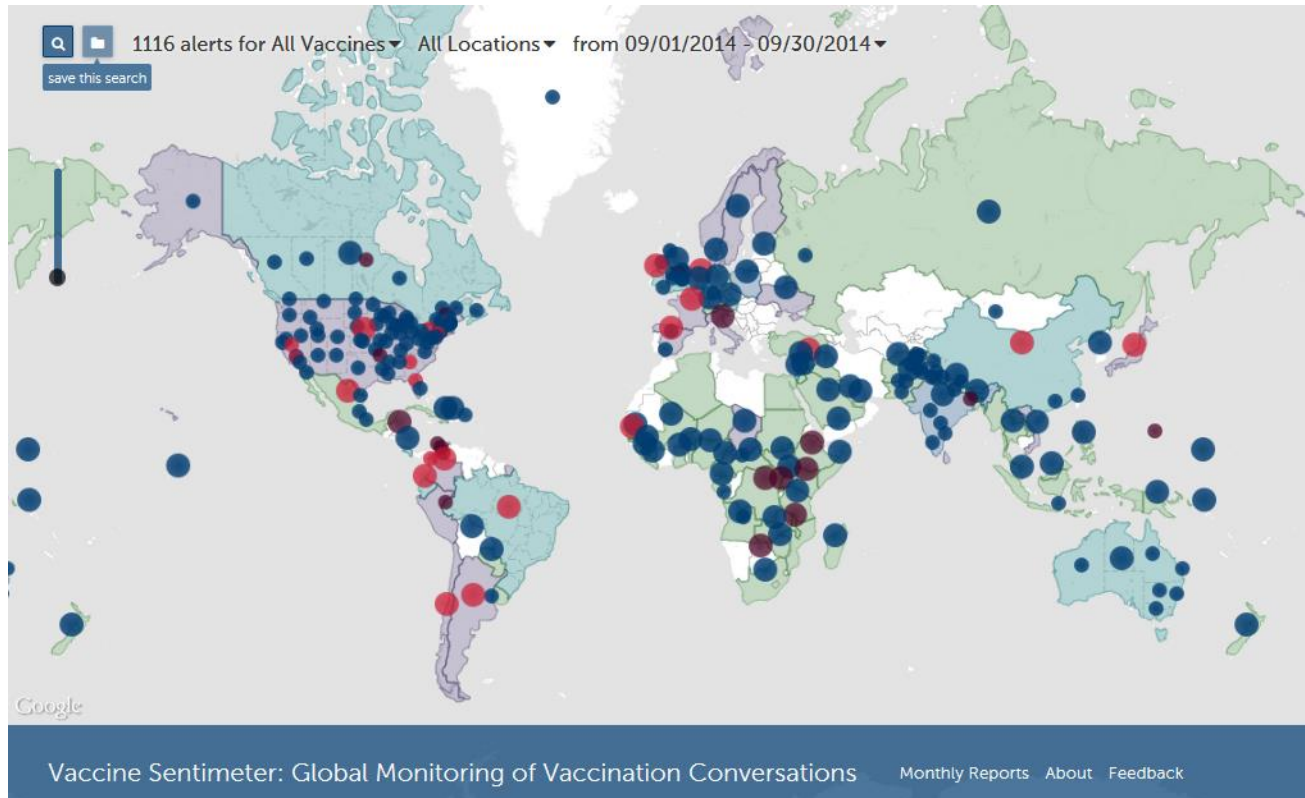


Vaccine Media Trends Barometer

September 2014

Geographic Activity September 1-30, 2014



Activity Summary

August Reports (Includes duplicate reports)		Number	% of Total	Classified as High or Moderate Risk
Vaccine Sentiment	Negative	131	5	220
	Neutral	49	2	38
	Positive	2403	93	502
Total		2583		

Media with Negative Vaccine Sentiment or High Risk Events Reported

Dozens of children feared dead after being injected with 'tainted' measles vaccine in Syria

As many as 36 children were reported to have after receiving tainted measles vaccines under a UN-sponsored program in the rebel-held north of Syria. The program was suspended.

<http://www.telegraph.co.uk/news/worldnews/middleeast/syria/11100478/Dozens-of-children-feared-dead-after-being-injected-with-tainted-measles-vaccine-in-Syria.html>

Levies official killed in attack on polio team in Bajaur Agency

In the Federally Administered Tribal Area of Pakistan, a Levies official, on duty to protect a polio vaccination team, was killed in a firing incident in Bajaur Agency

<http://tribune.com.pk/story/760370/levies-official-killed-in-attack-on-polio-team-in-bajaur-agency/>

Three more polio cases confirmed

The number of confirmed polio cases in Pakistan rose to 174 by the end of the September-recent cases were reportedly not vaccinated due to vaccine refusal in two cases a Taliban ban on vaccination in another. <http://www.dawn.com/news/1134816/three-more-polio-cases-confirmed>

The Flu Vaccine War: Healthcare Workers Fight Back

US healthcare workers against hospital influenza vaccine requirements.

<http://healthimpactnews.com/2014/the-flu-vaccine-war-healthcare-workers-fight-back/>

Hollywood's Biggest Anti-Vaccine Proponents

A list of anti-vaccine Hollywood stars.

<http://www.hollywoodreporter.com/gallery/hollywoods-biggest-anti-vaccine-proponents-731277/>

Dr. Oz Warns About Mercury in Flu Shots

A popular US television personality/physician discusses the dangers of mercury/thimerosal in vaccines. <http://healthimpactnews.com/2014/dr-oz-warns-about-mercury-in-flu-shots/>

Vaccine Scandals and Criminal Cases Increase in 2014

A Pennsylvania federal judge ruled in favor of whistleblowers who have accused Merck of lying about the efficacy of its mumps vaccine.

<http://healthimpactnews.com/2014/vaccine-scandals-and-criminal-cases-increase-in-2014/>

Wealthy L.A. Schools' Vaccination Rates Are as Low as South Sudan's-California, United States

A newspaper investigation found that vaccination rates in elite neighborhoods like Santa Monica and Beverly Hills have dropped, and the incidence of whooping cough there has skyrocketed.

<http://www.theatlantic.com/health/archive/2014/09/wealthy-la-schools-vaccination-rates-are-as-low-as-south-sudans/380252/>

Brutal deaths after HPV vaccine

Reported deaths in France following HPV vaccination.

<http://www.santenatureinnovation.com/deces-brutal-apres-le-vaccin-hpv/>

VPD Outbreaks

Measles

- Australia
- Solomon Islands
- Philippines
- Taiwan
- United States (Washington)
- Somalia
- Papua, New Guinea

Polio

- Pakistan

Rotavirus

- New Zealand (Wellington)

Policy

- The US CDC advises all healthy people 6 months of age and older, to be vaccinated against influenza
- Sindh (Pakistan) Chief Minister Syed Qaim Ali Shah wants establishment of an emergency operation center (ECO) for Polio eradication as per the recommendation of International Monitoring Board.
- US Insurance company State Farm pulls an advertising campaign due to reported “anti-vaccine” views of actor Rob Schneider who was featured in the campaign
- The US CDC recommends pertussis vaccination for pregnant women after noting a 30% increase in cases in the first part of 2014.
- The US FDA approves Sanofi-Pasteur’s Menactra vaccine for booster vaccination against meningococcal disease in persons 15 to 55 years of age.

Delivery/Access

- Governor Rick Perry (Texas, US) dedicates a novel pandemic influenza vaccine production facility in the Texas biocorridor.
- Since the introduction of the National Human Papillomavirus (HPV) Vaccination Program in Australia in 2007, the number of genital warts cases has gone down by 61 percent, according to a new study from University of Sydney.
- Chile begins a school-based HPV vaccination campaign in fourth-grade girls.
- Glaxo SmithKline, Canada's largest flu vaccine supplier, reports that it will not be able to fill about 30 per cent of its Canadian order for the upcoming 2014-15 flu season.
- Peshawar, Pakistan documents a 26% decrease in polio refusal cases between June and August of 2014.

- The Ghana Health Service would from Thursday begin vaccinating more than 500,000 children under five years against poliomyelitis, the virus-causing crippling disease in the Western Region.
- A one-day mass polio vaccination campaign is held in Peshawar, Pakistan and over 754,000 children are vaccinated in 96 union councils.

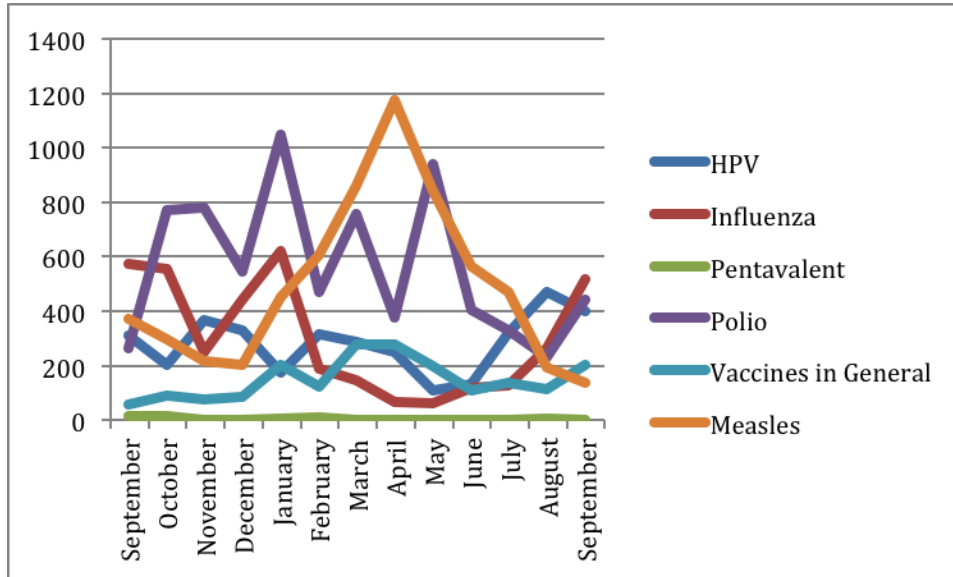
Research

- National Institute of Health Researchers in the United States report that Glaxo-Smithkline's experimental Ebola vaccine fights off virus in monkeys when a booster dose is given.
- The WHO reports that despite the extraordinary pace of current clinical trials, it is unlikely that an Ebola vaccine for widespread use will be available before the end of 2014.
- Sanofi, developing the first vaccine against dengue fever, said its product reduced disease cases by 60.8 percent in a large final clinical trial in Latin America.
- Johnson and Johnson plans to begin clinical trials on an Ebola vaccine candidate in 2015.
- Human trials of a potential HIV vaccine could begin as soon as 2016 under a \$25 million grant awarded to an Oregon Health & Science University (US) researcher by the Gates Foundation.

Number of Reports that Mention Vaccines by Month and Sentiment

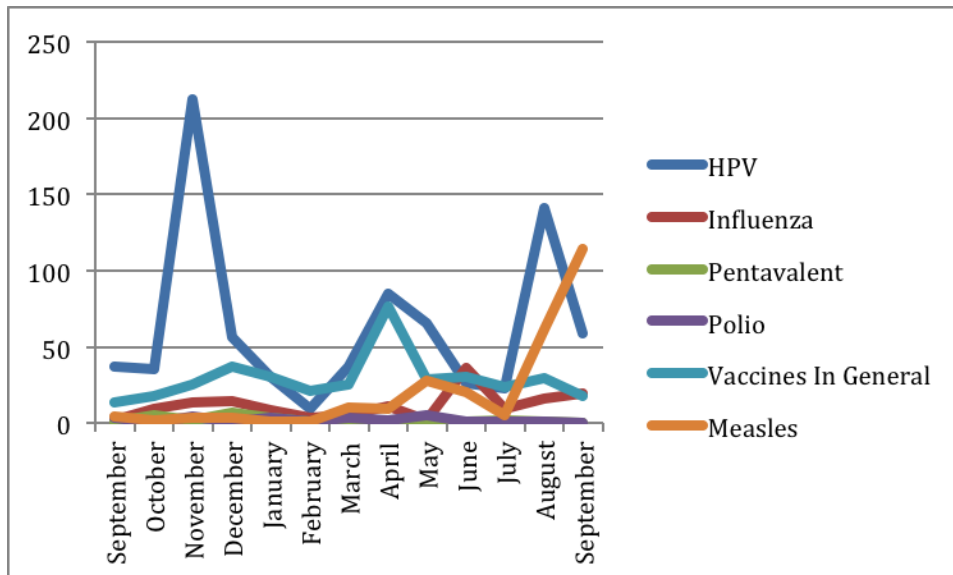
Positive Sentiment

September 2013- September 2014



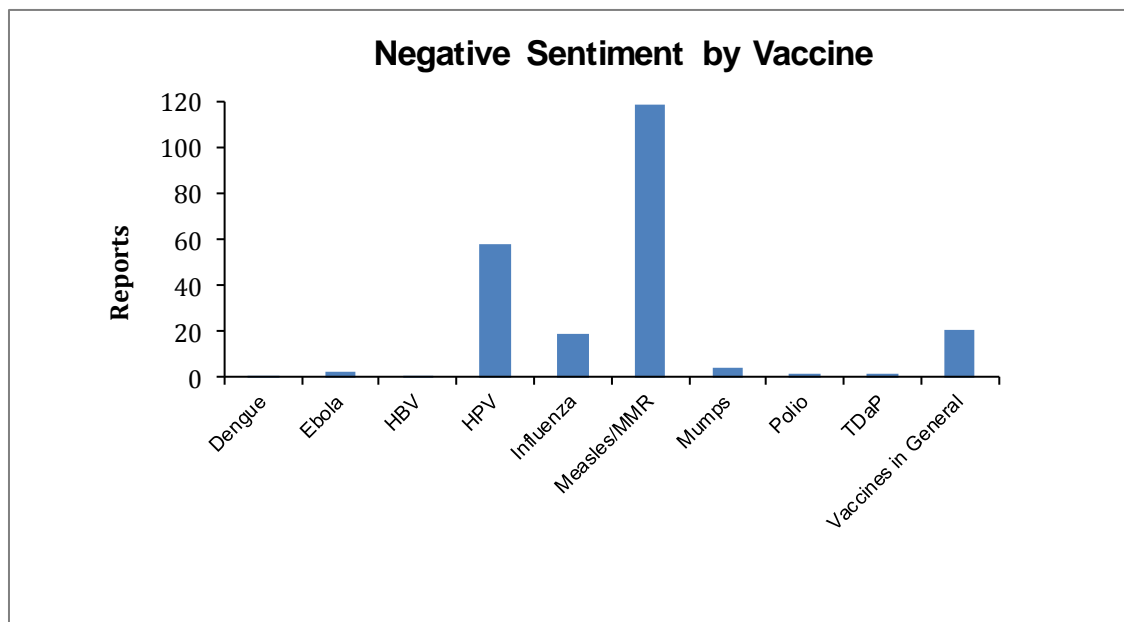
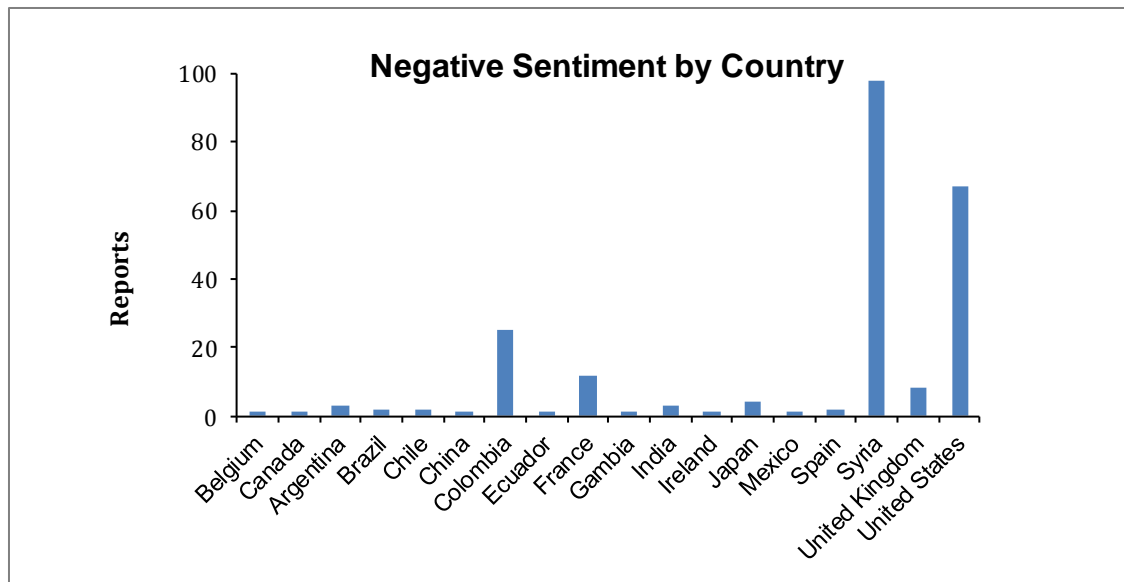
Negative Sentiment

September 2013- September 2014



September Negative Vaccine Sentiment (n= 131 alerts including duplicate reports; 5.1% of all reports)

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



Special Focus

Deaths following measles vaccination in Syria

While reports containing negative vaccine sentiment in September represented only about 5% of total reports, more than 25% of them were about the deaths of 15 children immediately following measles vaccination during a campaign in the northern Syrian provinces of Idlib and Deir Ezzour. The United Nations quickly suspended the program and an investigation by the World Health Organization (WHO) ensued. Tragically, the investigation revealed human error as the cause of the fatalities. The investigation discovered that medics apparently mixed a high-dose muscle relaxant into the vaccine powder instead of the designated diluent. The muscle relaxant was apparently stored in the same refrigerator as the vaccines and diluent and the vials containing the muscle relaxant looked the same as those containing the vaccine diluent. The vaccine was ultimately given to 75 children, 15 of whom died after showing signs of shock and respiratory failure. At least 50 others experienced similar symptoms but were treated and survived.

During the first few days after the incident, which occurred on September 16th, many news outlets suggested that sabotage, or intentional tainting of the vaccines was the cause. These speculations were fueled in part by the political tensions in the region between the Syrian government and Syrian opposition coalition which currently controls the region where the vaccines were being given. News reports quickly coalesced to a more consistent story once the WHO's early investigation reported that human error was likely the cause.

In an unstable region where the risk of death from measles is high, the negative sentiment around this unfortunate and tragic event may ultimately cause more lives due to future distrust of vaccination programs.