

Enhancing Acceptance and Demand for Vaccination in the Western Pacific Region

A Guide for Programme Managers on Strategies for Assessing
and Addressing Hesitancy and Sustaining Vaccination Uptake



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Enhancing acceptance and demand for vaccination in the Western Pacific Region: a guide for programme managers on strategies for assessing and addressing hesitancy and sustaining vaccination uptake

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Preface

Vaccine hesitancy was one of the top 10 global health threats cited by the World Health Organization (WHO) for 2019, as it threatens to reverse progress in tackling vaccine-preventable diseases. Vaccine hesitancy was discussed at the July 2016 meeting of the Technical Advisory Group on Immunization and Vaccine-Preventable Diseases in the Western Pacific Region, which recommended development of a regional guidance document to support countries to overcome vaccine hesitancy and to enhance acceptance and demand in an effort to achieve high vaccination uptake.

The Vaccine-Preventable Diseases and Immunization unit of the WHO Regional Office for the Western Pacific initiated the development of a regional guide with Professor Noni MacDonald, chair of the Vaccine Hesitancy Working Group of WHO Strategic Advisory Group of Experts on Immunization. Dr Ananda Amarasinghe, Technical Officer, Vaccine-Preventable Diseases and Immunization unit of the WHO Regional Office for the Western Pacific, and Ms Lisa Menning, Technical Officer and Communication Specialist, WHO headquarters, undertook extensive work in developing and writing this regional guidance document.

The authors are grateful for the valuable input received from members of the Technical Advisory Group and our partners, including the East Asia and Pacific Regional Office of the United Nations Children's Fund and the Global Immunization Division of the United States Centers for Disease Control and Prevention. The authors acknowledge the technical leadership of Dr Yoshihiro Takashima, Coordinator, and the valuable comments and support received from the team members of the Vaccine-Preventable Diseases and Immunization unit and the Communications unit of the WHO Regional Office for the Western Pacific and from immunization programme focal points in WHO country offices.

This document is intended for use as reference resource for countries to determine and address the reasons for hesitancy and describes possible tailored strategies in enhancing acceptance, demand and vaccination uptake that can be adapted to the local context.

Abbreviations

AEFI	adverse events following immunization
BeSD	behavioural and social drivers
HPV	human papillomavirus
NITAG	National Immunization Technical Advisory Group
SAGE	Strategic Advisory Group of Experts on Immunization
TIP	Tailoring Immunization Programmes
UNICEF	United Nations Children's Fund
VPD	vaccine-preventable disease
WHO	World Health Organization



SECTION 1 Background

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