

# State of Vaccine Confidence in

# EU/Italy



Vaccine  
Confidence  
Project™



Assessed by



Research that maps and measures public sentiments and attitudes towards vaccines

And further enables



The monitoring of changes in public sentiment and intent to accept vaccines, in order to identify areas which require trust building and other resiliency measures

Contributing to



The delivery of effective vaccination programmes

Which will enable



The detection of early-warning signals of losses in trust and confidence in vaccines.

This will then provide



Strong and valuable evidence for policy makers, international organisations and those in the private sector working to design policies, tools, strategies and communications to strengthen acceptance of and confidence in vaccines.

And influence an overall increase in:



Levels of immunisation at a global, national and sub-national level

# Why vaccine confidence?

# How is confidence measured?

Vaccine confidence is assessed via a survey tool – the Vaccine Confidence Index™ (VCI) – which measures perceptions surrounding the importance, safety, effectiveness, and religious compatibility of vaccines.

The VCI was initially vaccine non-specific, but in 2018 it was extended to measure perceptions of safety and importance surrounding the MMR and seasonal influenza vaccines.

The VCI now includes questions surrounding perceptions of vaccines in general, as well as perceptions around the MMR, seasonal influenza, and HPV vaccines specifically.

In 2022, COVID-19 vaccines were also incorporated in to the VCI.

# Vaccine Confidence Survey Items

Vaccine confidence survey items for the general public and healthcare professionals. Each item is answered on a four-point scale that ranges from “strongly disagree” to “strongly agree.” Respondents may also indicate that they “do not know” or provide no response. The wording to the confidence item on compatibility with religious, personal, or philosophical beliefs has changed in 2022 from ‘vaccines are compatible with my religious beliefs’ in 2018 and 2020.

		2018	2020	2022
General vaccine confidence	Vaccines are important for children to have	✓	✓	✓
	Vaccines are safe	✓	✓	✓
	Vaccines are effective	✓	✓	✓
	Vaccines are compatible with religious, personal, or philosophical beliefs	✓	✓	✓
MMR vaccine confidence	MMR vaccine is important for children	✓	✓	✓
	MMR vaccine is safe	✓	✓	✓
	MMR vaccine is effective			✓
	MMR vaccine is compatible with religious, personal, or philosophical beliefs			✓
Seasonal influenza vaccine confidence	Seasonal influenza vaccine is important	✓	✓	✓
	Seasonal influenza vaccine is safe	✓	✓	✓
	Seasonal influenza vaccine is effective			✓
	Seasonal influenza vaccine is compatible with religious, personal, or philosophical beliefs			✓
HPV vaccine confidence	HPV vaccine is important		✓	✓
	HPV vaccine is safe		✓	✓
	HPV vaccine is effective			✓
	HPV vaccine is compatible with religious, personal, or philosophical beliefs			✓
COVID-19 vaccine confidence	COVID-19 vaccines are important			✓
	COVID-19 vaccines are safe			✓
	COVID-19 vaccines are effective at preventing infection			✓
	COVID-19 vaccines are effective at preventing severe disease			✓
	COVID-19 vaccines are effective at preventing transmission to others			✓
	COVID-19 vaccines are compatible with religious, personal, or philosophical beliefs			✓

# Additionally, healthcare professionals (HCPs) are asked about likelihood of recommending vaccines to patients

Likelihood of recommending ...		2018	2020	2022
How likely are you to recommend	... the MMR vaccination to patients?	✓	✓	✓
	... the seasonal influenza vaccination to patients?	✓	✓	✓
	... the seasonal influenza vaccine to a pregnant woman?	✓	✓	✓
	... the HPV vaccination to patients?		✓	✓
	... the COVID-19 vaccination to patients?			✓
	... the COVID-19 vaccination to a pregnant woman?			✓

A large, stylized graphic of a virus particle, composed of numerous teal-colored spheres of varying sizes connected by thin lines, resembling a molecular or network structure. The graphic is positioned on the right side of the slide, partially overlapping the text box.

# State of Vaccine Confidence in the EU: 2022

# Key Findings in 2022

Vaccine confidence among healthcare professionals remains high in 2022

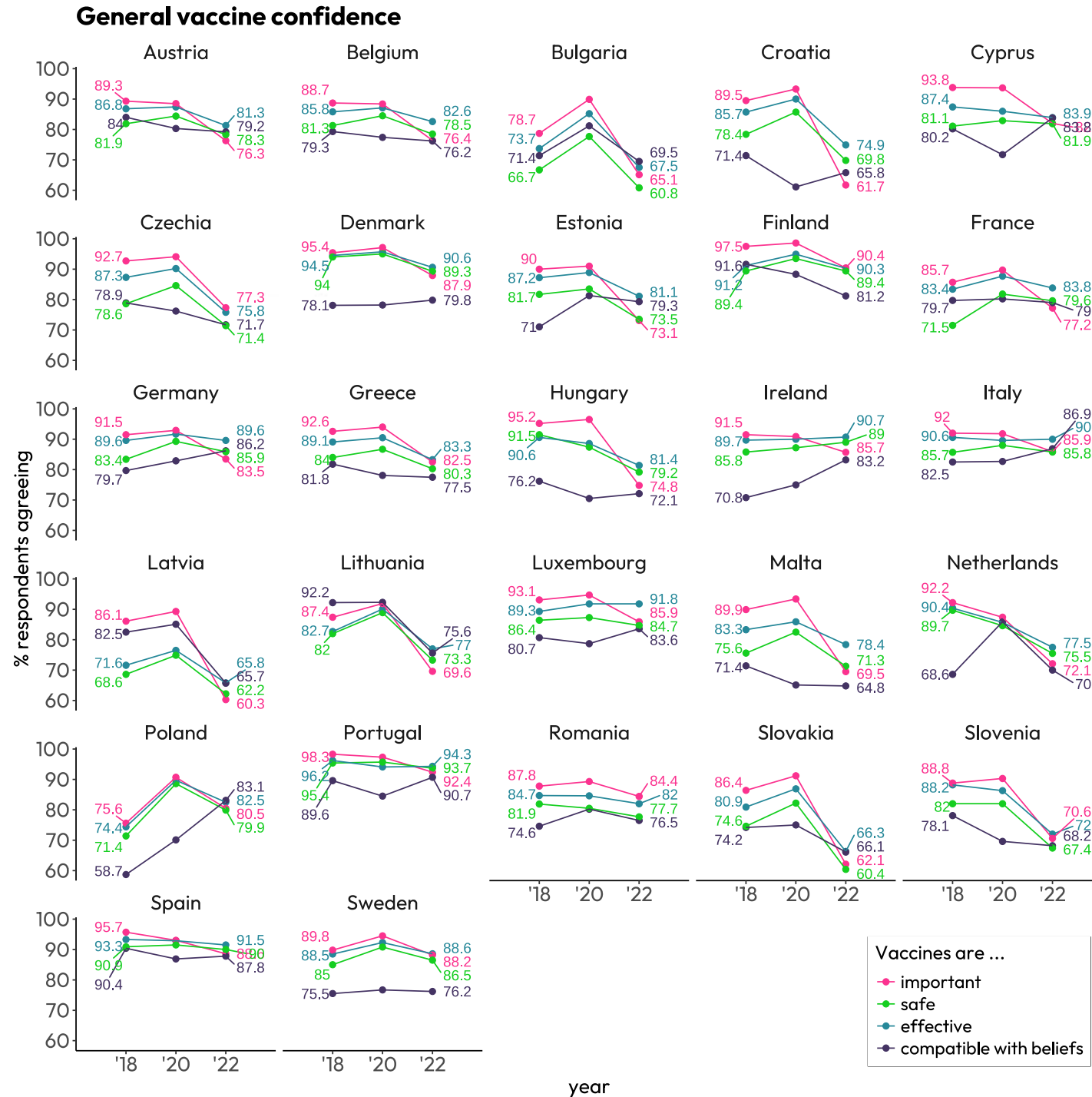
Across the EU, overall vaccine confidence has declined among the general public since 2020\* but remains roughly the same as 2018

Variability in vaccine confidence exists between countries, among vaccine types

The age “gap” in confidence is widening between younger and older age groups

# Vaccine Confidence is Fluctuating

Agreement that vaccines are **important**, **safe**, **effective**, and **compatible with beliefs** has fallen compared to 2020 values. Agreement that vaccines are important and effective are also below 2018 levels, but agreement that vaccines are safe and compatible with beliefs are higher than 2018 levels.





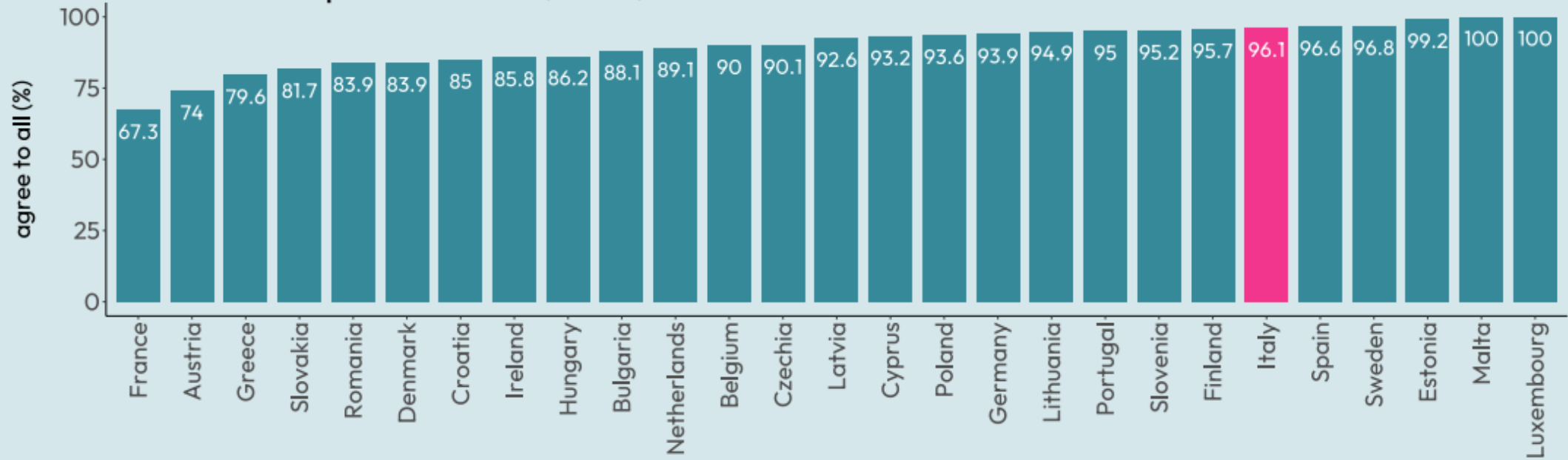
Rank based on the percentage of respondents agreeing that vaccines are important, safe, effective, and compatible with their beliefs

	<b>2022</b>	<b>2020</b>	<b>2018*</b>
Rank (public)	4	6	6
Rank (HCP)	6	6	

## General public



## Healthcare professionals (HCPs)

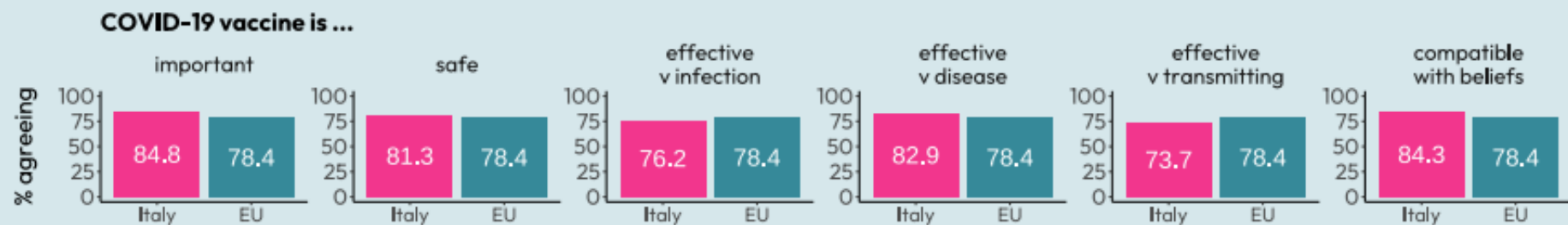
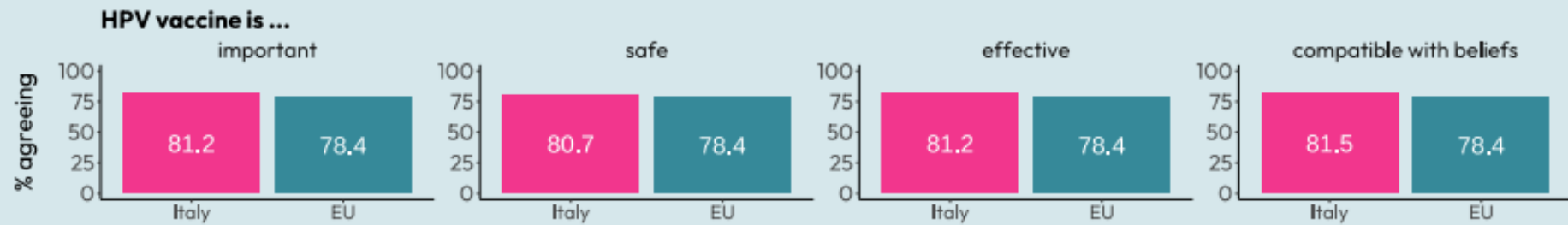
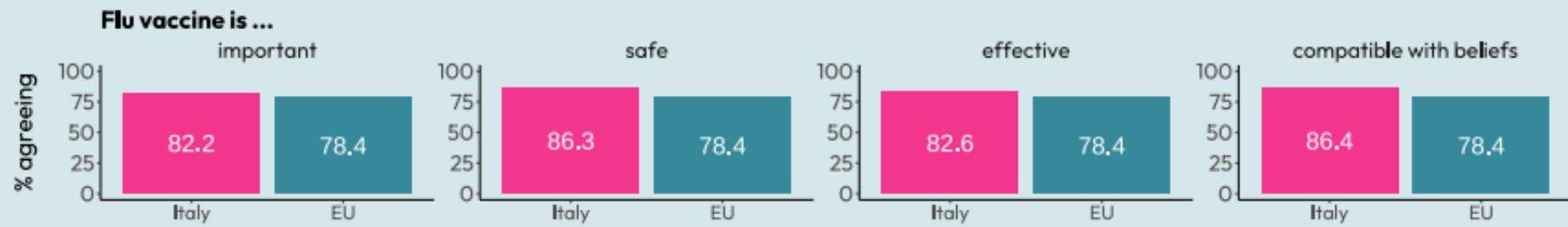
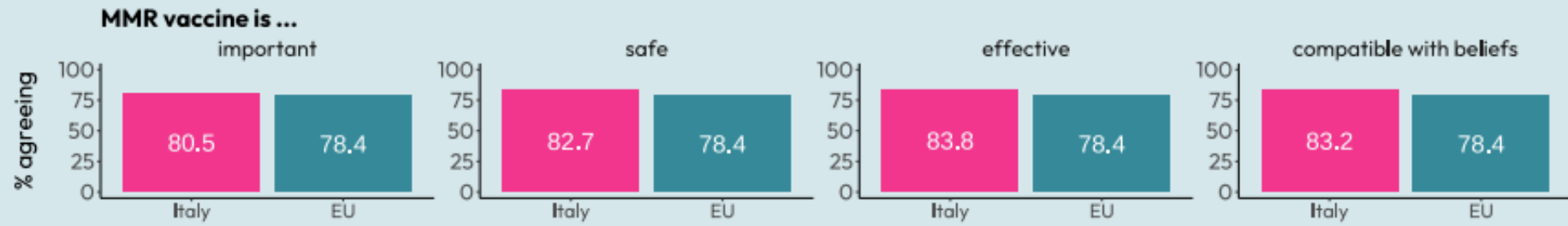
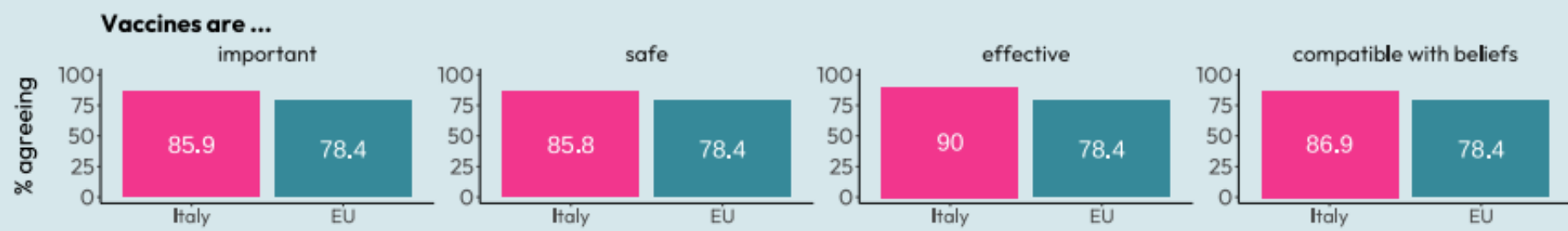


# Public Confidence

## Willkommen zur Impfung

Zugang über  
Vorplatz/Halle

Stadt  
Wien



# Changes in perceptions of vaccine importance and safety since 2020

Vaccines are safe: 85.8% (no change)

Vaccines are important: 85.9% (-5.9pp change)

MMR vaccine is safe: 82.7% (no change)

MMR vaccine is important: 82.2% (-5pp change)

Flu vaccine is safe: 86.3% (+4.1pp change)

Flu vaccine is important: 82.2% (no change)

HPV vaccine is safe: 80.7% (no change)

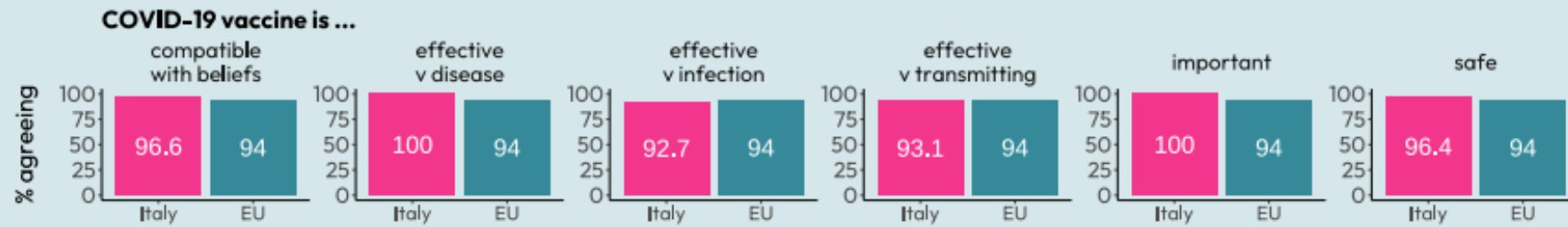
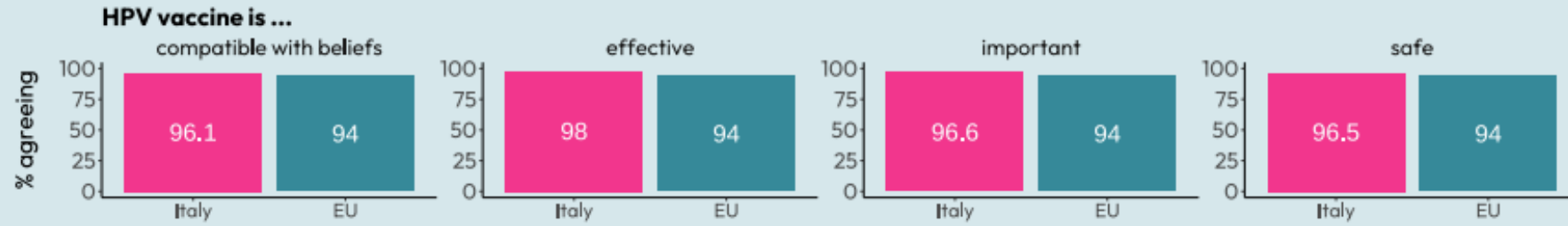
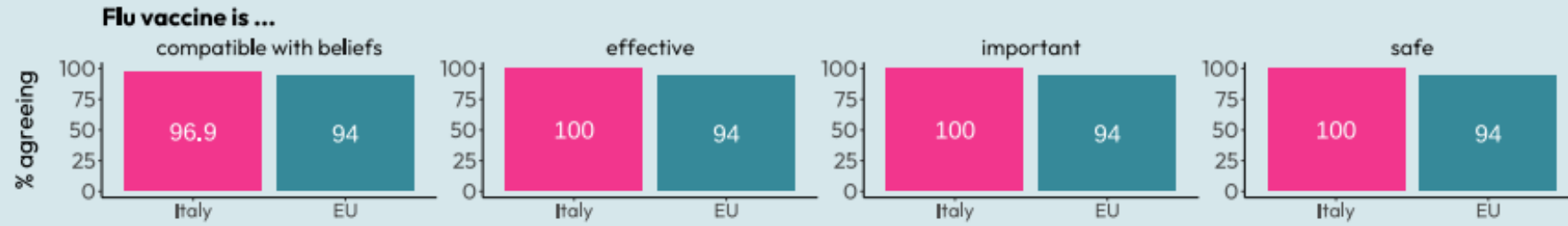
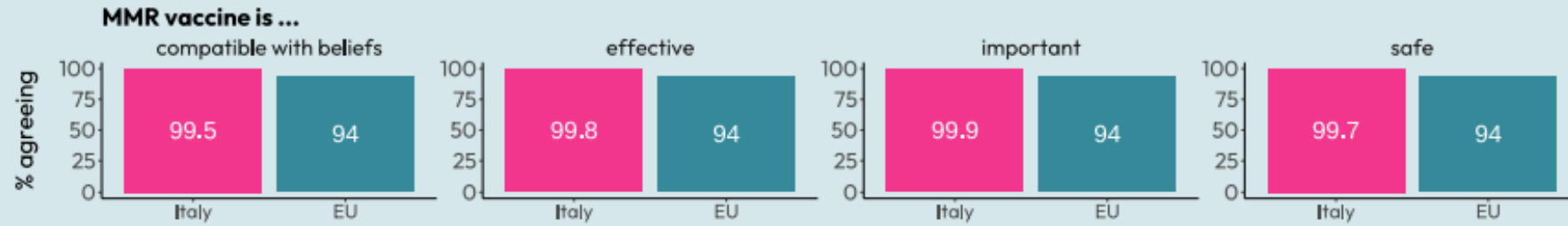
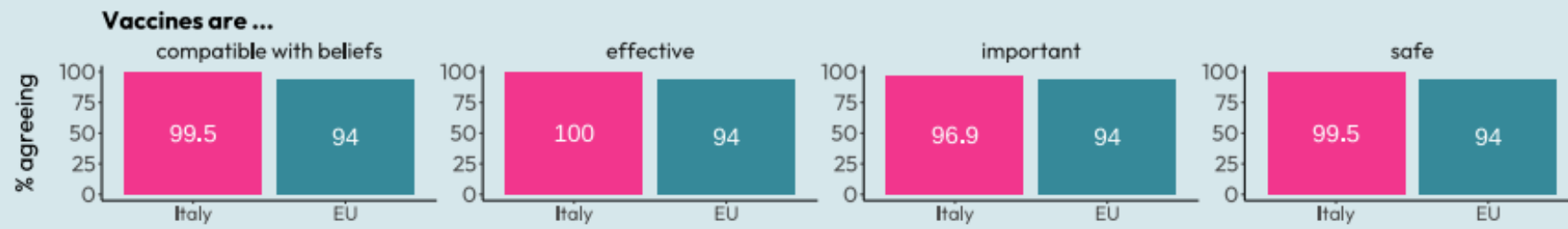
HVP vaccine is important: 81.2% (no change)

COVID-19 vaccine is safe: 81.3% (no 2020 data)

COVID-19 is important: 84.8% (no 2020 data)

# Healthcare Professional Confidence





# Summary of likelihood to recommend vaccines in 2022

99.5% would recommend MMR vaccine to patients

98.3% would recommend flu vaccine to patients

**88.4%** would recommend flu vaccine to pregnant women

98% would recommend HPV vaccine to patients

99.8% would recommend COVID-19 vaccine to patients

**93.9%** would recommend COVID-19 vaccine to pregnant women

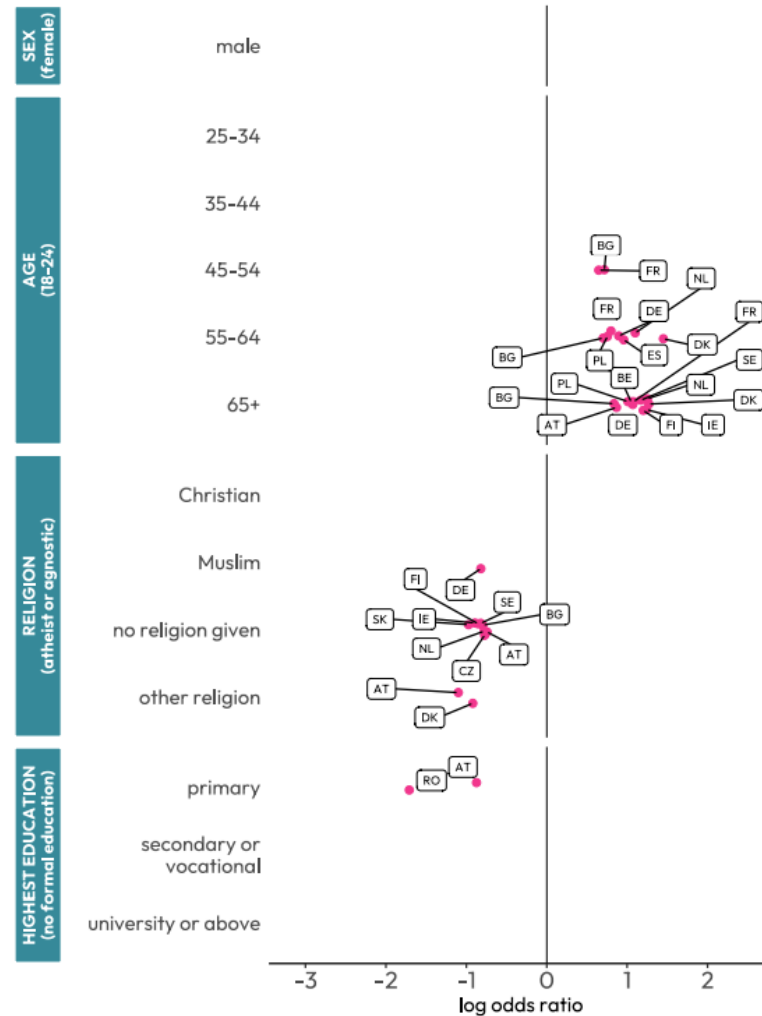


# Socio-demographics influencing vaccine confidence in Italy

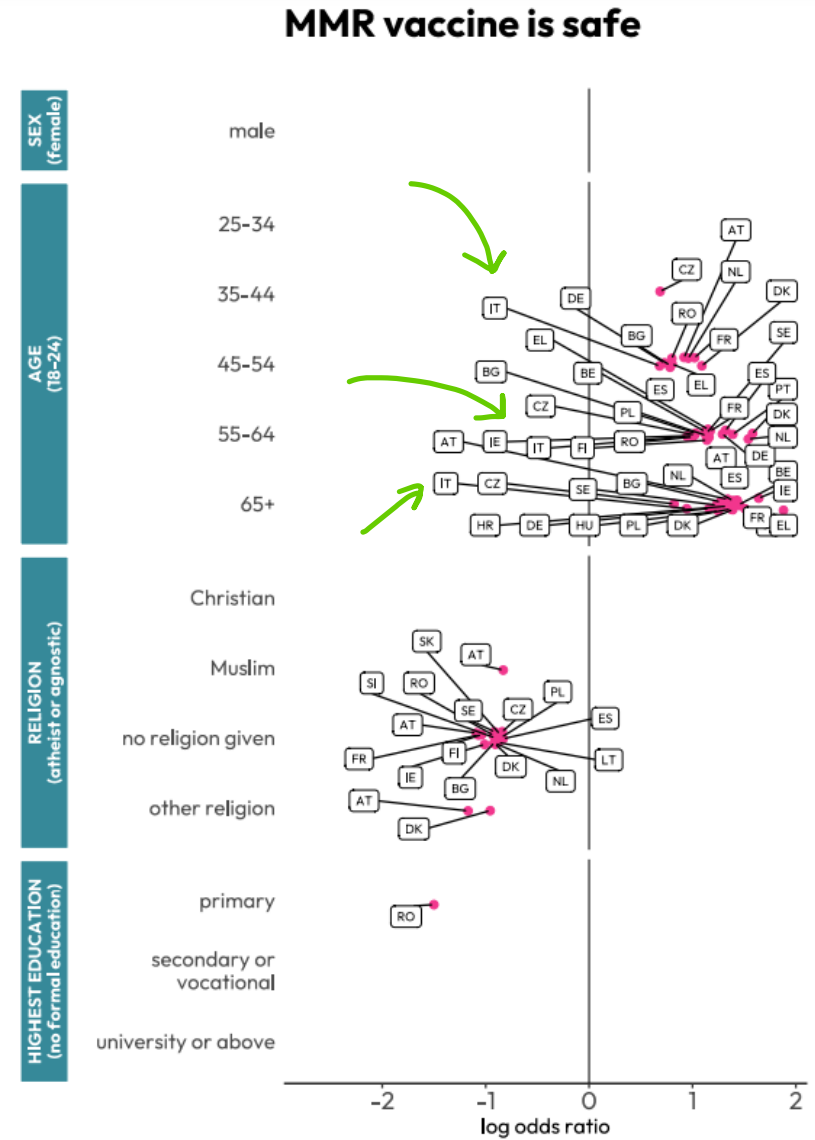
## Vaccines are important



## Vaccines are safe



# The vaccine confidence age gap





**A mixed methods study of  
health care professionals'  
attitudes towards  
vaccination in 15 countries**

# Key Findings

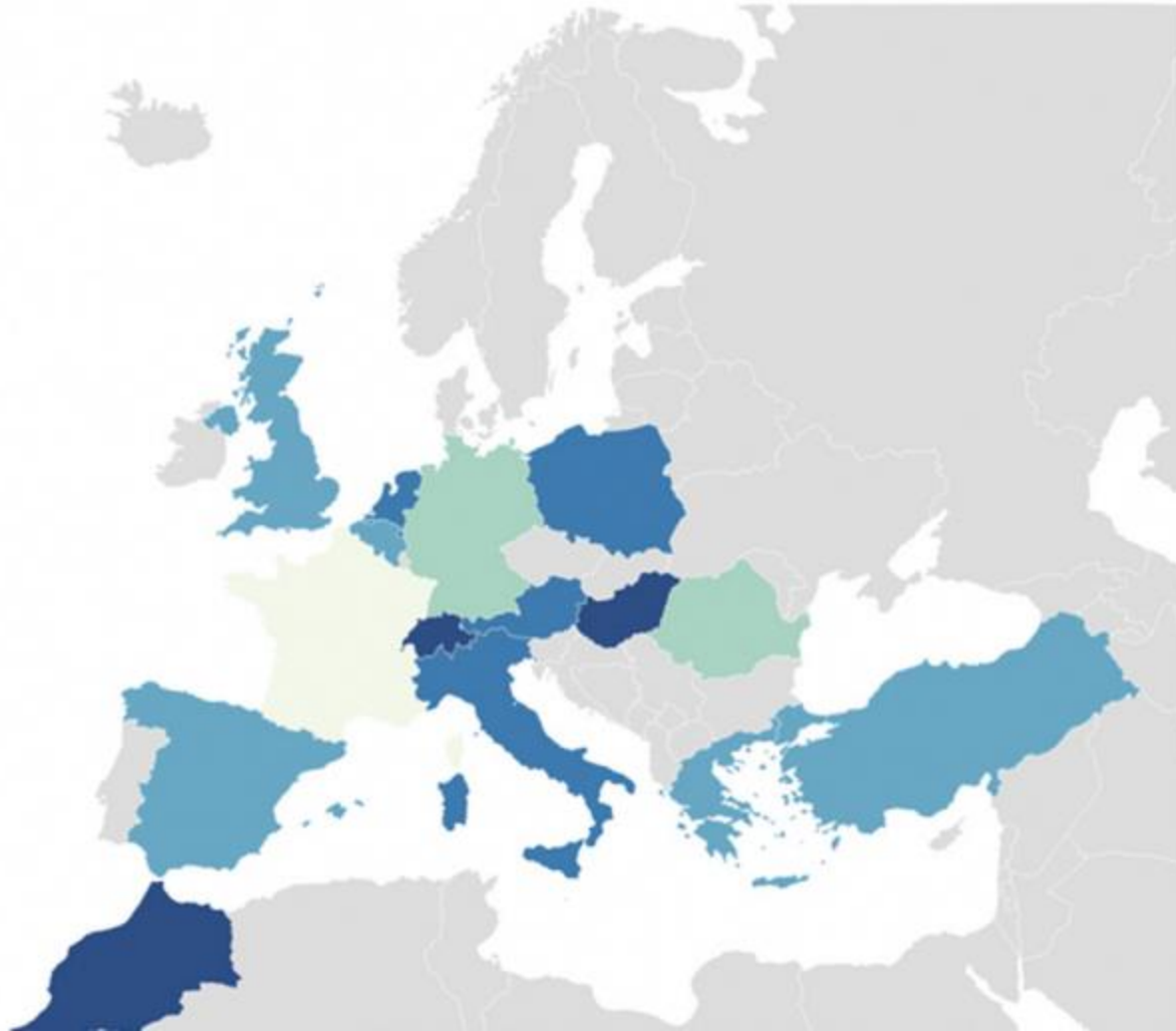
Nurses/midwives and HCPs from Hungary, **Italy**, Romania, and Switzerland were less confident in the safety, importance, and effectiveness of vaccines in general

More than third of HCPs reported a lack of trust in health authorities and in the information they provide

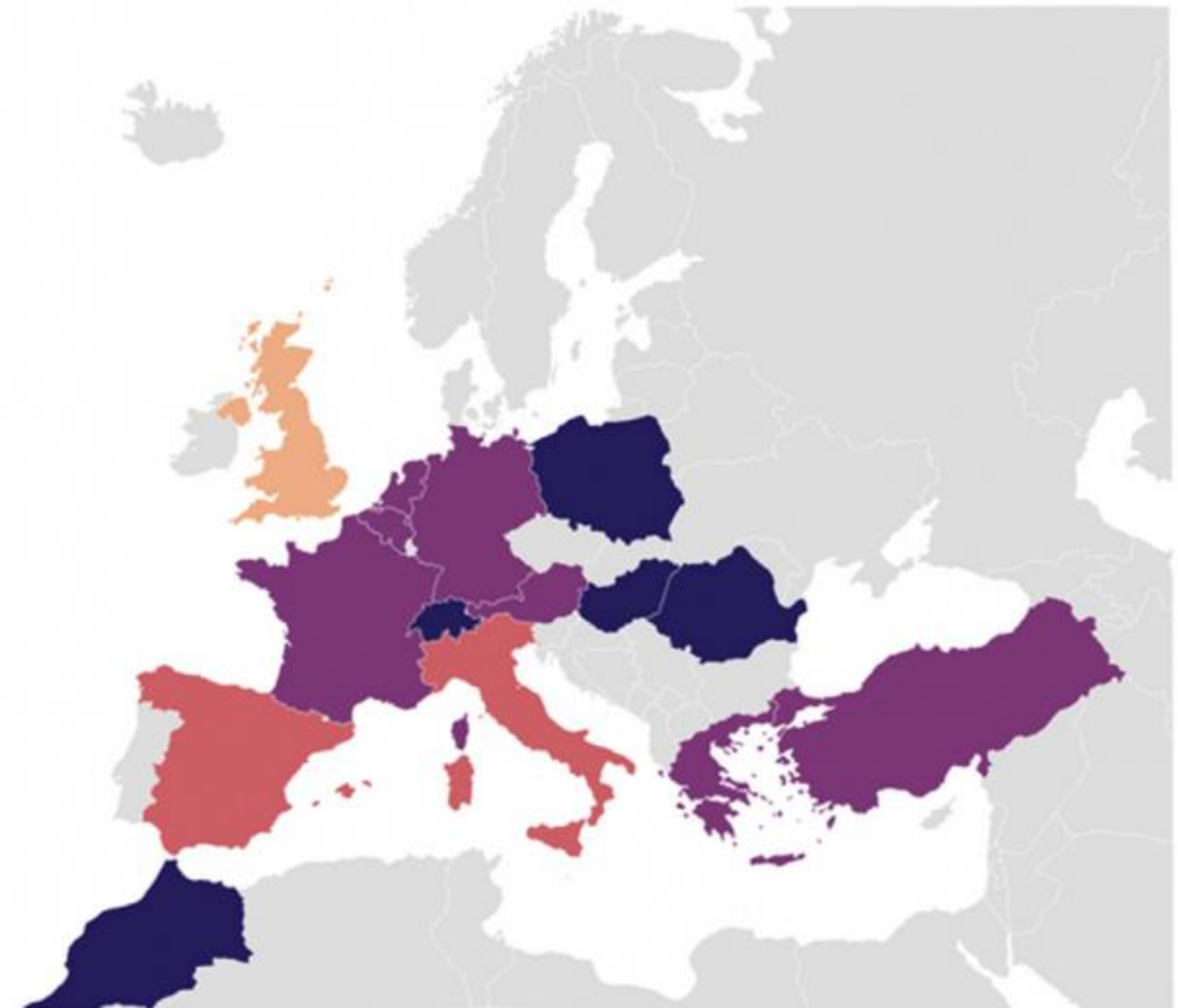
Thematic analysis revealed that concerns over the risk of side-effects associated with vaccines, preference for natural immunity, whether it was necessary to be vaccinated against influenza every year, not having any chronic disease risk factors, and vaccines mandates as the key barriers to HCPs vaccination against influenza and Covid-19.

# Percentage of HCPs in each country agreeing vaccines in general are safe and important

A) Vaccines are safe

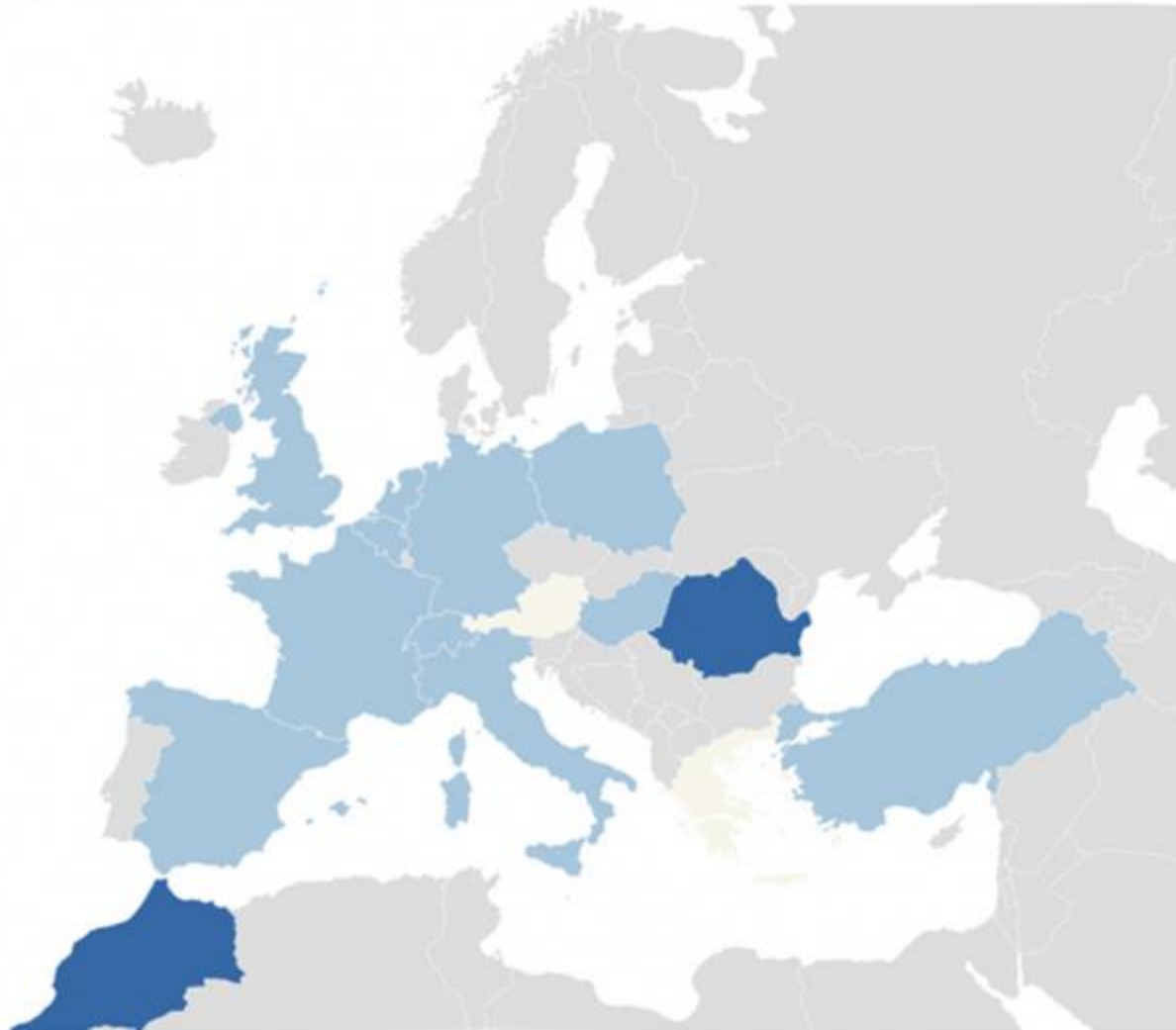


B) Vaccines are important

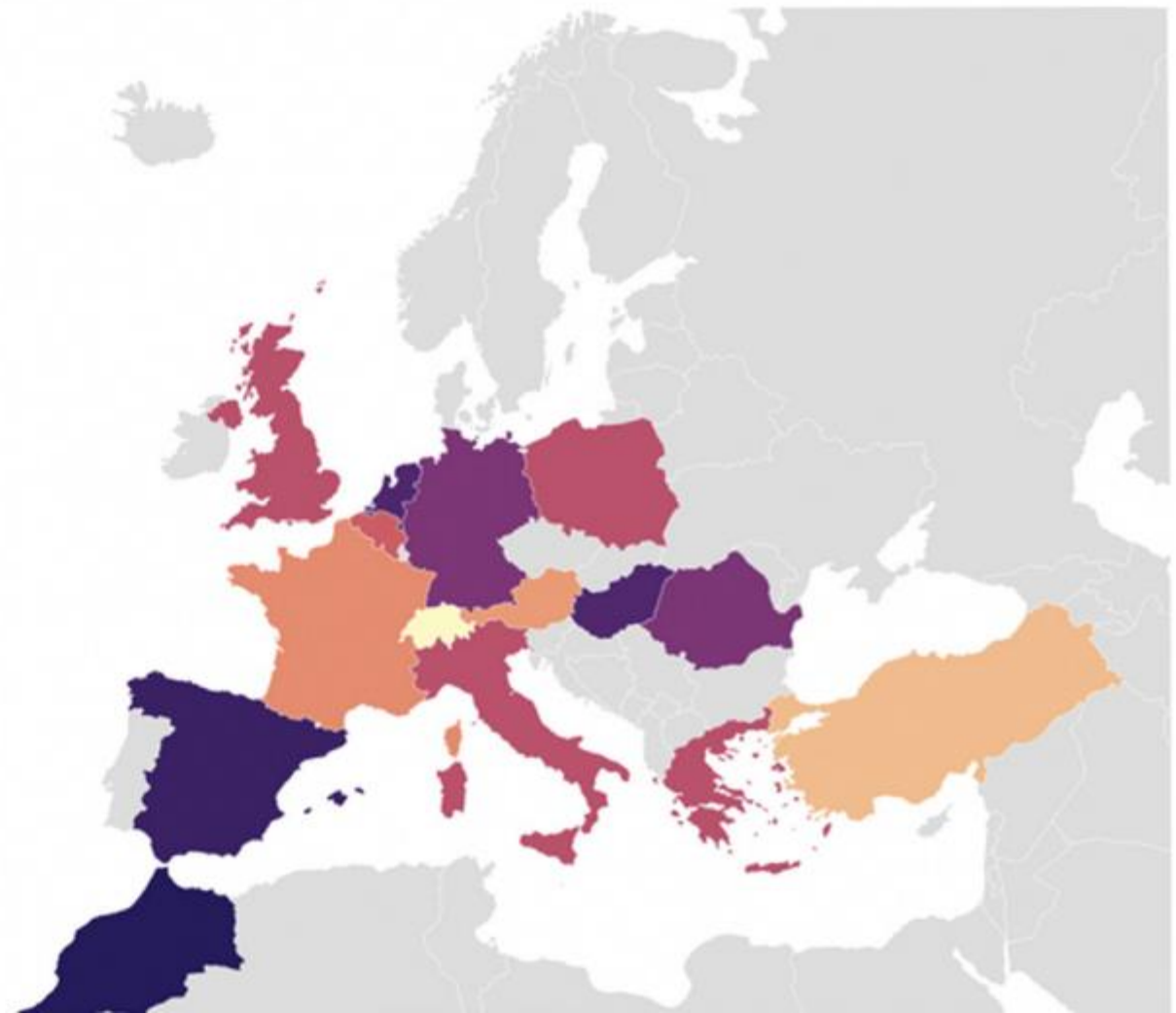
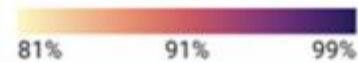


# Percentage of HCPs in each country agreeing vaccines in general are effective and compatible

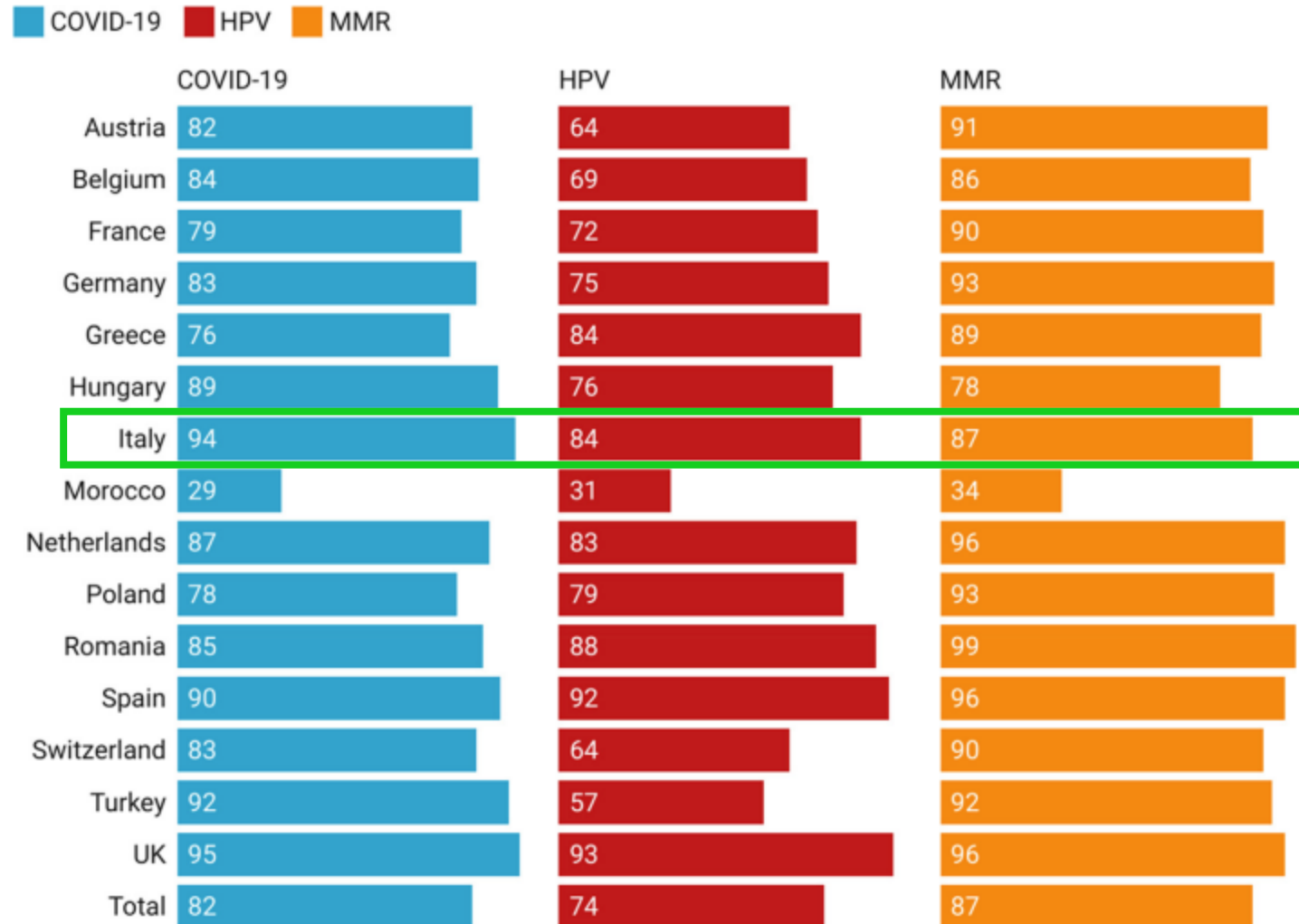
C) Vaccines are effective



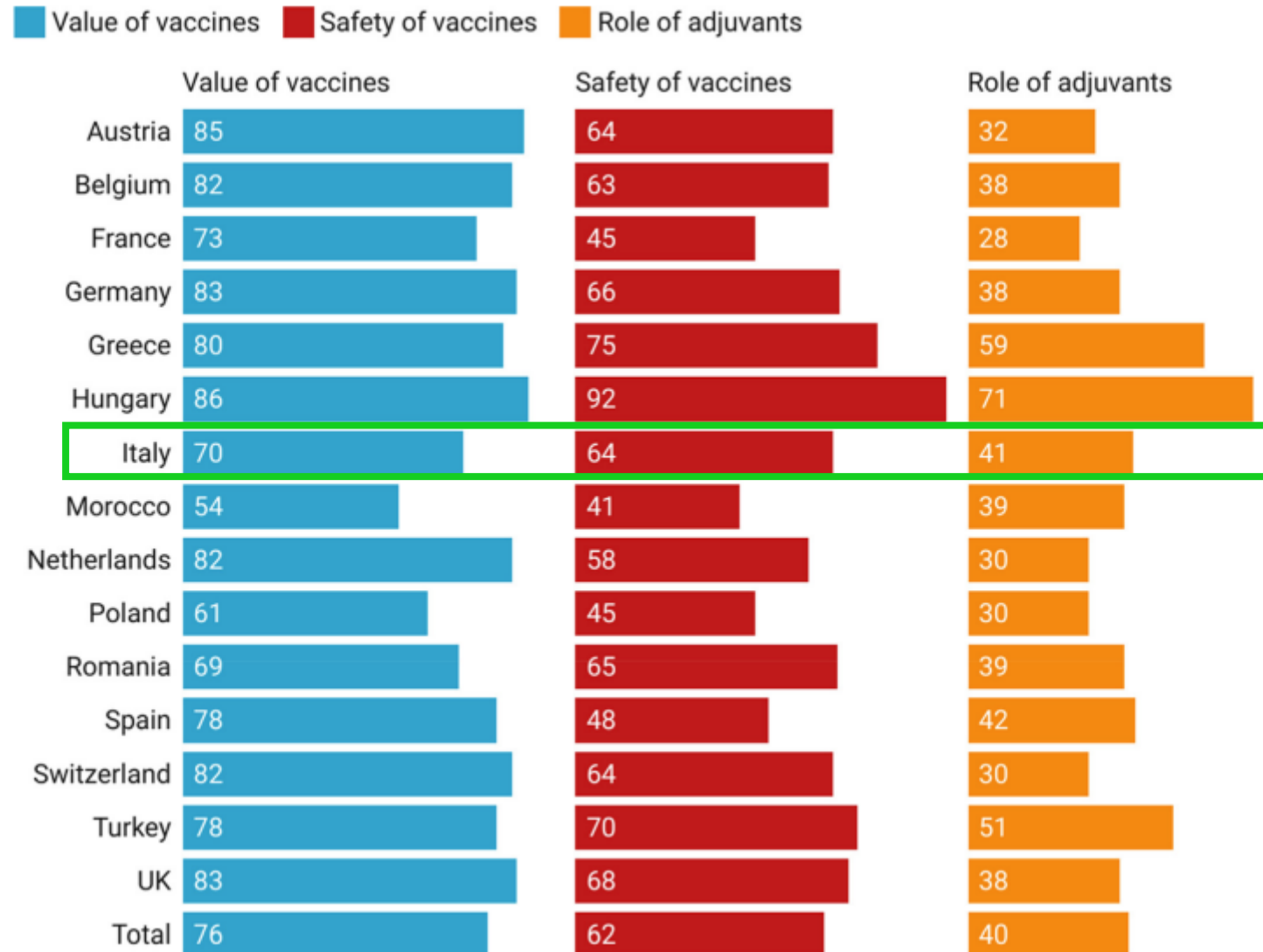
D) Vaccines are compatible with my religious beliefs



# Percentage of HCPs highly likely to recommend MMR, HPV, and COVID-19 vaccines to patients



# Percentage of HCPs comfortable giving explanations to their patients





# Summary



# Public

While vaccine confidence is fluctuating, perceptions towards the importance, safety, effectiveness, and compatibility of vaccines is high in Italy, relative to the EU, with room for improvement

Perceptions towards the importance of vaccines in general and towards MMR vaccines specifically is down and should be monitored closely

A widening vaccine confidence age-gap is present in the EU, and while not strong in Italy, should be monitored, especially 18-34-year-olds' perceptions towards MMR vaccines

# HCPs

Vaccine confidence among HCPs is high though there may be some early warning signs of growing hesitancy among HCPs in Italy

Trainings to increase HCP confidence in communicating the safety and value of vaccines to patients could be considered alongside efforts to increase/sustain vaccine confidence and coverage among HCPs in Italy



Thank you

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## Vaccine confidence as a quantitative predictor of vaccine uptake:

de Figueiredo A. Forecasting sub-national trends in COVID-19 vaccine uptake in the UK before vaccine rollout. *Sci Rep.* 2022 Dec 13;12(1):21529. doi: 10.1038/s41598-022-25354-4. PMID: 36513741; PMCID: PMC9746557.

Sianai, A. Tranter, A. Is vaccine confidence an unexpected victim of the COVID-19 pandemic? *Vaccine*; 2022 Nov 28; 40(50):7262-7269. doi: 10.1016/j.vaccine.2022.10.061.



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