

Vaccine Media Trends Barometer

October 2013

Geographic Activity Oct. 1-31, 2013

VaccineNews Map



Activity Summary

October Alerts			% of Total
Report Vaccine Sentiment	Negative	73	2.6
	Neutral	91	3.2
	Positive	2666	94.2
Total		2830	100

Media with Negative Vaccine Sentiment or High Risk Events Reported

This month, just six reports containing both negative sentiment toward vaccines and content suggesting high risk issues of concern were detected. Five of those, however, concerned the reported deaths of 37 babies in Kashmir State in India following vaccination with pentavalent vaccine. While these vaccine-associated deaths were determined to be non-causal, the story continues to hold some traction through some media outlets in India.

Nearly a half of all negative sentiment reports this month concerned HPV vaccine. Consistent with the previous two months, many of these reports were from the United States and Japan. None of these reports



were from the United Kingdom; however two new countries appeared with multiple negative HPV reports; Spain and France.

There were numerous reports covering a bomb blast on the outskirts of Peshawar that killed seven and was directly targeting an anti-polio vaccination effort.

There was extensive coverage in French media this month about a recent study suggesting a lack of public interest in influenza vaccination for this season. In particular, only 22% of French surveyed, indicated that they would definitely seek vaccination this year, which is a decrease from 25% in 2012, and 49% report that they are unlikely to be vaccinated this year compared to 33% in 2012. Reasons cited included a belief that the vaccine was not useful and concern over risks associated with vaccination. Many reports specifically cited outright refusals of influenza vaccination, and a few of them specifically suggested negative sentiment toward vaccine.

VPD Outbreaks

- **Measles**; Canada, Australia, Nigeria, Papua New Guinea, Philippines, Sudan, Thailand
- **Polio**; Nigeria, Pakistan, Somalia, South Sudan, Ethiopia, Syria

Policy

- **Mexico** launches large-scale **HPV** vaccine delivery campaign in schools
- High Court in the **United Kingdom** orders that two girls must receive **MMR** vaccine
- October 24, 2013 was **World Polio Day**

Delivery/Access

- Numerous **influenza** vaccine clinics reported, predominately in the **United States** across the **United Kingdom**
- **India** launches first indigenous vaccine for **Japanese encephalitis**
- A mass **measles** vaccination campaign is launched in **Nigeria**
- A locally produced **measles/rubella** vaccine is being launched in **Brazil**
- Mass **polio** immunization campaigns in **Pakistan, South Sudan, Afghanistan, Ethiopia, Ghana, Jordan, and Syria**

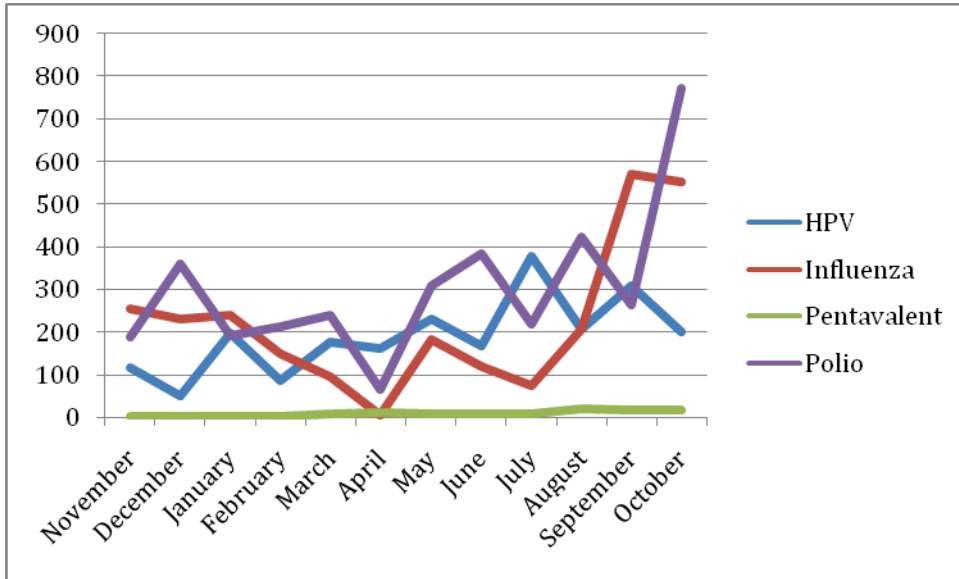
Research

- Kaiser Permanente study in **United States** suggest delaying **MMR** vaccination in babies could lead to an increased risk of seizures associated with vaccination
- Experts in **Africa** express cautious optimism as GSK announces a marketing application for a prototype **malaria** vaccine targeted for availability in 2015
- A limited trial in the **United States** with a prototype **norovirus** vaccine showed a 52% reduction in cases of illness leading to optimism over the prospect of an effective vaccine within the next decade
- A published study out of **Canada** suggests that in addition to preventing **influenza**, flu vaccination also significantly reduces the risk of cardiac events

Number of Reports that Mention Vaccines by Month and Sentiment

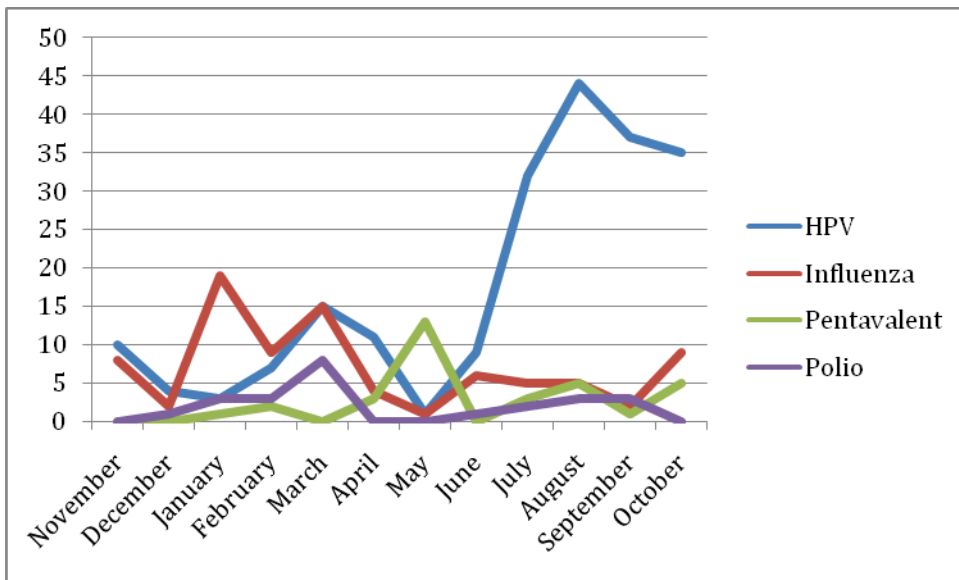
Positive Sentiment

November 2012-October 2013



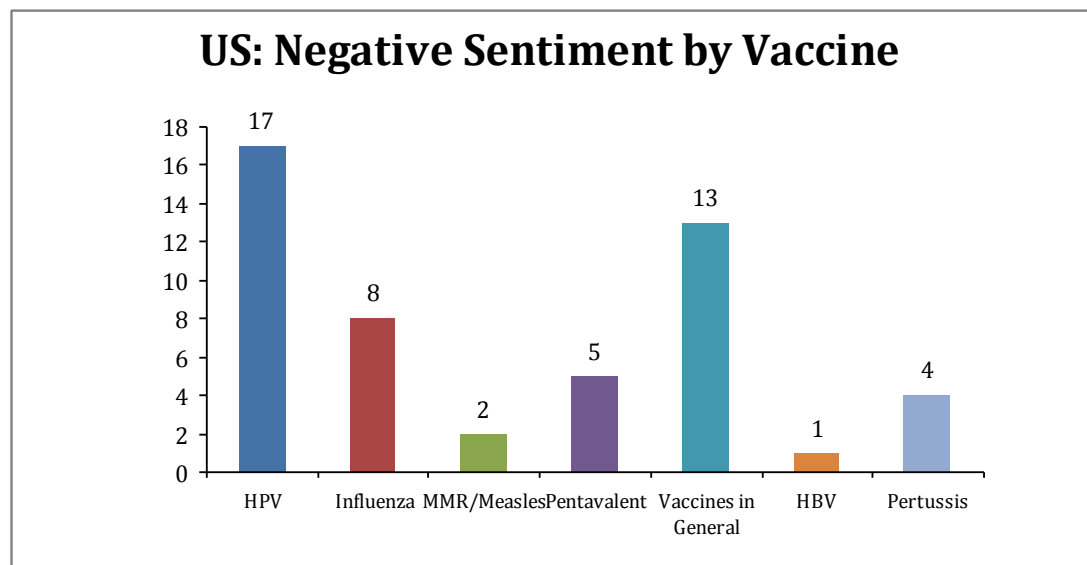
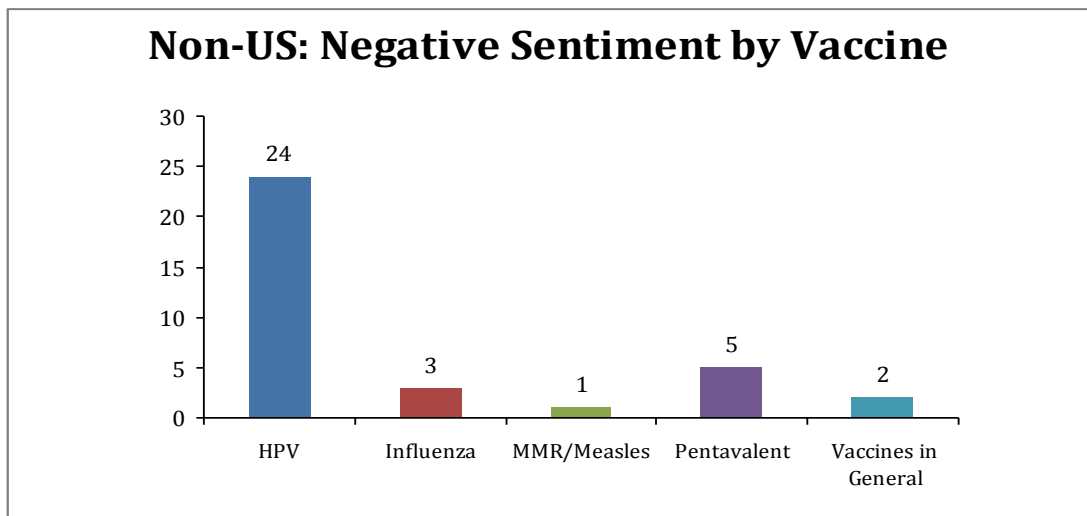
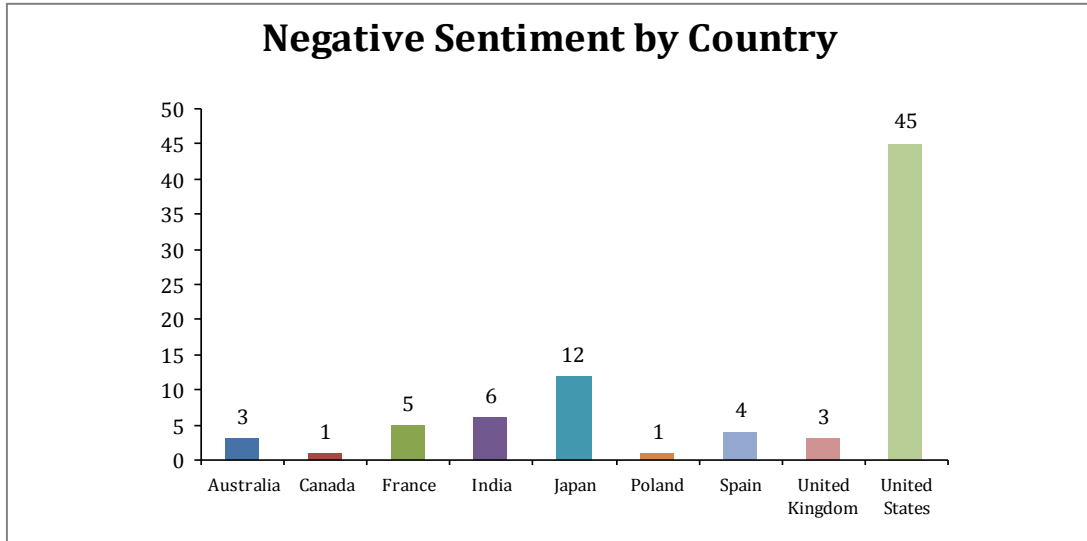
Negative Sentiment

November 2012-October 2013



Negative Vaccine Sentiment; n= 73 alerts including duplicate reports

Some reports may include more than one country or vaccine/disease.



Special Focus on India and the Pentavalent Vaccine

In late 2011 a pentavalent vaccine (DTwP-HepB-Hib) was introduced into the Universal Immunization Program (UIP) in six states of India. It was introduced in Tamil Nadu and Kerala in December 2011 and later in Haryana, Puducherry, Goa, Gujarat, and Jammu and Kashmir in August 2012. Reports of infant deaths following vaccination surfaced early in 2012, in Kerala and Tamil Nadu. In May, 2012 a public health physician filed a petition with the Supreme Court in India to ban the vaccine in the country. The court subsequently issued a notice to federal health departments to file their response on a petition to ban the vaccine. Overall coverage of these events, initially slightly elevated in early 2012, has continued at a steady level through this month. Although the overall number of reports each month covering pentavalent vaccine has remained relatively constant, the percentage of reports that contain negative vaccine sentiment has fluctuated with coverage of negative events related to the vaccine. This is seen with the increase in reports containing negative sentiment in May of this year, concurrent with the filing to the Supreme Court in India to ban the vaccine. We also saw a five-fold increase in negative sentiment reports this month over last month, in response to reports of eight infant deaths in Kashmir, following pentavalent vaccination. These events were investigated and determined to be non-causal, however the increase in media coverage this month and in particular reports containing negative sentiment, suggest public perception may be affected. The Indian government is currently planning to roll out pentavalent vaccine to the rest of India. Media trends for pentavalent vaccine in India should be monitored closely as this roll out occurs.