

Insights from France and discussion on the role of HCP communication and engagement

Vaccine confidence project, May 4 2022

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Course of the Covid-19 vaccination campaign in France: 3 phases

- **Jan-may 2021: mass information campaign**
 - High prevalence of vaccine safety concerns
- **May-Dec 2021: coercive measures: health pass, mandates for HCPs**
- **Dec 2021-March 2022: enhanced coercive measures: vaccination pass**
 - Increased public complacency & distrust in Covid-19 vaccine efficiency

Strong involvement of various HCPs in the vaccination campaign

- Pre-eminent role of dedicated vaccination centers
- Role of the Territorial Health Professional Communities in organizing these centers
- Role of community pharmacies and GPs
- But major holes in the « racket »:
 - Low coverage of deprived areas, among isolated elderly people, & in French overseas territories

Motivating people to vaccinate: Essential role of HCPs

- Addressing vaccine hesitancy: not solely a matter of providing information and correcting misconceptions
- Principles of motivational interviewing (MI): strong evidence for their efficiency
- In France, no comprehensive training strategy to enable HCPs to acquire the necessary skills to motivate patients
- **But number of local initiatives**
 - In Marseille, three projects over 2021-22 to evaluate the efficiency of MI training of midwives (maternities), interns in general medicine, and health mediators involved in outreach vaccination programs