

# Vaccine Confidence

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MEDICINE



THE VACCINE  
CONFIDENCE  
PROJECT



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Antwerpen

# Global trends in vaccine confidence

Respondents who strongly agree (%)

0-29.9 30-39.9 40-49.9 50-59.9 60-69.9 70-79.9 80-89.9 90-99.9

November, 2015

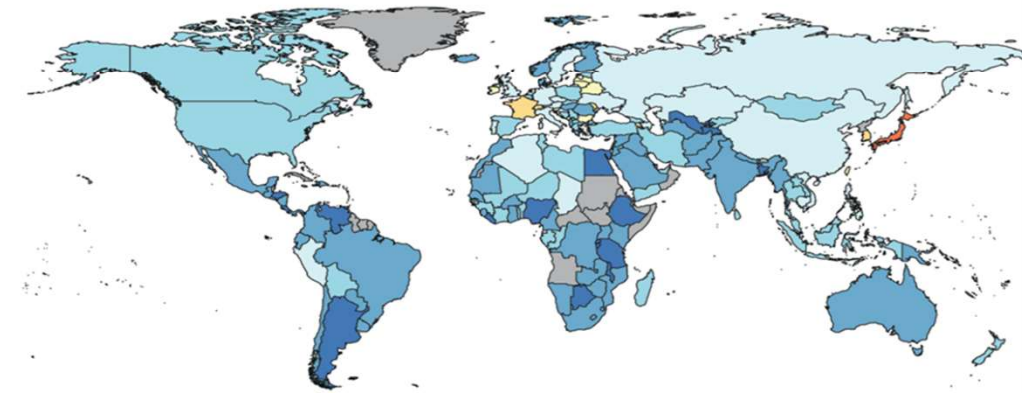
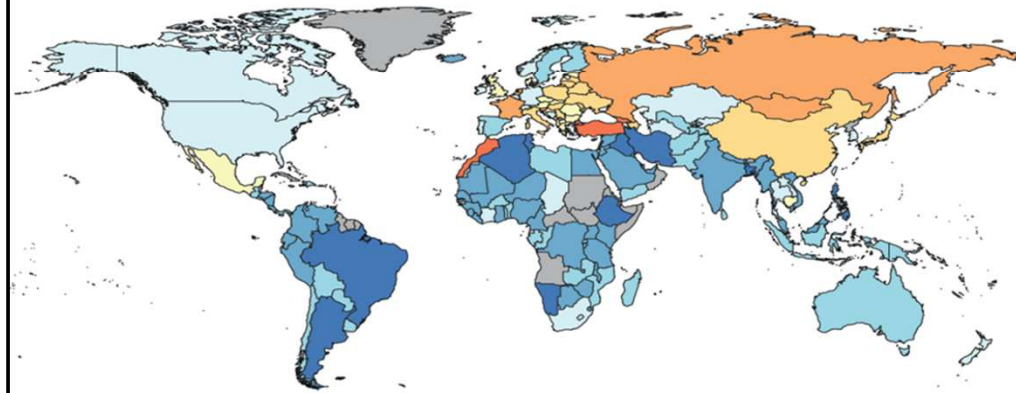
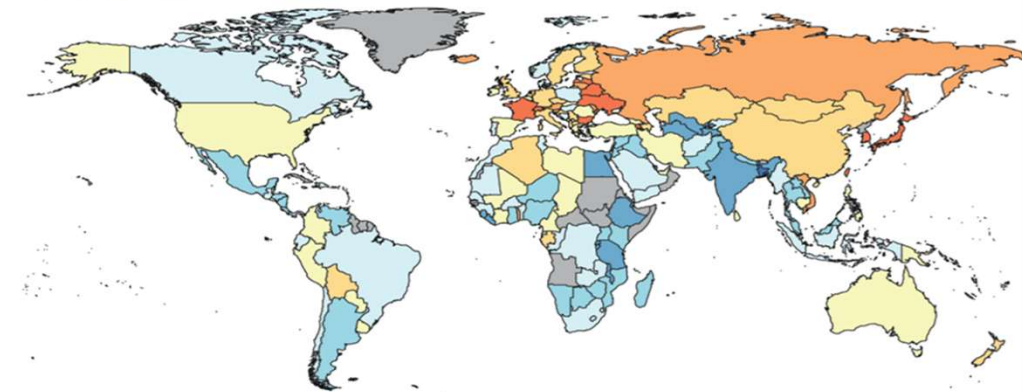
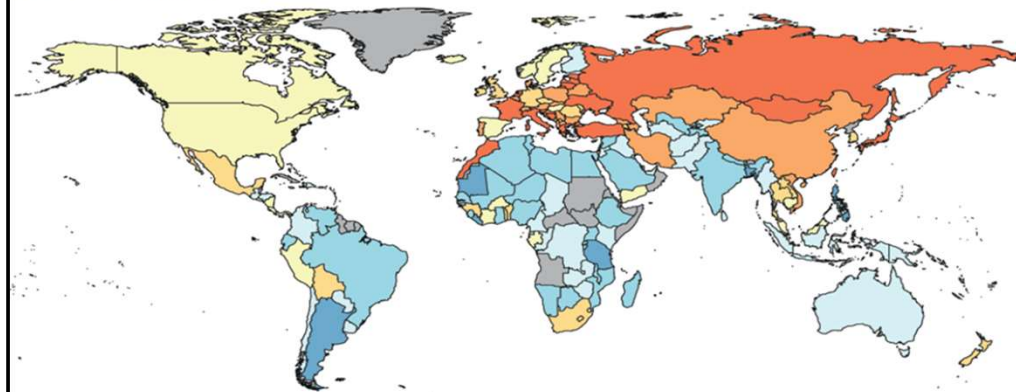
November, 2018

A Vaccines are safe

B Vaccines are safe

C Vaccines are important

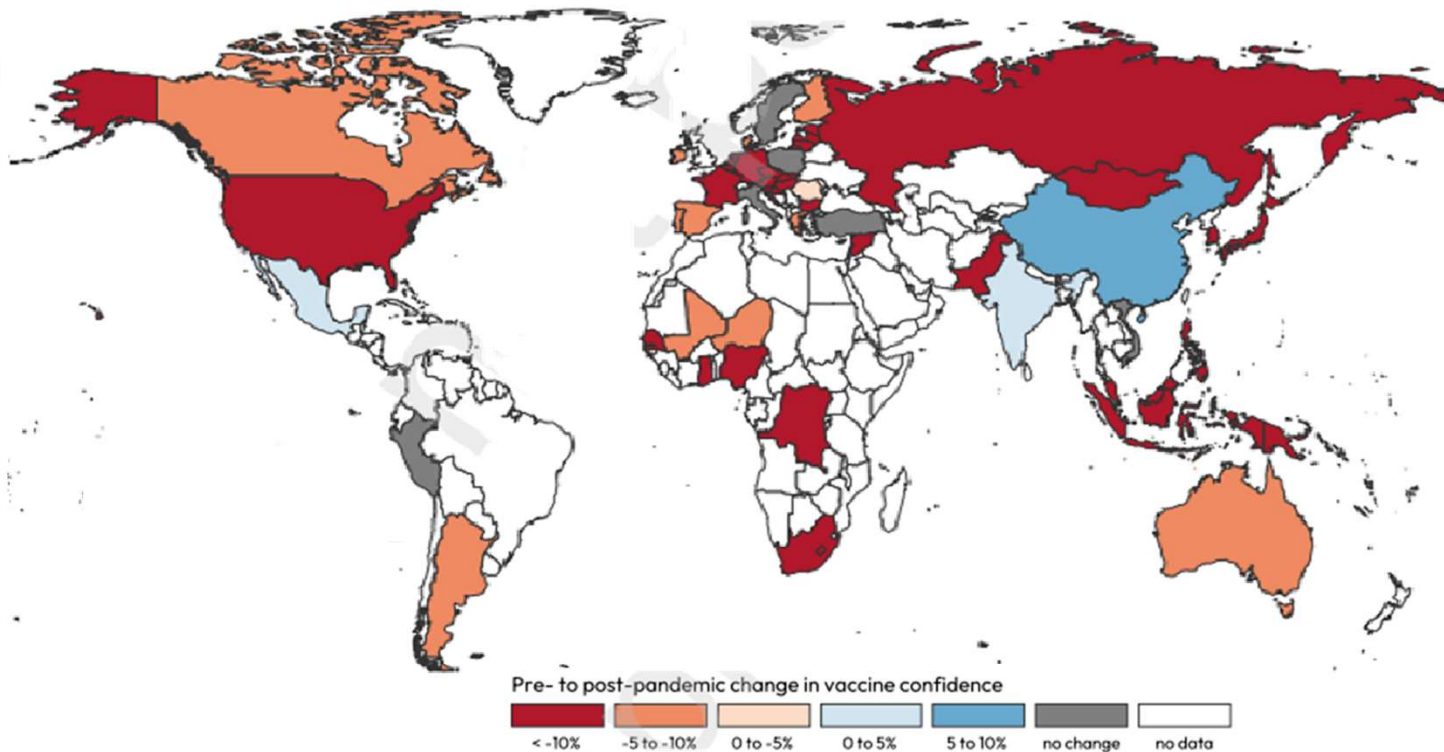
D Vaccines are important



de Figueiredo, et. al. Mapping global trends in vaccine confidence and investigating barriers to uptake *Lancet* 2020

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## Global changes in vaccine confidence since COVID-19



### Vaccine importance

- Increased in 3 countries: India (+3.9pp), Mexico (+4.7pp), and China (+8.9pp)
- Decreased in 46 countries: South Korea (-45.6pp), Papua New Guinea (-45.6pp), Ghana (-36.4pp), Japan (-30.9pp), Senegal (-29.7pp), Croatia (-28.8pp), Philippines (-26.7pp), South Africa (-26.7pp), Latvia (-26.5pp), and Russia (-26.4pp)

### Confidence in the importance of vaccines for children

Percentage point change in the percentage of respondents agreeing that vaccines are important for children from pre- to post- pandemic cohorts.

*PREPRINT: Wiegand, M., Eagan, R. L., Karimov, R., Lin, L., Larson, H.J., de Figueiredo, A. Global Declines in Vaccine Confidence from 2015 to 2022: A Large-Scale Retrospective Analysis. Available at SSRN: <https://ssrn.com/abstract=4438003>*

 [Press release](#)

## New data indicates declining confidence in childhood vaccines of up to 44 percentage points in some countries during the COVID-19 pandemic

*New UNICEF report shows 67 million children missed out on one or more vaccinations over three years due to service disruption caused by strained health systems and diversion of scarce resources, conflict and fragility, and decreased confidence.*



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[Countries](#) ▾

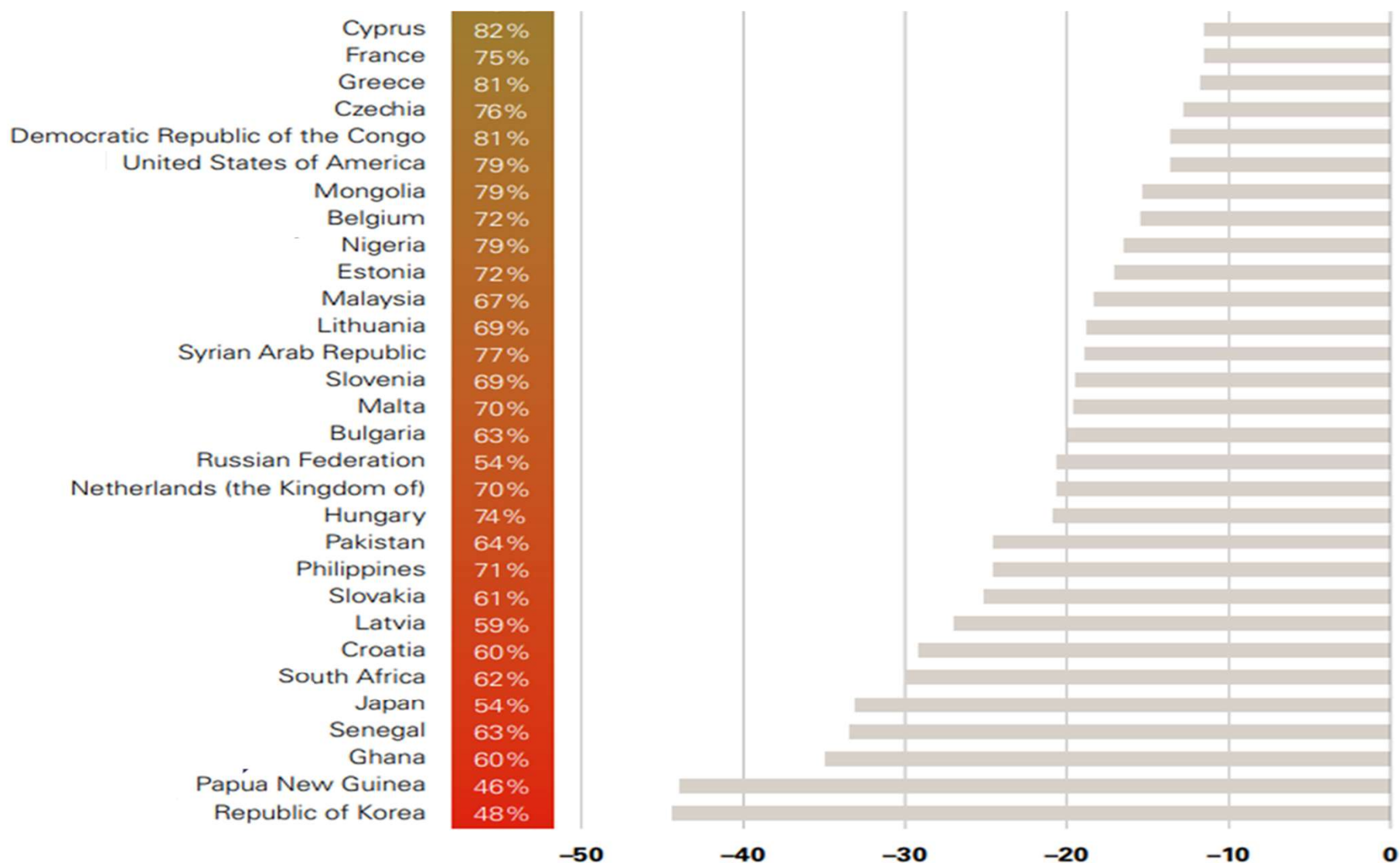
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## COVID-19 pandemic fuels largest continued backslide in vaccinations in three decades

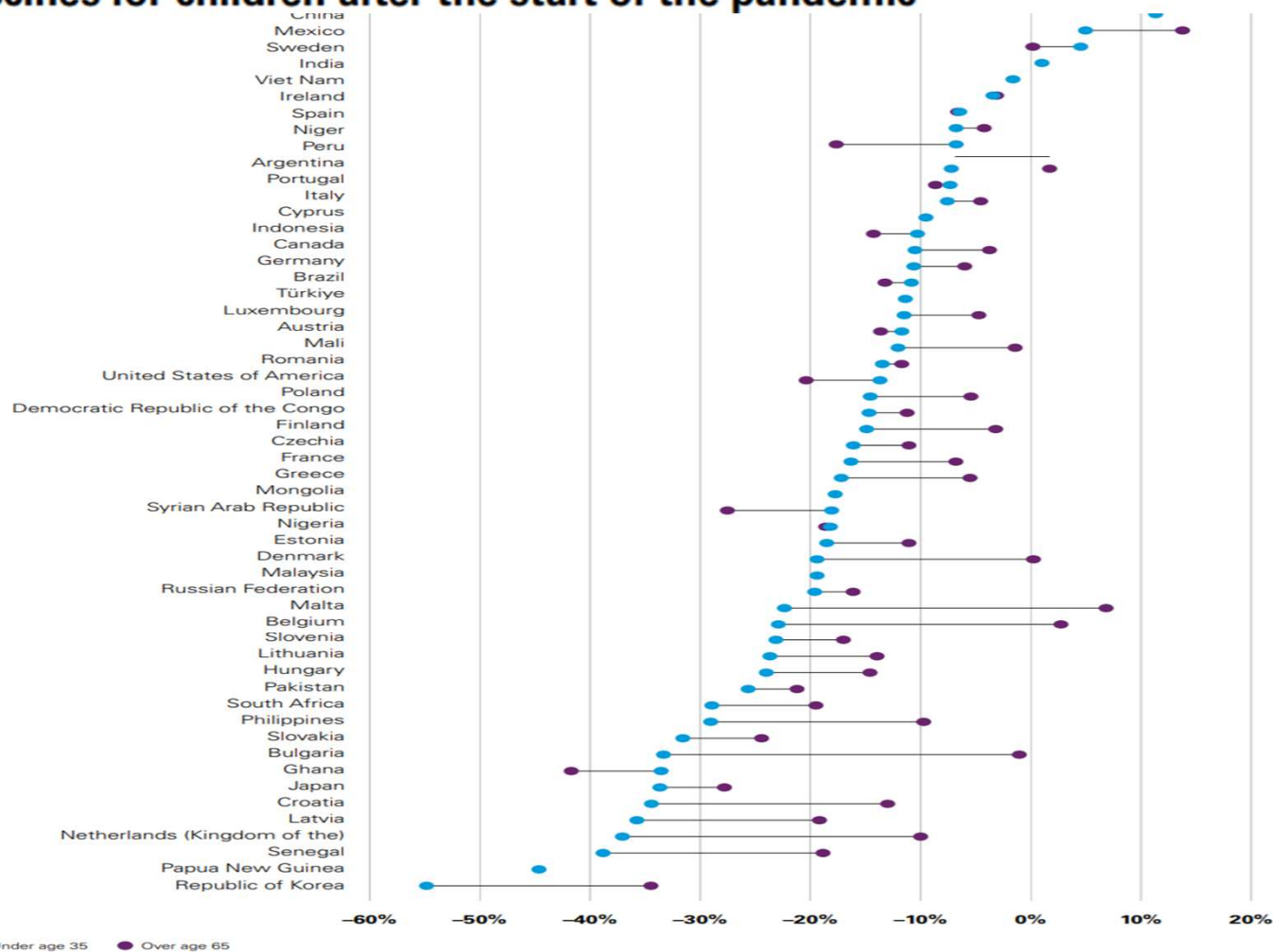
**WHO and UNICEF sound the alarm as new data shows global vaccination coverage continued to decline in 2021, with 25 million infants missing out on lifesaving vaccines**

15 July 2022 | Joint News Release | Geneva/New York | Reading time: 6 min (1581 words)



**Source:** UNICEF analysis based on data from The Vaccine Confidence Project, London School of Hygiene & Tropical Medicine, 2022.

**Figure 4.2. People under age 35 were more likely than people older than 65 to lose confidence in the importance of vaccines for children after the start of the pandemic**



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Source: UNICEF analysis based on data from The Vaccine Confidence Project, London School of Hygiene & Tropical Medicine, 2022.

# COVID-19 VACCINATION

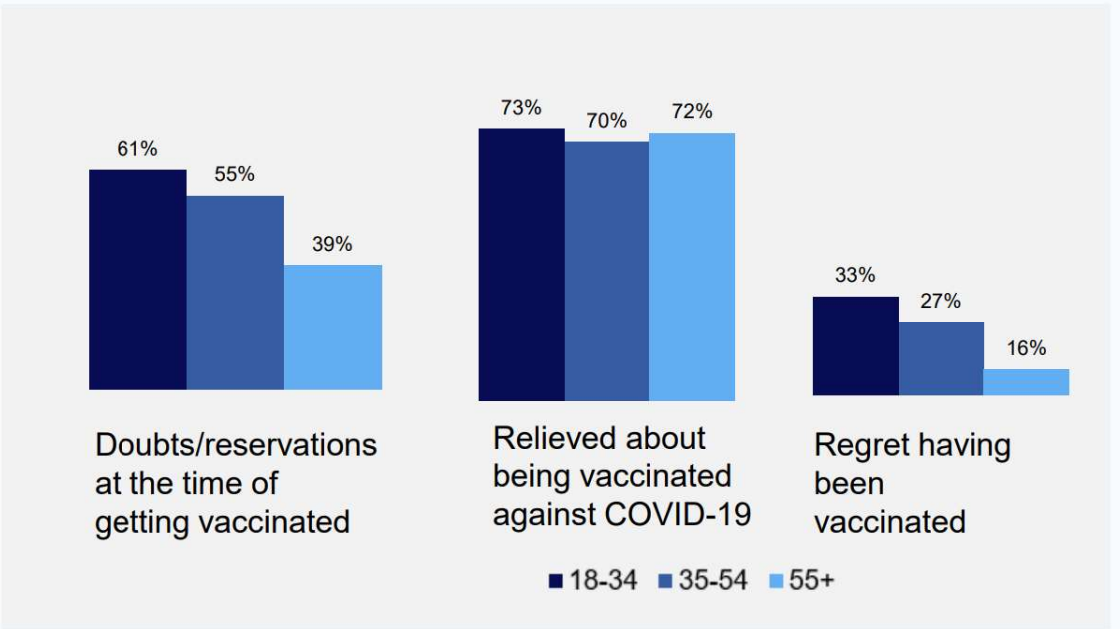
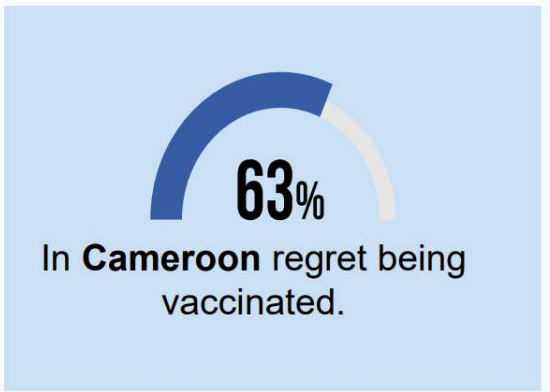
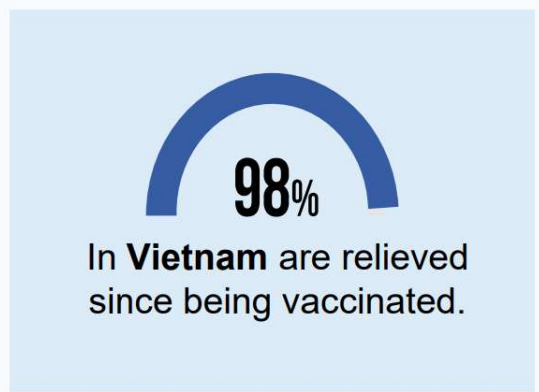
## ATTITUDES TOWARDS BEING VACCINATED:

**54%** Doubts/reservations at the time of getting vaccinated

**72%** Relieved about being vaccinated against COVID-19

**26%** Regret having been vaccinated  
**33% (18-34 yrs)**

F3. To what extent do you agree with the following about your COVID-19 vaccination?



Those who have received at least one dose of the vaccine n= 50979

Risk perceptions are heightened around:

New products

New technologies

New policies

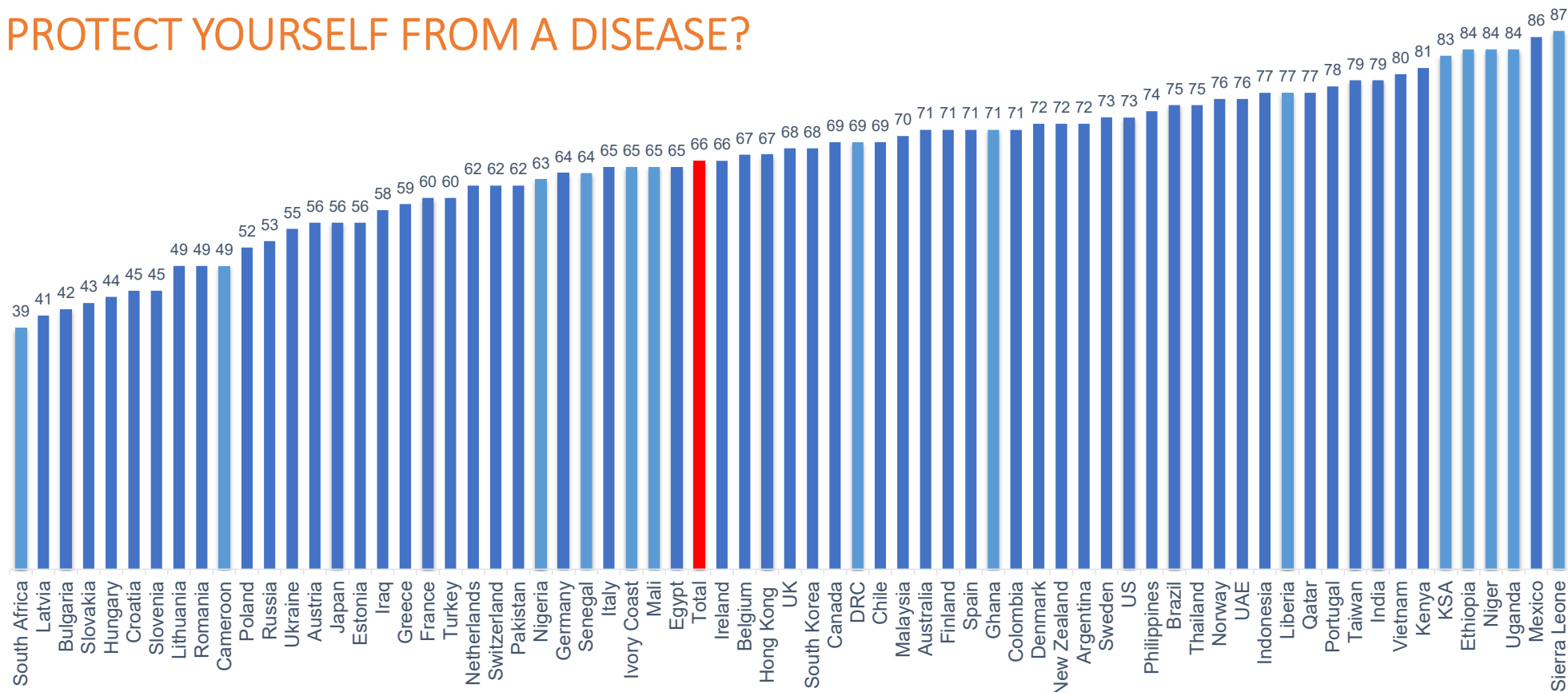
New processes

Importance to move trust-building upstream

mRNA

## GLOBAL MRNA VACCINE ACCEPTANCE BY COUNTRY

IF A NEW MRNA VACCINE IS APPROVED, WOULD YOU TAKE IT TO PROTECT YOURSELF FROM A DISEASE?



F4. If a new mRNA vaccine is approved, would you take it to protect yourself from a disease?

All interviews n= 68816

## Slide 10

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**KB0** We are not seeing significant age and gender differences for mRNA acceptance in African countries

Katie Banks, 2023-10-04T11:48:42.514

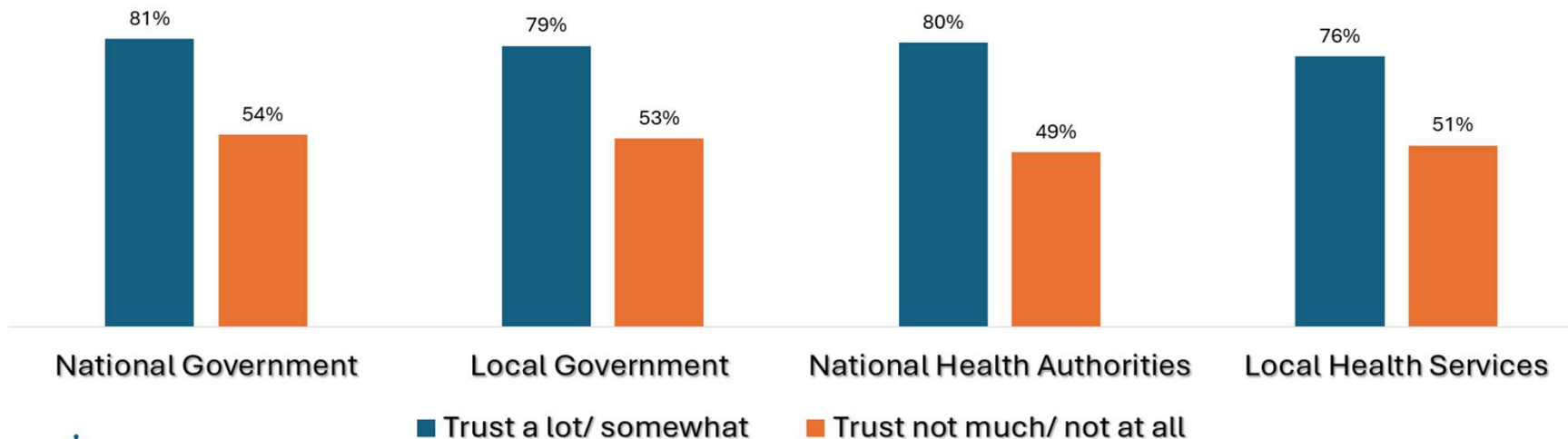
**KB0 0** Highlight that respondents were shown/ read a simple definition of mRNA

Katie Banks, 2023-10-04T13:46:38.198

# mRNA vaccine acceptance & trust

The willingness to accept a newly approved **mRNA vaccine** is **strongly influenced by people's trust in institutions.**

## Those who would take an mRNA vaccine

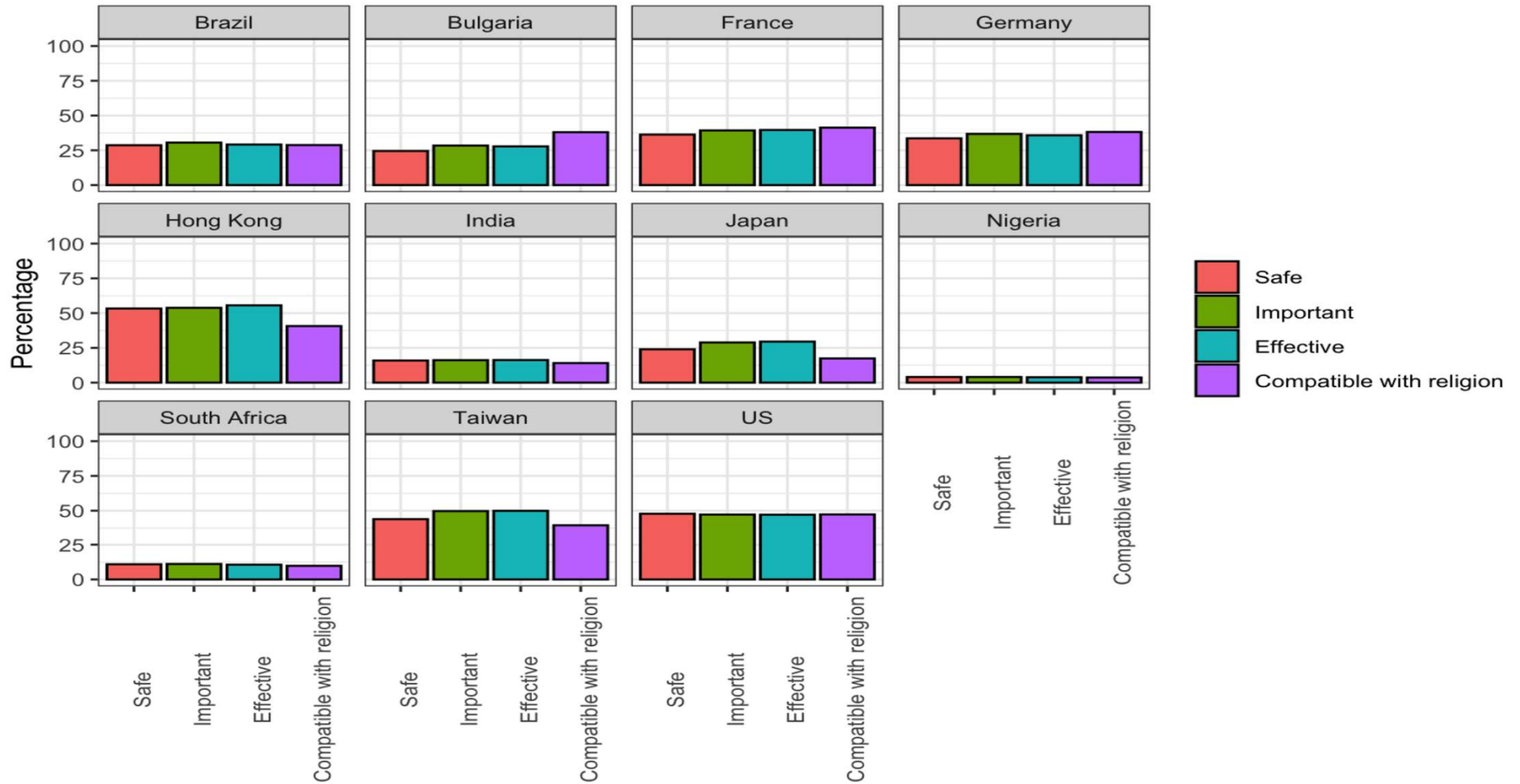


Base: All interviews (n= 11,250)

11 countries - Brazil, Bulgaria, France, Germany, Hong Kong, India, Japan, Nigeria, South Africa, Taiwan and USA

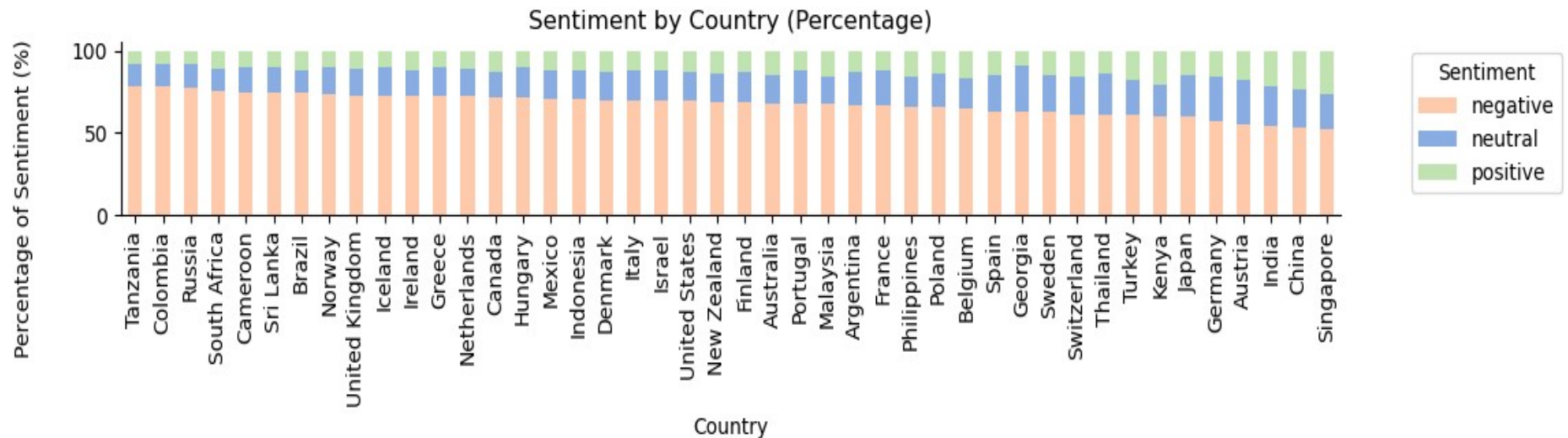
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## Percentage replying yes to whether mRNA vaccines are:



# mRNA Social Listening

- **Aim:** Assess global attitudes towards mRNA technology using LLM
- **Methods:** GPT labelled n=740,533 Twitter posts on 4 dimensions of confidence, validated with human annotated test set
- **Result:** Negative sentiments on safety, effectiveness, and trust in authority - contrasts with traditional sampling methods; Identified dominant concerns and misinformation spread online

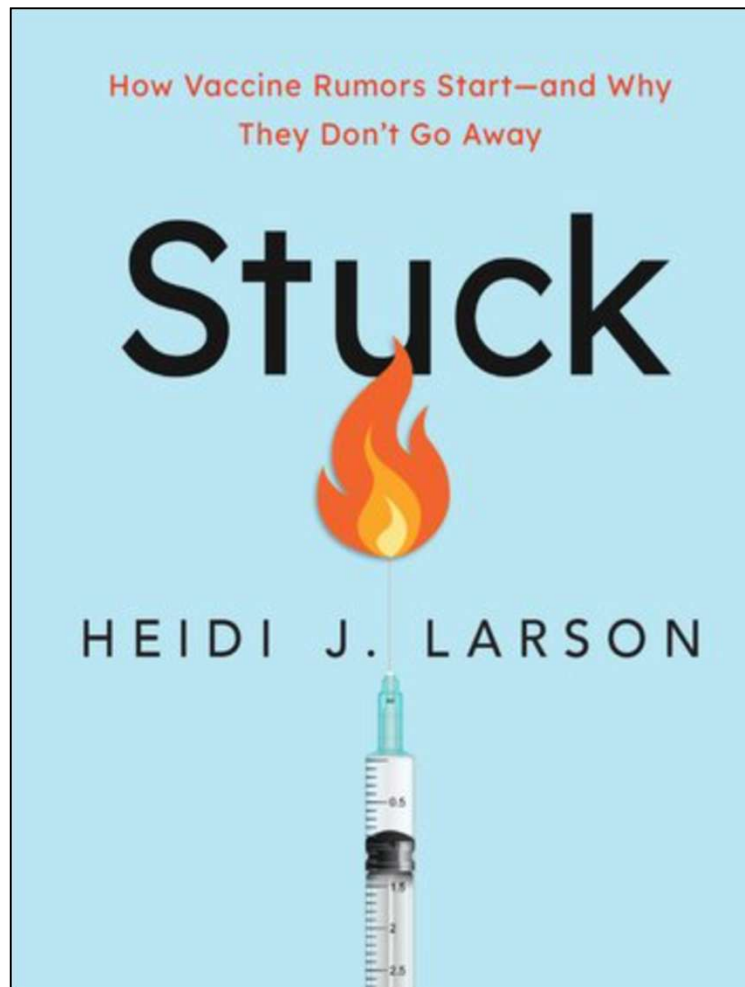


## Appealing to emotions: “Doses of Hope”



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Photo: JORGE BERNAL/AFP via Getty Images



1. On Rumor
2. Dignity and Distrust
3. On Risk
4. Volatility of Opinion
5. Wildfires
6. Emotional Contagion
7. The Power of Belief
8. Pandemics and Publics

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Rooted in data, driven  
by humanity.



## Vaccine Confidence Index

Our team has conducted research in over 150 countries from 2015 to the present, helping to identify critical global trends in vaccine confidence with implications for global health.

[Explore the map](#) →

