



16 - 18 JUIN Bordeaux
2021 PARC
DES EXPOSITIONS



La communication avec le patient hésitant sur la vaccination

Dr Ludovic CASANOVA

Médecin Généraliste

Maître de conférences de médecine générale

Aix-Marseille Université

ludovic.casanova@univ-amu.fr

ABSCENCE DE CONFLIT OU DE LIEN D'INTERET



Ce sujet dans ma pratique quotidienne

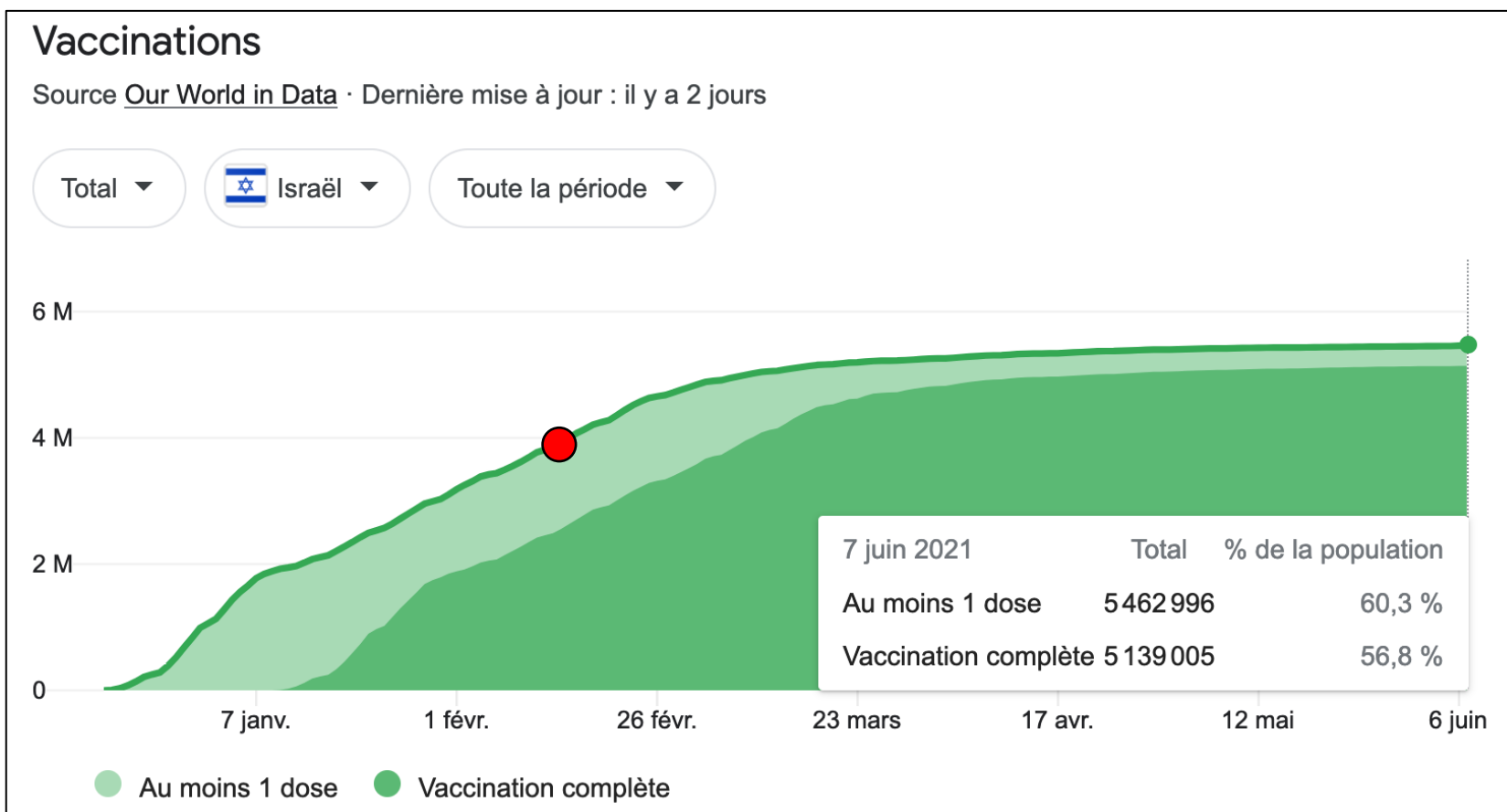
Region of residence	N= 1942 OR COVID-19 vaccine hesitancy	
Île-de-France (including Paris)	1 (ref)	..
Northwest	1.09 (0.91-1.36)	0.34
Northeast	1.11 (0.93-1.38)	0.26
Southwest	1.14 (0.92-1.49)	0.22
Southeast	1.34 (1.10-1.72)	0.0005



Schwarzinger M, Watson V, Arwidson P, Alla F, Luchini S. COVID-19 vaccine hesitancy in a representative working-age population in France: a survey experiment based on vaccine characteristics. Lancet Public Health. avr 2021;6(4):e210-21.

















Une responsabilité...





Habiletés communicationnelles permettant d'abaisser l'hésitation vaccinale concernant la COVID-19, selon les données scientifiques en juin 2021

<input type="checkbox"/> Recommander le vaccin est souvent suffisant 	<input type="checkbox"/> Choisir le bon moment Qualité de la relation Demander l'accord du patient 
<input type="checkbox"/> Respecter l'autonomie Accepter les opinions Renforcer positivement la recherche d'informations 	<input type="checkbox"/> Favoriser l'expression du patient Questions ouvertes Reformulations Ecoute active 
<input type="checkbox"/> Recueillir les représentations 	<input type="checkbox"/> Donner une information équilibrée 
<input type="checkbox"/> Délivrer une information simple Pas de jargon Vérifier la compréhension 	<input type="checkbox"/> Formuler son opinion Faire écho aux représentations Parler à la 3 ^{ème} personne Ne pas citer les institutions Adapter les données de la science 
<input type="checkbox"/> Non-jugement 	<input type="checkbox"/> Les bénéfices plus que les risques 
<input type="checkbox"/> L'outil de la communication narrative [...] 	<input type="checkbox"/> Proposer des supports 
<input type="checkbox"/> Etre conscient de son non-verbal 	<input type="checkbox"/> La cohérence des discours entre les professionnels de santé 

1. Woodhouse C, et al. Role, reliability and COVID-19 vaccination: a qualitative study of UK healthcare staff. *BMC Health Serv Res*. 2021; 21:1-12.
2. Angillis A, et al. Health Communication in COVID-19: The Impact of Information Exposure on COVID-19 Vaccine Acceptance. *PLoS One*. 2021; 16(6):e0247881.
3. PPRB-Lorenz K, et al. Examining the effect of information exposure on COVID-19 vaccine acceptance. *PLoS One*. 2021; 16(6):e0247881.
4. Gohary A, et al. Assessing COVID-19 vaccine hesitancy, confidence and trust: The Case for the Multinational International Vaccine Institute. *Vaccine*. 2021; 39(18):2101-2110.
5. Hsu Z, Tong T, et al. Effects of different communication channels on COVID-19 vaccine hesitancy: a global online survey. *J Med Internet Res*. 2021; 23(4):e22452.
6. Franchini D, et al. Effects of different communication channels on COVID-19 vaccine hesitancy: a global online survey. *J Med Internet Res*. 2021; 23(4):e22452.
7. Gohary A, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
8. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
9. Vain C, Böhndel F, et al. Correlates of COVID-19 vaccine hesitancy in a sample of US Adults: Role of Personal Disruption in Laboratory Settings, Trust, and Vaccine Confidence. *PLoS One*. 2021; 16(6):e0247881.
10. Subramanian R, et al. Correlates of COVID-19 vaccine hesitancy in a sample of US Adults: Role of Personal Disruption in Laboratory Settings, Trust, and Vaccine Confidence. *PLoS One*. 2021; 16(6):e0247881.
11. Bore SB, et al. Strategies to Address COVID-19 Vaccine Hesitancy: A Systematic Review. *PLoS One*. 2021; 16(6):e0247881.
12. Staudy K, et al. Unaddressed or unmet needs in COVID-19 vaccine hesitancy: a systematic review. *Vaccine*. 2021; 39(18):2101-2110.
13. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
14. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
15. Minkovskii D, et al. Using Narrative Evidence to Communicate Health Information on COVID-19 Vaccine Hesitancy. *Vaccine*. 2021; 39(18):2101-2110.
16. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
17. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
18. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
19. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
20. Liu C, Tu P, Bhattarai S. Confidence and hesitancy towards COVID-19 vaccine: a systematic review. *Vaccine*. 2021; 39(18):2101-2110.
21. Chou W, et al. Considering vaccination in maternity wards - methodological interplay between qualitative and quantitative research. *PLoS One*. 2021; 16(6):e0247881.
22. Gohary A, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
23. Gohary A, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.
24. Saito M, et al. Addressing COVID-19 vaccine hesitancy among healthcare workers. *BMC Health Serv Res*. 2021; 21:1-12.

Cueillette de cerises





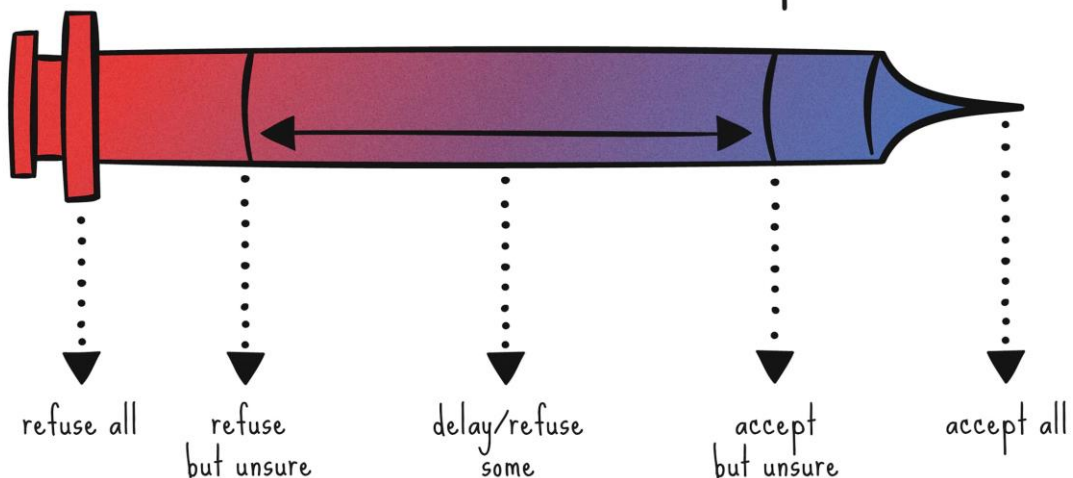
Recommander le vaccin est souvent suffisant

Les professionnels de santé constituent la principale source d'informations

Une recommandation est efficace [Lin 2021] [Tomer, 2021] [Smith 2017]

Ne pas aller trop loin et ne pas s'épuiser

Continuum of Vaccine Acceptance



Concernant le vaccin contre la COVID, quelle décision avez-vous pris ?

Lin C, Tu P, Beitsch LM. Confidence and Receptivity for COVID-19 Vaccines: A Rapid Systematic Review. *Vaccines*. 2021;9(1).

Tomer Primary Care Interventions to Address COVID-19 Vaccine Hesitancy Among Israel Defense Forces Soldiers *J Community Health* 2021 May

Smith LE, Amlôt R, Weinman J, Yiend J, Rubin GJ. A systematic review of factors affecting vaccine uptake in young children. *Vaccine*. 27 2017;35(45):6059-69.



Inspiration entretien motivationnel

L'entretien motivationnel est un entretien semi-directif, centré sur la personne, visant à l'aider à accroître sa motivation intrinsèque à changer par l'exploration et la résolution de l'ambivalence.

Miller and Rollnick, 2002

- Recommander le vaccin est souvent suffisant
- Respecter l'autonomie
Accepter les opinions
Renforcer positivement la recherche d'informations
- Recueillir les représentations
- Délivrer une information simple
Pas de jargon
Vérifier la compréhension
- Non-jugement
- L'outil de la communication narrative
- Etre conscient de son non-verbal
- Choisir le bon moment
Qualité de la relation
Demander l'accord du patient
- Favoriser l'expression du patient
Questions ouvertes
Reformulations
Ecoute active
- Donner une information équilibrée
- Formuler son opinion
Faire écho aux représentations
Parler à la 1^{ère} personne
Ne pas citer les institutions
Adapter les données de la science
- Les bénéfices plus que les risques
- Proposer des supports
- La cohérence des discours entre les professionnels de santé

Gagneur A, Battista M-C, Boucher FD, Tapiero B, Quach C, De Wals P, et al. Promoting vaccination in maternity wards – motivational interview technique reduces hesitancy and enhances intention to vaccinate, results from a multicentre non-controlled pre- and post-intervention RCT-nested study, Quebec, March 2014 to February 2015. Euro Surveill Bull Eur Sur Mal Transm Eur Commun Dis Bull. sept 2019;24(36).

Gagneur A, Lemaître T, Gosselin V, Farrands A, Carrier N, Petit G, et al. A postpartum vaccination promotion intervention using motivational interviewing techniques improves short-term vaccine coverage: PromoVac study. BMC Public Health. 28 juin 2018;18(1):811.

Gabarda A, et al. Using Best Practices to Address COVID-19 Vaccine Hesitancy: The Case for the Motivational Interviewing Approach. Health Promot Pract. mai 2021;©



Choisir le bon moment

Demander si le patient souhaite aborder le sujet

Tenir compte de la relation médecin-patient [Bass 2021]
[Gowda 2013]

Cultiver la liberté

Ne pas décider à la place du patient et éviter l'abord paternaliste



TABLE 2 | Logistic regression—associations with vaccine avoidance.

	B (se)	OR (95% CL)	p-value
Intercept	0.41 (0.97)		
Age	0.02 (0.14)	1.02 (0.77–1.35)	0.910
Gender	0.04 (0.32)	1.04 (0.56–1.93)	0.902
Education	–0.11 (0.15)	0.90 (0.66–1.21)	0.480
Income	–0.44 (0.13)	0.64 (0.50–0.83)	0.001
Race (Black)	0.96 (0.36)	2.60 (1.28–5.29)	0.008
Satisfaction with health status	–0.33 (0.16)	0.72 (0.52–0.99)	0.043
Unsatisfied with Health Care Access	0.55 (0.23)	1.73 (1.2–2.72)	0.018
Inattention to COVID news	0.48 (0.22)	1.62 (1.05–2.5)	0.030

Bold items are statistically significant.

Bass SB, Wilson-Genderson M, Garcia DT, Akinkugbe AA, Mosavel M. SARS-CoV-2 Vaccine Hesitancy in a Sample of US Adults: Role of Perceived Satisfaction With Health, Access to Healthcare, and Attention to COVID-19 News. *Front Public Health.* 2021;9:665724.

Etude trasversale en ligne 501

Gowda C, Dempsey AF. The rise (and fall?) of parental vaccine hesitancy. *Hum Vaccin Immunother.* août 2013;9(8):1755–62.



Recueillir les représentations

L'hésitation peut s'expliquer par un ou plusieurs facteurs. Délivrer de l'information sans connaître ses facteurs peut vous rendre contre productif.

[Kerr 2021]

- Poser une question ouverte sur l'opinion

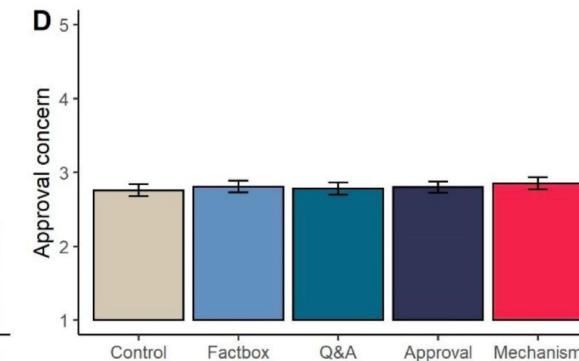
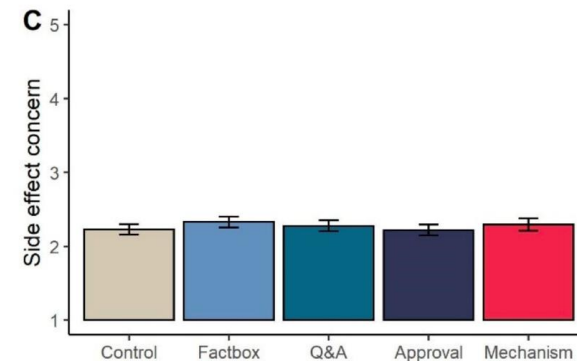
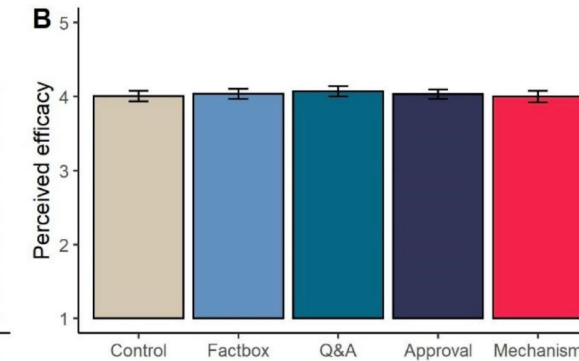
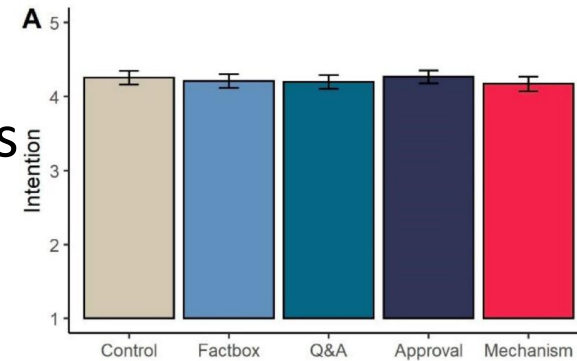
« Qu'est qui vous amène à penser cela ? »

- Reformuler :

« Si j'ai bien compris vous n'êtes pas favorable à la vaccination parce que ... »

- Approfondir et faire préciser :

« Quand vous dites qu'on vous cache des choses que voulez-vous dire ? »



Kerr JR, Freeman ALJ, et al. Effect of Information about COVID-19 Vaccine Effectiveness and Side Effects on Behavioural Intentions: Two Online Experiments. Vaccines. avr 2021;



Respecter l'autonomie

Accepter les opinions des patients

Explorer mais respecter les sources d'informations des patients **[Piltch-Loeb R 2021]**

Renforcer positivement la démarche de s'informer
[Rossen 2016]

Proposer une auto-évaluation des sources

Hésitation forte
n (%)

By channel	
National TV	74 [8.3]
Local TV	195 [12.0]
National Newspaper	55 [9.1]
Local Newspaper	34 [10.1]
Radio	25 [7.0]
Facebook	144 [14.3]
YouTube	118 [15.6]
Instagram	99 [17.3]
Twitter	92 [18.9]
Tiktok	45 [15.1]

Piltch-Loeb R, Savoia E, Goldberg B, Hughes B, Verhey T, Kayyem J, et al. Examining the effect of information channel on COVID-19 vaccine acceptance. PloS One. 2021;16(5):e0251095.

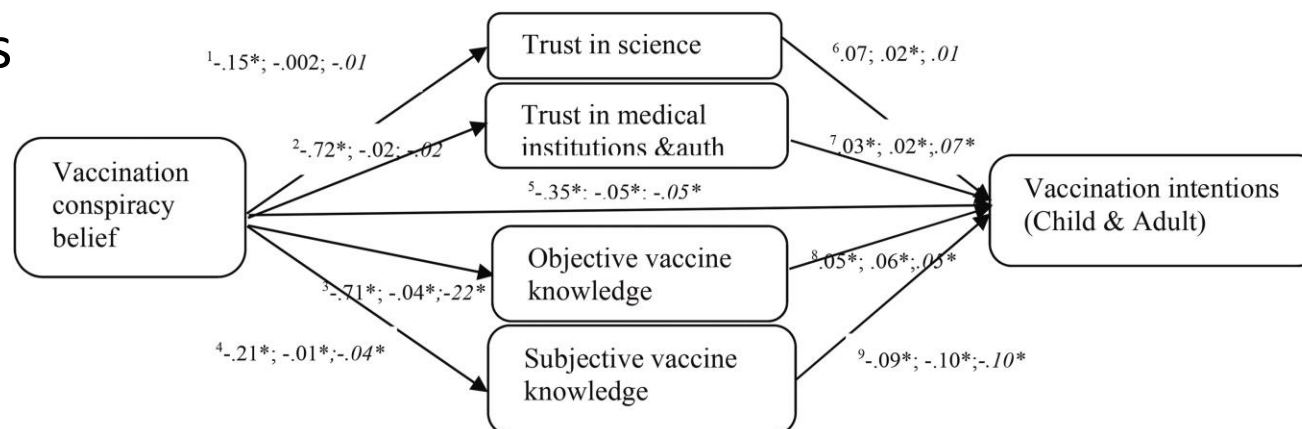
Rossen I, Hurlstone MJ, Lawrence C. Going with the Grain of Cognition: Applying Insights from Psychology to Build Support for Childhood Vaccination. Front Psychol. 2016;7:1483.



Formuler son opinion

Les patients recherchent l'avis du professionnel consulté :

- Personnaliser le discours
- S'exprimer à la première personne
- Eviter de citer les institutions [*Schernhammer 2021*] [*Milošević 2021*] [*Woodhead 2021*]
- Partager les données scientifiques



E, Weitzer J, Laubichler MD, Birmann BM, Bertau M, Zenk L, et al. Correlates of COVID-19 vaccine hesitancy in Austria: trust and the government. J Public Health Oxf Engl. 5 mai 2021;

Milošević Đorđević J, Mari S, Vdović M, Milošević A. Links between conspiracy beliefs, vaccine knowledge, and trust: Anti-vaccine behavior of Serbian adults. Soc Sci Med 1982. mai 2021;277:113930.

Woodhead C, Onwumere J, Rhead R, Bora-White M, Chui Z, Clifford N, et al. Race, ethnicity and COVID-19 vaccination: a qualitative study of UK healthcare staff. Ethn Health. 6 juin 2021;1-20.



Donner une information simple... équilibrée

- Partager les informations mais simplement :

Trop d'informations [*Strully 2021*] ou manque d'informations [*Armes 2017*]

- Adapter son vocabulaire au niveau de langage du patient (éviter le jargon, la sur-argumentation)
- Proposer une information **équilibrée**

Strully KW, Harrison TM, Pardo TA, Carleo-Evangelist J. Strategies to Address COVID-19 Vaccine Hesitancy and Mitigate Health Disparities in Minority Populations. Front Public Health. 2021;9:645268.

Ames HM, Glenton C, Lewin S. Parents' and informal caregivers' views and experiences of communication about routine childhood vaccination: a synthesis of qualitative evidence. Cochrane Database Syst Rev. 07 2017;2:CD011787.



Les bénéfices plus que les risques

- L'utilisation du risque voir de la peur n'est pas à privilégier [**Chou, 2021**] :
 - car il est faible
 - c'est un frein au changement : La mise en avant du risque pour soi ou autrui renforce la culpabilité
- La mise en avant du bénéfice individuel [**Freeman 2021**]

	Estimated mean difference in hesitancy (95% CI)	SE	Adjusted p value
Strongly hesitant			
Condition 2 (collective benefit)	-0.51 (-1.19 to 0.16)	0.34	0.2171
Condition 3 (collective benefit)	-0.47 (-1.14 to 0.20)	0.34	0.2254
Condition 4 (collective benefit)	-0.68 (-1.35 to -0.01)	0.34	0.0846
Condition 5 (personal benefit)	-1.49 (-2.16 to -0.82)	0.34	0.0015
Condition 6 (seriousness)	-0.24 (-0.92 to 0.43)	0.35	0.5117
Condition 7 (safety, direct)	-0.91 (-1.58 to -0.23)	0.35	0.0261
Condition 8 (safety, indirect)	-0.74 (-1.42 to -0.06)	0.35	0.0703
Condition 9 (collective and personal benefit)	-0.36 (-1.03 to 0.30)	0.34	0.3514
Condition 10 (full combination)	-0.86 (-1.53 to -0.18)	0.34	0.0313

Chou W-YS, Budenz A. Considering Emotion in COVID-19 Vaccine Communication: Addressing Vaccine Hesitancy and Fostering Vaccine Confidence. Health Commun. déc 2020;35(14):1718-22.

Freeman D, Loe BS, Yu L-M, Freeman J, Chadwick A, Vaccari C, et al. Effects of different types of written vaccination information on COVID-19 vaccine hesitancy in the UK (OCEANS-III): a single-blind, parallel-group, randomised controlled trial. Lancet Public Health. juin 2021;6(6):e416-27



L'outil de la communication narrative

- Accompagner son argumentation d'une histoire
- Ce mode de communication est utilisé par les mouvement **anti-vaccins**
- Ethiquement critiquable car l'expérience personnelle n'a pas de valeur scientifique
- Cependant c'est efficace pour convaincre [*Betsch 2011*] [**Chou, 2021**]

Alors à chacun de se faire une opinion

Chou W-YS, Budenz A. Considering Emotion in COVID-19 Vaccine Communication: Addressing Vaccine Hesitancy and Fostering Vaccine Confidence. Health Commun. déc 2020;35(14):1718-22.

Betsch C, Ulshöfer C, Renkewitz F, Betsch T. The influence of narrative v. statistical information on perceiving vaccination risks. Med Decis Mak Int J Soc Med Decis Mak. oct 2011;31(5):742-53.



Proposer des supports

- Proposer des supports dans votre cabinet en les diversifiant : papiers / affiches / proposer de visionner des vidéos ou de parcourir ensemble un site internet [Salsini, 2021]
- Coordonner la communication car l'exposition multiple est également un levier d'efficacité
- Proposer des sources d'information en assurant la validité scientifique [Arghittu 2021]

«Quelle est l'influence des campagnes d'information de masse (affiche, brochure, spot radiophonique, spot vidéo) sur la couverture vaccinale et sur l'hésitation vaccinale ?» L SALSINI et C DUROSELLE 2021

Arghittu A, Dettori M, Dempsey E, Deiana G, Angelini C, Bechini A, et al. Health Communication in COVID-19 Era: Experiences from the Italian VaccinarSi Network Websites. Int J Environ Res Public Health. 25 mai 2021;18(11).

Williams SE. What are the factors that contribute to parental vaccine-hesitancy and what can we do about it? Hum Vaccin Immunother. 2014;10(9):2584-96.



La cohérence des discours entre les professionnels de santé

- Ne pas critiquer ou accuser les autres professionnels car il s'agit du choix du patient
- Au sein d'une équipe s'accorder sur des messages communs (écrits et oraux)

«Quelle est l'influence des campagnes d'information de masse (affiche, brochure, spot radiophonique, spot vidéo) sur la couverture vaccinale et sur l'hésitation vaccinale ?» L SALSINI et C DUROSELLE 2021



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1. Woodward C, et al. Basic literacy and COVID-19 vaccination: a qualitative study of UK healthcare staff. *BMJ Open*. 2021; 15(6):e024111.
 2. Anshu A, et al. Health Communication in COVID-19 Era: Experiences From the Italian Healthcare Network. *Healthcare (Basel)*. 2021; 9(6):681.
 3. Pflughmacher S, et al. Examining the effect of information exposure and source credibility on COVID-19 vaccine acceptance: a global online survey. *Health Promotion Practice*. 2021; 22(3):381-391.
 4. Gohari V, et al. The Impact of Health Information Exposure and Source Credibility on COVID-19 Vaccine Hesitancy: A Global Online Survey. *Health Promotion Practice*. 2021; 22(3):381-391.
 5. Hsu Z, Tong T, et al. Assessing COVID-19 Vaccine Hesitancy: The Case for the Multidimensional Information to Healthcare Provider. *Vaccine*. 2021; 39(12):1411-1418.
 6. Freeman D, et al. Effects of different types of vaccination among hospital staff and the government. *Public Health (London, England)*. 2021; 153:10-15.
 7. Galarza A, et al. Using Best Practices to Address COVID-19 Vaccine Hesitancy in Minority Populations. *Front Public Health*. 2021; 9:645231.
 8. Scahill M, et al. Addressing COVID-19 vaccine hesitancy in Australia: trust and the government. *Public Health (London, England)*. 2021; 153:10-15.
 9. Firth C, Breda J, et al. Correlates of COVID-19 vaccine hesitancy and hesitancy diagnosis in a sample of 10,000 adults: Role of personal characteristics, trust, and information. *Trust in Online Environments: Two Online Experiments*. *Trust in Online Environments*. 2021; 1-12.
 10. Schmittmann F, et al. Correlates of COVID-19 vaccine hesitancy and hesitancy diagnosis in a sample of 10,000 adults: Role of personal characteristics, trust, and information. *Trust in Online Environments: Two Online Experiments*. *Trust in Online Environments*. 2021; 1-12.
 11. Kim H, et al. Strategies to Address COVID-19 Vaccine Hesitancy and Side Effects on Behavioral Intentions. *Int J Med Res Public Health*. 2021; 18(6):9881.
 12. Strully JM, et al. Strategies to Address COVID-19 Vaccine Hesitancy and Side Effects on Behavioral Intentions. *Int J Med Res Public Health*. 2021; 18(6):9881.
 13. Savelle A, et al. Unintentional to engage in behaviors that prevent against COVID-19: the role of conspiracy beliefs, vaccine hesitancy, and trust. *Int J Med Res Public Health*. 2021; 18(6):9881.
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ludovic.casanova@univ-amu.fr