance notably declined. Research published in *Vaccine* (2025) indicates that reliance on traditional media correlated positively with trust in government messaging, while increased consumption of online media was associated with greater skepticism and mistrust. This dynamic media landscape means that while healthcare professionals remain the cornerstone of vaccine communication, social media influencers and peer networks have become increasingly influential—sometimes amplifying misinformation or mistrust. Effective vaccine advocacy must therefore blend credible medical voices with strategic engagement across digital platforms to reach diverse audiences.
What are the biggest areas of misinformation?	Singapore faces similar misinformation challenges as other markets, particularly around vaccine safety, efficacy, and side effects. The government proactively combats falsehoods through robust legal frameworks such as the **Protection from Online Falsehoods and Manipulation Act (POFMA)**, which empowers authorities to swiftly identify and take down misleading vaccine-related content. A notable example of this enforcement includes multiple actions against groups like *Healing the Divide*, where false COVID-19 vaccination claims were removed across their social media platforms. This illustrates Singapore's zero-tolerance approach to vaccine misinformation and its commitment to maintaining public trust through clear, evidence-based communication. The government's strong regulatory stance, combined with transparent public health messaging, has been key in mitigating the spread of misinformation and sustaining high vaccine confidence in the population.
Are vaccine rates in decline, and do you know why?	Childhood vaccine uptake in Singapore remains exceptionally high, consistently exceeding 95% coverage for key vaccines such as measles, diphtheria, hepatitis B, and polio. This reflects strong public trust and sustained support for routine immunization programs. ➤ *Vogue Singapore, 2021* In contrast, vaccination rates among adults—particularly for influenza and pneumococcal vaccines—remain relatively low. This gap is primarily driven by limited awareness of these vaccines, low perceived personal benefit, and a lack of proactive recommendations from healthcare professionals. ➤ *MIMS Doctor, 2024 (via Vaccine Confidence Project)* Addressing these barriers through targeted education and stronger healthcare provider engagement could be pivotal in improving adult vaccine coverage and closing the immunization gap.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	An intriguing example of pop culture's influence on vaccine uptake emerged in February 2025, when the death of Taiwanese actress Barbie Hsu from pneumonia triggered a sudden surge in influenza vaccinations in Singapore. Over 2,000 Singaporeans booked flu vaccine appointments within a single day—a clear, reactive spike driven by intense media coverage and heightened public concern. ➤ *Straits Times, 2025* Separately, the Ministry of Health launched a trial program starting October 28, 2024, offering flu vaccines at three major retail pharmacies—Guardian (NEX), Unity (Parkway Parade), and Watsons (Paragon)—to increase accessibility and convenience. This community pharmacy initiative aimed to move flu vaccination beyond traditional clinical settings into more everyday venues. The trial significantly exceeded expectations in terms of uptake, prompting plans to expand pharmacist training and evaluate a potential nationwide rollout. This shift demonstrates the effectiveness of meeting people where they are, reducing barriers, and integrating vaccination services into familiar, convenient locations. ➤ *Straits Times, 2025* **Key lesson:** Combining reactive public sentiment with proactive, accessible delivery models can substantially boost vaccine uptake. Leveraging timely public awareness moments alongside structural improvements in vaccine accessibility offers a powerful approach for sustained immunization success.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	In Singapore, there are no prominent independent pro-vaccine advocacy groups. Instead, vaccine promotion and awareness efforts are primarily driven by government bodies, including: • **Ministry of Health (MOH)** • **Health Promotion Board (HPB)** • **Communicable Diseases Agency (CDA)** These organizations lead public education campaigns, policy initiatives, and community outreach to maintain high vaccination coverage. On the other hand, fringe anti-vaccine groups such as *Healing the Divide*—widely regarded as conspiracy-driven—have significantly lost influence following the COVID-19 pandemic due to strong government action and public awareness.

Singapore

Vaccine landscape

What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?

Top-tier media in Singapore provide comprehensive, balanced, and timely coverage of vaccines and vaccine policy, often emphasizing public health updates, government initiatives, and efforts to counter misinformation. Their reporting helps shape public understanding and trust around immunization programs.
Recommended media outlets to target include:

- **The Straits Times** – Singapore's leading English-language daily, known for its in-depth health reporting and broad national reach. It plays a key role in disseminating official vaccine updates and public health guidance.
- **Lianhe Zaobao** – The country's largest Chinese-language newspaper, influential among Mandarin-speaking audiences. It offers nuanced coverage of vaccine policies and community health campaigns.
- **Channel NewsAsia (CNA)** – A major broadcaster providing real-time news and features on health topics, including vaccine developments, expert interviews, and government announcements, reaching a wide multi-lingual audience.

Targeting these trusted outlets will maximize engagement with diverse segments of Singapore's population and help amplify accurate vaccine information.

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

•In Singapore, several notable HPV awareness campaigns have been active recently, targeting different audiences to increase vaccination rates and knowledge about cervical cancer prevention.

•**Roche Diagnostics** launched a regional campaign aimed at raising awareness of cervical cancer as a preventable disease. This effort was supported by insights from the **Women's Health Survey**, which highlighted key gaps and opportunities for education across the region.

•**MSD** has continued to drive strong HPV advocacy through its social media campaigns. Their recent initiative, **#Itakethelead**, partnered with multiple Singapore-based influencers to encourage vaccination uptake. This campaign, in collaboration with **a4HPV Singapore** (https://www.instagram.com/a4hpv_sg/), has gained traction on platforms like Instagram, helping to normalize the conversation around HPV vaccination and targeting both youth and adults. Examples of influencer content include:

- https://www.instagram.com/p/DFFaawtyn7w/
- https://www.instagram.com/reel/DFFqoSZz8sf/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

•Previously, MSD also ran targeted digital campaigns focusing on increasing vaccination rates among males and children (both boys and girls). These campaigns were boosted via dark posts, so public visibility is limited, but they contributed to wider awareness efforts.

•On the vaccine availability front, **GSK's Cervarix (HPV2)** remains the most commonly used HPV vaccine in Singapore, primarily because it is fully subsidized and administered in schools and clinics. In contrast, **MSD's Gardasil 4 and 9** vaccines are not subsidized and thus face uptake challenges related to their higher price points. More information on HPV vaccination policies can be found on the official government portal: https://vaccine.gov.sg/hpv

•Overall, these multi-pronged campaigns, leveraging influencer partnerships, digital outreach, and school-based programs, are helping to increase public awareness and vaccination coverage in Singapore.

HPV

What is the public perception of HPV and its risks

According to insights from medical professionals, beyond the general knowledge gaps, there remains a significant element of hesitation to vaccinate—rooted partly in misinformation and cultural attitudes, particularly regarding adolescent girls' understanding of HPV and its implications. This hesitancy is sometimes described as stemming from a combination of limited awareness and emotional or irrational fears around the vaccine.

➤ *Singapore Medical Journal, 2020*

Despite these challenges, the introduction of the school-based HPV vaccination program in 2019 has driven impressive uptake, with rates between **80.6% and 87.3%**, resulting in overall vaccine coverage of **90.3% to 93.4%** among eligible cohorts.

➤ *Singapore Medical Journal, 2023*

Looking ahead, the next critical step in expanding HPV protection is to increase vaccine awareness and uptake among **men**, recognizing the vaccine's benefits for all genders and aiming to broaden herd immunity.

➤ *Channel NewsAsia, 2023*

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

Several recent campaigns have aimed to raise awareness of RSV across key at-risk groups in Singapore:

- **GSK** partnered with Diabetes Singapore in November 2024 to launch an awareness campaign specifically targeting individuals with diabetes. The initiative emphasized the increased risk RSV poses to diabetics, focusing on prevention strategies, early symptom recognition, and lifestyle modifications to reduce vulnerability.

➤ *BioSpectrum Asia, 2024; PR Newswire, 2024; Straits Times (paid media)*

➤ *Supported by the SayNoToRSV* patient education website

- **Sanofi**, in collaboration with the Singapore Paediatric Society, launched the **"Together Against RSV"** campaign in 2025. This program focused on educating parents about RSV risks in infants, modes of transmission, and effective prevention practices to protect young children.

➤ *Together Against RSV, 2025*

- **Pfizer** ran targeted paid campaigns addressing both pediatric and maternal health audiences. In 2024, Pfizer also spearheaded the **"KnowPneumonia SG – Older Adults"** campaign, which sought to raise awareness among seniors that RSV is a serious health threat, far beyond being a routine respiratory infection.

➤ *KnowPneumonia SG, 2024*

Together, these coordinated efforts by leading pharmaceutical companies and health organizations have contributed to growing public recognition of RSV's risks and prevention strategies across multiple vulnerable populations in Singapore.

RSV

What is the public perception of RSV and its risks?

Currently, there is limited publicly available data on the general public's perception of RSV and its associated risks in Singapore. However, awareness appears to be low, particularly outside high-risk groups such as parents of young children and older adults. This underscores the ongoing need for targeted education and communication campaigns to improve understanding of RSV's potential severity and the importance of prevention.

Singapore

Disease area specific

Ebola

What is the public perception of Ebola?

According to the Ministry of Health (MOH) advisories issued during the 2014 outbreak, the risk of Ebola spreading to Singapore is considered low, largely due to limited travel connections with affected African regions and the virus's transmission characteristics.

➤ MOH, 2014

To date, there is no recent survey or research specifically assessing public perception of Ebola in Singapore, reflecting its status as a low-priority public health concern within the local context.

Ebola

Have there been any recent policy or media announcements in your market?

Currently, there have been no notable recent policy changes or media announcements related to Ebola in Singapore. The topic remains low-profile in both public health discourse and mainstream media, reflecting the minimal local risk and limited public concern.

Dengue

What is the public perception of Dengue?

A 2023 Asia-Pacific survey applying the COM-B model revealed that only 55% of respondents in Singapore perceive dengue as a severe health threat, while just 25% expressed a strong willingness to receive a dengue vaccine—both among the lowest levels recorded in the region.

➤ *Vaccine, 2023*

Additionally, a 2024 study focusing on Singaporean youth (ages 15–24) showed that while basic knowledge of dengue is generally good and awareness of prevention campaigns such as Mozzie Wipeout reached 90%, the actual adoption of personal preventive measures varied widely. Notably, teens tend to rely more on broad public interventions rather than proactive individual actions.

➤ *Dengue Literacy, 2024*

Dengue

Have there been any recent policy or media announcements in your market?

As of July 2022, the Ministry of Health (MOH) confirmed that Dengvaxia remains the only dengue vaccine approved for use in Singapore. However, it is strictly recommended for individuals aged 12 to 45 who have a confirmed prior dengue infection. Given that the majority of Singapore's population is dengue-naïve, the vaccine is not offered for mass public immunization, and MOH does not currently track vaccination uptake for Dengvaxia.

➤ *Ministry of Health, 2022*

Beyond vaccination, Singapore is advancing innovative vector control strategies to reduce dengue transmission. In November 2024, Minister Grace Fu announced that by 2026, **Project Wolbachia** aims to cover 50% of households—approximately 800,000 homes. Early field study results are promising, demonstrating a 75% reduction in dengue infection risk and an 80–90% decrease in Aedes mosquito populations. Notably, neighboring non-release areas have also benefited from a ~45% spillover effect in protection.

Project Wolbachia is part of the globally recognized World Mosquito Program, with comparable successful trials reported in Yogyakarta (Indonesia), Australia, and New Caledonia, all showing significant reductions in dengue cases following Wolbachia releases.

➤ *Channel NewsAsia, 2024*

Australia

Vaccine landscape

What are the current trends around vaccine hesitancy in your market?	Australia's vaccine landscape is currently focused on maintaining historically high vaccination coverage while addressing recent declines observed since the COVID-19 pandemic. Central to this effort is rebuilding and sustaining community trust, enhancing public understanding, and ensuring equitable access to immunisation across all population groups. The Australian Government is spearheading a comprehensive five-year **National Immunisation Strategy (NIS) 2025–2030**, designed to increase and sustain immunisation rates, reduce the burden of vaccine-preventable diseases, and promote health equity nationwide. **Key trends and priorities include:** • **High coverage but recent declines:** Australia has traditionally achieved very high vaccination rates, particularly for childhood immunisations. However, coverage has experienced noticeable declines since the pandemic, raising concerns about potential outbreaks of preventable diseases. • **Focus on community trust and informed uptake:** Addressing vaccine hesitancy and mistrust remains a core challenge. Strategies emphasize transparent communication, combating misinformation, and ensuring that all Australians have access to clear, evidence-based information to make informed vaccination decisions. • **Data-driven, targeted interventions:** The NIS prioritizes leveraging robust immunisation data to identify gaps, monitor progress, and tailor interventions effectively to communities with lower uptake or higher vulnerability. • **Workforce capacity and technological innovation:** Strengthening the immunisation workforce and integrating new vaccine technologies (e.g., next-generation vaccines, digital health tools) are critical to meeting evolving immunisation needs. • **Adaptability to emerging challenges:** The strategy recognizes the dynamic nature of infectious diseases and vaccine hesitancy, committing to flexible responses that address emerging pathogens and novel vaccine concerns as they arise. Overall, Australia's approach reflects a proactive, evidence-based commitment to restoring and maintaining public confidence in vaccines while adapting to changing public health landscapes.
Who does the public trust or mistrust when communicating about vaccines? Is there anyone influencing opinion around vaccines - influencers, advocacy, politicians, who are the loud voices?	**Trusted Sources:** • The **Australian Technical Advisory Group on Immunisation (ATAGI)** is widely regarded as a credible authority on vaccine guidance and policy. • Medical specialists including **infectious diseases physicians, clinical immunologists, public health physicians, and paediatricians** are highly trusted for their expertise. • **General Practitioners (GPs)** and allied healthcare professionals such as nurse immunisers, pharmacist immunisers, Aboriginal and Torres Strait Islander Health Practitioners, nurse practitioners, midwives, and Aboriginal health workers play a crucial role in trusted, frontline vaccine communication. • **Scientists and medical researchers** are valued for their evidence-based insights into vaccine safety and efficacy. • Government health bodies, including the **Department of Health**, various **state health agencies**, and the **Therapeutic Goods Administration (TGA)**, are key institutional voices that maintain a degree of public trust, particularly when transparent and timely communication is provided. **Mistrusted Groups:** • **Politicians** often face public skepticism regarding vaccine messaging, partly due to perceived politicization of health issues. • **Social media influencers**—especially those without scientific or medical backgrounds—can spread misinformation, eroding confidence. • The **social media platforms themselves** (e.g., Facebook, X/Twitter, YouTube) are frequently criticized for enabling the rapid spread of false or misleading vaccine-related content. • Advocates of **alternative medicine** sometimes promote anti-vaccine narratives, contributing to hesitancy. • Organized **anti-vaccine groups**, such as the Australian Vaccination Network (AVN), are widely discredited but still present vocal opposition that impacts public discourse. Overall, trust is highest in health and scientific experts and frontline healthcare workers, while political figures and social media channels tend to be viewed with greater suspicion. Effective vaccine communication in Australia hinges on leveraging trusted voices and addressing misinformation propagated through less credible sources.
What are the biggest areas of misinformation?	Misinformation continues to undermine vaccine confidence, with several persistent and impactful themes: • **Concerns about vaccine safety:** Exaggerated or unfounded fears about short- and long-term adverse effects, often amplified without scientific evidence. • **Misconceptions about mRNA vaccines:** False claims that mRNA vaccines alter human DNA or cause genetic modification, despite clear scientific refutation. • **COVID-19 vaccine conspiracies:** Persistent narratives involving microchips, population control, or government overreach that have fueled widespread skepticism. • **Natural immunity preference:** The mistaken belief that acquiring immunity through infection is safer or more effective than vaccination, ignoring risks associated with disease. • **Overstating vaccine risks in children:** Claims exaggerating side effects or downplaying the benefits of vaccinating children, leading to parental hesitancy. • **Misunderstanding vaccine ingredients:** Fear and confusion around adjuvants, preservatives, or other components, often misrepresented as harmful or toxic. • **Freedom and coercion narratives:** Messaging framing vaccination as a loss of personal freedom or an act of coercion, which polarizes public opinion and undermines public health efforts. • **Distrust in pharmaceutical companies:** Suspicion that profit motives compromise vaccine safety and transparency, fueling skepticism toward vaccination programs. • **Downplaying vaccine effectiveness:** Claims that vaccines do not work or provide minimal protection, which neglects extensive real-world data demonstrating their impact. • **Misuse and misinterpretation of scientific language:** Selective quoting, out-of-context data, or pseudoscientific jargon used to confuse or mislead the public. Addressing these misinformation areas requires clear, transparent, and empathetic communication from trusted healthcare professionals and public health authorities, alongside proactive monitoring and timely correction of falsehoods.

Australia

Vaccine landscape

Are vaccine rates in decline, and do you know why?	Vaccine coverage in Australia has experienced a noticeable decline in recent years, particularly among children and adolescents. This downward trend has resulted in many immunisation milestones falling below the critical 95% threshold required to maintain herd immunity, notably for highly contagious diseases such as measles and pertussis. Several key factors contribute to this decline: • **Pandemic-related disruptions:** COVID-19 lockdowns, healthcare system strain, and changes in routine healthcare access led to missed or delayed vaccinations. • **Increased vaccine hesitancy:** Misinformation and skepticism amplified during and after the pandemic have fueled doubts around vaccine safety and necessity. • **Post-pandemic timing delays:** Many families deferred vaccinations due to uncertainty or concerns about visiting healthcare facilities during COVID-19 waves. • **Cost and access barriers:** Although many vaccines are government-funded, certain populations still face financial or logistical challenges accessing immunisation services. • **Health inequities:** Underserved and vulnerable communities, including remote, Indigenous, and socioeconomically disadvantaged groups, continue to experience lower vaccination rates due to systemic barriers and mistrust. Addressing these multifaceted challenges requires targeted strategies to rebuild trust, improve access, and engage communities effectively to restore and sustain high immunisation coverage.
Have there been any recent political announcements or shifts that could have influenced vaccine uptake, and what lessons can we learn?	Several significant political developments in 2024–2025 have the potential to impact vaccine uptake across Australia: • **In June 2025, Federal Health Minister The Hon. Mark Butler MP announced a landmark AUD 2.4 billion, five-year National Immunisation Strategy aimed at reversing the declines in vaccination rates observed post-COVID-19.** This comprehensive plan focuses on improving equity in vaccine access, rebuilding public trust, and strengthening vaccine delivery systems nationwide. It highlights a commitment to data-driven approaches, community engagement, and workforce development to boost immunisation coverage across all age groups. • **Introduction of free RSV vaccination for pregnant women** under this strategy signals a proactive effort to protect vulnerable populations, such as infants, by leveraging maternal immunisation as a preventive measure against respiratory illnesses. • **Controversy surrounding the exemption of Moderna's mRNA vaccines from the Pharmaceutical Benefits Advisory Committee (PBAC) cost-effectiveness review** emerged in December 2024. This unprecedented decision allowed Moderna's vaccines to bypass the usual rigorous cost-benefit scrutiny, raising concerns among healthcare professionals, policymakers, and the public about transparency and accountability in vaccine approval processes. The controversy underscores the delicate balance between rapid access to innovative vaccines and maintaining public confidence through transparent regulatory oversight. **Lessons learned:** • Strategic, well-funded national initiatives are critical to restoring vaccination coverage and addressing inequities intensified by the pandemic. • Expanding free access to key vaccines for high-risk groups can increase uptake and reduce disease burden. • Transparency in decision-making processes, especially regarding vaccine approvals and funding, is essential to sustaining public trust. • Ongoing communication and stakeholder engagement must accompany policy shifts to mitigate misinformation and build confidence.
Are there any key advocacy groups we should be aware of, and any campaigns we should know about?	**Key Advocacy groups:** • **National Centre for Immunisation Research and Surveillance (NCIRS):** A leading authority providing evidence-based research and surveillance on vaccine-preventable diseases and immunisation safety in Australia. • **Immunisation Coalition:** A public health advocacy group focused on promoting vaccine education, addressing misinformation, and improving immunisation rates through community engagement and partnerships. • **Public Health Association of Australia (PHAA):** Advocates for public health policies including immunisation, supporting equitable vaccine access and health promotion at national and state levels. • **Immunisation Foundation of Australia:** Works to increase vaccine acceptance and uptake through educational initiatives and outreach to diverse communities. • **Australian Medical Association (AMA):** Influential medical professional body advocating for immunisation policies, best practices, and public education on vaccine-preventable diseases. • **Royal Australian College of General Practitioners (RACGP):** Provides guidance and training for GPs on vaccine delivery and patient communication to improve immunisation coverage. • **Melbourne Vaccine Education Centre (MVEC):** Renowned for its vaccine information resources targeting both healthcare professionals and the general public. **Key Vaccination Campaigns in Australia:** • **"Get the Facts" (Australian Government):** A longstanding, high-profile public education campaign dedicated to debunking vaccine myths and misinformation. It offers accessible resources including videos, FAQs, and active social media engagement to promote accurate vaccine knowledge. Available at health.gov.au/get-the-facts. • **"No Jab, No Play / No Jab, No Pay" Policies:** Legislative measures linking child vaccination status to eligibility for childcare services and certain family tax benefits. While controversial, these policies have demonstrably increased childhood vaccine coverage across various jurisdictions. • **Free RSV Vaccine Promotion (2025):** A targeted campaign launched alongside the introduction of the free maternal RSV vaccine, focusing on protecting newborns and infants during the winter respiratory season. This campaign includes tailored messaging for pregnant women and healthcare providers. • **Annual Influenza Vaccination Campaigns:** Coordinated efforts by federal and state health departments featuring widespread TV, radio, pharmacy signage, and community outreach. These campaigns prioritize increasing flu shot uptake among older adults and at-risk populations, with measurable impact on seasonal vaccination rates. These advocacy groups and campaigns collectively play critical roles in sustaining Australia's immunisation programs, combating vaccine hesitancy, and promoting equitable access to vaccines nationwide.

Australia

Vaccine landscape

What is top tier media reporting about vaccines, and vaccine policy? Can you share 2-3 top tier media that you would recommend us targeting?

Common Media Reporting Themes:

- **Declining Childhood Immunisation Rates Post-COVID:** Coverage frequently highlights concerns about reduced vaccine uptake among children and adolescents since the pandemic, emphasizing risks of outbreaks and public health implications.
- **Government Policy Updates:** Media closely follows announcements on vaccine-related policies, such as the introduction of free RSV vaccines for pregnant women and the launch of the National Immunisation Strategy 2025-2030, analyzing their potential impact on public health.
- **Outbreak Warnings and Disease Surveillance:** Regular reporting on outbreaks of measles, influenza, whooping cough, and other vaccine-preventable diseases raises awareness and underscores the importance of immunisation.
- **Misinformation and Vaccine Hesitancy:** Investigative and explanatory pieces address the spread of vaccine misinformation, exploring its drivers and strategies to counteract hesitancy.
- **Expert Commentary and Public Health Messaging:** Trusted medical experts, epidemiologists, and government officials are frequently featured, providing authoritative insights and reinforcing evidence-based vaccine advocacy.

Top Tier Media Outlets to Target:

- **ABC News:** Australia's national public broadcaster, known for comprehensive, fact-driven health reporting and wide audience reach across TV, radio, and digital platforms.
- **The Guardian Australia:** A respected digital-first outlet with a strong focus on health policy, public interest journalism, and in-depth analysis of vaccine issues.
- **The Sydney Morning Herald / The Age:** Leading metropolitan newspapers with a broad readership, regularly covering health developments and public sentiment on vaccination.
- **The Australian:** A major national daily with significant influence among policymakers and healthcare stakeholders, providing extensive coverage of vaccine policy, pharmaceutical developments, and government initiatives.

Disease area specific

HPV

Are you aware of any recent campaigns in HPV in your market, if so, what was it focused on and please share any key results e.g. media; influencers:

Campaign:"Our Business" Launched in early 2024 by Edith Cowan University's Maladjiny Research Centre, this innovative campaign specifically targets improving HPV vaccination rates among Aboriginal and Torres Strait Islander youth.

Campaign Focus:

- Emphasized culturally tailored health promotion, co-designed in collaboration with young Indigenous people to ensure authenticity and cultural sensitivity.
- Leveraged popular Indigenous TikTok influencers to deliver HPV vaccination messages, tapping into platforms and communication styles preferred by the target demographic.
- Aimed to not only raise awareness but also to empower Indigenous youth by fostering community ownership of the health narrative.

Outcomes and Impact:

- Achieved significant increases in social media engagement and awareness within the Indigenous youth population.
- Strengthened cultural relevance and trust in vaccine messaging, addressing barriers linked to historical mistrust and information gaps.
- Demonstrated a successful model for combining community-driven content with digital influencer strategies to enhance vaccine uptake.

This campaign highlights the importance of culturally informed, youth-centric approaches in public health communication, especially for improving immunisation coverage in underserved communities.

HPV

What is the public perception of HPV and its risks

- Most Australians recognize that HPV is a significant cause of cervical cancer, reflecting broad awareness of this well-publicized link. HPV is generally perceived as a serious health risk, though understanding of its association with other cancers—such as throat, anal, and penile cancers—remains comparatively limited.
- There is strong public and parental support for HPV vaccination programs, driven largely by recognition of its protective benefits for adolescents before exposure. However, some stigma persists around HPV due to its mode of sexual transmission, which can create discomfort or reluctance to openly discuss the virus and its prevention.
- Trusted information sources, including healthcare professionals, schools, and official public health campaigns, play a critical role in fostering positive attitudes and encouraging vaccine uptake. Conversely, social media serves as a double-edged sword, acting as a platform for both reliable education and the spread of misinformation, which can contribute to confusion or hesitancy.
- Overall, while HPV vaccination is well-regarded, ongoing efforts are needed to broaden understanding of HPV's full health impact and to reduce stigma to promote more open conversations and higher vaccination rates.

Australia

Disease area specific

RSV

Are you aware of any recent campaigns in RSV in your market, if so, what was it focused on and please share any key results e.g. media; influencers

- **Unite Against RSV (Immunisation Foundation of Australia)**
- **Focus:** Raising broad public awareness about the serious impact of RSV on vulnerable populations, particularly infants and older adults.
- **Activities:** Distribution of comprehensive educational materials including posters, videos, FAQs, and digital resources aimed at both the general public and healthcare professionals.
- **Target Audience:** General public, healthcare providers, community organizations, and policymakers.
- **Impact:** Increased awareness and engagement across diverse communities, strengthening conversations around RSV prevention.
- **Website:** Unite Against RSV
- **GSK and Ita Buttrose Campaign**
- **Focus:** Educating older Australians about the risks RSV poses to their health and the importance of vaccination.
- **Activities:** High-profile public service announcements, media interviews, and advocacy led by Ita Buttrose—renowned former ABC Chair and veteran magazine editor—lending credibility and visibility to the campaign.
- **Media Coverage:** Extensive reach through platforms such as ABC Radio National and mainstream news outlets, helping amplify key public health messages.
- **Press Releases:** Widely shared across pharmaceutical and healthcare news channels, generating significant media buzz.
- **"RSV and Me" Campaign (Immunisation Foundation of Australia)**
- **Focus:** Personalizing the impact of RSV by sharing real-life stories, particularly highlighting the severity of RSV in infants to drive emotional engagement and public awareness.
- **Activities:** Storytelling through multimedia platforms, including the compelling narrative of Jasmine Stefanovic's daughter, helping humanize the risks of RSV.
- **Media Coverage:** Featured in major news outlets such as 9News, effectively reaching a broad audience and encouraging proactive prevention measures.
- **Press Release:** Stefanovic's Story and RSV Awareness

RSV

What is the public perception of RSV and its risks?

- Overall, awareness of Respiratory Syncytial Virus (RSV) remains limited among the general Australian public, particularly outside high-risk groups. Many people recognize RSV as a common respiratory infection affecting infants, but its severity—especially in vulnerable populations like premature babies, older adults, and those with chronic health conditions—is often underestimated.
- Key insights include:
- **Low general awareness:** While parents of young children and older adults with respiratory issues may be more familiar with RSV, broader public knowledge about the virus and its potential complications remains relatively low.
- **Perception of risk:** RSV is often viewed as just another "cold" or routine respiratory illness rather than a potentially serious infection that can lead to hospitalization.
- **Recognition in high-risk groups:** There is greater awareness among healthcare providers, caregivers, and communities directly affected, particularly in pediatric and elderly care settings.
- **Influence of campaigns:** Recent public health initiatives and campaigns, especially those featuring trusted voices and personal stories, are gradually improving understanding of RSV's risks and the importance of prevention, including vaccination.
- **Vaccination attitudes:** As RSV vaccines become more available, public acceptance may depend on increased education about who is at risk and the benefits of immunization, especially among pregnant women and older adults.

Ebola

What is the public perception of Ebola?

Ebola is widely recognized as a severe and often fatal viral disease, associated with high mortality rates and serious outbreaks primarily in parts of Africa. However, the general Australian public perceives the risk of Ebola transmission within Australia as very low due to the virus's geographic confinement and limited travel links to affected regions.

Key points include:

- **Limited direct familiarity:** Most Australians' understanding of Ebola is shaped by international media coverage during outbreak periods rather than personal experience or sustained public health campaigns.
- **Seriousness acknowledged:** There is a general awareness of Ebola's lethality and potential for rapid spread in outbreak zones, which can generate fear or concern during global flare-ups.
- **Confidence in health systems:** Despite concerns, Australians tend to trust local health authorities and government agencies to effectively manage and contain any potential risks, maintaining overall confidence in the country's preparedness.
- **Low everyday awareness:** Outside of outbreak news cycles, awareness of specific prevention, control measures, or symptoms remains low, reflecting Ebola's limited relevance to the Australian public health landscape.
- **Media-driven attention:** Public concern tends to spike in response to international news of outbreaks, but this heightened awareness is often short-lived and does not translate into long-term engagement or perceived personal risk.

Ebola

Have there been any recent policy or media announcements in your market?

Currently, there have been no significant new policy changes or high-profile media announcements in Australia specifically addressing Ebola Virus Disease (EVD). The Australian government continues to uphold a proactive preparedness and response framework, emphasizing ongoing vigilance and readiness rather than reactive measures.

Key points include:

- **Maintained preparedness:** Health authorities focus on sustaining up-to-date clinical guidelines, surveillance protocols, and training for healthcare professionals to quickly identify and manage any potential Ebola cases.
- **Low public profile:** Due to the minimal direct risk of EVD to Australia, Ebola remains a low-priority issue in mainstream media and public health campaigns, with communications primarily targeted towards healthcare providers and relevant government agencies.
- **International collaboration:** Australia participates in global health networks and supports international efforts to monitor and contain Ebola outbreaks abroad, reinforcing its commitment to global health security.
- **No recent public alerts or campaigns:** There have been no new public-facing campaigns or advisories related to Ebola, reflecting the stable epidemiological situation and low perceived threat domestically.

Dengue

What is the public perception of Dengue?

- Dengue is widely recognized in Australia as a mosquito-borne viral disease primarily confined to northern Queensland and other tropical regions. Public awareness is notably higher in these outbreak-prone areas, where residents are more familiar with the seasonal nature and health implications of the disease.
- Across the broader population, dengue is generally viewed as a localized or regional concern rather than an immediate national health threat. Most Australians understand that dengue causes high fever, severe flu-like symptoms, and, in rare cases, serious complications such as hemorrhagic fever. However, fatalities remain uncommon within the country.
- During outbreak seasons, especially in affected regions, there is heightened concern among residents and travelers, prompting increased attention to preventive measures. Public health messaging strongly emphasizes mosquito control strategies and personal protection—such as eliminating breeding sites and avoiding mosquito bites—as the most effective ways to reduce transmission risk.
- Overall, dengue is perceived as a manageable and familiar health challenge when appropriate precautions are taken, rather than a crisis-level issue demanding urgent nationwide action.

Dengue

Have there been any recent policy or media announcements in your market?

- **Locally Acquired Dengue Case in Cairns:** In May 2025, Cairns reported its first locally acquired dengue fever case since 2018. In response, Queensland Health swiftly deployed targeted mosquito control measures, including insecticide spraying around the patient's residence, while conducting thorough investigations to assess potential risks in surrounding areas. This incident has heightened local public awareness and reinforced the importance of vigilance during dengue season.
- **Dengue and Japanese Encephalitis Virus Detection in Townsville:** Early in 2025, Townsville detected its first local dengue case since 2020, alongside evidence of Japanese encephalitis virus (JEV) circulation. The Townsville Public Health Unit promptly initiated comprehensive mosquito surveillance and control programs to curb further transmission and safeguard public health.
- **Advances in Dengue Vaccine Development:** The Therapeutic Goods Administration (TGA) is currently reviewing QDENGA, a novel vaccine designed to protect individuals aged 4 years and above against all four serotypes of the dengue virus. If approved, this vaccine could mark a significant milestone in Australia's dengue prevention strategy, complementing existing vector control efforts.

China

- **Vaccine Confidence:**
  Confidence in vaccines has declined notably post-pandemic. A key example is influenza vaccination among healthcare workers in Chengdu, which dropped sharply from 31.2% (2021–2022) to 14.1% (2023–2024). Major barriers include vaccine mistrust (56%), inconvenient access (52%), and concerns over time, cost, and lack of clear information (57.6%).

- **Public Trust and Information Channels:**
  Healthcare professionals remain the most trusted vaccine communicators. However, misinformation spreads rapidly through closed social media groups (WeChat, Telegram), often forwarding unverified claims with no clear sources. Mobile-first digital behavior dominates, with platforms like TikTok emerging as key information channels for younger audiences.

- **Hesitancy Factors:**
  Broad issues include narrow vaccine confidence, miscommunication, and knowledge gaps embedded in socio-cultural contexts. Safety concerns and misinformation about vaccine ingredients are widespread. Cost is a critical barrier, especially since many vaccines are not reimbursed.

- **RSV Awareness:**
  Awareness of RSV is rising but still limited; a 2023 survey showed only 55.7% of respondents perceived personal risk, and 30% were reluctant to vaccinate due to safety and cost concerns.

- **Dengue:**
  Dengue is widely recognized as a serious seasonal threat linked to mosquito breeding. Public awareness is high, but gaps remain in preventive behaviors and vaccine acceptance, complicated by Sanofi's Dengvaxia controversy in the region, which damaged trust.

- **Policy and Advocacy:**
  China's immunization programs emphasize government-led campaigns with strong healthcare system involvement. Regional collaborations through groups like ASEAN Vaccine Security and Self-Reliance (AVSSR), GAVI, and Asia Pacific Immunisation Coalition support efforts to strengthen vaccine confidence and coverage.

- **HPV Vaccination:**
  Cultural sensitivities about HPV (a sexually transmitted infection) affect vaccine uptake. Misinformation and preference for imported vaccines complicate acceptance of locally produced options. Community and religious leader engagement is essential for culturally tailored education and overcoming stigma.

Japan

- **Vaccine Confidence:**
  Vaccine hesitancy is notably high. A national survey found 52.4% of parents hesitant about routine infant vaccines, and 73% hesitant toward COVID-19 vaccines for children. Safety concerns and decisional conflict are the leading causes.

- **Trust and Decision-Making:**
  Vaccination decisions in Japan are complex, influenced by trust in public institutions and media, psychosocial factors (e.g., prosociality), and health literacy. Misinformation regarding vaccine safety, additives, and links to chronic illnesses circulate widely, impacting confidence.

- **Information Environment:**
  Japan, like much of APAC, is mobile-first. However, closed messaging groups and fringe anti-establishment websites contribute to spreading false narratives, such as vaccines causing infertility or containing toxic ingredients.

- **Influenza Vaccine Policy:**
  The government is preparing to include high-dose flu vaccines for older adults in the national immunization program, though distribution remains through clinical settings rather than pharmacies.

- **Vaccine Coverage Trends:**
  Routine immunization rates have fluctuated, with decreases in certain antigens. The challenge remains to restore public trust and improve vaccine uptake amid persistent safety concerns.

- **HPV Vaccination:**
  Japan faces significant cultural stigma surrounding HPV vaccination, associated with sexual transmission. This sensitivity reduces acceptance among women and men. Public health campaigns emphasize the importance of targeted, culturally sensitive education involving community and religious leaders.

- **Digital Influence and Social Media:**
  Platforms like TikTok are critical for younger generations seeking health information. Chatbot interventions have shown mixed success in improving vaccine confidence, indicating a need for further tailored digital engagement strategies.

Vaccine Hesitancy Index

Regional Communications Insights

Europe	Americas	APAC
Key challenges identified: • Misinformation and distrust in government health authorities • Cultural beliefs favouring natural immunity • Low perceived risk of disease	Key challenges identified: • Vaccine safety concerns amongst parents • Misinformation via social media • Distrust in institutions including pharmaceutical companies	Key challenges identified: **South Korea, China, India, Indonesia**: Safety concerns, misinformation, distrust in pharma and government. **Singapore**: Anecdotal safety fears, cultural beliefs, low disease risk perception.
Driving insights for region: **Leverage Trusted Messengers**: Partner with respected local healthcare professionals and scientific institutions to deliver vaccine messages. **Narrative Framing**: Position vaccination as a proactive health choice aligned with European values of personal responsibility and community protection. **Counter Misinformation**: Launch targeted myth-busting campaigns on social **Localised Messaging**: Tailor content to reflect country-specific cultural attitudes and historical trust levels in public health.	**Parent-Focused Campaigns**: Develop empathetic messaging addressing parental concerns, featuring paediatricians and family stories. **Digital Engagement**: Use influencers and micro-targeted ads to combat misinformation on platforms like Facebook, Instagram, and TikTok. **Transparency Initiatives**: Share behind-the-scenes content on vaccine development and safety protocols to build trust. **Community Partnerships**: Collaborate with schools, churches, and local organisations to host vaccine education events.	**Country-Specific Micro-Campaigns**: Use data-driven storytelling and endorsements from local medical experts, and focus benefits on children **Multilingual Content**: Ensure materials are available in local languages and dialects to maximise reach and comprehension. **Cultural Sensitivity**: Align messaging with local values—e.g., family protection, duty to elders, and collective wellbeing.

Europe

	VHI*	Key Drivers of Vaccine Hesitancy
United Kingdom	**25**	• Practical barriers a driver of lack of uptake • Parental confidence high, so a focus on adolescent content needed • Inequalities persistent issue, so community based content required
France	**33**	• Historical Scandals and Distrust in Government/Health Authorities • Strong Culture of Medical Skepticism and Pharmaceutical Distrust • Communication Challenges and Polarized Media Environment
Germany	**33**	• Increased skepticism following the COVID-19 pandemic 2. • Misinformation about the severity of vaccine-preventable diseases • Difficulty in assessing the credibility of health information from media sources
Italy	**15**	• Concerns about potential side effects and the speed at which some vaccines were developed • Exposure to misinformation and challenges in accessing trustworthy information • High levels of trust in general practitioners contrasted with low trust in politicians and mass media
Romania	**50**	• Fear of side effects • General distrust in institutions • Misinformation about vaccines causing infertility and altering DNA
Spain	**10**	• Safety fears • Mistrust in central government and pharma companies • Misinformation about side effects and the role of pharma in vaccine development
Portugal	**16**	• Misinformation and anti-vaccine movements • Higher hesitancy among younger age groups and those with lower health literacy • Distrust in healthcare providers
Switzerland	**22**	• Concerns about side effects • Misinformation and lack of trust in pharmaceutical companies • High levels of vaccine hesitancy among younger populations and those with lower health literacy

Americas

	VHI*	Key Drivers of Vaccine Hesitancy
Argentina	**22**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation about vaccine efficacy and the belief that natural immunity is better • Distrust in government and healthcare institutions due to past scandals and inconsistent messaging
Brazil	**19**	• Misinformation and conspiracy theories spread through social media and other online platforms • Distrust in government and healthcare systems, exacerbated by political instability • Cultural beliefs and religious influences that discourage vaccination
Canada	**26**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
Chile	**31**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation about vaccine efficacy and the belief that natural immunity is better • Distrust in government and healthcare institutions due to past scandals and inconsistent messaging
Mexico	**14**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
United States	**24**	• Political polarization and mistrust in government • Misinformation spread through social media • Concerns about vaccine safety and side effects

APAC

	VHI*	Key Drivers of Vaccine Hesitancy
Australia	**15**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
Japan	**39**	• Historical vaccine safety issues, including past adverse events that have led to public skepticism • Misinformation and lack of trust in government health authorities • Cultural beliefs and low perception of disease risk, leading to a preference for natural immunity
South Korea	**46**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
China	**5**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
India	**7**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
Indonesia	**17**	• Concerns about vaccine safety and potential side effects, particularly among parents of young children • Misinformation spread through social media and other online platforms • Distrust in pharmaceutical companies and government health authorities
Singapore	**38**	• Concerns about vaccine safety and potential side effects. This hesitancy is often fueled by anecdotal reports and isolated incidents • Misinformation and lack of trust in pharmaceutical companies: The spread of misinformation about vaccines is a major issue in Singapore. This misinformation often includes unfounded claims about the ingredients in vaccines, their efficacy, and their potential to cause harm • Cultural beliefs and low perception of disease risk: In Singapore, cultural beliefs and a low perception of the risk posed by vaccine-preventable diseases also contribute to vaccine hesitancy