

A paediatrician's experience in responding to parent's concerns about vaccines

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MMR causes **autism**

Hexavalent vaccines cause
diabetes

Eliminate pertussis and Hib
vaccines to save
114 million euros



Immunized to death





I am scared!

Hygienic measures are
sufficient to prevent
infectious diseases

I was not
vaccinated
and I am fine

I know many people
who experienced
severe side effects
after immunization

Overimmunization

Preservatives and adjuvants

Doc, did you
immunize
your children ?

Ignorance

easy

Paediatrician can provide
right information

Misinformation

tough

Need time to
reaffirm facts

Problem

Solutions and Good Practice

Continued Influence Effect

Despite a retraction, people continue to rely on misinformation



Alternative Account

Alternative explanation fills gap left by retracting misinformation



Repeated Retraction

Strengthen retraction through repetition (without reinforcing myth)



Familiarity Backfire Effect

Repeating the myth increases familiarity, reinforcing it.



Emphasis on Facts

Avoid repetition of the myth, reinforce the correct facts instead



Pre-Exposure Warning

Warn up-front that misleading information is coming



Overkill Backfire Effect

Simple myths are more cognitively attractive than complicated refutations



Simple, brief rebuttal

Use less arguments in refuting the myth - less is more



Foster healthy skepticism

Skepticism about information source reduces influence of misinformation



Worldview Backfire Effect

Evidence that threatens worldview can strengthen initially held beliefs



Affirm Worldview

Frame evidence in worldview-affirming manner by speakers sharing values of audience



Affirm Identity

Self-affirmation of personal values increases receptivity to evidence





OVERTREATMENT

NEW
EDITION

ANDREW KEEN

The Cult of the Amateur

How blogs, MySpace, YouTube and the rest of today's user-generated media are killing our culture and economy

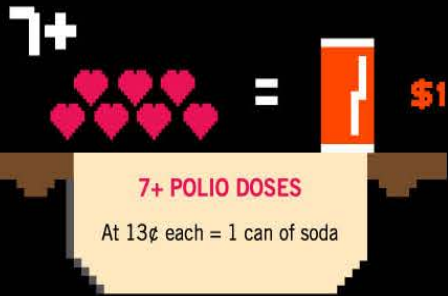
"A shrewdly argued jeremiad against the digerati effort to dethrone cultural and political gatekeepers and replace experts with 'the wisdom of the crowds'. Keen writes with acuity and passion."

The New York Times

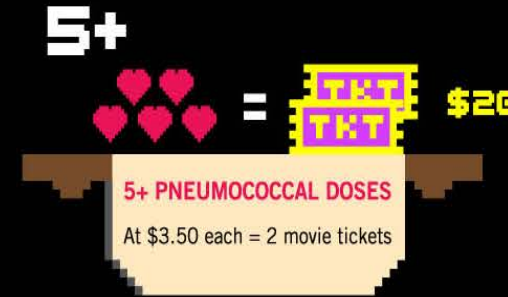


VACCINES SAVE LIVES

AT THE COST OF EVERYDAY SPLURGES



In developing countries, just a few diseases kill millions of children under the age of five. Many of these are preventable with simple vaccines that cost just a few dollars per child.



WE'VE ALREADY SEEN THAT VACCINES CAN MAKE A HUGE DIFFERENCE



99% drop in cases globally



90% drop in deaths in Africa



60% drop in deaths in Nicaragua



Listen with curiosity

Do not judge

You don't need to seem smart or right

Match with the family profile

Interpret resistance as a feedback

Be open

A low-angle, close-up photograph of a crowd of people walking across a crosswalk. The focus is on the lower legs and feet of the individuals, many of whom are wearing blue jeans. The crosswalk consists of white stripes on a dark asphalt surface. The word "Participation" is overlaid in a large, bold, black sans-serif font across the middle of the image.

Participation