



**NHMRC CENTRE OF RESEARCH EXCELLENCE  
in POPULATION HEALTH RESEARCH**

Immunisation in Under Studied and Special Risk Populations:  
*'Closing the Gap in Knowledge through a Multidisciplinary Approach'*



**Public Health Association  
AUSTRALIA**

# Immunisation Advocacy Workshop

Leighton Hall, John Niland Scientia Building  
UNSW Kensington Campus, Sydney

28 April 2015

## Workshop Program



**Australian Government**

**National Health and Medical Research Council**



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This NHMRC CRE in Population Health Research commenced in 2012 and is focused on immunisation for vulnerable or marginalised population subgroups at increased disease risk. Research to inform immunisation policy and practice in these groups usually remains beyond the scope of funding from government or industry, and as such is the focus of our CRE. Our areas of focus are:

- Aboriginal and Torres Strait Islander vaccination needs
- Maternal and neonatal vaccination
- Frail elderly vaccination
- Vaccination in migrants, travellers and refugees

These areas are underpinned by research strength in clinical, epidemiologic, data linkage, modelling, social, behavioural aspects of immunisation. We are committed to providing timely and topical free events in immunisation as part of our desire to impact on policy and practice. This forum is an opportunity to bring together a range of different perspectives on immunisation advocacy with the aim of engaging and achieving positive ways forward with common goals of optimising immunisation programs.

**Professor Raina MacIntyre – Director of CRE Immunisation**

## Workshop Sponsor

The NHMRC Centre for Research Excellence in Population Health “Immunisation in under Studied and Special Risk Populations: Closing the Gap in Knowledge through a Multidisciplinary Approach” (CRE)

## Workshop Organising Committee

Associate Professor Julie Leask  
CRE

Ms Melanie Walker  
PHAA

Dr Anita Heywood  
CRE

Dr Jenny Royle  
CRE

Dr Mohamud Sheikh  
CRE

Dr Elizabeth Kpozehouen  
CRE



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## Welcome to Immunisation Advocacy Workshop



Outbreaks of disease globally have sharpened the focus on how we can achieve high immunisation coverage. This workshop aims to equip participants with strategies for positive change in immunisation policy and programs. There are a set of well-established factors that could make immunisation rates higher or make programs more safe or equitable. There are also areas where policy or program change could make a relatively large increase in coverage but where it is traditionally difficult to mobilise the political momentum and resources. In addition, there are debates about how best to respond to the ongoing problem of vaccine refusal.

To achieve positive change, advocacy is needed. Moore et al define advocacy as “persuading decision makers of the need for change through identifying desired public health outcomes and effective and feasible methods of achieving that change.”

Workshop focuses on advocacy for increasing immunisation rates of existing National Immunisation Program vaccines across the age spectrum. Advocacy strategies may include media advocacy, submissions to parliamentary committees, writing to or meeting with ministers, engaging with or within government departments, grass roots citizen advocacy. They may be urgent and reactive or ongoing efforts for long term change.

Workshop convenor

Venue: Leighton Hall, John Niland Scientia Building, UNSW Kensington, Sydney

## Workshop program

### 9:00 Registrations opens

9:30 Welcome from CRE - Raina MacIntyre

9:35 Acknowledgement of the land - Megan Williams

9:40 Opening address - Julie Leask

9:45 What do we mean by advocacy? - Michael Moore

10:05 What should be done to increase immunisation rates - Peter McIntyre

### 10:30 Morning tea

10:50 Case studies in immunisation advocacy – **Mohamud Sheikh (Chair)**

*Pre-call not recall* – Natalie Allan, Katrina Clark, Patrick Cashman  
*Liverpool Migrant Resource Centre* - Ayman Alhaboub

11:30 Strategic advocacy to reach vaccine hesitant parents – Panel discussion  
**Michael Moore (Chair)**

#### Panellists

Katie Attwell

Rachel Heap

David Hawkes

Jenny Royle

### 12:30 Lunch

1:15 Tips for advocates - perspectives from media and government – **Margaret Burgess (Chair)**

#### Speakers

Caroline Turnour

Amy Corderoy

Melissa Sweet

2:15 Interactive session: Developing an advocacy strategy – **Julie Leask (Chair)**

Four break-out groups choose and plan an advocacy strategy followed by feedback from panel. Aboriginal and Torres Strait Islander peoples; migrants and refugees; vaccine hesitant parents; and those lacking opportunity for timely vaccination.

#### Panellists

Frank Beard

Melissa Sweet

Michael Moore

Caroline Turner

Amy Corderoy

Wrap up – **Robert Booy**

### 4:00 Closing

## Speakers and panellists biographies



### MEGAN WILLIAMS

Megan Williams is a descendent of the Wiradjuri people through her father's family. She has experience in health service delivery and research. She works on immunisation issues in Aboriginal people, with a focus on adults and vulnerable populations. She has a rare mix of qualitative and quantitative research specialising in Aboriginal and Torres Strait Islander health.



### RAINA MACINTYRE

Raina MacIntyre is Professor of Infectious Diseases Epidemiology, Head of the School of Public Health and Community Medicine at UNSW and Director of CRE Immunisation. Raina is also a senior principal research fellow at the National Centre for Immunisation Research and Surveillance (NCIRS), where she has worked for 14 years. Within the CRE she leads the research stream on frail elderly vaccinology. She is an international leader in infectious diseases epidemiology, emerging infections and vaccinology, and is involved in numerous influenza and respiratory virus research studies that directly inform national and international policy and practice in communicable disease control. Her vaccinology research is focused on elderly and adult vaccination, including zoster, influenza and pneumococcal disease. She is a member of the WHO SAGE working group on VZV/HZ. She is trained in field epidemiology, and is co-director of the ARM network which provides infectious diseases emergency response surge capacity to the Asia-Pacific region. She has over 200 peer reviewed publications and is on the editorial boards of BMJ Open, Epidemiology and Infection and the Vaccine Council of 100.



### JULIE LEASK

Julie Leask is a social scientist specialising in vaccination. She is Associate Professor in the School of Public Health, University of Sydney and NHMRC Career Development Fellow. She established the Social Science Unit at NCIRS between 2002 and 2014 and continues her affiliation there as a visiting fellow and she leads the social science stream within the CRE. Julie has a background in nursing and midwifery with a Master of Public Health (1998) and PhD (2003) from USYD. She has advised governments in Australia, the US and New Zealand, the Global Vaccine Action Plan, the WHO Europe Regional Office, the US President's Cancer Panel, US Institute of Medicine, the Australian Academy of Science and the NHMRC on matters related to public acceptance of immunisation. Her work continues to focus on understanding how people make decisions about vaccination and increasing coverage.



### MICHAEL MOORE

Michael Moore is the CEO of the Public Health Association of Australia and is the Vice President/President Elect of the World Federation of Public Health Associations. Michael is a former Minister of Health and Community Care and was an Independent member of the Australian Capital Territory Legislative Assembly for four terms from 1989 to 2001. He was the first Australian Independent Member to be appointed as a Minister to a Government Executive.

Michael is a former teacher and consultant who holds a post-graduate diploma in education, a master's degree in population health from the ANU, is an adjunct professor with the University of Canberra and is widely published. He is a PhD Scholar at the University of Canberra examining a framework for planning or evaluating health advocacy.

He is also a political and social columnist who has served on a range of Boards including as President of the Rotary Club of Canberra, on the ACT Local Hospital Network, Australian Health Care Reform Alliance, the National Drug Research Institute, the Institute of Public Administration and as Chair of the ACT Asthma Network.



### PETER MCINTYRE

Professor Peter McIntyre is the Director of NCIRS. He trained as a paediatrician and infectious disease physician, completing the FRACP in 1986, and became a Fellow of the Faculty of Public Health Medicine in 1992. Peter completed his PhD in the epidemiology of invasive *Haemophilus influenzae* type b (Hib) disease with the School of Public Health, University of Sydney, in 1995. His current research interests include surveillance and prevention by vaccination of invasive Hib and pneumococcal disease and pertussis, and the use of routinely collected data including the Australian Childhood Immunisation Register (ACIR). He has extensive experience in vaccine trials. Professor McIntyre has a clinical appointment at The Children's Hospital at Westmead as a Senior Staff Specialist in Infectious Diseases and a conjoint academic appointment as Professor in the Discipline of Paediatrics and Child Health and the School of Public Health, University of Sydney.



### NATALIE ALLAN

Natalie is a Kamilaroi woman from Walhallow, Northern NSW. She has worked with Hunter New England Health for the past 5 years in various positions and is now working as an Aboriginal Health Education Officer for Immunisation, specifically Aboriginal Infant Immunisation which focuses on a "pre-call" strategy, which focuses on contacting parents of Aboriginal newborns before babies 6 week immunisations.



### KATRINA CLARK

Katrina is a proud Barkindji Woman, from far Western NSW (Ivanhoe) who has lived within the Newcastle area for the past 21 years. Katrina is an active member of the local Aboriginal Community and takes great pride in being able to work within the community in which she lives. Katrina has completed tertiary studies at the Aboriginal Health College in Sydney, Aboriginal Health Council of South Australia and Armidale TAFE NSW. Katrina has worked for Hunter New England Local Health District for the past 13 years in Acute hospital, Community settings and Public Health. Katrina is passionate to ensure that local Aboriginal communities receive the best possible outcome that will not only affect today, but the way in which service is provided to Aboriginal people and their communities for future generations.



### PATRICK CASHMAN

Patrick Cashman *RN, BHSc, MPH&TM, GCertAppMgt, PhD Candidate*, Patrick has worked in Victoria, Tasmania, NT and NSW in emergency, infectious diseases, remote health and public health. Currently the Immunisation Coordinator at Hunter New England LHD NSW. Operational and research interests include health worker education, Aboriginal immunisation and AEFI surveillance. Patrick manages the Vaxtracker AEFI active surveillance project.



### AYMAN ALHABOUB

Ayman Alhaboub is a public health professional with a background in pharmacy and international public health. Graduated from the University of Baghdad with a pharmacy degree and a master of international public health from the University of Sydney, Ayman has worked in community health for the past 11 years. He is currently a project manager for partners in recovery, a mental health program run at Liverpool Migrant Resource Centre in collaboration with local bilingual general practitioners. Some of his recent research projects include immunization issues among migrant children, access to health care and emergency services, and mental health. Ayman has also served and continues to serve the African community at various levels of representation.



### KATIE ATTWELL

Dr Katie Attwell is a Murdoch University political science academic and mother of two. She researches strategies for addressing vaccine hesitancy following a life-changing experience devising, developing, running and evaluating a grass roots pro-immunisation campaign. After developing the “I Immunise” campaign as a volunteer with the Immunisation Alliance of WA, the nation’s first not for profit pro immunisation advocacy organisation, Katie and her team obtained funding to research and run the campaign. “I Immunise” used role models from Fremantle, who babywear, breastfeed and even use homeopathy as well as proudly vaccinating. The campaign garnered local, national and international media and social media attention, generating significant conversation in the community. Katie is now principal investigator with an Australian research team using a Wesfarmers Centre for Vaccines and Infectious Diseases grant to explore the values, attitudes and communication strategies midwives employ with birthing mothers, and piloting an intervention into midwifery education in Western Australia.



### DAVID HAWKES

Dr Dave Hawkes is a virologist, vaccine advocate and science communicator. He gained his PhD in molecular virology from the Burnet Institute and Monash University in 2011. His interest in how the community views vaccination began over five years ago after coming across anti-vaccination groups on social media. He has published papers on a wide range of topics specifically dealing with evidence-based medicine including vaccination, chiropractic and Traditional Chinese Medicine. His particular area of interest is in how professional anti-vaccinationists, both individuals and organisations, shape the information that parents use to make vaccination decisions for their children.



### RACHEL HEAP

I am a specialist in adult Intensive Care Medicine. Throughout my career I have looked after many patients with vaccine preventable disease. I have cared for people in Intensive Care with tetanus, pertussis, mumps, influenza, chicken pox, shingles, rotavirus, cervical cancer, hepatitis, meningococcal disease, pneumococcal disease, tuberculosis, Japanese encephalitis, Haemophilus influenzae. For nearly 10 years I worked in rural and remote Australia, in the Kimberley, Far North Queensland, Alice Springs, and the Top End. I worked in Intensive Care, and also as a retrieval medicine specialist. As part of my career path, I also worked in a kids Intensive Care (PICU) for 6 months. My first day at work, I admitted a baby with pertussis (whooping cough). He survived (just), and was discharged from PICU on the last day that I worked there, 6 months later. The second baby I saw in PICU with pertussis did not survive. It was in PICU, at that time, that I first heard of the anti-vaccination movement.

Since then, I have made a home in the Northern Rivers, and I have discovered that this is an area with some of the lowest vaccination rates in Australia. Parents here make a conscious and deliberate decision not to vaccinate, based on pervasive misinformation that has become a cultural core belief. In our region it is not only socially acceptable to refuse vaccination, but supporting vaccination carries the risk of being ostracised.

Together with a handful of other concerned community members we started the Northern Rivers Vaccination Supporters in 2013 in response to this. We are unfunded group, that employs a non-judgmental, peer-to-peer, multi-faceted approach to deliver credible information about vaccines.



### AMY CORDEROY

Amy Corderoy is an award winning health journalist, and the Health Editor of the *Sydney Morning Herald*. She has worked at the *Herald* since 2009, and before that she worked for a number of specialist publications for doctors. She has a particular interest in politics, public health, mental health and social affairs.



### **JENNY ROYLE**

Immunisation Paediatrician, Researcher, Educator. Dr Jenny Royle is an Immunisation Paediatrician with 18 years experience providing clinical immunisation advice for patients, families, hospital staff, Community Immunisation Providers and the Victorian Department of Health. She is the Medical Officer of Health Services, City of Stonnington, Melbourne and chairs the Eastern Region Immunisation Committee. She is a national Immunisation Educator, and advocates for an increase in education about vaccines, vaccine preventable diseases and engagement with vaccine hesitant families using non-judgmental risk communication techniques.

Jenny works clinically as a Community Immunisation Paediatrician at 'NEST', a Family Wellness Centre in Elsternwick, Melbourne. She is referred patients with a range of complex immunisation issues including families with significant concerns about immunisation adverse events.

Jenny advocates for equality in preventative medicine and works to raise the immunisation needs of disadvantaged groups: Aboriginal and Torres Strait Islander peoples, adolescent at-risk groups, children attending special schools and parents and siblings of children with chronic medical conditions. She is a research fellow with the Aboriginal and Torres Strait Islander vaccination needs stream of the multicentre NHMRC CRE. Her project is titled 'The identification of culturally sensitive approaches to improve immunisation coverage and timeliness of Aboriginal and Torres Strait Islander children and their families.'



### **CAROLINE TURNOUR**

Caroline Turnour is the Director of Policy and Advocacy for the College. Caroline joined the College in August 2013 and brings extensive experience and credentials in the health and political arenas to this role.

Caroline has two decades of experience in national and state health policy, including periods working for two previous Federal Health Ministers and a Shadow Health Minister. She has a strong track record of management and leadership, having been a Chief of Staff managing the day-to-day operations as well as providing strategic and tactical advice.

Caroline is an epidemiologist with a keen interest in longitudinal health studies and Indigenous health. Her knowledge of, and experience in, the health industry is underpinned by her qualifications. She has a Masters in International Public Health (University of Sydney), a Graduate Certificate in Health Economics and Policy (Monash University) and a Bachelor of Arts (Honours) from the University of Queensland.



### **MELISSA SWEET**

Melissa Sweet is an independent journalist who has been covering health and medical issues for more than 20 years. She has worked in mainstream media organisations, including the Sydney Morning Herald, and has been operating independently for more than a decade. She is the author/co-author of a number of health-related books, including *Inside Madness*, *Smart Health Choices*, *The Big Fat Conspiracy* and *Ten Questions You Must Ask Your Doctor*. She founded the public health blog, *Croakey*, and the associated rotated curated Twitter account @WePublicHealth. She is a PhD candidate at the University of Canberra, and has an honorary appointment as Adjunct Senior Lecturer in the Sydney School of Public Health at the University of Sydney. She is a founding member of the Public Interest Journalism Foundation, based at the Centre for Advancing Journalism at the University of Melbourne.



### **ROBERT BOOY**

Robert Booy is Head of Clinical Research at NCIRS having joined NCIRS in March 2005. He is a medical graduate of the University of Queensland (1984), trained in paediatrics at the Royal Children's Hospital, Brisbane, and has held a range of positions in the UK.

Professor Booy has interests in influenza, varicella, HPV, Hib, pneumococcal and meningococcal disease. His research interests extend from understanding the genetic basis of susceptibility to, and severity of, infectious diseases, especially influenza and invasive disease caused by encapsulated organisms; the clinical, public health, social and economic burden of these diseases; and means by which to prevent or control serious infections through vaccines, drugs and non-pharmaceutical measures.

























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We acknowledge that Aboriginal and Torres Strait Islander peoples have inhabited Australia for well over 50,000 years and that their unique cultures and identities are bound up with the land and sea.

## CRE affiliated organisations



Australian Government

National Health and Medical Research Council

CRE Office, School of Public Health and Community Medicine, The University of New South Wales,  
Randwick, Sydney NSW 2052, Australia | [www.creimmunisation.com.au](http://www.creimmunisation.com.au) | CRICOS Provider Code 00098G