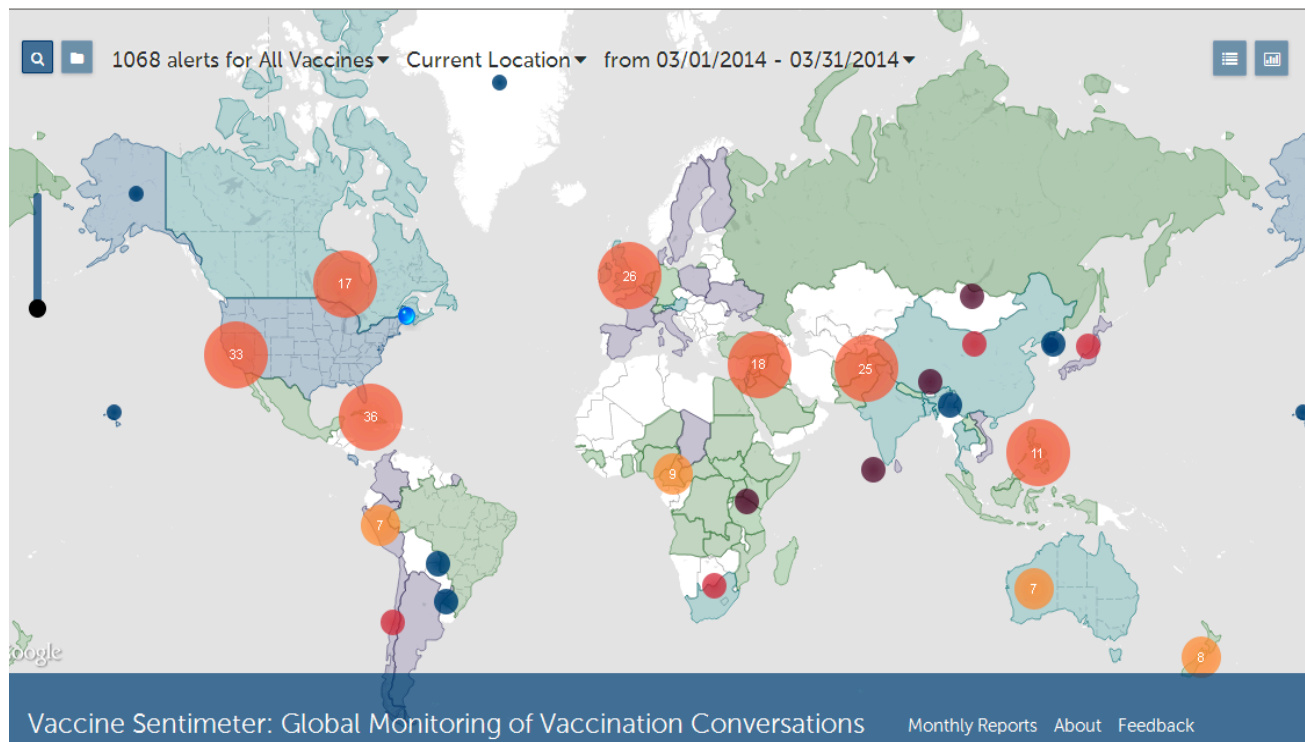


# Vaccine Media Trends Barometer

March 2014

## Geographic Activity March 1-31, 2014



## Activity Summary

March Reports*		Number	% of Total	Classified as High or Moderate Risk
Vaccine Sentiment	Negative	85	3%	84
	Neutral	125	4.4%	87
	Positive	2671	92.6%	878
Total		<b>2881</b>		1049

## Highlighted Media with Negative Vaccine Sentiment or High Risk Events Reported

- 10 security personnel killed while protecting polio vaccination teams in FATA Pakistan; <http://www.thenewstribes.com/2014/03/01/10-security-personnel-killed-as-polio-team-attacked-in-khyber-agency/>
- A lady health worker was kidnapped and murdered Chamkani, Pakistan; <http://tribune.com.pk/story/686860/in-cold-blood-lady-health-worker-kidnapped-and-shot-dead/>
- US reality TV show star Kristin Cavallari said that she and her husband, Chicago Bears quarterback Jay Cutler, won't vaccinate their children over fears that vaccines may cause autism; <http://thinkprogress.org/health/2014/03/13/3404341/jay-cutler-and-wife-are-vaccine-truthers/>
- Public objection to Colorado's House Bill 1288, which requires that parents be educated about vaccines before they sign a personal belief exemption; <http://www.chieftain.com/opinion/2370680-120/vaccines-bill-chosen-parents>
- The 12th death related to Quinvaxem vaccine in Vietnam since the beginning of 2013; <http://www.globaltimes.cn/content/849965.shtml#.U0wzV61dXtl>
- Concern over Pakistani authorities in KP paying parents to vaccinate their children against polio; <http://news.google.com/news/url?sa=t&fd=R&usq=AFQjCNED53682LdS6skq1A5qjiRqkXw3OQ&cid=c3a7d30bb8a4878e06b80cf16b898331&url=http://www.digitaljournal.com/life/health/op-ed-authorities-now-bribing-parents-for-polio-vaccination-in-pakistan/article/376680>
- A doctor in the state of Alabama threatens to contact state child protective services if parents refuse to vaccinate newborn for HBV; <http://www.inquisitr.com/1191522/parents-blackmailed-by-doctor-consent-to-vaccine-or-we-take-your-newborn/>
- Ongoing concerns over link between Thimerosal and autism; <http://biosil.wordpress.com/2014/03/21/phd-scientist-refuses-to-vaccinate/>
- Human rabies vaccine was suspended in Punjab, India after a death and other adverse events following administration; <http://www.hindustantimes.com/punjab/jalandhar/punjab-seeks-ban-on-anti-rabies-vaccine/article1-1192304.aspx>
- Continuing controversy around the introduction of pentavalent vaccine in place of DPT vaccine in India's universal immunization program; <http://www.mainstreamweekly.net/article4775.html>
- A US mother rationalizing vaccine refusal and blaming pharmaceutical companies; <http://gianelloni.wordpress.com/2014/03/14/thanks-pharma-you-created-the-anti-vaccine-movement/>

## VPD Outbreaks

### Measles

- Australia
- Bahrain
- Canada
- England
- Hong Kong
- India
- New Zealand
- Philippines
- Tonga
- United States: California, Connecticut, Massachusetts, New York City, Rhode Island and Washington

### Polio

- Cameroon
- Iraq
- Syria
- *Pakistan*
- *Nigeria*
- *Afghanistan*

### Mumps

- Ohio, United States

## Policy

- In the UK, the NHS reverses the previous decision of the JCVI and decides to provide free meningococcal B vaccination to all babies as part of routine immunization schedule
- In response to the threat of travel restrictions from neighboring countries, the prime minister of Pakistan declares the polio outbreak an emergency and reiterates commitment to eradicate polio
- Unlike other provinces in Canada, the health minister of British Columbia declares they will not make measles vaccine mandatory despite an outbreak in the Fraser Valley
- Anti-immunization group The Australian Vaccination Network was forced by the Administrative Decisions Tribunal, to insert the word "skeptics" in its name to better reflect its position
- India requires all travelers coming from and going to Afghanistan, Ethiopia, Syria, Kenya, Somalia, Nigeria and Pakistan to take the oral polio vaccine (OPV) as of March 1, 2014
- In Colorado, a measure to clamp down on *vaccine* exemptions passed overwhelmingly in the state house

## Delivery/Access

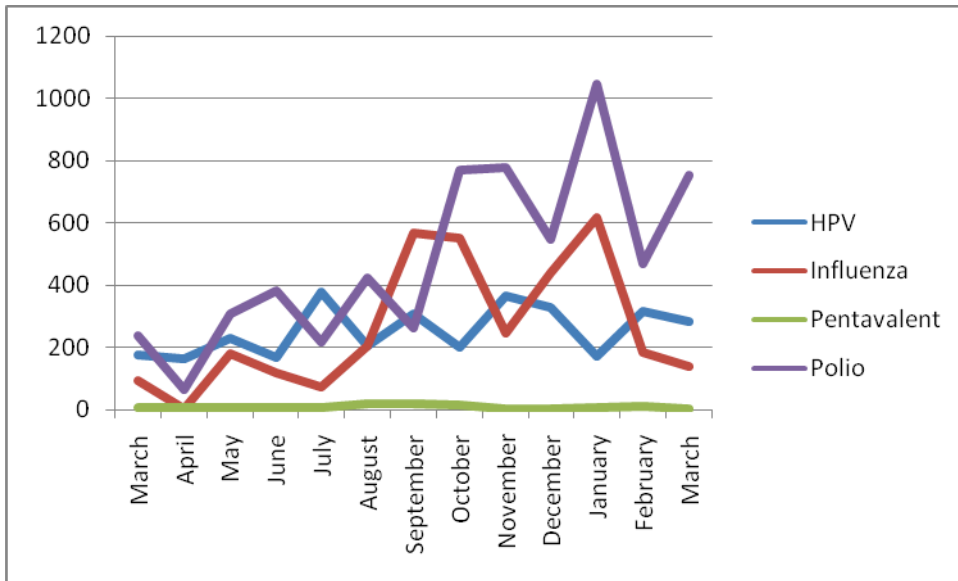
- India is declared polio free
- Ten million children are vaccinated against polio in a mass campaign across the Mideast in Egypt, Syria, Iraq and Jordan
- A nationwide HPV vaccination program begins in South Africa targeting all 9 year-old girls
- UK women who are most at risk of developing cervical cancer are the least likely to be offered HPV vaccine and to complete the full course when they are, reveals research published in the journal *Sexually Transmitted Infections*.
- According to a US study published in the *American Journal of Obstetrics & Gynecology*, changing in-hospital ordering procedures increased postpartum pertussis vaccination rate to 69 percent
- Rotavirus vaccine is introduced into the Expanded Program on Immunization in Cameroon

## Research

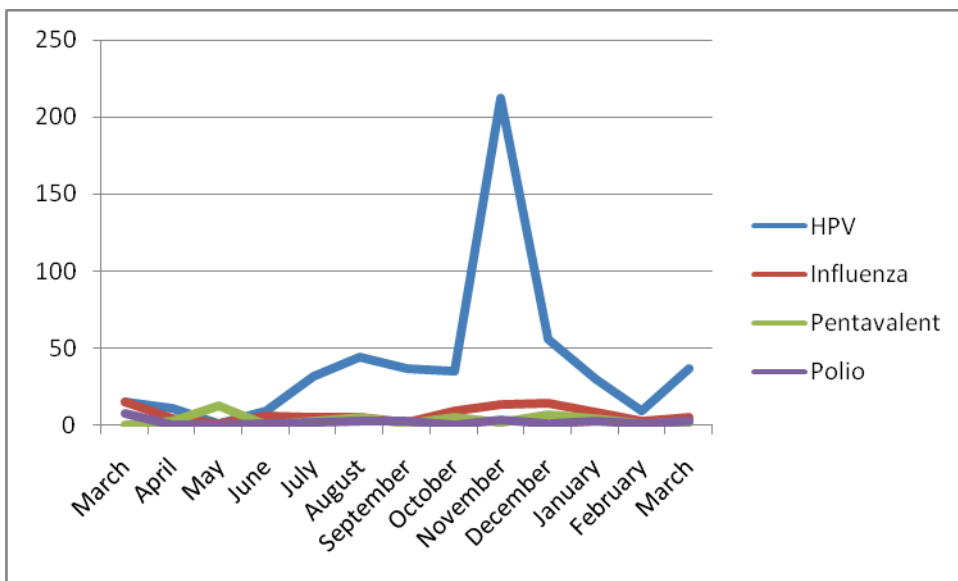
- A study out of Australia provides evidence that the HPV vaccine is effective and saves lives
- A US research team (NIAID) has found how the immune system makes an antibody that blocks HIV infection of cells possibly pointing the way toward a more effective vaccine
- A US study showed influenza vaccine reduced pediatric intensive care admissions by 74% from 2010 to 2012
- A US study published in the journal *Pediatrics* demonstrated that corrective information successfully changed misconceptions about the MMR vaccine causing autism but the message was linked to decreased vaccination intent among parents with the least favorable vaccine attitudes, and messages emphasizing the risks of vaccine-preventable diseases were not linked to improved vaccination intent.
- A Pfizer study of its pneumococcal vaccine showed nearly 46% fewer first episodes of pneumococcal pneumonia in patients treated with it versus those who received a placebo.

# Number of Reports that Mention Vaccines by Month and Sentiment

## Positive Sentiment March 2013-March 2014



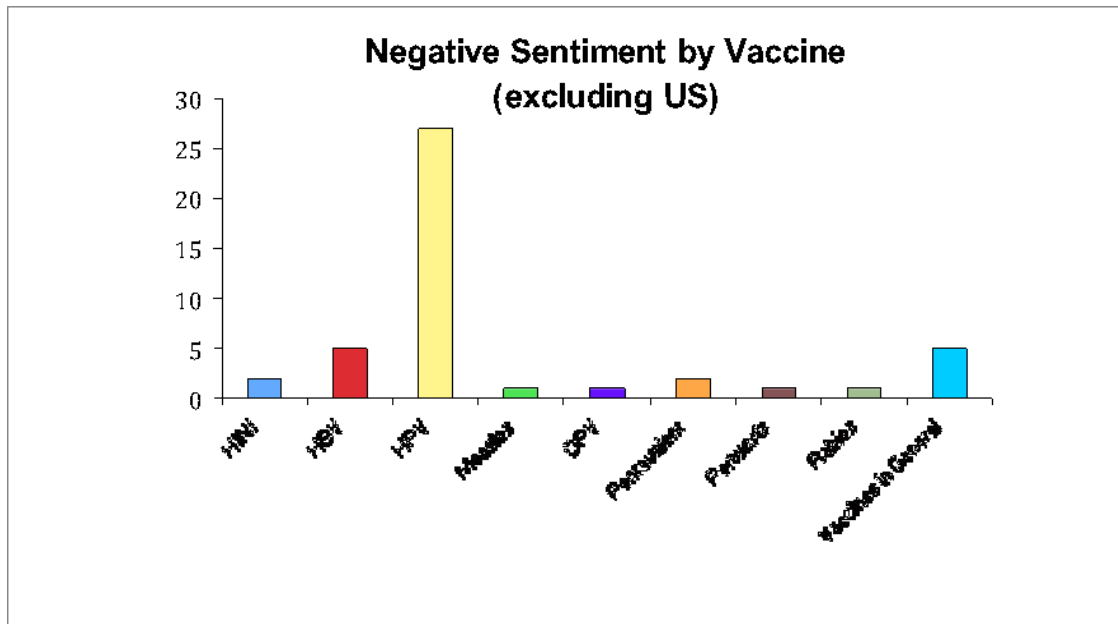
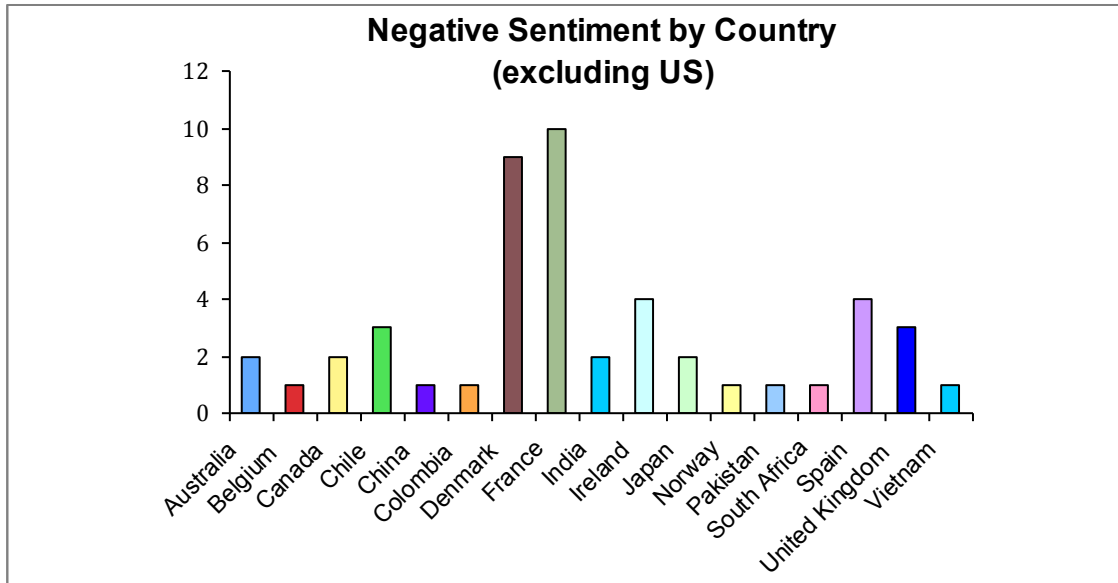
## Negative Sentiment March 2013-March 2014

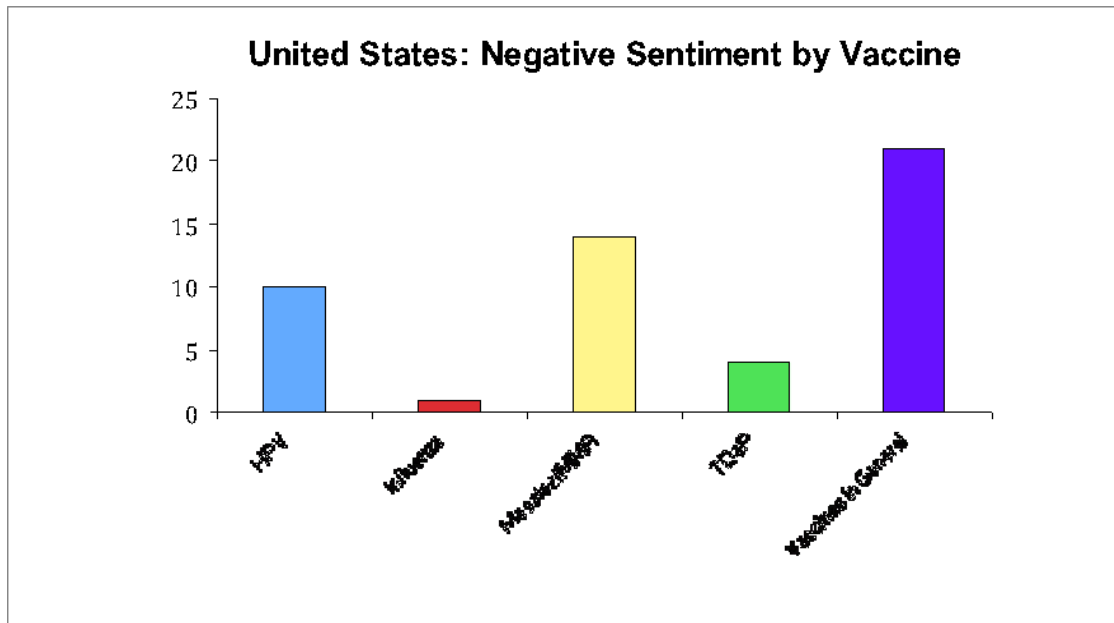


## March Negative Vaccine Sentiment\* (n= 85 alerts including duplicate reports; 3% of all reports)

A single report may include more than one country or vaccine/disease.

\*Due to the large number of negative sentiment reports relative to other countries in March, US reports by vaccine are detailed separately.





## Special Focus: WHO certifies India and 10 other Asian countries as polio-free

A large portion of the March reports covered this month's World Health Organization (WHO) certification that India and 10 other Asian countries are polio free. The Southeast Asian region, which includes India, but excludes Afghanistan and Pakistan, was certified after the countries went three years without reporting a case. Despite this positive news, there was also substantial coverage of polio activity in the Middle East, in particular, the recent outbreak in war-torn Syria and Iraq's first confirmed polio case in 14 years. Mass vaccination response to these cases has been hampered by conflict and unrest in the region. Additionally, this month also saw extensive coverage of the killing of polio team security force members in the Federally Administered Tribal Area of Pakistan as well as the kidnapping and murder of a lady health worker in Chamkani, Pakistan. These high risk events, while not in the context of negative vaccine sentiment, suggest substantial polio risk to the region, including those countries just declared polio free.