



Ipsos Santé



Adolescent and Vaccination: Knowledge and perception

In 5 European countries



Luc Hessel, M.D.

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1. To describe the image and perception of vaccines and vaccination by European teenagers
2. To analyse knowledge and information about vaccination
3. To identify drivers and barriers to adolescent vaccinations
4. To understand the type and importance of information channels about vaccination

In order to properly address challenges and policy issues within different regions and cultures and enable policy makers and health care professionals to successfully design and implement adolescent vaccination programmes

- Survey carried out by face to face interviews in 5 EU countries



France



Germany



Italy



Spain



UK

- Minimum sample size per country: 300 subjects aged 14 to 17 years

Country	Total	France	Germany	Italy	Spain	UK
Number	1530	301	312	302	303	312

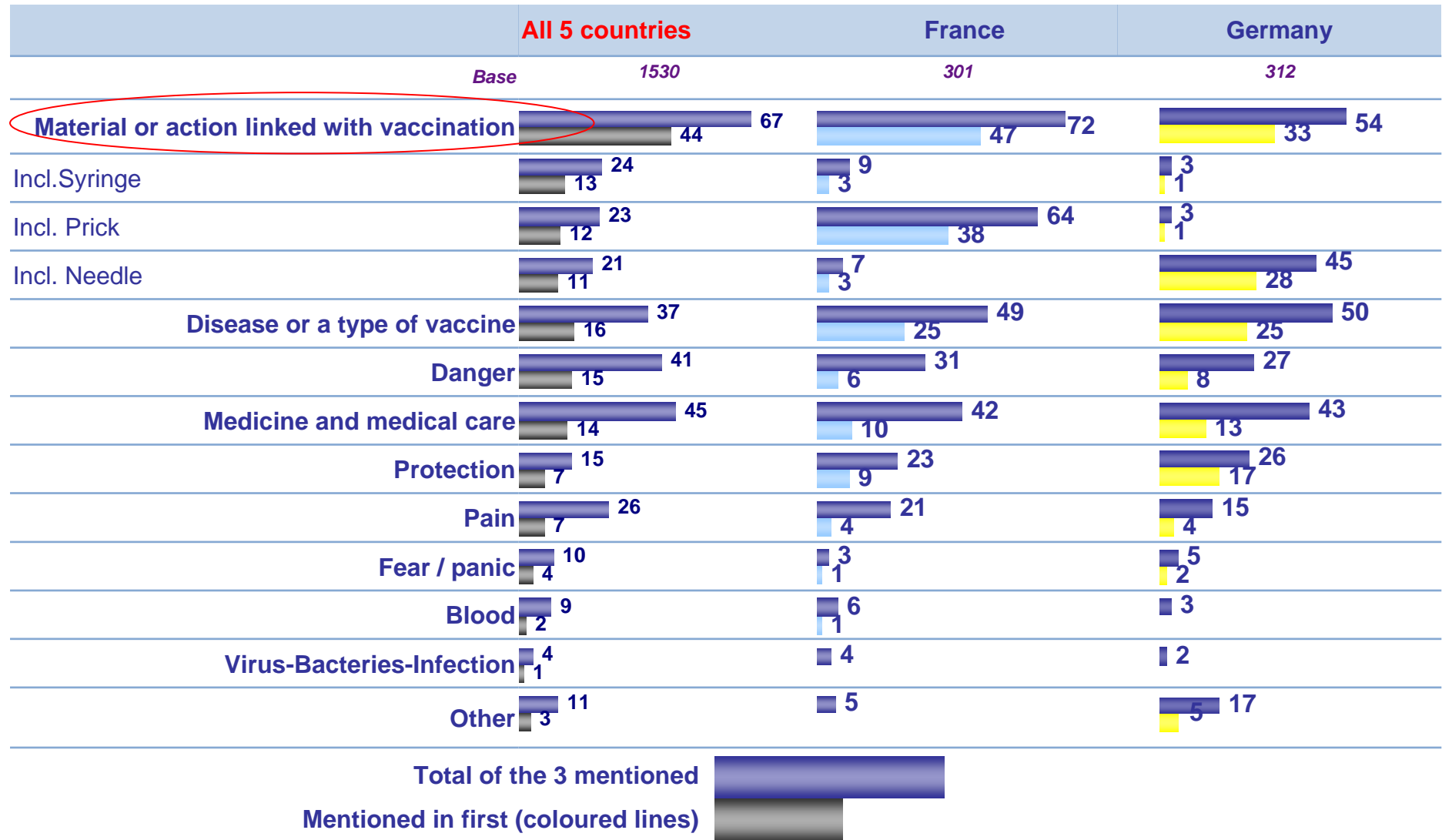
- Survey conducted from October 17th to 31st, 2006



1. General image and perception of vaccines and vaccination

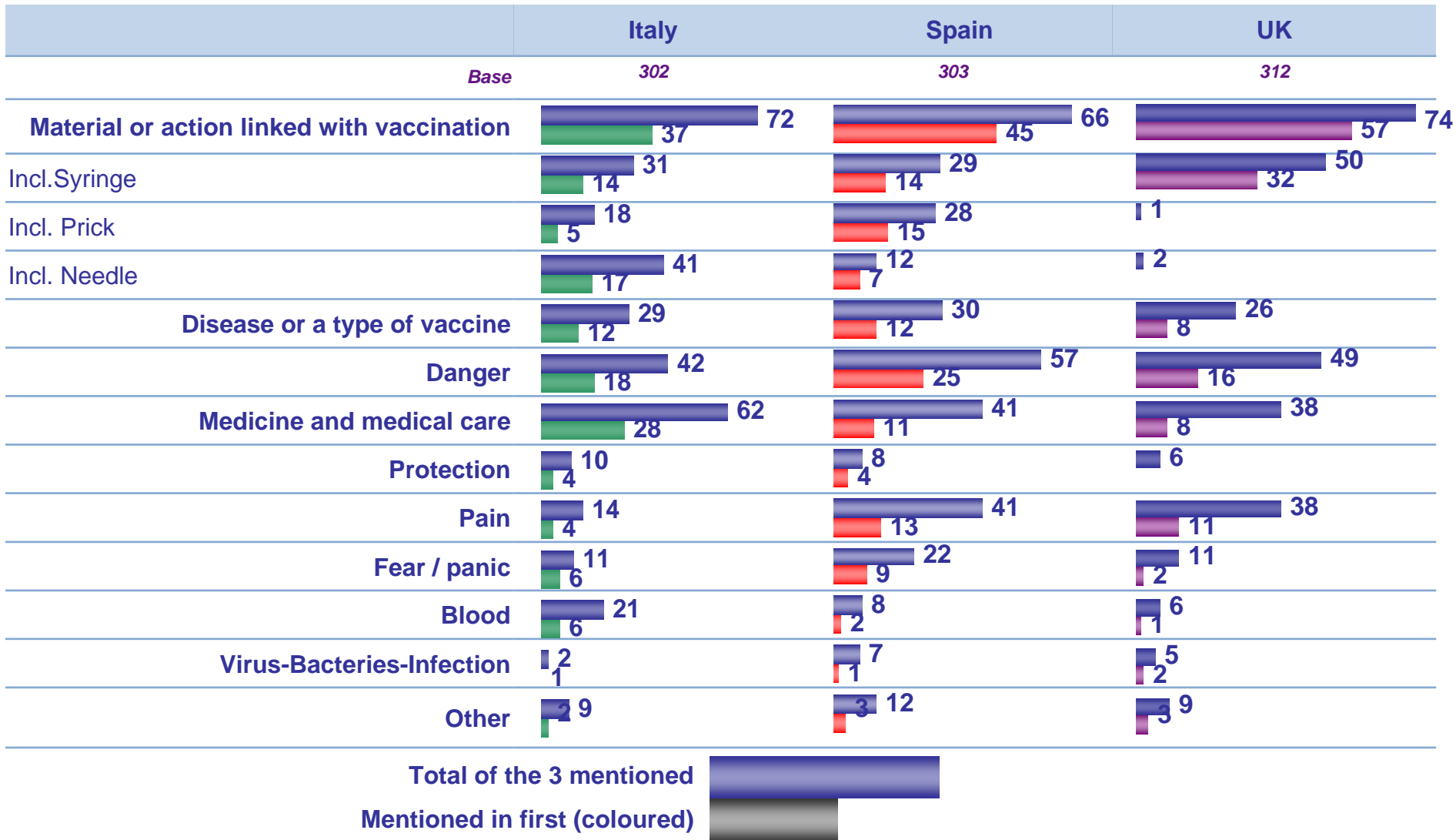
Spontaneous thoughts related to « Vaccination »

Q1. Can you give the **3 words that come to your mind when I say « vaccination »** ? (spontaneous answer)

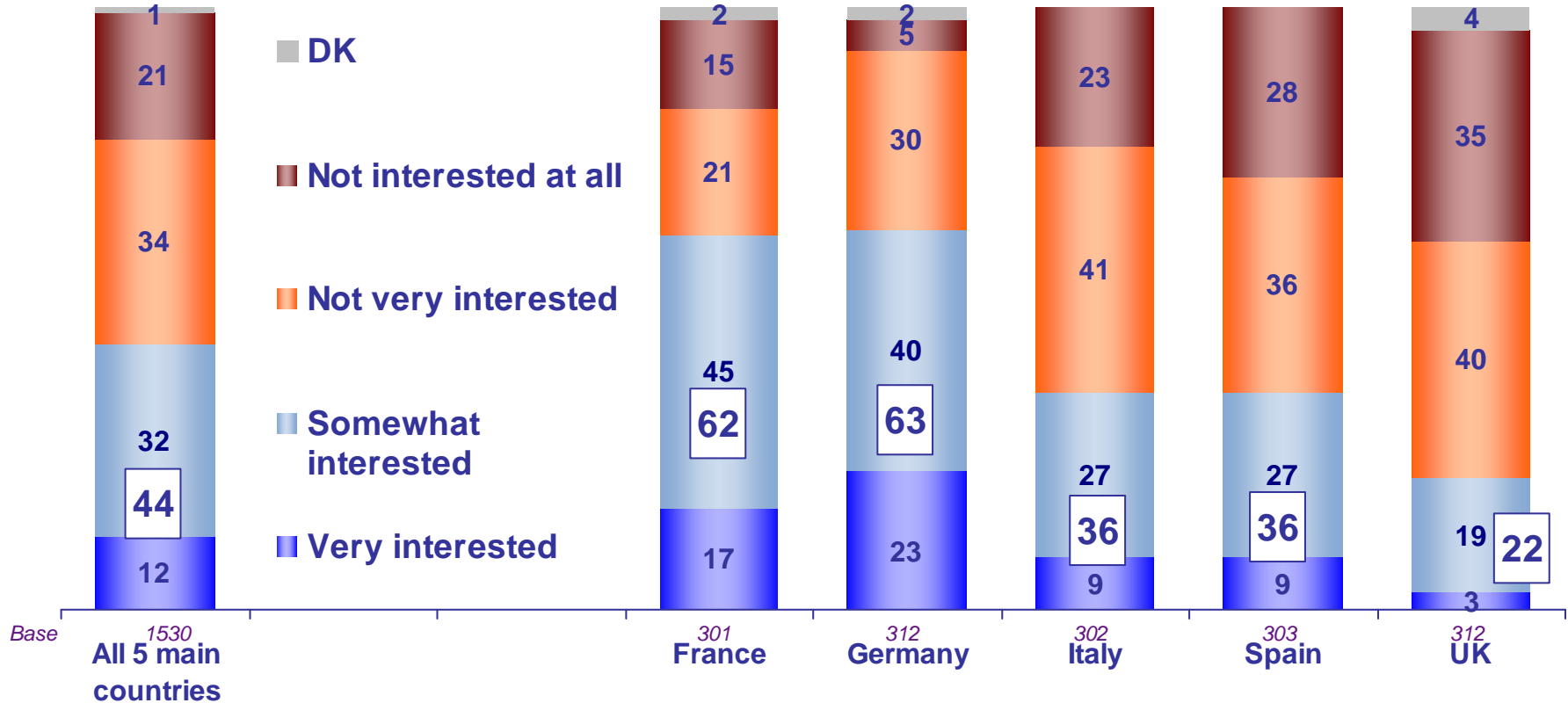


Spontaneous thoughts related to « Vaccination » (2/2)

Q1. Can you give the **3 words that come to your mind when I say « vaccination »** ? (spontaneous answer)



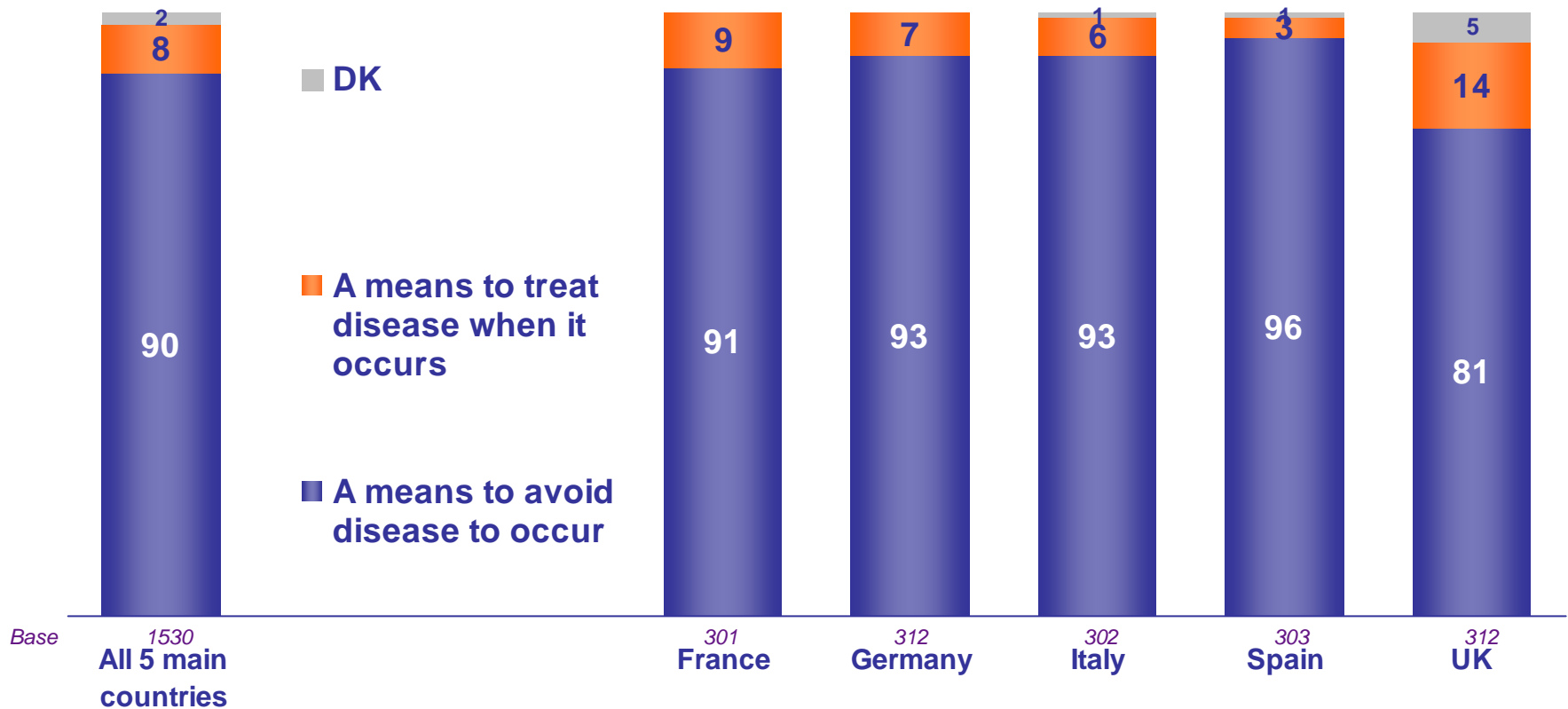
Q2. How interested are you in the vaccination topic ?



Total interested All countries

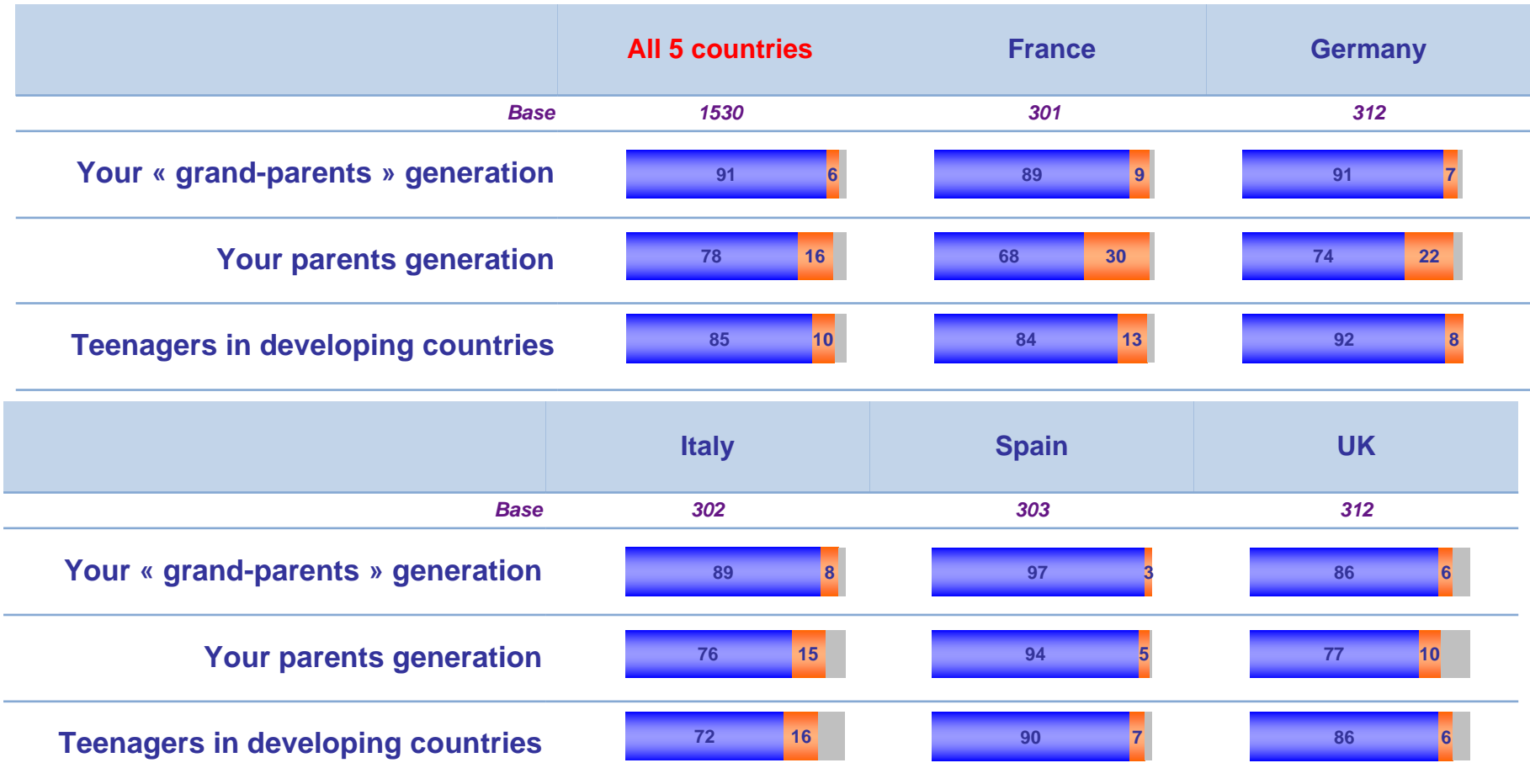
- Overall (n=1530) 44%
- Boys (n=756) 38%
- Girls (n = 774) 49% ←

Q3. According to you, **vaccination is...** ?



Base : All 5 main countries

Q5. Do you think that you are better protected thanks to vaccination, compared with [attribute]?

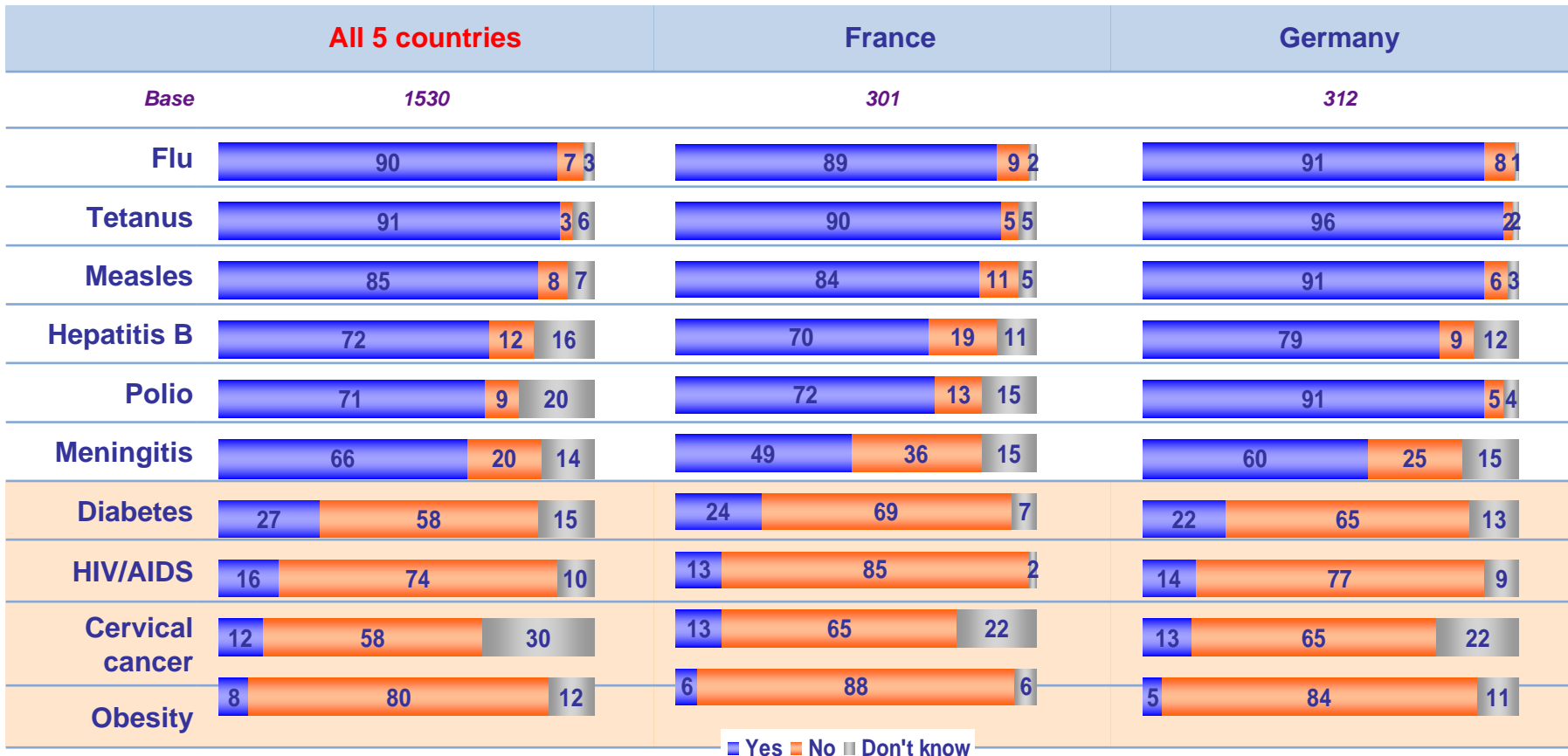




2. Knowledge and information about vaccination

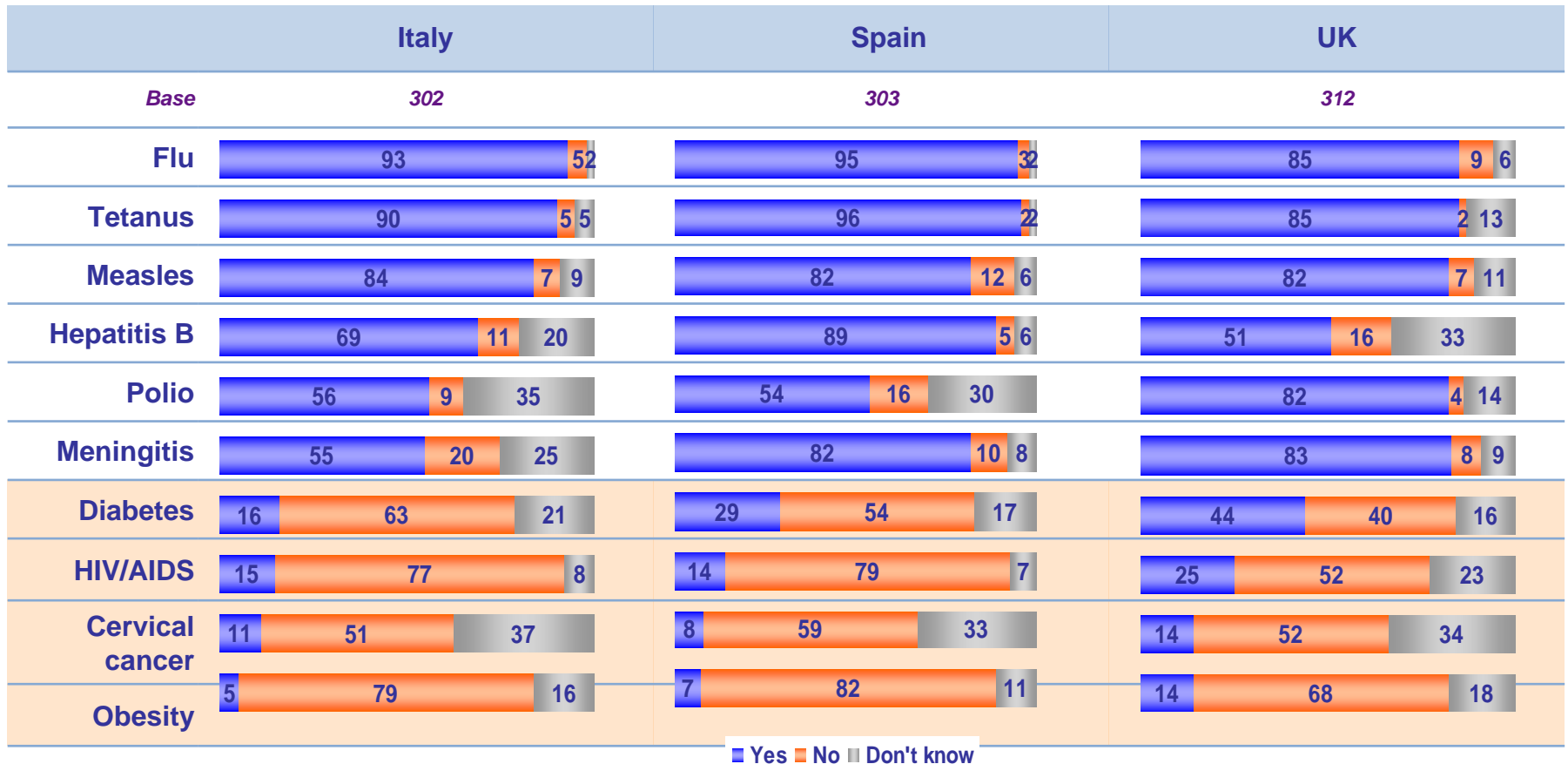
Q6. I am going to mention some diseases. For each, tell me if according to you **which vaccines are available in your country?**

Average of 7,5 right answers given over 10

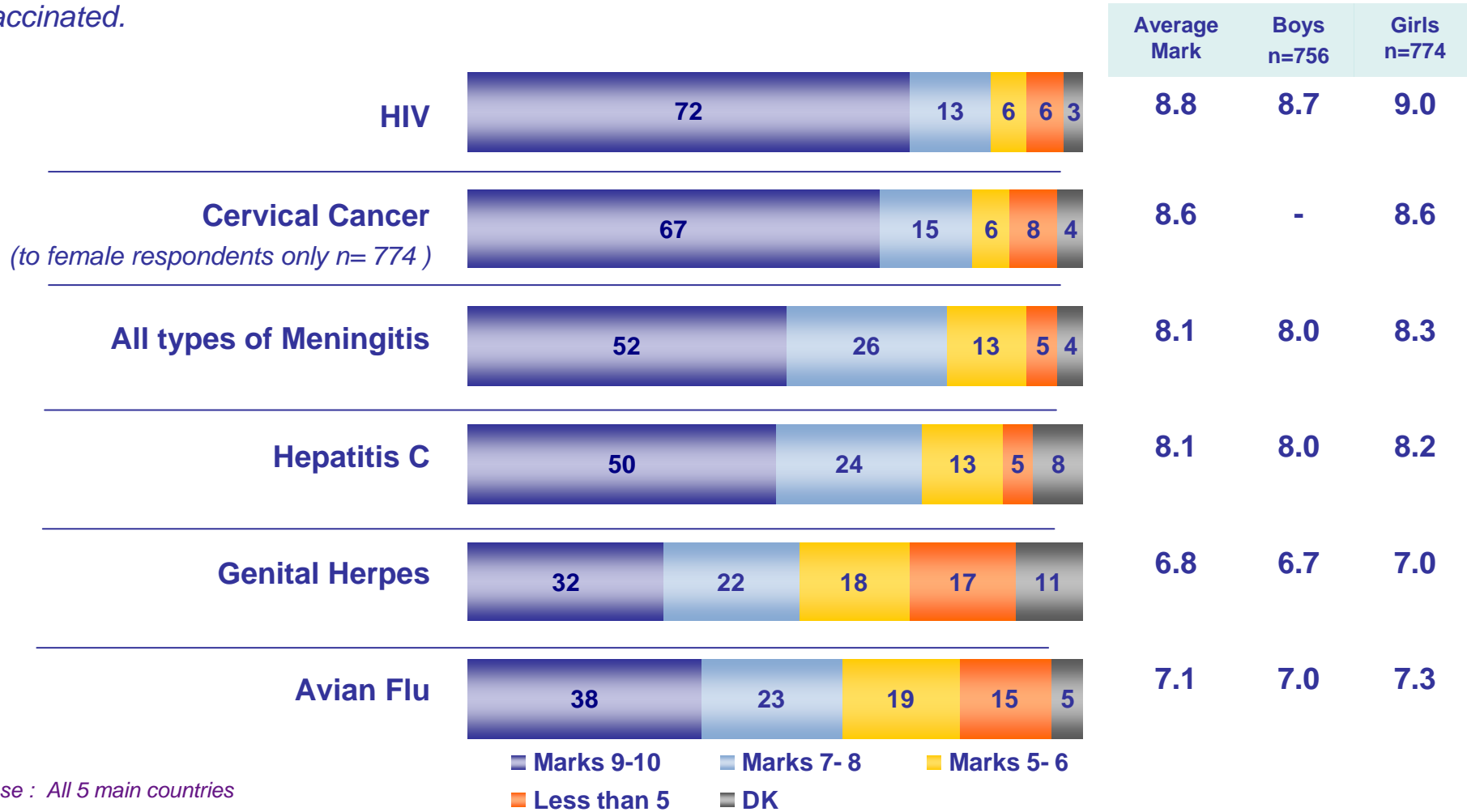


Q6. I am going to mention some diseases. For each, tell me if according to you which vaccine exist in your country?

Average of 7,5 right answers given over 10



Q7. In the next 5 years, vaccines will be available to protect against the following disease. *Would you be interested to get the following vaccinations?* For each of them give mark on a scale from 1 to 10: 1 meaning you would not be interested at all to get vaccinated and 10 that you would be very interested to get vaccinated.

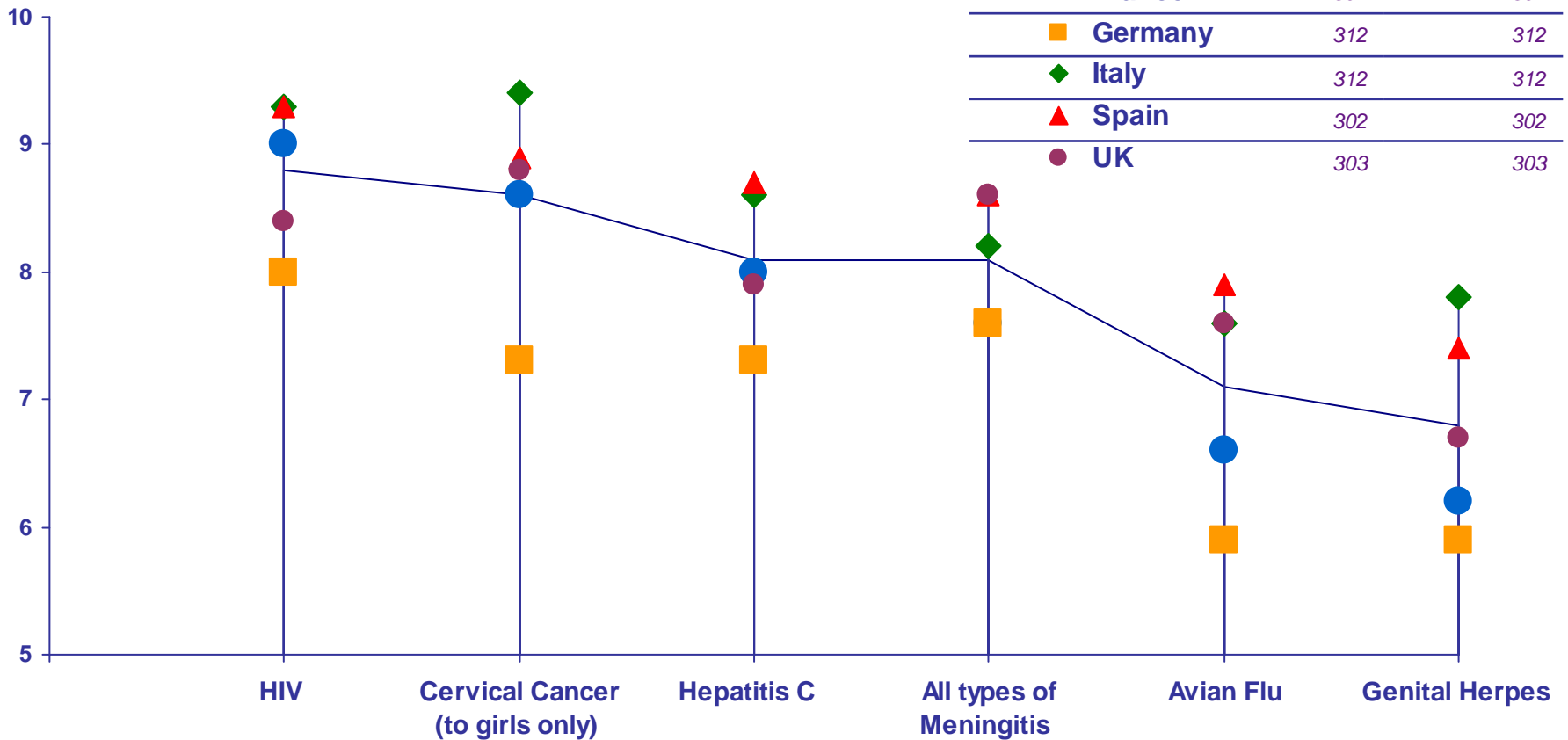


Base : All 5 main countries

Q7. In the next 5 years, vaccines will be available to protect against the following disease. *Would you be interested to get the following vaccinations?* For each of them give mark on a scale from 1 to 10: 1 meaning you would not be interested at all to get vaccinated and 10 that you would be very interested to get vaccinated.

Base whole population Base girls only

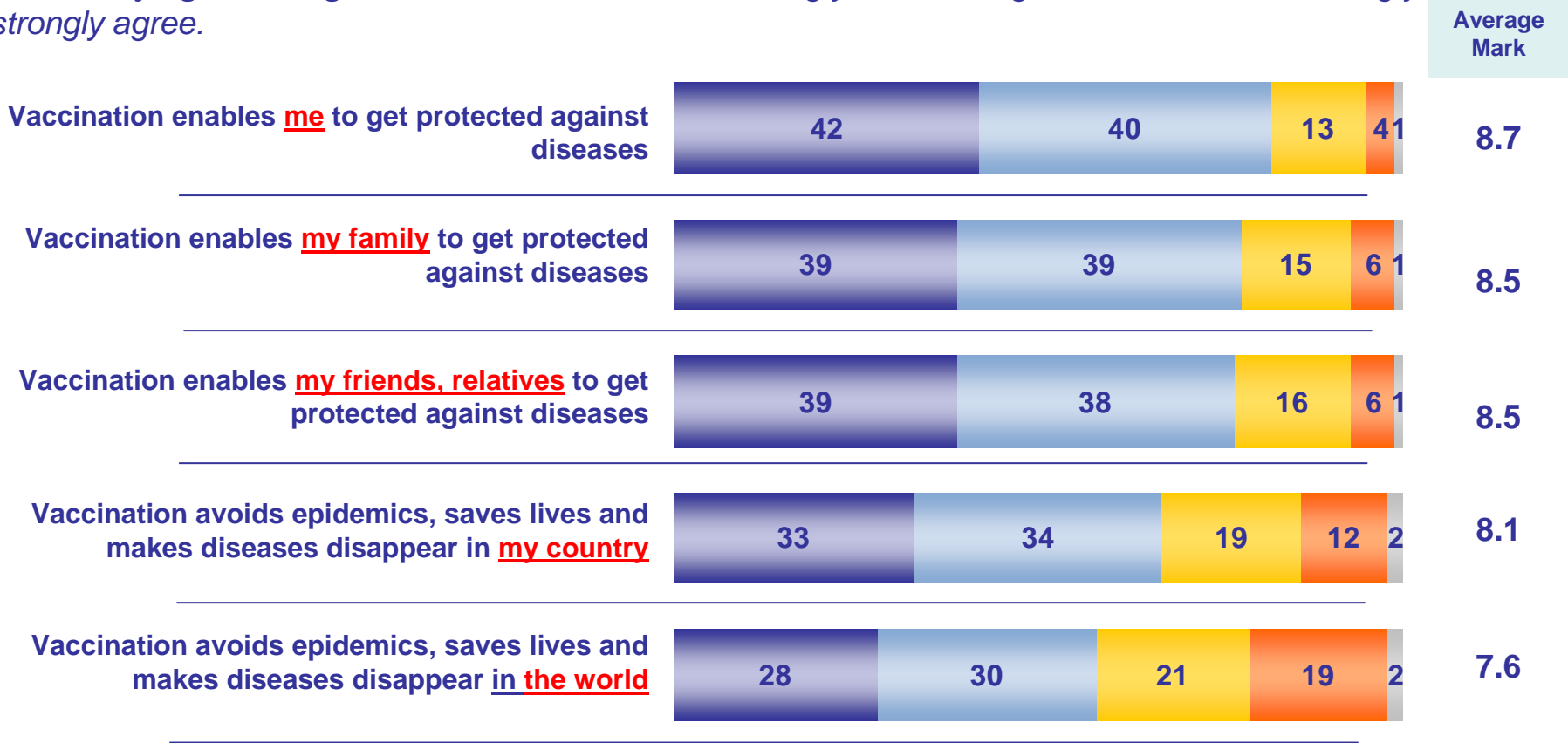
Average mark





3. Motivations and Barriers

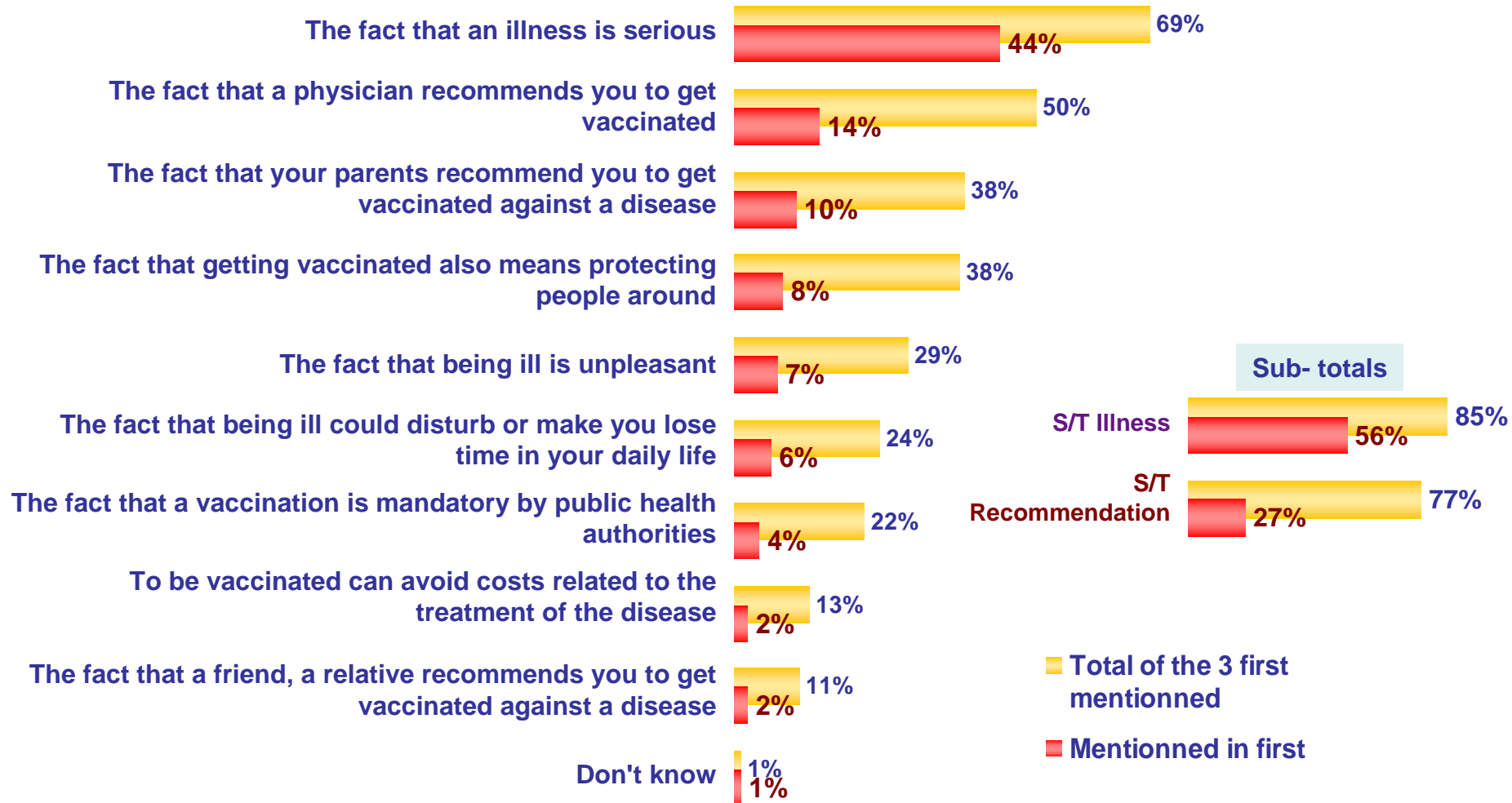
Q8. For each of the following statement about the **main benefits of vaccination**, how much do you personally agree using a scale from 1 to 10. 1 meaning you do not agree at all and 10 meaning you strongly agree.



■ Mark 10 ■ Marks 8-9 ■ Marks 6-7 ■ 5 and less ■ DK

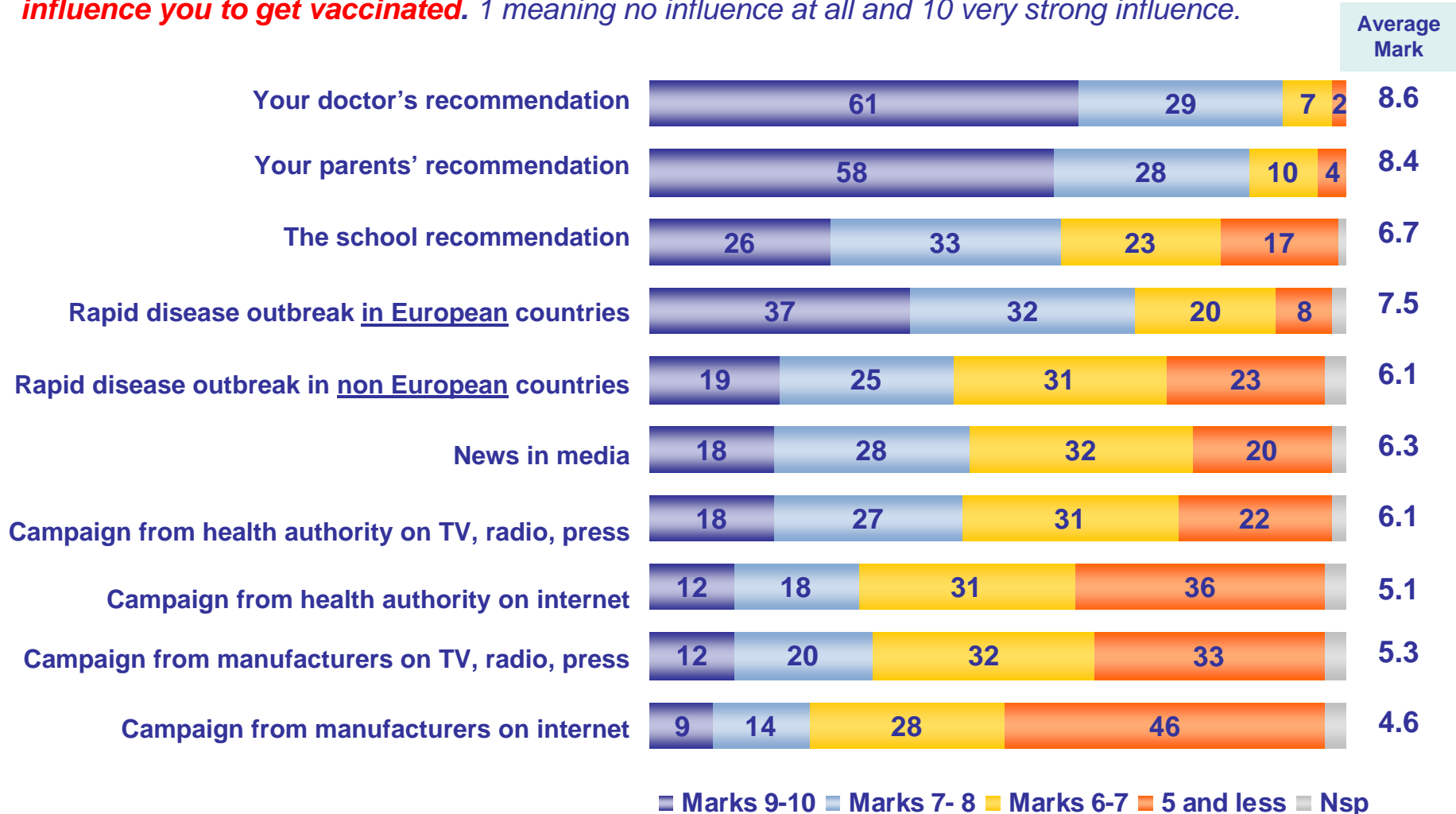
Base : All 5 main countries

Q9. What would be for yourself the 3 first reasons that would have the highest impact on your decision to get vaccinated?



Base : All 5 main countries

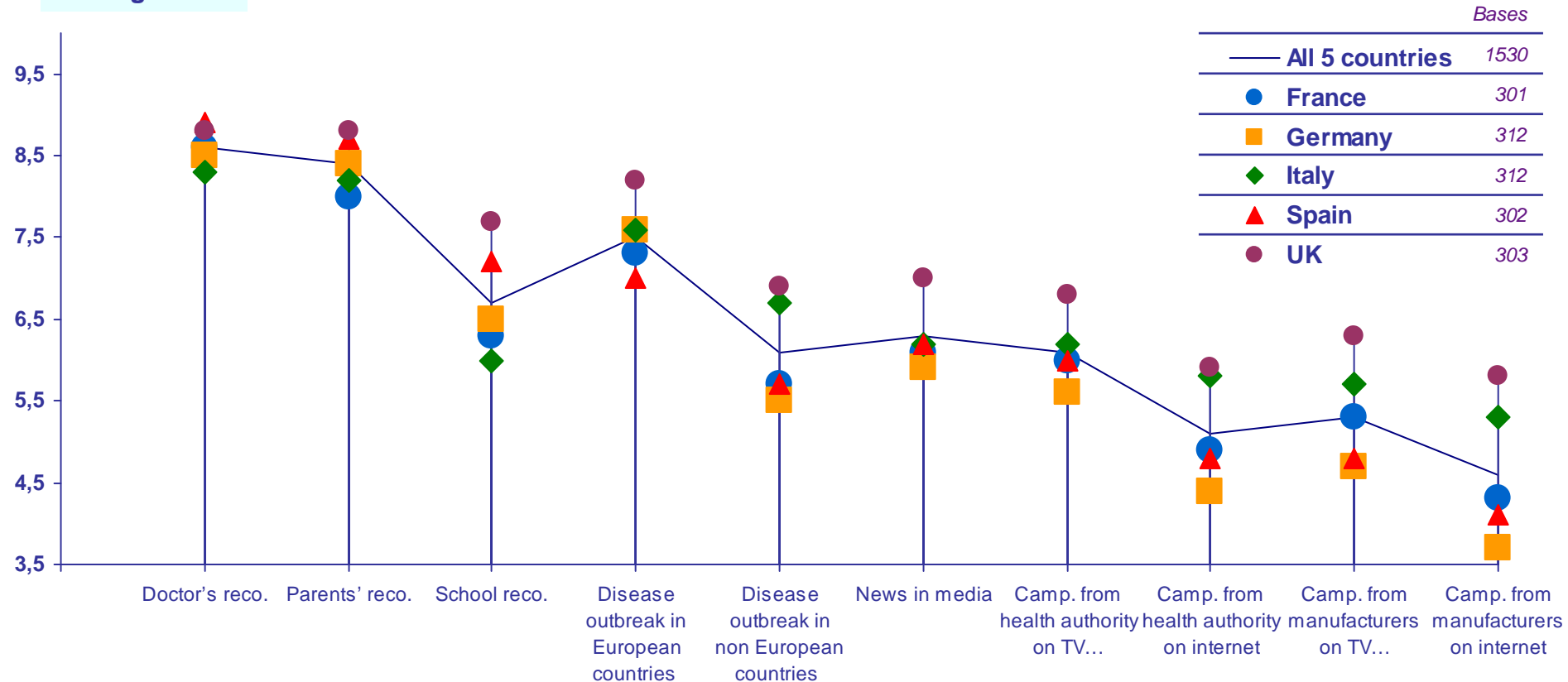
Q15. For each of the following attributes indicate on a scale from 1 to 10 *how strong they would influence you to get vaccinated*. 1 meaning no influence at all and 10 very strong influence.



Base : All 5 main countries

Q15. For each of the following attributes indicate on a scale from 1 to 10 how strong they would influence you to get vaccinated.

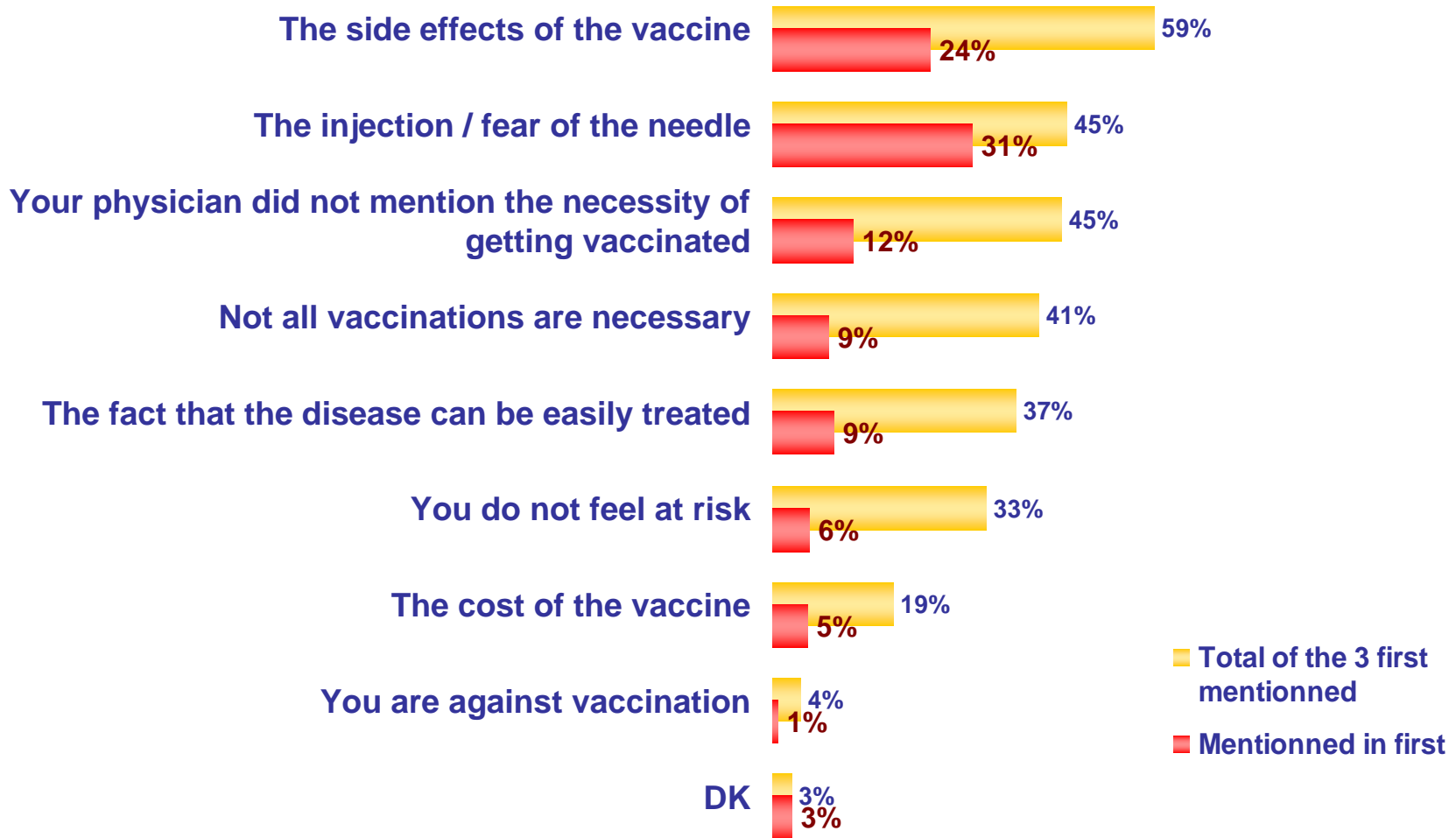
Average mark



Bases

— All 5 countries	1530
● France	301
■ Germany	312
◆ Italy	312
▲ Spain	302
● UK	303

Q10. And what would be for you **the 3 main reasons for not getting vaccinated?**

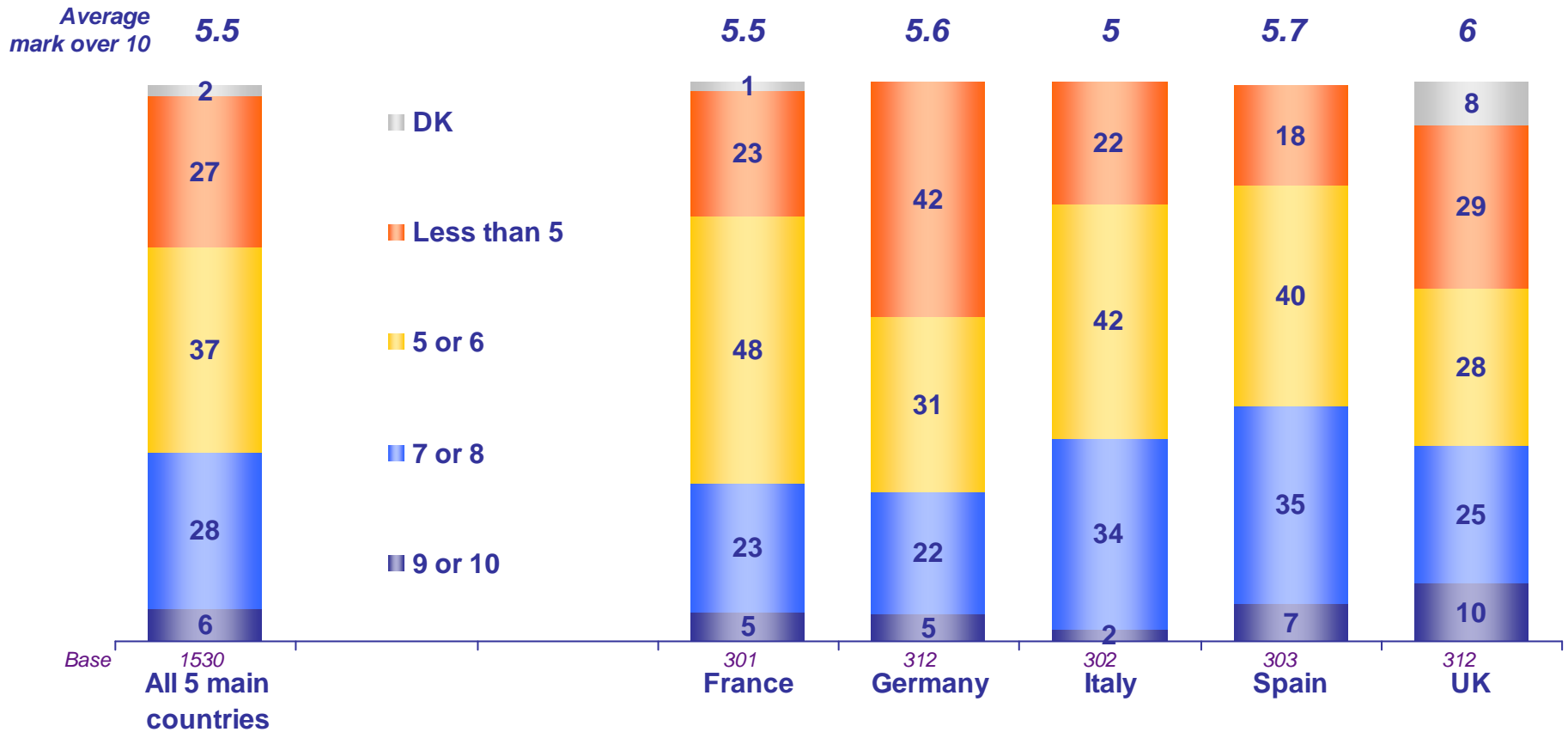


Base : All 5 main countries

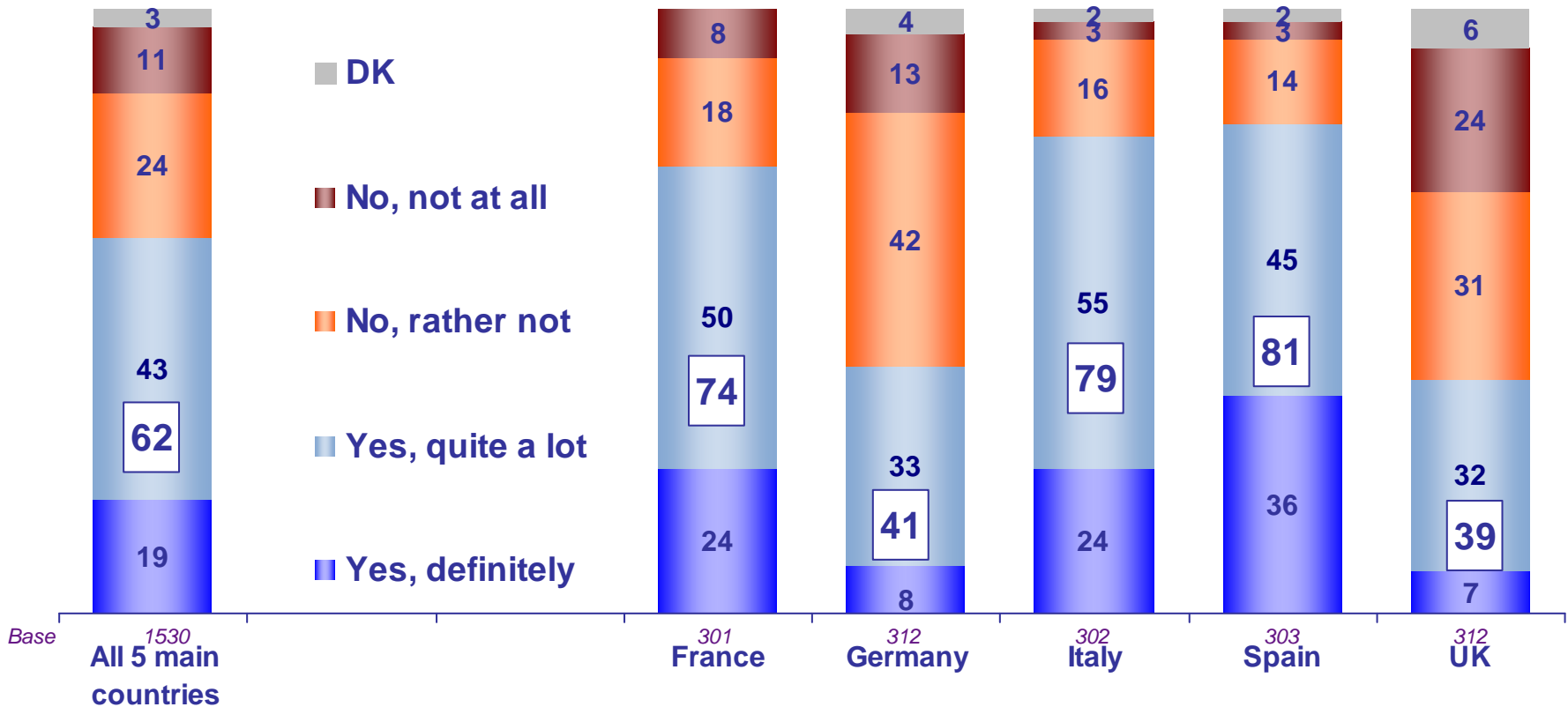


4. Information about Vaccination

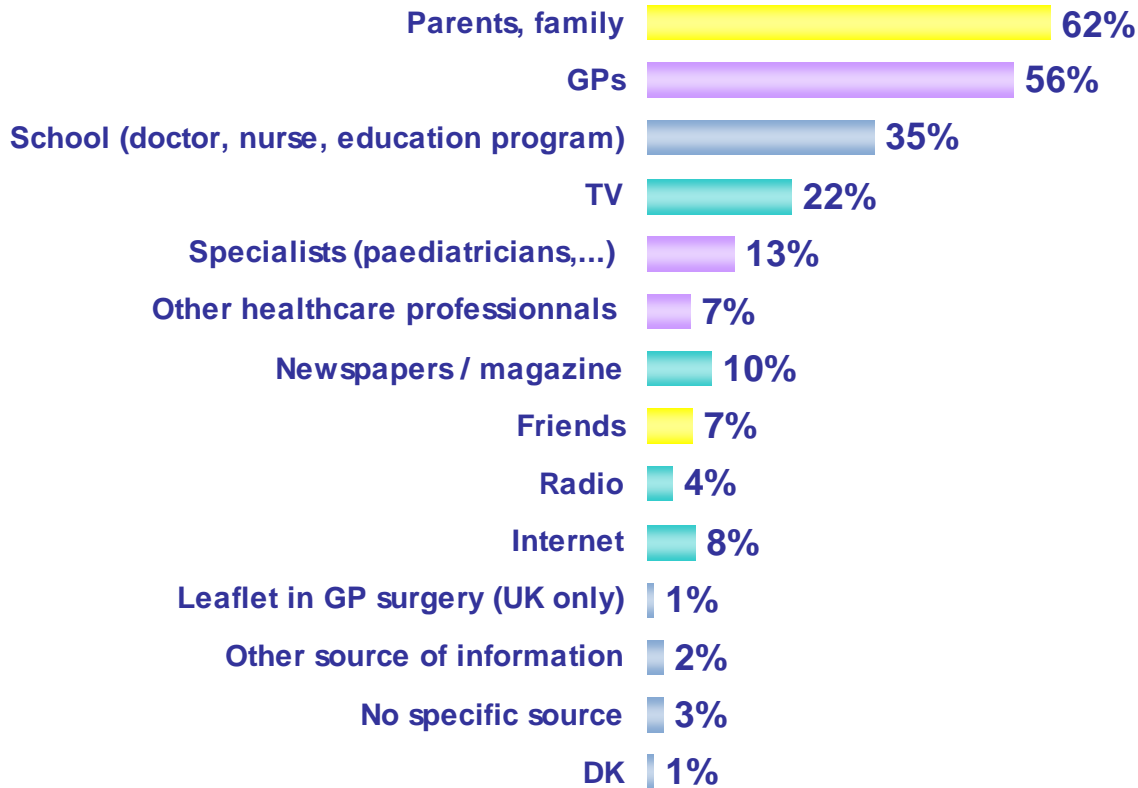
Q13. On a scale from 1 to 10 indicate **how well informed you consider you are about vaccination**. 1 meaning you are not informed at all and 10 you are very well informed.



Q16. *Would you like to get more information about vaccination?*



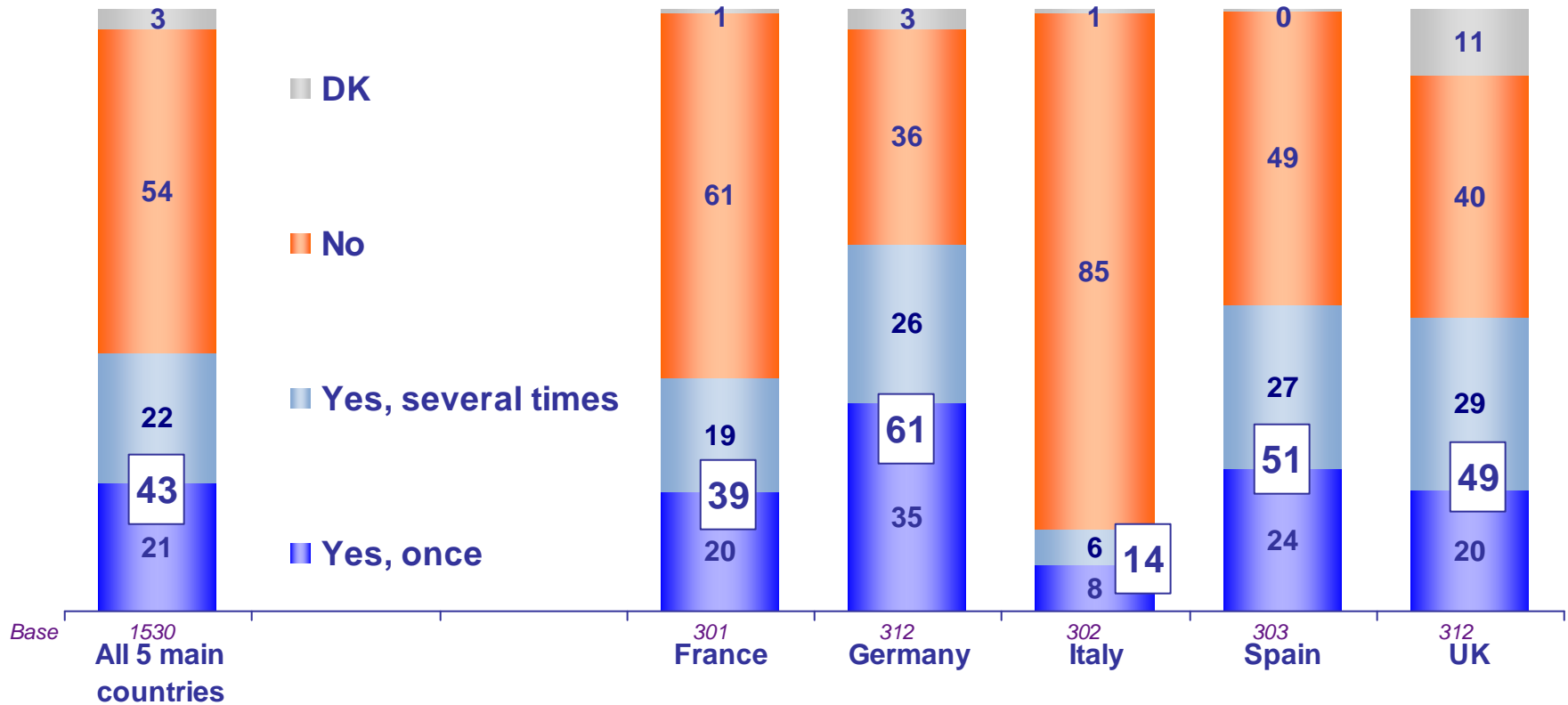
Q14. In general can you tell me **what/who your sources of information about vaccination are ?**



SUB TOTALS



Q18. Do you have in your education program, lessons about vaccination or have you ever been told about and/or been given information about vaccination at school?





KEY FINDINGS

- **“Vaccination” is first perceived as a “technique” to administer a medicine**
- **Although there is a limited interest in this topic,**
- **It is understood as the way to prevent diseases**
- **And perceived as a major asset in health care, still open for new progress and innovation**
- **Adolescents in Europe feel better protected than their parents and grandparents and adolescents in developing countries**

- A rather good knowledge of “classical” vaccines
- A good willingness to be vaccinated, especially against HIV and cervical cancer
- Irrespective of the level of information given at school

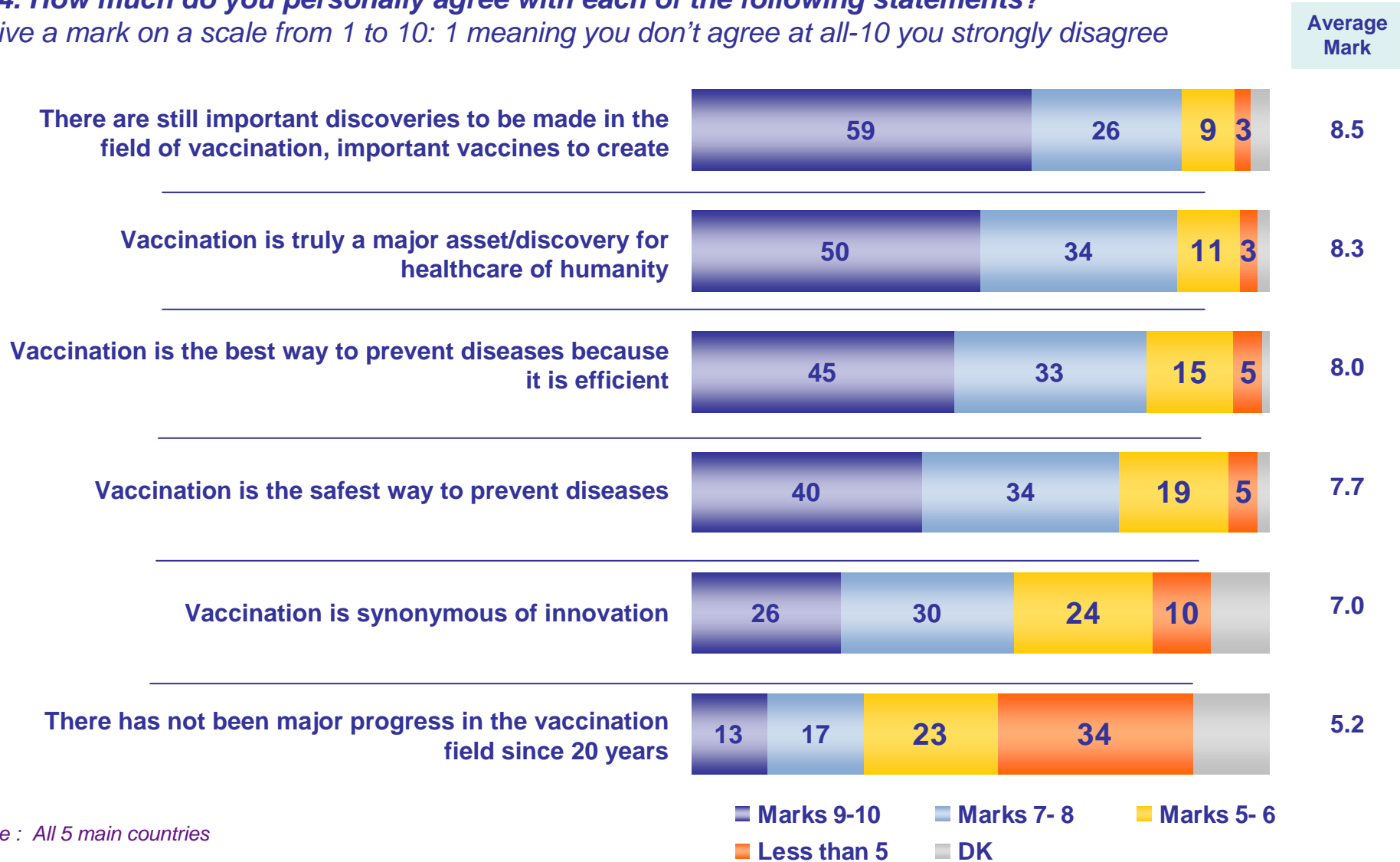
- **The first motivation to be vaccinated is individual protection followed by the benefit to family contacts and relatives, and before community benefits and global solidarity**
- **Fear (severity) of disease and recommendations by HCW or parents are the main drivers for vaccination**
- **Safety concerns represent the main barriers, before the lack of recommendations**

- **Adolescents consider they are not well informed about vaccination,**
- **And 62% would like more information**
- **Especially about new vaccines, the safety and efficacy of vaccines, the impact of vaccination programmes and their own vaccination status**
- **Sources of information are essentially the family and HCW before school and the media**
- **Less than 50% of ados have been given information/education about vaccination at school**

Back-up

Q4. How much do you personally agree with each of the following statements?

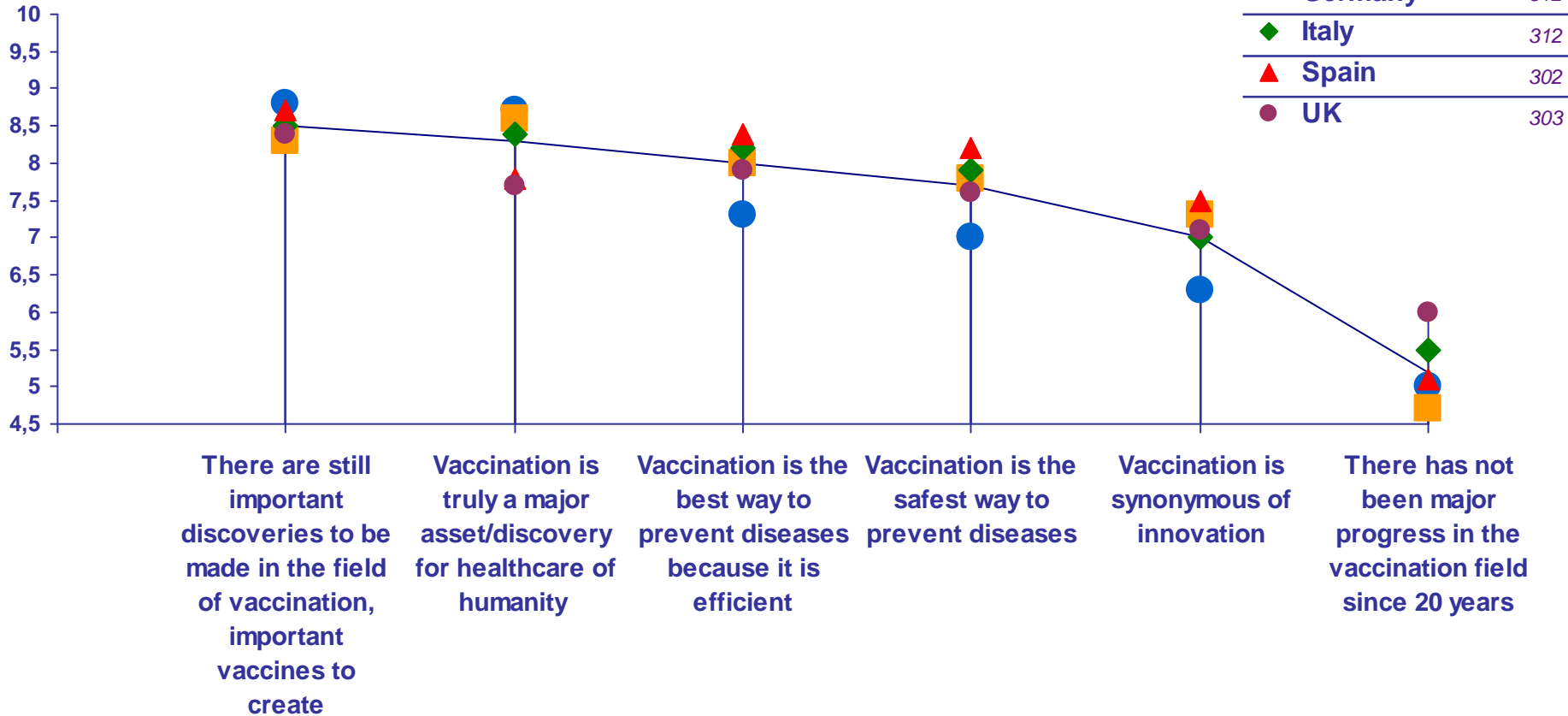
Give a mark on a scale from 1 to 10: 1 meaning you don't agree at all-10 you strongly disagree



Base : All 5 main countries

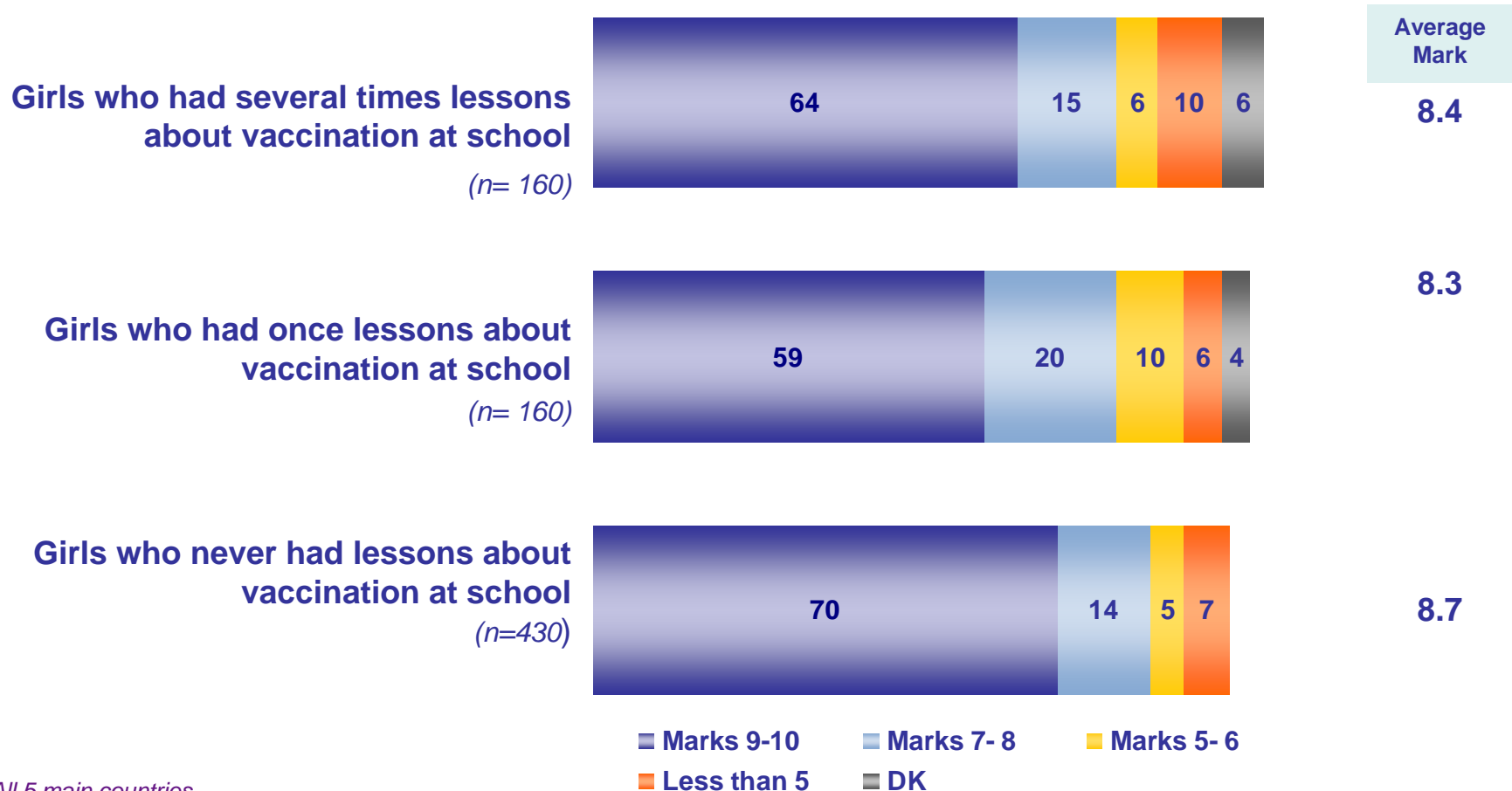
Q4. How much do you personally agree with each of the following statements?

Average mark



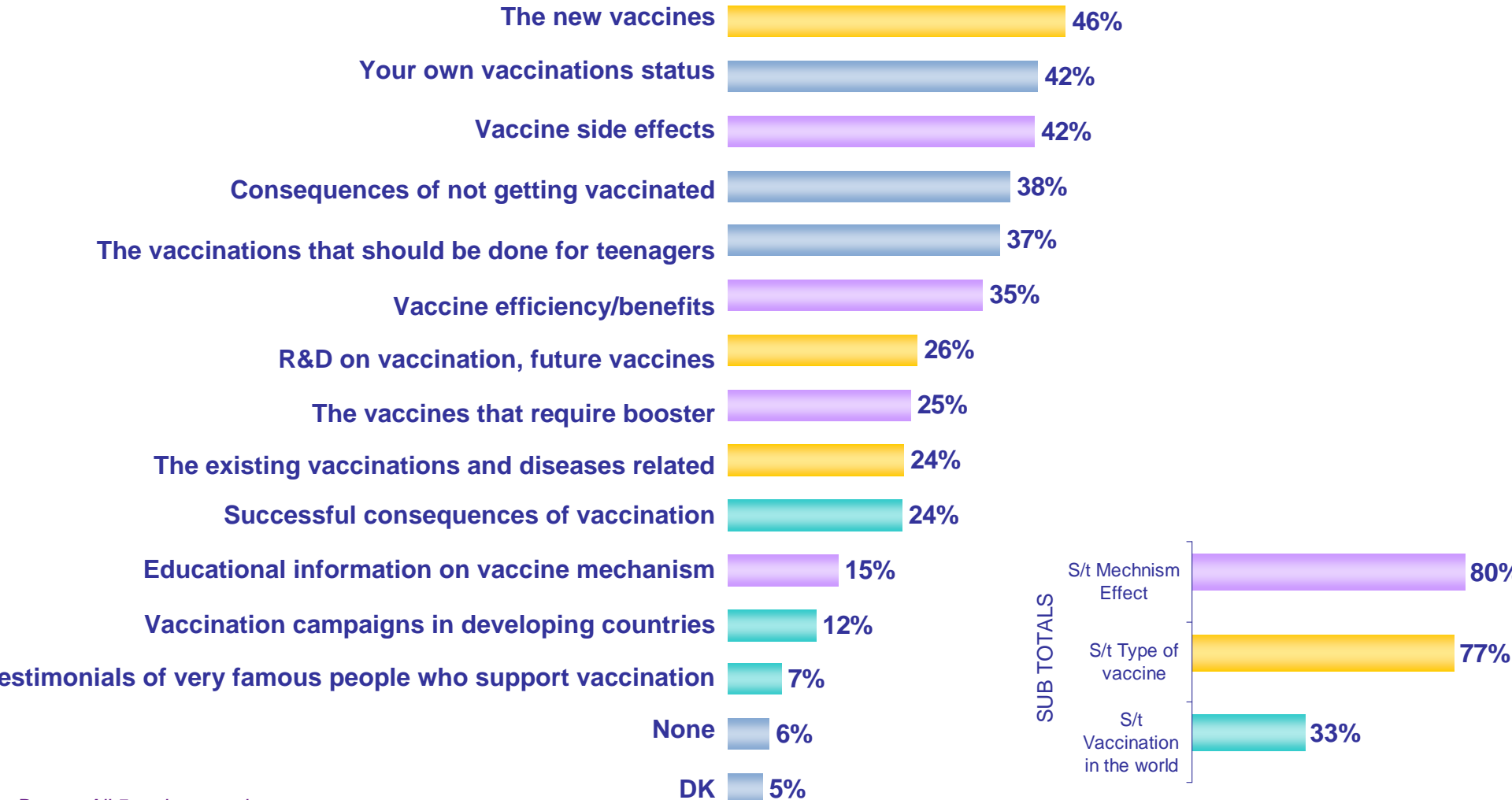
Q7. In the next 5 years, vaccines will be available to protect against the following disease. *Would you be interested to get the following vaccinations?* For each of them give mark on a scale from 1 to 10: 1 meaning you would not be interested at all to get vaccinated and 10 that you would be very interested to get vaccinated.

CERVICAL CANCER



Base : All 5 main countries

Q17. What kind of information about vaccination will be of interest for you?



Base : All 5 main countries