



The Vaccination Challenge: triggering healthcare professionals' reflexivity on vaccine hesitancy in Italy

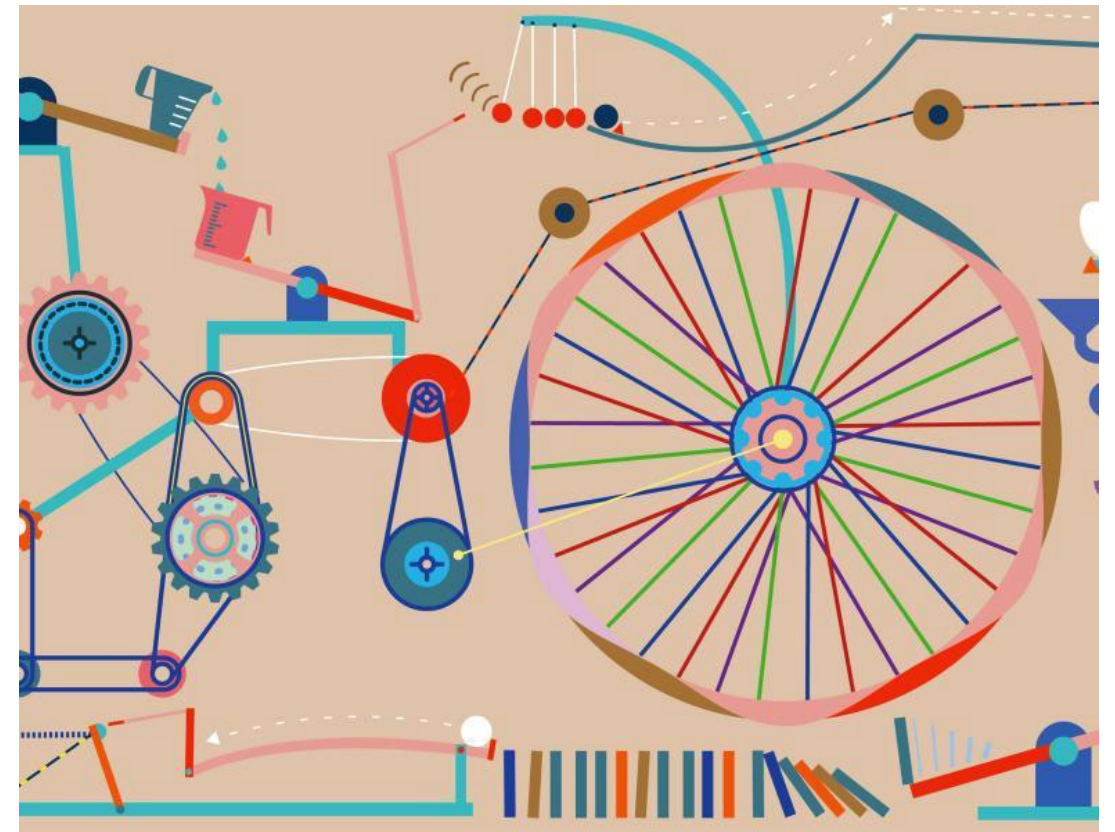
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1. A FULLY ETHNOGRAPHIC COUNTERFACTUAL DESIGN

- Ethnographic observation before and after the intervention:
- 130 hours before
- 32 hours after
- Close reading of the ethnographic materials by an independent evaluator through a schematic template.



2. THE EFFECTIVENESS OF APPLIED ETHNOGRAPHY

- During the fieldwork, some 'seeds of reflexivity' were sown among healthcare professionals (HCPs).
- Informal conversation, debriefing sessions
- They began to reflect on their own vaccination practices and communication strategies.

Applied ethnography “being there” “as a method to highlight the professional, cultural, organizational aspects of a specific context



3. THE INTERVENTION: AIMS AND METHODS

- Main aim: enhancing HCPs' reflexivity about their concepts and practices on vaccine hesitancy
- In-person intervention, 6-hour session
- Participatory techniques (World Café, Nominal Group) to ensure the adherence to the intervention
- 36 participants, mostly the same observed during fieldwork activities



4. CONCLUSION

- MAIN STRENGTHS OF OUR INTERVENTION:

- Applied ethnography (drawing on empirical materials and actual events)
- Participatory activities (co-production and involvement)
- Flexibility in planning and delivering

- FUTURE DEVELOPMENTS, BASED ON THE INTERNATIONAL COMPARISON:

- Providing participants with an object/communication tool (a pocketbook) with take home messages
- Creating digital materials to disseminate the results
- Scheduling one more training day





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