


B **V** **C**
C **C** Bristol Childrens Vaccine Centre

**Communication about vaccines:
How to understand and
overcome ignorance and
superstition**


Adam Finn

Barcelona 27th April 2011





B **V** **C**
C **C** **Messages**

- Vaccines are imperfect, so don't raise false expectations
- Vaccine scares are not surprising
- It's not "us versus them" - we are all in this together
- Responsibility not blame





B **V** **C**
C **C** **Jenner - Smallpox**



B **V** **C**
C **C** **Stan Plotkin - Rubella**

Inventor of the live attenuated rubella vaccine (and others)



B **V** **C**
C **C** **Haystack -
seen close
up!**




B **V** **C**
C **C** **Myron Levine**
Oral mucosal vaccinologist



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The goose that lays golden eggs



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Message 2

- Vaccines are imperfect, so don't raise false expectations
- Vaccine scares are not surprising

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Voltaire - rationalist



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Vaccines & Autism



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Bruegel painting



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Buddha - Wakefield



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**TOO MANY
TOO SOON**

Vaccine Ingredients:
mercury, aluminum, antifreeze, formaldehyde,
aborted human fetus cells, chick embryos,
monkey kidney cells, fetal bovine serum, etc.

www.safevaccines.org

Message 3

- Vaccines are imperfect, so don't raise false expectations
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Favourite conflict paradigms

- Good vs Evil
- Justice vs Betrayal
- Generosity vs Greed
- "The little guy" vs "The system"
- Truth vs Lies
- Life vs Death

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The players

- The health/science/medical community
- Politicians & civil servants
- Vaccine manufacturers & suppliers
- Lawyers and the law courts
- The media
- "The public" - parents

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Health/science community

- Doctors & nurses giving vaccines
- Public health officials organising local immunisation services
- Expert advisory groups formulating policy
- Doctor-scientists doing vaccine research
- Professional expert witnesses
- Purveyors of "alternative remedies"

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The media

- Editors and journalists of major national print and broadcast networks and publications
- Editors of scientific journals
- Freelancers
- Book writers
- Chat show hosts
- Bloggers
- Celebrities

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B V C C "The public"

- Everybody else...
 - Parents and children, including:
 - Rich/middle income/poor people
 - Native/indigenous/immigrant/visiting people
 - Aggrieved/campaigning parents
 - Genuine vaccine injuries
 - Presumed/assumed vaccine injuries
 - Not vaccine injuries
 - Parents of children getting vaccine-preventable diseases





B V C C Paul Offit

Paediatrician, writer & public commentator about vaccines




B V C C David Salisbury

Long-serving head of immunisation for the UK Dept of Health

B V C C Mike Fitzpatrick

UK General Practitioner, father of an autistic child and campaigner on medico-political issues




B V C C Barbara Loe Fisher

Parent and leading light in US anti-vaccine organisation NVIC




B V C C Congressman Dan Burton

US Republican politician and grandfather of an autistic child




B V C
C C

We are all biased



B V C
C C


Competing interests



B V C
C C



Message 4

- Vaccines are imperfect, so don't raise false expectations
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B V C
C C

Seth Mnookin
THE PANIC VIRUS
A True Story of Medicine, Science, and Fear

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13 April 2011 Last updated at 16:58

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AV vote referendum: Celebrity fight gathers pace


The fight for celebrity support in the alternative vote referendum has intensified after a group of sporting stars endorsed the No campaign.



Cricketers David Gower and Darren Gough, Olympic rower James Cracknell and F1 boss Sir Frank Williams want first-past-the-post to be retained.

Public figures rooting for change include actors

Sporting figures supporting first-past-the-post



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Colin Firth and Helena Bonham Carter back AV yes campaign

King's Speech stars join Stephen Fry and Joanna Lumley in urging public to back reform at May poll

Patrick Wintour, political editor
The Guardian, Tuesday 15 February 2011
Article history



Helena Bonham Carter and Colin Firth back the yes campaign, but critics point to the alleged £250m cost of voting reform. Photograph: Dave J Hogan/Getty Images

Colin Firth and Helena Bonham Carter have injected some glamour into



