

How Immunizations Are Influenced Through Social Media

Seasonal Flu, Media Monitoring, Rapid Response

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The Science and Art of Communication for Change

A public health nonprofit specialized in large-scale media monitoring programs, social and behavior change interventions, & cross-sector initiatives.



#StopFlu Campaign

September 2019 - March 2020

Campaign Goals & Objectives

Goal

To increase flu vaccination rates among African American, Latinx, and Pacific Islander adults aged 18-64 years old within Kaiser Permanente's (KP) regions.

Objectives

During the 2019-2020 flu season:

- Increase knowledge, attitudes, and behaviors among priority populations pre- vs. post intervention.
- Increase flu vaccination rates in priority populations.

Strategic Focus

Leverage the trust and networks of Latinx and African American micro and medium-level social media influencers to reach and engage these two audiences that are less likely to engage with flu vaccination campaigns.

Campaign Period

September 2019 - March 2020

Year 2 - Key Takeaways

Year 2 of the #StopFlu campaign continued to build on the success of the targeted influencer-driven strategy initially developed and implemented in 2018/19. Key performance metrics and evaluation outcomes all improved this year.

- **94.8% of all comments on influencer posts were positive.** This is about 2% higher than last year.
- There were **positive associations between seeing a positive post about the flu vaccine from someone on social media and improved knowledge, attitudes, and behaviors (KAB's)** related to the flu vaccine:
 - Respondents in KP regions who reported seeing a positive post were **twice as likely to report having received the flu vaccine** than those who did not see a post.
 - Those who saw a post were **significantly more likely to:** talk to their friends and family about the flu vaccine; believe that flu shot is effective; and agree the flu shot is the best way to protect both themselves and others against the flu.
- In KP Regions, from Year 1 and Year 2 there was a **significant increase in those who would get the flu vaccine to protect family and friends,** and those who would **get the flu vaccine because it's convenient.**

Influencer Engagement

The success of the campaign depends on the relationships we establish and maintain with influencers.

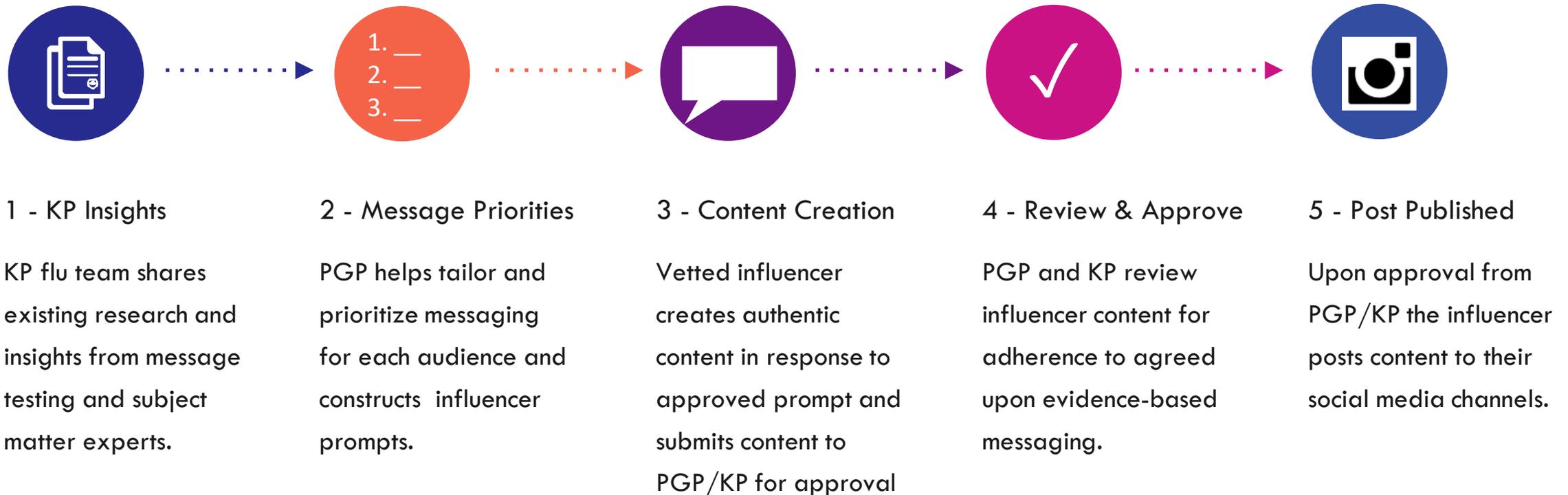
During this year's campaign, PGP engaged **16 more influencers** than last year and **13 more** than this year's goal.

Regional influencer targets by states were also met or exceeded.

Region	Year 2 Goal	Actual
Northwest (Oregon, Washington)	15	17
Colorado	12	13
Mid Atlantic	15	20
Georgia	20	20
Hawaii	15	15
Northern California	25	28
Southern California	18	20
Total #StopFlu Influencers	120	133

Influencer Content Development Process

The streamlined content development and approval process used for StopFlu will be employed for the COVID-19 suppression campaign.



Influencer Post Guidelines

Influencer posts follow a consistent structure that:

- Incorporates public health best practices, e.g. CERC Framework and PEN-3 Cultural Model,
- Incorporates message themes recommended by prominent health orgs focused on priority populations,
- Uses key messages and structural elements from complementary media campaign, if appropriate,
- Relies on the influencers to personalize posts, and
- Can adapt to changing state/regional guidelines (e.g. full community shutdown, partial shutdown, etc.).

Influencer Post Structure

This slide reflects the basic structure of each post. PGP guides influencers to create posts that communicate the key messages and framing for each population. There are sub-groups within each population that will deliver messages that are framed differently to reflect the unique ways groups are experiencing the pandemic.

- Make it personal to each influencer

Prompt: Ask them why it is important to them to stop the spread of COVID in their community?

- Include a framing message that provides cultural and situational context

Ex. “We have all been doing our part for months to stop the spread of COVID19 and I know we’re all exhausted, but we need to keep our guard up to protect ourselves, our loved ones and our community.”

- Add Prevention / Suppression Call To Action (CTA).

Ex. “It’s important to try to avoid family gatherings right now, but if you are planning to come together during the holidays, make sure you wash your hands, watch your distance, and wear a mask.”

- Statement of hope.

Ex. “I know this is hard, but consider it an act of love towards your family and community. Together we will beat this virus.”

- Add relevant website url and hashtags.

Ex. “For more info, go to [url].”

Social Media Comments

Thank you for the tip,
we can't play with our health.

I'm ¹⁰⁰ into
pushing for flu shots! So important

Amen!!!!
People need to realize how
important this cause is! 🙌🙌🙌

11w 1 like Reply

— View replies (1)

This is such an
important topic! We all got our
shots this year

What a great message
to get out there 💜

11w Reply

— View replies (1)

Flu shots are ...
so important

Yes of course it is!!!
It protects you, your family, friends
and others!! 🙌

This is
very important! Vaccines save
lives!

The whole family got
ours! We can't risk getting sick!!

13w 1 like Reply

Yas cousin!
We all got ours because this
season is NO joke for the flu being
passed around!

Love this! It's so
important to spread awareness
about protecting yourself!

The flu
can get out of hand pretty quickly.
Glad you get your flu shots
regularly.♥

9w Reply

They are such cuties.
I whole heartedly believe in a flu
shot. I didn't at first and I saw first
hand how having the flu effected
my children.

yes girl preach! so
many people don't realize how
important this is!

Getting a flu shot is
so important!! 💜 glad you took
one to keep baby extra safe!

Getting a flu
shot is important

19w Reply

It's important to get
the shot to help stop it from going
around

Evaluation Survey

Two cross-sectional surveys were conducted within Kaiser Permanente’s regions and corresponding control regions. Respondents were recruited through a third-party research survey vendor, Qualtrics.

Eligibility Criteria

Individuals between the ages of 18-65, and currently living within one of the intervention or control regions. Respondents were recruited to mirror the racial and ethnic composition of each region, with approximately the same number of respondents per region in order to ensure no one region was overrepresented.

Data Analysis

Results from the survey were analyzed using IBM SPSS Statistics software and data were compared using a 2-sided Pearson Chi-squared test. Results that achieved statistical significance are noted throughout.

Demographics

Across all regions surveyed, demographics showed a relatively even distribution of surveys between males and females, with the exception of Hawaii, which showed a higher proportion of surveys from females.

All survey respondents were required to self identify as either Hispanic and/or African American, except for Hawaii where respondents were eligible to identify as Asian/Pacific Islander as well (37.2%). Respondents were recruited to match the demographic composition of each region.

Region	N	Gender		Race/ Ethnicity	
		Male	Female	Hispanic	African American
Colorado	153	49.7%	49.7%	74.5%	25.5%
Georgia	157	48.4%	48.4%	13.4%	86.6%
Hawaii	94	39.4%	58.5%	63.8%	36.2%
Mid Atlantic States	151	50.3%	49.7%	21.9%	78.1%
Northern California	155	49.0%	49.0%	66.5%	33.5%
Northwest	132	40.9%	57.6%	79.5%	20.5%
Southern California	156	48.7%	48.7%	66.0%	34.0%
Washington	153	49.7%	49.0%	58.2%	41.8%

Those who have seen a post

Positive associations with vaccine uptake

During Year 2, 18% of respondents in KP regions have seen a positive post about the flu vaccine from an individual on social media. Respondents who reported seeing a post were twice as likely to report having received the flu vaccine than those who did not see a post (58% who saw a post; 41% who did not see a post).

Conversation among family and friends

Those who saw a post about the flu vaccine were significantly more likely to talk to their friends and family about the flu vaccine (71% friends; 80% family) compared to those who did not see a post (51% friends; 70% family).

Positive attitudes toward the flu vaccine

Respondents who saw a post were significantly more likely to believe that the the flu shot was effective/very effective (62% who saw a post; 46% who did not see a post), that the flu shot is the best way to protect themselves against the flu (71% who saw a post; 58% who did not see a post), and that the flu vaccine is the best way to protect others against the flu (67% who saw a post; 56% who did not see a post).

	Seen Post (N=209)	Not Seen Post (N= 942)	P-value
Received the flu vaccine in the past 6 months	58.4% (122)	40.9% (385)	<0.001
Receives the flu vaccine "most/every" year	68.9% (144)	53% (499)	<0.001
Agree the flu vaccine is "effective/very effective"	62.2% (130)	45.5% (429)	<0.001
Talked to friends about the flu	70.8% (148)	51.4% (484)	<0.001
Talked to family about the flu	80.4% (168)	69.7% (657)	<0.05
Would get the flu vaccine if everyone else was getting it.	54.1% (113)	36.5% (344)	<0.001
Agree getting the flu vaccine is the best way to protect myself against the flu	71.3% (149)	57.9% (545)	<0.001
Agree getting the flu vaccine is the best way to protect others against the flu	67% (140)	55.8% (526)	<0.05



PROJECT VCTR

Vaccine Communication Tracking & Response

Cumulative Media Monitoring Metrics

Since the Project VCTR site launched in June 2019, media data related to vaccines have been monitored 24/7 across many channels: digital and social media, news, blogs, forums, review sites, and video sites.

45+
MM

PGP's team of public health analysts have monitored 45+ million mentions of vaccination across publicly available media data.

15

PGP has identified a total of 15 conversation themes for weekly monitoring; adding additional themes as they arise.

100s

PGP monitors hundreds of known vaccine opponent accounts and highlights common message frames in national and regional weekly insights.

18

PGP has developed 18 state level dashboards and will roll out the remaining states by the end of 2020.

User Overview

User access is provided to public health organizations, health educators, vaccine researchers and limited members of the press. A majority of users come from health departments or vaccine-related associations or coalitions.

450

Registered Users

230

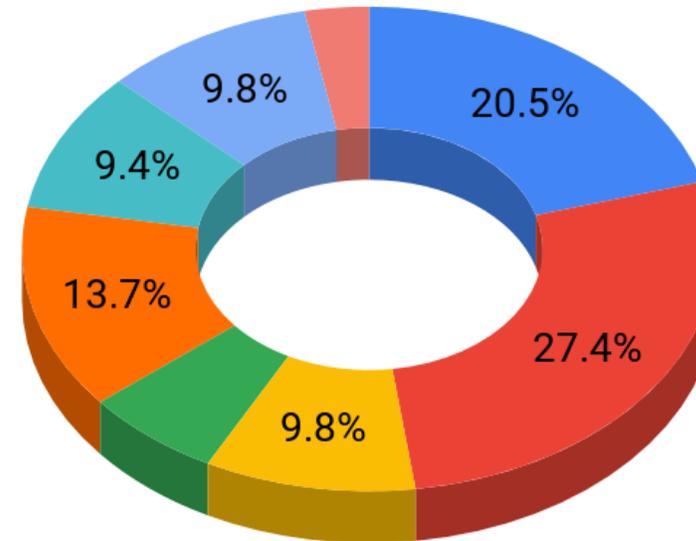
Unique Organizations

3x

Growth during the pandemic

- Association / Coalition
- Health Department
- Health Services
- Media
- Academia
- Non-Profit
- Private Sector
- Other

Organization Type



Sources: Mailchimp analytics and VCTR Website

Project VCTR Site Components

Weekly Insights

A summary of weekly data trending within conversations about vaccination, both at the national level and across specific regions.

Monthly Deep Dive Videos

A deep dive into a specific misinformation topic trending that month. Former topics include Bill Gates conspiracy theories, vaccines and race, and opposition toward the HPV vaccine.

Weekly Recap Videos

A quick review of main highlights from weekly insights on key topics in vaccine misinformation, written by PGP's team of public health analysts.



Vaccine Opposition + COVID-19 Vaccine

January 2020 - August 2020

The Current Situation

Recent surveys show ~50% of people in the US may not take a COVID-19 vaccine if it becomes available.*

Even supporters of immunization have questions about the development process of COVID-19 vaccines, with increasing distrust in the state and federal authorities.

Potential Threat

This means that it is an ideal time for vaccine opponents to convert hesitancy about the COVID-19 vaccine into opponents toward vaccines overall.

Making it critical to understand the talking points of vaccine opponents in this debate.

How the Data Can Help

Project VCTR established that overarching talking points and message frames of vaccine opponents are generally stable and consistent over time - which can be predicted and addressed by the public health community when they arise.

Current analyses examine these frames specific to COVID-19.

Data examined within conversation about vaccine opposition from January - August 2020.

*GALLUP. American's readiness to get COVID-19 vaccine falls to 50%. October 12, 2020.
<https://news.gallup.com/poll/321839/readiness-covid-vaccine-falls-past-month.aspx>

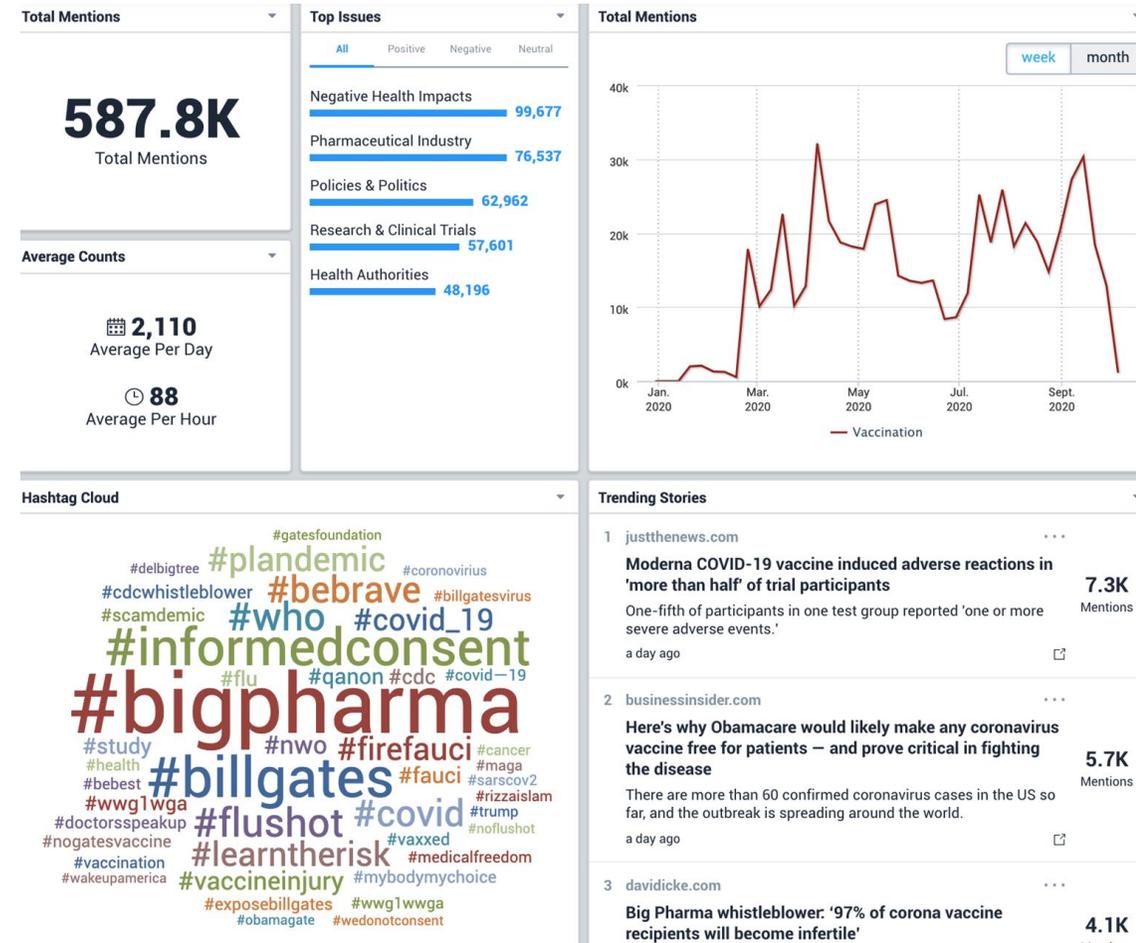
Total Conversation

January to August 2020 there were 587K mentions of vaccine opposition that also mentioned COVID-19. These mentions garnered over 4 billion potential impressions.

This equates to about 2,110 mentions per day, or almost 90 per hour.

There were 2.6 million mentions of vaccine opposition overall, meaning that ~23% of all conversation is related to COVID-19.

References to COVID-19 & Vaccine opposition*



*References to vaccine opposition may include general negative sentiments toward vaccines or any opposition to vaccines. Individuals who are found to hold negative attitudes may not consider themselves 'vaccine opponents;' however, this presentation will use the standard lexicon in the public health field, referring to all negative attitudes toward vaccines as vaccine opposition.

Conversation Themes

Five top themes emerged within COVID-19 and vaccine opposition mentions.

Theme	Description	Percent
Negative health impacts & the COVID-19 vaccine	Mention of a negative health impact that was caused by vaccination	14%
The Pharmaceutical Industry	Reference to the pharmaceutical industry in general, or a specific pharmaceutical company	12%
Research & Clinical Trials	Research or clinical trials related to vaccines, including studies showing negative health outcomes due to vaccines	10%
Policies and Politics	Policies related to vaccine requirements or mandates, conversation around politicians who support or are critical of those policies	10%
Health Authorities	Reference to federal health authorities such as the CDC, NIH, or FDA, or individual health authorities such as Dr. Fauci or Dr. Redfield.	8%

In addition to these top themes, references to vaccine ingredients comprised 7.5% of mentions, followed by references to school vaccine policies (2%), and religion (1.5%).

Negative Health Impacts & the COVID-19 Vaccine

14% of conversation

1.3 billion (B) potential impressions

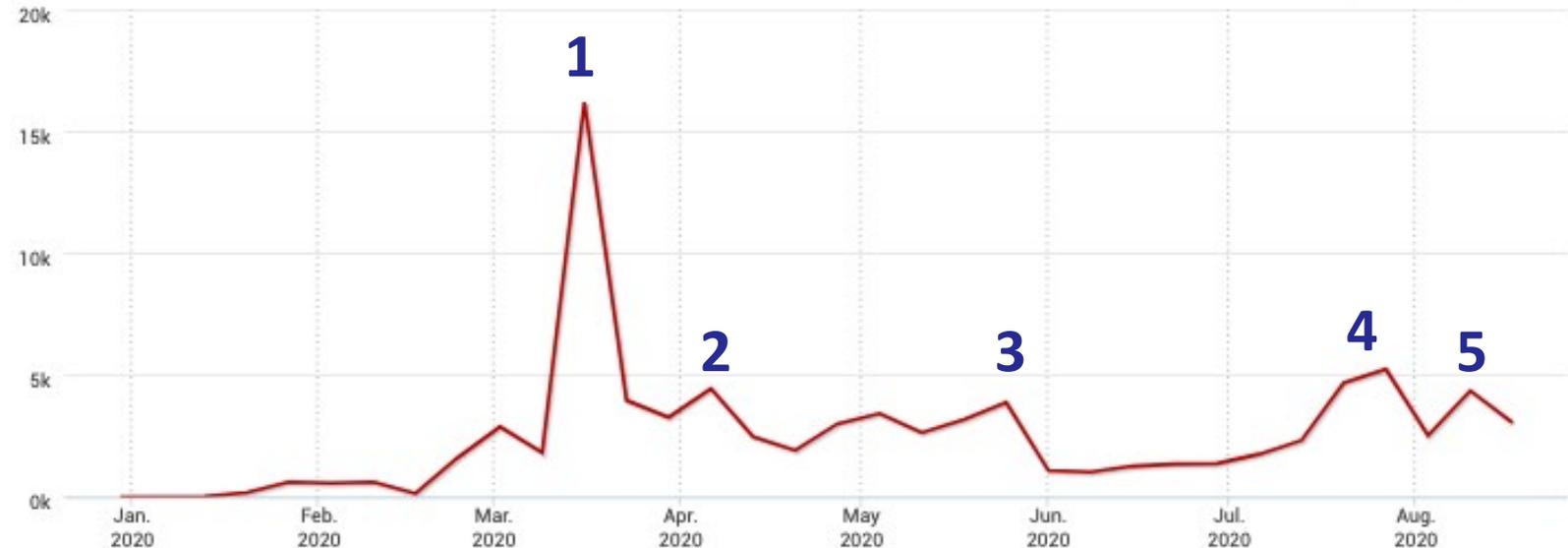
- Historically one of the top message frames used to sow doubt in vaccines.
- Focus is on general ideas around vaccine injury, and adverse events from preliminary studies.
- Often around news that pharmaceutical companies will not be held liable for vaccine injury claims due to COVID-19 and that pharma and governments around the world are prioritizing vaccine development and delivery over health and safety.
- Opponents are setting the stage for the COVID-19 vaccine to be dangerous, and for negative health impacts that they will likely tie to the vaccine when it does come out.

*"This is a unique situation where we as a company simply cannot take the risk if in ... four years the vaccine is showing side effects. In the contracts we have in place, we are asking for indemnification. For most countries it is acceptable to take that risk on their shoulders because it is in their national interest" – Ruud Dobber, Executive Vice President and President, BioPharmaceuticals Business Unit at AstraZeneca**

*Reuters. AstraZeneca to be exempt from coronavirus vaccine liability claims in most countries. July 30, 2020. <https://www.reuters.com/article/us-astrazeneca-results-vaccine-liability/astrazeneca-to-be-exempt-from-coronavirus-vaccine-liability-claims-in-most-countries-idUSKCN24V2EN>

Negative Health Impacts & the COVID-19 Vaccine

1. US & China both announce human vaccine trials on the same day. Responses highlight Dr. Fauci's comment that Phase 1 clinical trials started a "record" 65 days after obtaining the sequence. This started the trend of believing that vaccine development is happening too quickly for safety to be ensured. Est. Impressions: 2.6M
1. A now-deleted YouTube video claimed that COVID-19 vaccines had killed seven infants in Senegal. The story has since been [debunked](#) by AFP Fact Check and Senegal's health ministry.
1. A now-deleted YouTube video claimed that the mainstream media are hypocritical in that they have covered one person's severe reaction to the Moderna vaccine, but have ignored vaccine injury for decades.



4. Tweet claiming that Fauci has declared a COVID-19 vaccine safe after only being tested in 45 people, some of whom dropped out or reported adverse reactions. Est. Impressions: 4.4M.

5. Execs from pharma companies like Moderna & AstraZeneca revealed to be profiting from positive vaccine results, but at the same time are exempt from coronavirus vaccine liability claims. Est. Impressions: 480K

Negative Health Impacts & the COVID-19 Vaccine

Implications

- Major takeaways related to what is seen within theme
 - Most of the trending conversations are around speed of development, with only two referencing adverse reactions from experiments (and one, the Senegal story was clearly false).
 - Two of the top YouTube videos shared are now deleted
- What to do about it
 - Highlighting that regardless of what is said by company reps or pundits, vaccines will need to go through research to ensure safety and efficacy.

The Pharmaceutical Industry

12% of
conversation

781 million (M)
potential impressions

- A familiar refrain that has been seen in the past - targeting pharmaceutical companies who are seen as profiting heavily from the COVID-19 vaccination.
- Top stories highlight how key parts of clinical trials for vaccine development are being skipped/ fast tracked, at the same time as big pharma refuses to be held accountable for adverse side effects for the vaccine.
- Conversation in this theme follows instances in which progress is reported by pharmaceutical companies, and can therefore be predicted.

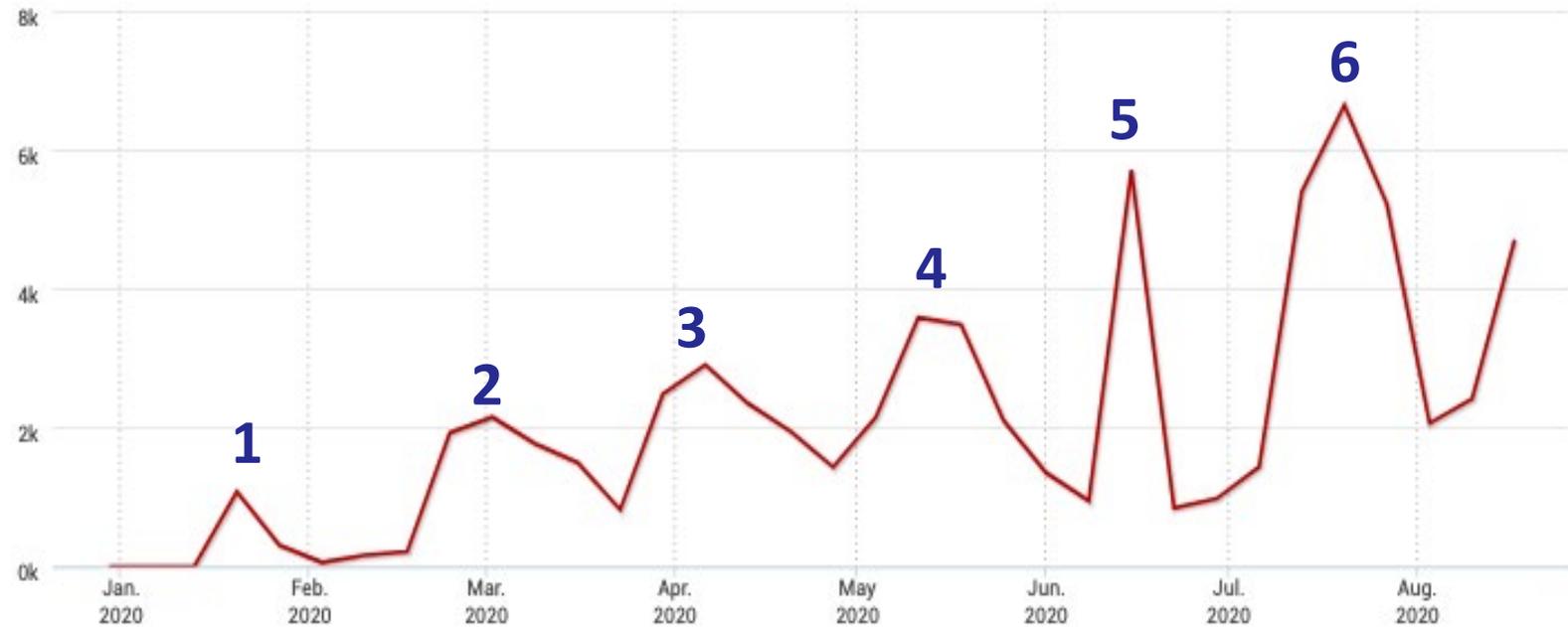
The Pharmaceutical Industry

1. Shares of Novavax jumped 60% after the drugmaker said it is working on a coronavirus vaccine. Est. Impressions: 5.5M.

1. COVID-19 emergency relief package announced by the senate includes \$3Billion for vaccine research. Responses show frustration that tax dollars are being spent on a “hoax.” Est. Impressions: 1.2M.

1. Criticism that Johnson & Johnson already makes a disinfectant that could kill coronavirus, yet they are pushing for a vaccine because of the potential profits. Est. Impressions: 7.8M.

1. Del Bigtree calls NYT a “Big Pharma cheerleader” for an article reporting on the “Vaccine Information War.” Est. Impressions: 1.4M.



5. David Icke reports on a “Big Pharma Whistleblower” who claims that COVID-19 vaccines will not be properly tested and will cause 97% of recipients to be infertile. Est. Impressions: 7.6K.

6. Del Bigtree posts a now-deleted tweet about emerging research that suggests immunity to COVID-19 may be found in T-cells, *not* antibodies - leading to criticism of the pharma industry’s focus on creating a vaccine to stimulate antibodies. Est. Impressions: 1.4M.

The Pharmaceutical Industry

Implications

- Major takeaways related to what is seen within theme
 - All spikes are about profits, 3 are about pharma companies dismissing supposed adverse reactions or rejecting current remedies in favor of profits.
- What to do about it
 - Explain the shifting of risk.
 - Use this as an opportunity to explain and highlight public health and science.
 - The world has never been more interested in vaccines – meet the moment.

Research and Clinical Trials

10% of
conversation

1B potential
impressions

Post within this theme focus on two types of research:

- Research currently being done to develop the COVID-19 vaccine. Overlaps with the pharmaceutical industry theme, and spikes when progress is reported by pharmaceutical companies.
- Research that shows how other vaccines (in particular the flu vaccine) can make you more susceptible to coronavirus. This is important given that many health experts are concerned about a “dual pandemic” during flu season.

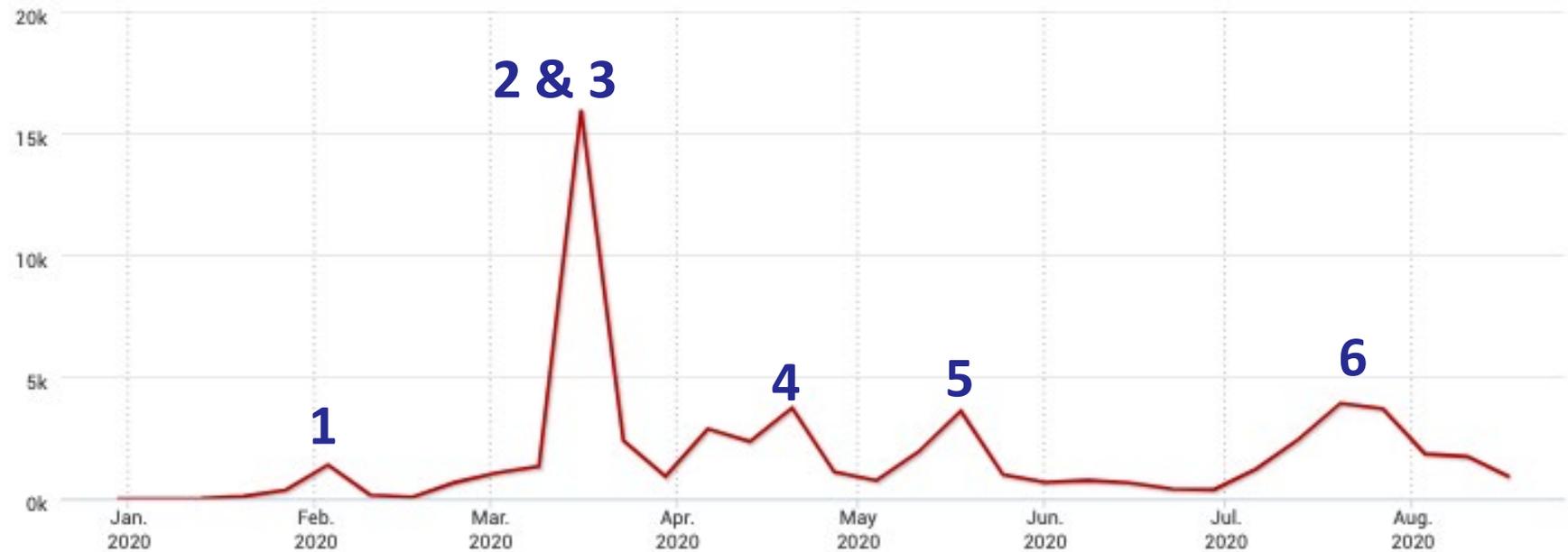
> [Vaccine](#). 2020 Jan 10;38(2):350-354. doi: 10.1016/j.vaccine.2019.10.005. Epub 2019 Oct 10.

Influenza vaccination and respiratory virus interference among Department of Defense personnel during the 2017–2018 influenza season

Conclusions: Receipt of influenza vaccination was not associated with virus interference among our population. Examining virus interference by specific respiratory viruses showed mixed results. Vaccine derived virus interference was significantly associated with coronavirus and human metapneumovirus; however, significant protection with vaccination was associated not only with most influenza viruses, but also parainfluenza, RSV, and non-influenza virus coinfections.

Research and Clinical Trials

1. Gates Foundation funding for COVID-19 research announced, fueling conspiracies about their involvement in the pandemic. Est. Impressions: 1.1M.
1. The US and China announced the beginning of human trials on the same day. There is a perception that China would make the vaccine free and the US would profit off of the vaccine. Est. Impressions: 6.8M.
1. Study about flu vaccines and increased risk of coronavirus spreads and generates flu vaccine resistance. Est. Impressions: 694.9K
1. Mentions of Judy Mikovitz begin increasing in preparation for the follow up to the first *Plandemic* video. Claims that Mikovitz' research was covered up by Dr. Fauci add to further distrust of the public health official. Est. Impressions: 10.9M.



5. News of promising results from Moderna and Oxford vaccines initial human trials met with skepticism and questioning of methods. Est. Impressions: 2.2K

6. Wired article about making the side effects of any COVID-19 vaccine clear spreads at the same time that a QAnon-associated story correlating COVID-19 deaths with flu shots works to spread vaccine resistance to routine annual vaccines. Est. Impressions 223.7K.

Research and Clinical Trials

Implications

- Major takeaways related to what is seen within theme
 - References to the flu vaccine found in two of the spikes with two studies that falsely claim that the flu vaccine is related to COVID illness or death.
 - Conspiracies abound - Mikovitz saying Fauci covered up her research, conspiracies around Gates' funding and their involvement in creating / profiting off the pandemic.
- What to do about it
 - Important to highlight flu vaccine safety/ efficacy as the upcoming flu season approaches.
 - Flu vaccine is civic duty during this time
 - Who are you protecting? Needs to be human.

Politics and Policies

- This theme is closely connected to references to the pharmaceutical industry - the third top hashtag used was #bigpharma, with claims that pharma is working with governments and health authorities to promote mandatory vaccination policies.
- This theme also shows references to hydroxychloroquine. Many opponents believe that policies against distribution of hydroxychloroquine are simply an example of ways that pharma, governments, and health authorities care about profit over health.

10% of
conversation

868M potential
impressions

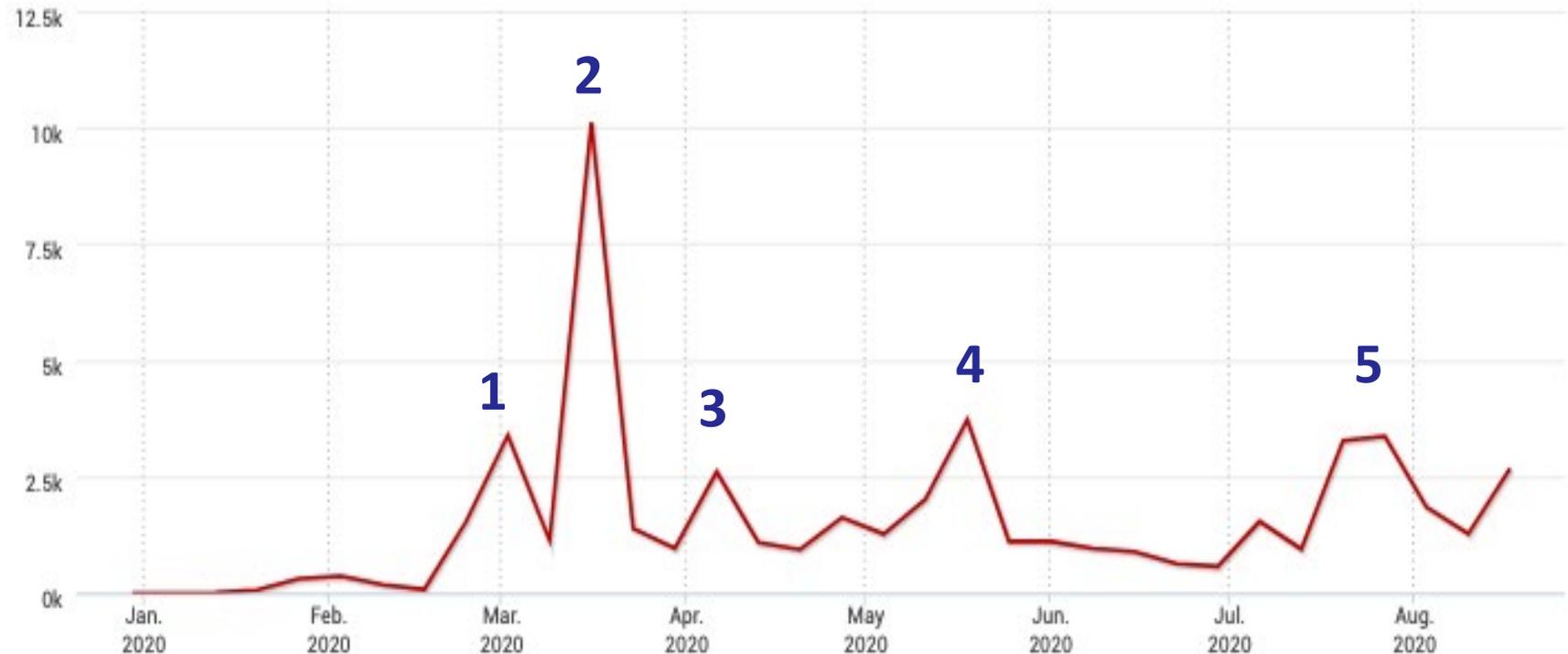
FDA cautions against use of hydroxychloroquine or chloroquine for COVID-19 outside of the hospital setting or a clinical trial due to risk of heart rhythm problems

Politics and Policies

1. The emergency relief package passes in the Senate, with \$3 billion earmarked for vaccine research. Est. Impressions: 639K.

1. Government officials in China and the US both announce human vaccine trials on the same day; in same week, a video from banned.video claims that the US government is “gagging and banning” a proven stem cell treatment that would cure COVID-19. Viewed 20K times to date.

1. 41-minute YouTube video claiming that Henry Kissinger & Bill Gates are calling for mass vaccination and global government to ensure the “liberal world order.” Viewed 442K times to date.



4. Video on website banned.video claiming that “Epstein defender Dershowitz” states that forced vaccination is legal. Viewed 38K times to date.

5. Story that the federal government is working with Yale University to study how best to “persuade” Americans to take the COVID-19 vaccine. Cites clinicaltrials.gov registration which reviews the study design for testing which messages resonate with people most (economic freedom, guilt, embarrassment, anger, etc). Est Impressions: 39.4K.

Politics and Policies

Implications

- Major takeaways related to what is seen within theme
 - Two videos in this theme found on “banned.video.” Now that mainstream social channels like YouTube are removing videos (as seen in negative health impacts), people may be turning to websites that are outside the purview of social media guidelines.
- What to do about it
 - Every decision in a pandemic is a political decision.

Health Authorities

8% of
conversation

478M potential
impressions

- Prior to COVID-19, references to health authorities were not a top theme.
- Some are using the COVID-19 pandemic to foment a rise in skepticism toward health authorities, including Dr. Fauci, the CDC, and NIH.
- A reliance on the internet for health information may be growing, potentially fueling a decrease in confidence or skepticism toward health authorities.

The C.D.C. Waited 'Its Entire Existence for This Moment.' What Went Wrong?

The technology was old, the data poor, the bureaucracy slow, the guidance confusing, the administration not in agreement. The coronavirus shook the world's premier health agency, creating a loss of confidence and hampering the U.S. response to the crisis.

Health Authorities

1. YouTube video of Dr. Fauci explaining timeline and “risks” of vaccine. Viewed 1.2M times to date.
1. RFK states that the “Bill Gates” vaccine will generate billions for Dr. Fauci. “Bombshell” report dominates conversation for a full week. Est. Impressions: 30M
1. The 26-minute “Part 1” of Plandemic shared on lbry.tv due to its removal from social media; video claims Dr. Fauci’s former employee was jailed. A tweet from a top vaccine opponent shares a short clip of Mikovitz that is still available. Viewed 65K times to date.



4. Children’s Health Defense states that the NIH owns half of Moderna vaccine and has profited Dr. Fauci, the NIH, and Bill Gates. Est. Impressions: 3K.

5. Story from CNBC that Dr. Fauci isn’t ‘particularly concerned’ about the safety of Moderna vaccine. Est. Impressions: 639K .

Health Authorities

Implications

- Major takeaways related to what is seen within theme
 - All spikes reference Dr. Fauci.
 - Two stories take quotes from Fauci - one around his explanation of the risks of the vaccine and the other that he isn't "particularly concerned" about the safety of the vaccine. Both quotes, when taken out of context, present a person who doesn't appear to be prioritizing safety.
- What to do about it
 - Confidence in health authorities needs to be bolstered. Need to address misinformation about Fauci and other health authorities, particularly around the profits of a vaccine.

Conclusions

The public health community needs to understand message frames that are being used to foment skepticism toward & refusal of the COVID-19 vaccine.

- Around 50% of conversation about vaccine opposition and COVID-19 is centered around five main themes, most of which have been previously identified by Project VCTR.
- The COVID-19 pandemic may be the “perfect storm” to move those who are hesitant along the spectrum toward opposition.
- It remains unclear how this “perfect storm” will have an impact long term, both from the perspective of future COVID-19 transmissions, as well as the future of confidence in health authorities and public health experts.
- Tailor messages.
- Remember that public health officials are often not appropriate spokespeople. Give trust and authority to community leaders. Expand the definition of community: more than race.

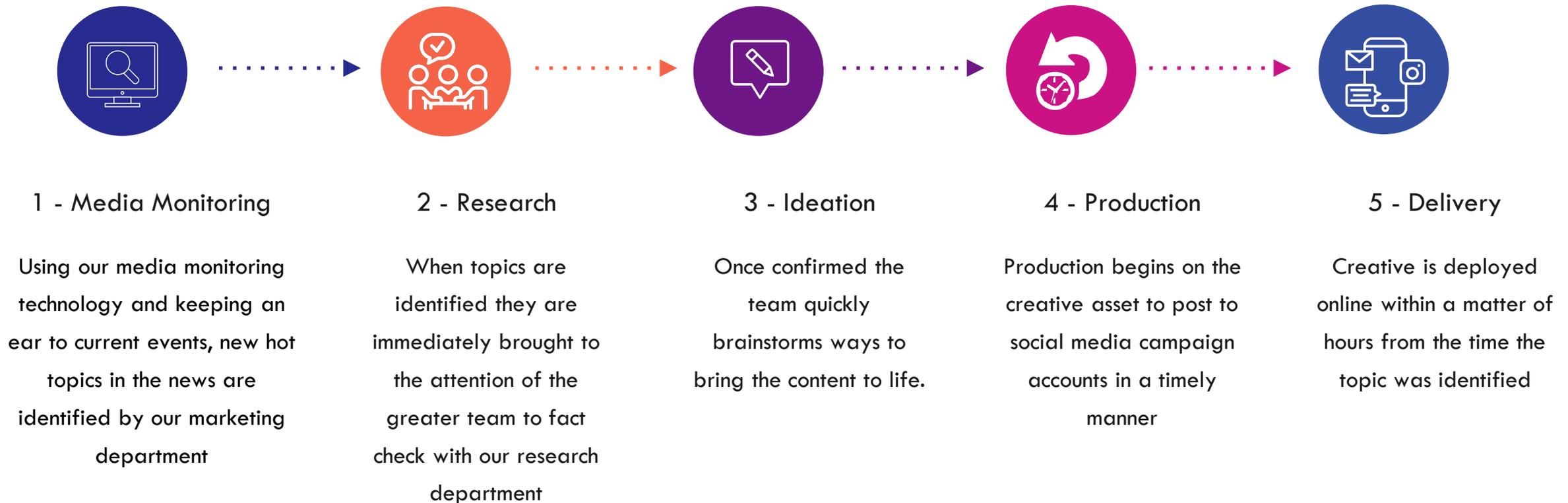


Rapid Response

—
Ongoing

Rapid Response Development Process

Rapid response is our ability to create content to address a trending, relevant topic. Creating content in response to news and current events is a great way to leverage trending topics on social media and increase campaign exposure.





DEBUNKED CIRCULATING VACCINE DERIVED-POLIO

(IT HAPPENS, BUT IN LESS THAN 0.00001%)



■■■■■

YOU MAY HAVE HEARD OF "CIRCULATING VACCINE- DERIVED POLIO".....

WHAT IS POLIO? Polio is a debilitating disease that destroys the nerve cells in the spinal cord, causing paralysis. It's caused by a virus that is easily prevented by the polio vaccine.

CIRCULATING VACCINE-DERIVED POLIO:

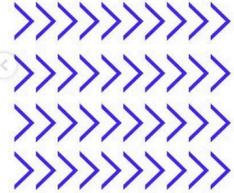
"Circulating vaccine-derived polio" means that polio was contracted from the vaccine. This happens when a child gets the polio vaccine, poops and that poop (with remnants of the vaccine) makes its way into the drinking water supply. The virus can then spread from person to person. Vaccine-derived polio happens in communities where vaccination rates are very low with poor sanitation and low quality healthcare.

Source: https://www.who.int/immunization/diseases/polio/yellis/endgame_objective2/oral_vaccine/VAPPandcVDPVFactSheet-Feb2015.pdf



LESS THAN 0.00001% HAVE CONTRACTED VACCINE- DERIVED POLIO

From 2005-2015, only 24 circulating vaccine-derived polio outbreaks have occurred in 21 countries, resulting in about 750 cases of polio.



For the billions of vaccines that have been given, less than 0.00001% have contracted vaccine-derived polio. Vaccine-derived polio only happens when vaccination rates are low - making vaccination even more important.

**AND BECAUSE OF THOSE
VACCINES, AFRICA WAS JUST
DECLARED POLIO FREE IN 2020.**

Source: https://www.who.int/immunization/diseases/polio/yellis/endgame_objective2/oral_vaccine/VAPPandcVDPVFactSheet-Feb2015.pdf



WHEN YOU SEE SOMETHING NEGATIVE ABOUT VACCINES CHECK THE DATA.



Numbers can easily be misinterpreted, so it's important to check the facts.

LEARN MORE ABOUT HEALTH MISINFORMATION AT
STRONGER.ORG

Source: https://www.who.int/immunization/diseases/polio/yellis/endgame_objective2/oral_vaccine/VAPPandcVDPVFactSheet-Feb2015.pdf



Thank You

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