

Youth Vaccine Perception

A Mixed Methods Investigation on Confidence and Hesitancy

Recommendations

In order to increase vaccine uptake amongst the youth population in Europe, the following steps are recommended:

1. Investigate and monitor attitudes to vaccination, including the role and impact of social media as an opinion changer.
2. Restore trust in the actors involved in the vaccination process and enhance the positive role of healthcare professionals in dealing with hesitancy.
3. Ensure vaccination coverage targets at the European level as a minimum standard for all Member States.
4. Undertake relevant and targeted awareness raising actions on the benefits of HPV vaccination, and the impact of vaccination against antimicrobial resistance (AMR).
5. Enable easier access to accurate vaccination information through personalised electronic immunisation records at the European level.

Objectives and Research Question



Understand and investigate European youth views on, and awareness levels of vaccination.



Analyse information sources, and key determinants of youth vaccine confidence and hesitancy.

Survey

Data collected from
511 participants
aged **20 - 30**
in Belgium



Focus Group

6 focus groups
with **33** participants
in total.

Key Findings



65%

Consider
vaccination benefits
outweigh risks

This percentage is higher (75%) in young people who claim to be well informed on vaccines, vaccination and health. Young people mostly agree with the statement that vaccines are important for health (85.5%), that they are effective in preventing disease (86%), and that they are important for herd and community protection and the health of the community (82%).

Awareness of vaccination benefits:

- 44% aware of the role of vaccination against antimicrobial resistance (AMR).
- 51% aware of the vaccine against HPV related diseases and cancer.
- 82% Agree that vaccination is important for community protection and the health of the community

Most Influential Reasons to get Vaccinated



Self Protection

26%



Disease
prevention

15%



Following
Healthcare Advice

14%

Most Trusted Information Sources on Vaccination



Doctor

83%



Family

50%



Individual
research

47%

Influential Reasons to Avoid Vaccines



16%

Fear of vaccine side effects



15%

Distrust in pharmaceutical companies



11%

Preference for alternative medicine

Better access to transparent and reliable information the best way to increase the image and uptake of vaccination. Targeted campaigns for specific sub-groups of the population are further important means.

Role of the European Union on Vaccination Policies



83%

Large majority of young people (83%) believe the EU should monitor and ensure Member States have equal levels of vaccination coverage.



71%

Believe the EU is responsible for infectious diseases elimination strategy



67%

Believe the EU should create an electronic immunisation record system

Focus Group Key Messages



Social media as a determinant of vaccine hesitancy.



Need for clear and transparent information on vaccines and their impact.



European responsibility to ensure target vaccination coverage.

Context



Low confidence levels and declining public trust in vaccination.



Anti-vaccination sentiment and distrust becoming a global health concern.



Increase in vaccine preventable diseases as vaccination rates decline.

Think Young

We lobby for young people

ThinkYoung is the first think tank that focuses on young people. It was founded in 2007 and has expanded to have offices in Brussels, Geneva, Madrid and Hong Kong.

It is a not-for-profit organisation, with the aim of making the world a better place for young people, by involving them in decision making processes and by providing decision makers with high quality research on key issues affecting young people. ThinkYoung conducts studies and surveys, makes documentary movies, writes policy proposals and develops education programmes: up to date, ThinkYoung projects have reached over 600,000 young people.

Based on its research on young people's necessities, ThinkYoung creates trainings and workshops to empower youth with the tools to have a positive impact and make a change. For more information, visit www.thinkyoung.org



For more than a century, MSD, a leading global biopharmaceutical company known as Merck & Co., Inc., Kenilworth, NJ, USA in the United States and Canada has been inventing for life bringing forward medicines and vaccines for many of the world's most challenging diseases. Through our prescription medicines, vaccines, biologic therapies and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to health care through far-reaching policies, programs and partnerships. For more information, visit www.msd.com and connect with us on Twitter, Facebook, Instagram, YouTube and LinkedIn.

The study was funded by MSD