



Doctor Coopes @coopesdetat

26 Oct · 32 tweets · [coopesdetat/status/1320539273657868288](https://twitter.com/coopesdetat/status/1320539273657868288)



Will be tweeting from [@JulieLeask](https://twitter.com/JulieLeask)'s Basil Hetzel Oration at [#AUSTPH2020](https://twitter.com/AUSTPH2020) for the next hour. Will be talking about public health, human behaviour, community and [#COVID19](https://twitter.com/COVID19). Thread to follow

Leask talking about how public health 'got its dash' this year, epidemiologists and public health officials new rockstars of the era, faces splashed on tshirts and doonas [#austph2020](https://twitter.com/austph2020) [#COVID19](https://twitter.com/COVID19)

Public health has become everyone's business in 2020 says Leask. Huge boost in infectious disease literacy. But she says human behaviours are the only way to tackle [#COVID19](https://twitter.com/COVID19)

'Public health is a long game' says Leask. Pandemic has exposed years of underfunding. But she says our cup was at least 'half full' in Australia, part of the reason we have succeeded [#COVID19](https://twitter.com/COVID19) [#austph2020](https://twitter.com/austph2020)

Treating knowledge deficits with more and more info does little to change behaviour and can sometimes make things worse, says Leask. You also can't expect rapid shifts to long term habits and beliefs [#austph2020](https://twitter.com/austph2020) [#COVID19](https://twitter.com/COVID19)

You have to understand people's context and upstream determinants. We are still using a deficit model, she says [#austph2020](https://twitter.com/austph2020)

Poverty, exclusion, health systems failures, access are so important, she says, talking about findings in vaccine research. Eg vaccination 73.2% without private insurance in the US; 93.7% in families with insurance [#austph2020](https://twitter.com/austph2020)

When you ask the community magic happens, says Leask. Telling a story about an Orthodox community in Hackney. 2015 28% children MMR first dose, 86% in rest of borough. Kept having outbreaks, officials assuming link between beliefs and hesitancy [#austph2020](https://twitter.com/austph2020)

Community consults revealed long waiting times, services not child friendly, systems for followup of late vaccinations inadequate --> Rehired a community nurse, allowed drop ins, improved systems for recall and followup [#austph2020](https://twitter.com/austph2020)

Sharing similar experiences in Australia, in Maitland, where poor levels of child vaccination. Process found reminders were often thrown away as a bill or summons. Started using coloured, handwritten, delivered envelopes & other measures. 18 percentage point ^ for 1yo [#austph2020](https://twitter.com/austph2020)

This is the program [@JulieLeask](https://twitter.com/JulieLeask) is talking about at [#austph2020](https://twitter.com/austph2020), super interesting [https://www.euro.who.int/\\_data/assets/pdf\\_file/0003/187347/The-Guide-to-](https://www.euro.who.int/_data/assets/pdf_file/0003/187347/The-Guide-to-)

[Tailoring-Immunization-Programmes-TIP.pdf](#)

Leask's research has found that vaccination is influenced by what people think and feel, social processes influences, and practical issues. Hesitancy is not a behaviour it's a motivational state, she says [#austph2020](#)

I really like what she said earlier about qualitative research: it's valuable because it 'structures listening' [#austph2020](#)

The upstream is so important in vaccination, and we need to reflect on this as [#COVID19](#) moves towards this question, she says. Reduced OOP costs, requirement w fair exemptions, incentives, home visits, comms interventions... just some of the elements [#austph2020](#)

Leask is talking about the value of collaborative approaches, drawing on what is important to people. Today in most countries 2-3% of parents refuse vaccinations, another at least 12% are hesitant. Lots of questions, primary care interactions so important in shifting [#austph2020](#)

We are hearing about the SKAI project at [#austph2020](#)  
[talkingaboutimmunisation.org.au](http://talkingaboutimmunisation.org.au)

She says 'words really matter' when talking about vaccines. Don't ask do you have any questions, ask what questions do you have? The first shuts down [#austph2020](#)

Hesitant parents might worry about a previous vaccine reaction, ingredients, personal vulnerability. May be reluctant to bring this up for fear of being dismissed as an anti-vaxxer. All about taking a good 'concerns hx'. Keep probing [#austph2020](#)

Resist a 'righting reflex' until you have elicited all concerns and then address them with agenda setting [#austph2020](#)

Vaccine-refusing parents can feel very alienated from the system and this is important because what happens when their child gets sick, says Leask. These are difficult conversations and not soft skills, but essential work [#austph2020](#)

Leask says when [#COVID19](#) came around First Nations communities were ready, and to a (lesser?) extent so were governments, drawing on H1N1 2009 lessons. Aboriginal and Torres Strait Islander ppl account for 1% COVID cases, testing rates much higher in these communities [#austph2020](#)

Leask said there was a vacuum of info at the beginning of the [#COVID19](#) outbreak, we saw stockpiling as a way to alleviate anxiety in the face of this [#austph2020](#)

Leask talking about NSW experiences of [#COVID19](#) and how embedded public health units with existing relationships and pathways a real strength [#COVID19Vic](#)

How will we prioritise getting [#COVID19](#) vaccine when it becomes available, she asks, saying we are on the precipice. Evidence is facts plus values, must involve community in decision in a purposeful way [#austph2020](#)

On the question of misinformation, she says should respond if going to affect behaviour, being shared by influencers, and then you need to inoculate them: 'you

may hear X but the facts are Y' using trusted spokespeople [#austph2020](#)

She says human behaviour is the only way we can make a difference to the pandemic. Even taking a test is a behaviour. Staggering that received just \$600,000 in the most recent budget for [#COVID19](#) response [#austph2020](#)

Big challenge around [#COVID19](#) vaccine will be around communicating uncertainty, she says. New tech, data still coming in. Careful, honest, transparent, not freaking people out. Communicate early and often, Aust govt is slow on this [#austph2020](#)

Record speed on the [#COVID19](#) vaccine because processes in parallel, reduced bureaucracy, interest in enrolment. She stresses this is not at expense of safety and in Aust many safeguards [#austph2020](#)

Leask says worst element of [#COVID19](#) response in Aust was how schools issue was handled. Closures for marginal benefit and massive detriment, parents and teachers afraid, exemplar of poor communication [#austph2020](#)

Best thing of [#COVID19](#) response in Australia: concordance between and advice and leadership. Morrison must have learned from the [#bushfirecrisis](#). Great communicators have emerged this pandemic at all levels she says, another highlight [#austph2020](#)

End of the oration and thread. Thanks for following along and thanks so much to [@JulieLeask](#) for a fascinating talk. Will bring a summary over at [@CroakeyNews](#) soon! [#austph2020](#)

[@threadreaderapp](#) unroll

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