

A Scoping Review on the Forms of Health Communication and Strategies that Promote Vaccine Confidence, Vaccine Trust, and Vaccine Uptake among Adults, Ages 20 to 59 years old, Living in High, Upper-middle, and Low-middle Income Countries

Introduction Vaccination prevents 2-3 million deaths every year. This is made possible by the effective relay of information about its health benefits. However, 1.5 million people still die every year from vaccine-preventable diseases due to ineffective vaccine communication causing a decrease in vaccine confidence, trust, and consequently, uptake.

Significance Various health communication strategies offer effective and practical vaccine campaigns in the Philippines for implementation and further promotion. This study aims to conduct a scoping review on existing literature to determine the forms of health communication that affect vaccine confidence, trust, and uptake among adults residing in high, upper-middle, and low-middle income countries.

Methods PubMed, Cochrane, and HERDIN were utilized to identify papers of interest. After screening and assessment for eligibility, 29 studies were included in the final review using the PRISMA-ScR checklist and Arksey and O'Malley's framework.

Results Most of the studies recommended telecommunication, vaccine reminders, web-based education, written communication, and multi-interventional programs as communication strategies in cascading vaccine promotion in the healthcare system. Overall, face-to-face education was found to be the most widely accepted form of communication in increasing vaccine confidence, trust, and uptake.

Conclusion Communication strategy for vaccine promotion is most effective to be perceived and comprehended by the target audience when presented audio-visually and technologically. Despite technology's substantial help, face-to-face interaction is still essential when conveying a message to other people. Health communication is essential for vaccine promotion. Proper and consistent messaging lessens the anxiety, doubt, and confusion of the general public who will benefit the most from vaccines.

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