



# France 2026 Vaccination coverage is a strategic issue

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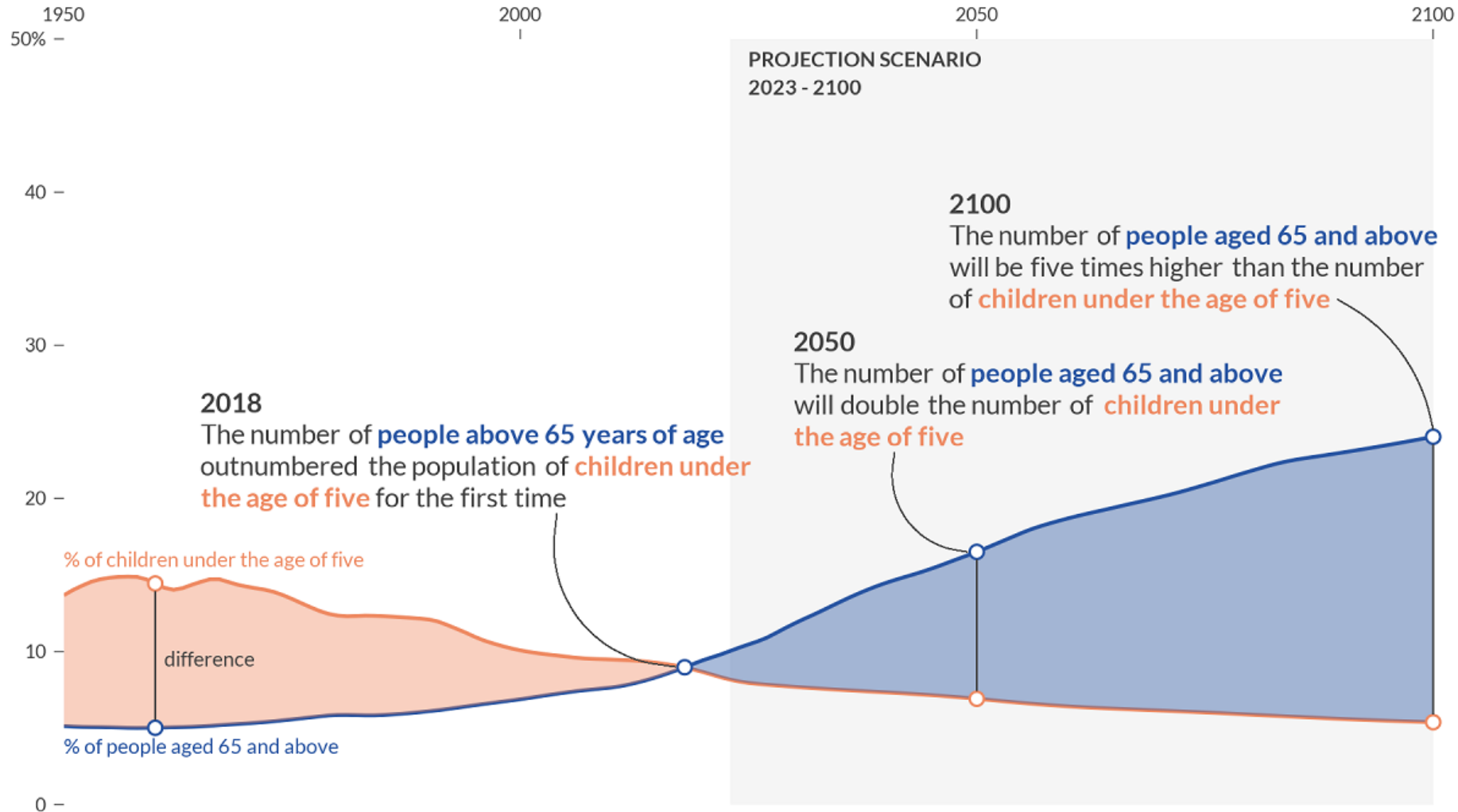
*Why am I standing here before you?*

**Boss! We have  
~~a problem!!!~~  
problems!!!**



## The world's population is aging

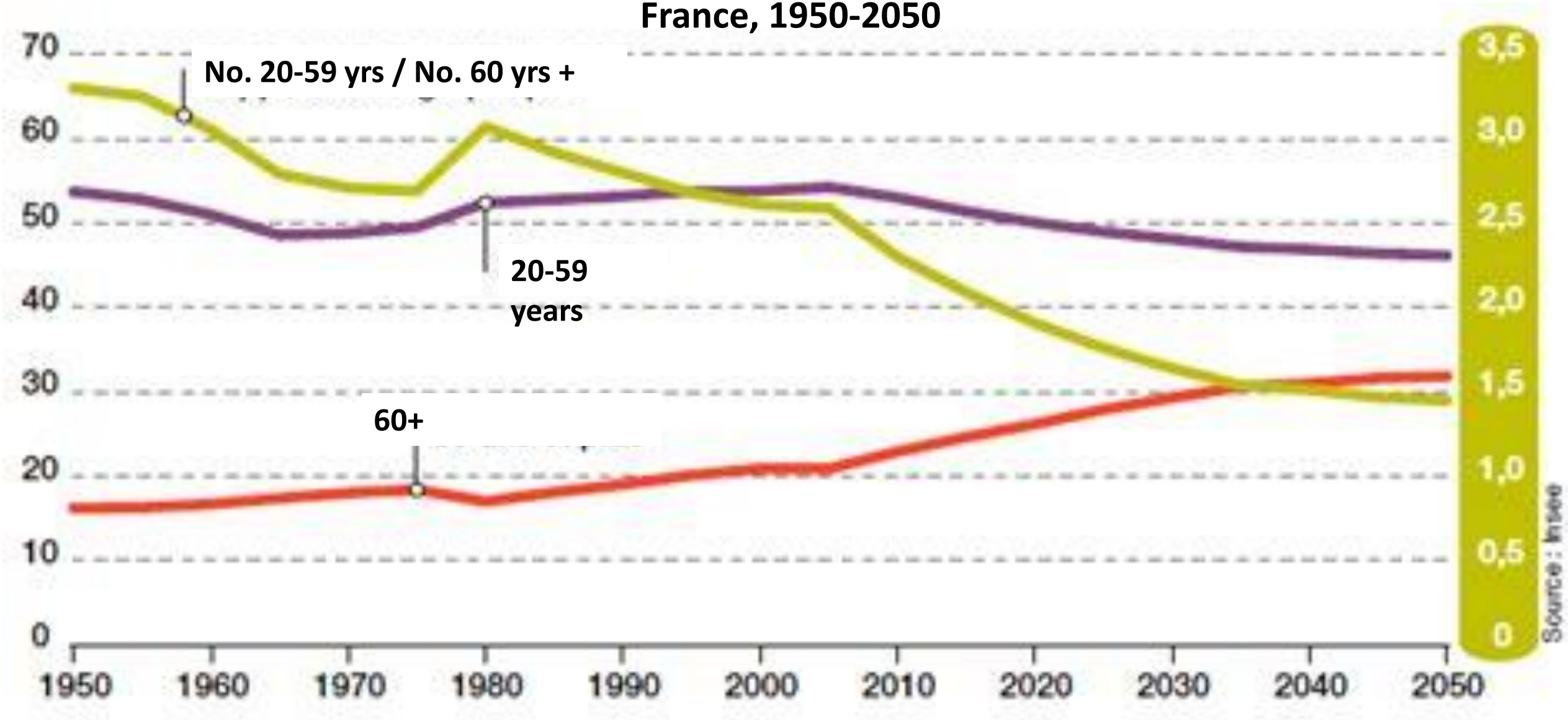
Global population share of **children under the age of five** versus the global population of **people over the age of 65**



Visualization: Pablo Alvarez | Source: United Nations World Population Prospects (2022) (via OurWorldInData.org)

# Demographic issues

## France, 1950-2050



Source: INSEE, 2025



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# Demographic issues

## 1940–1944

Defeat of the French army  
1,800,000 soldiers taken prisoner



## 1945

Return of 1,800,000 soldiers  
5,800,000 births



## 1952–1975

Economic boom  
Virtually free healthcare

Marshall Plan (loans from the USA)  
Strong growth  
Reconstruction  
Industrialisation  
Full employment  
Social security  
Contributions as a percentage of salary  
Intensive hospital-centred care

Prevention- major goals

- Child vaccination
- School medicine
- Tuberculosis screening

# Economic problems

## 1952–1975

Economic boom  
Virtually free healthcare

Marshall Plan (loans from the USA)  
Strong growth  
Reconstruction  
Industrialisation  
Full employment  
Social security  
Contributions as a percentage of salary  
Intensive hospital-centred care

Prevention:

- Child vaccination
- School medicine
- Tuberculosis screening

Source: Open Rome

## 1976–2026

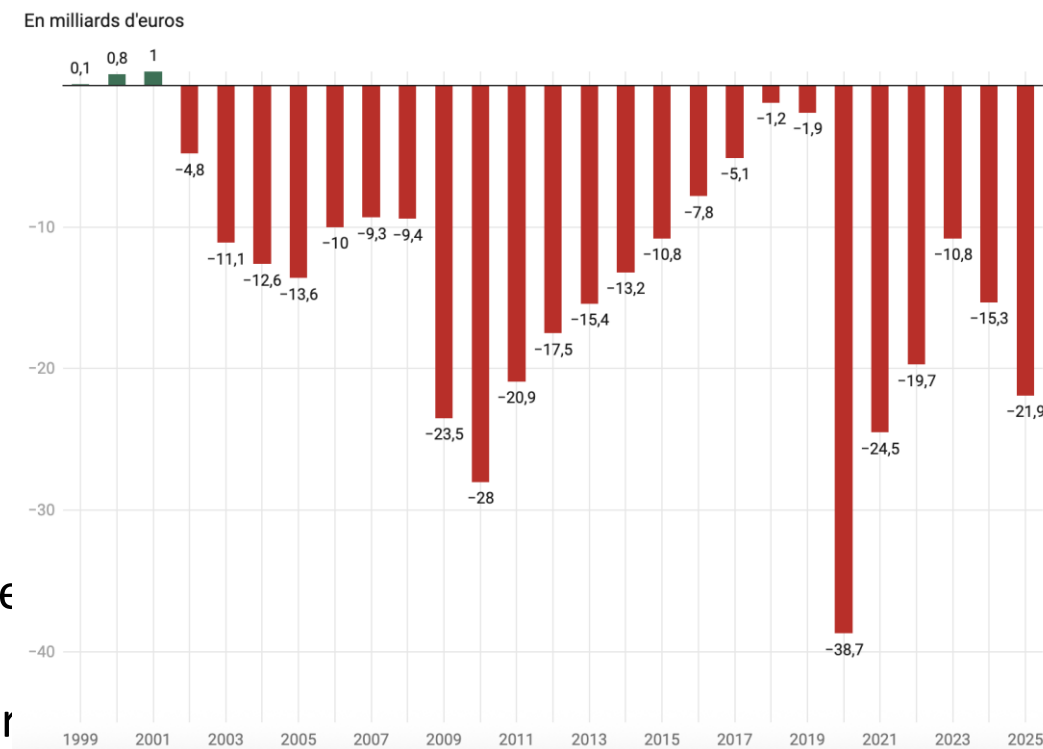
Economic stagnation  
Virtually free healthcare

US and Chinese aggression  
Low growth  
Elderly boom  
Deindustrialisation  
Unemployment (young people, 50+ years old)  
Social security deficit  
Contributions as a percentage of salary  
Intensive hospital-centred care

Prevention:

- Vaccination
- Anti-smoking campaign
- HIV
- Antibiotic resistance

## Social security and the Old Age Solidarity Fund Deficit from 1995 to 2025



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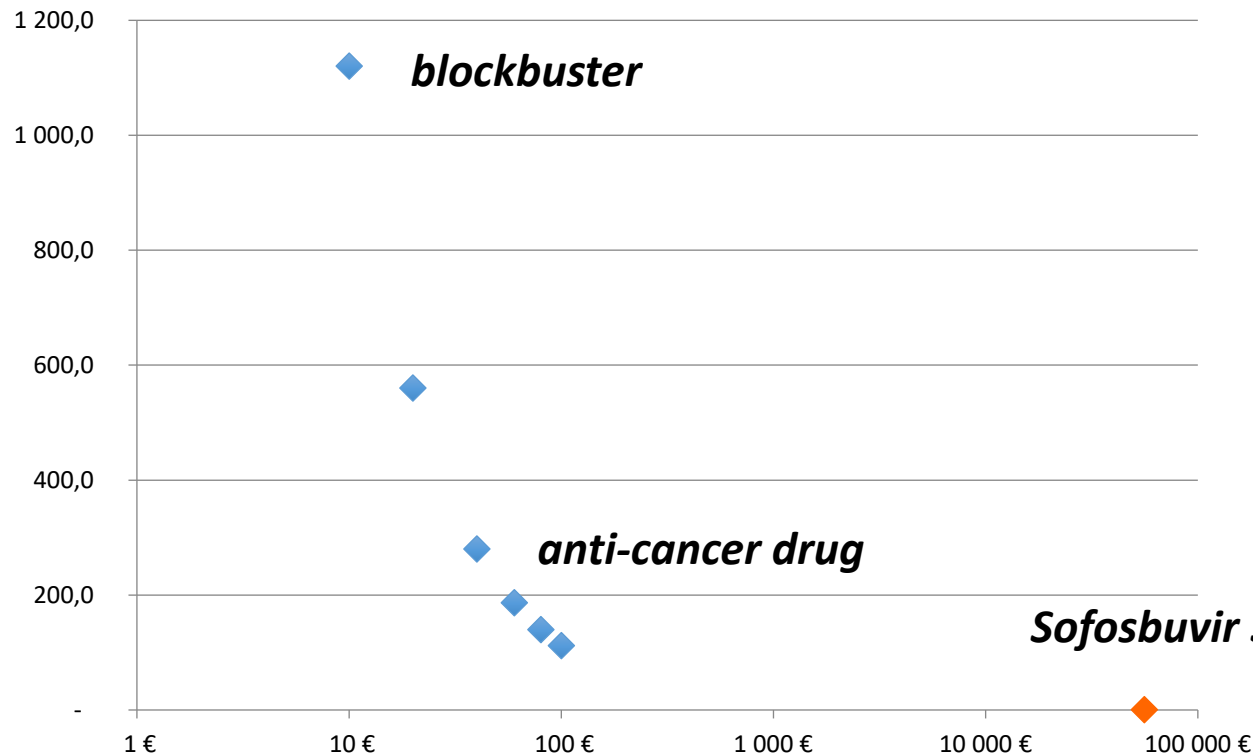


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Worldwide,

- => **90% of healthcare expenditure is spent on chronic patients: prevention is essential**
- => Vaccines: disappearance of certain cancers (e.g. HPV and cervical cancer)
- => Cancer, hormone therapy, chronic outpatient disease (e.g. melanoma)
- => **Medicines: from mass marketing to niche marketing (« nested marketing »?)**



**Millions of boxes sold  
based on the price per box  
for a turnover of €11 billion**



# Medical problems

Worldwide,

- => **90% of healthcare expenditure is spent on chronic patients: prevention is essential**
- => Vaccines: disappearance of certain cancers (e.g. HPV and cervical cancer)
- => Cancer, hormone therapy, chronic outpatient disease (e.g. melanoma)
- => **Hospitals no longer meet future needs**



## Before

Melanoma

Hospitalisation + debilitating treatment

Rapid death (6 months)

## Today

Melanoma

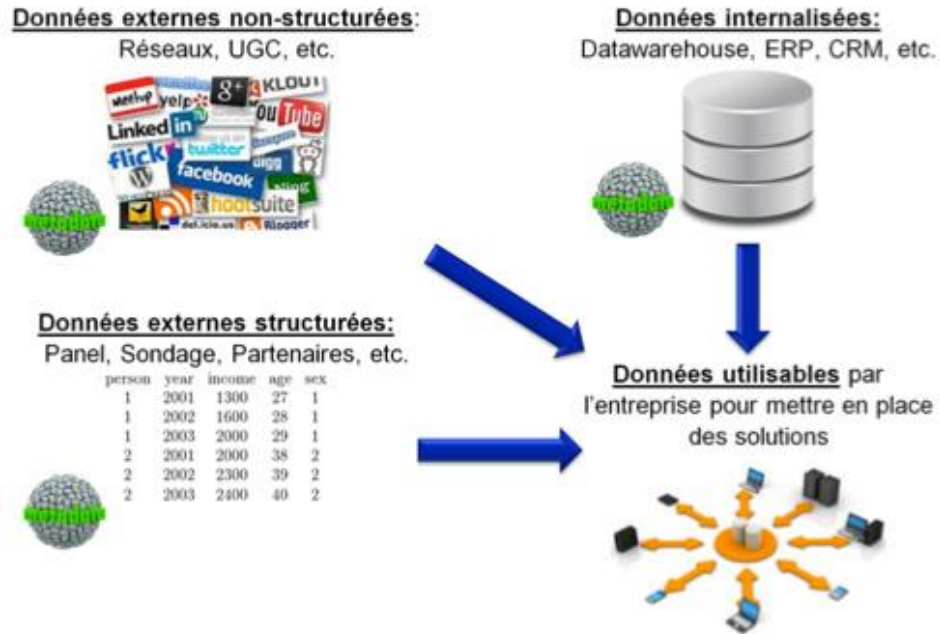
Outpatient surgery

+ possibly immunotherapy

Recovery or chronic disease requiring monitoring



## Open, sick and healthy information systems, hospital and outpatient care



- Big data: reliability of sources, false data, missing data
- sick but also healthy
- common information system
  - Hospital-city?
  - Hospital-city-payers?

### Examples of shortcomings

No vaccination register  
No effective interfaces between hospitals and  
Public-private inequalities  
Inequalities between doctors and paramedics  
Underuse of biological data  
Underuse of virological data

**AI, networks, web... the quality of the results depends on the source from which**



### USA (ChatGPT, Gemini, etc.):

- Conspiracy theorists' propaganda and anti-vaccine fake news are a major source of digital pollution
- The US government is methodically destroying credible official agencies and forcing them to adopt a non-scientific discourse.

### China

- No comment
- No comment
- No comment

**We need independent AI engines  
using reliable, uncontaminated data.**

*and perhaps dosimeters to measure the degree of pollution or purification stations.*

## We need analytical tools that take complexity into account



**Complexity = multiple interactions between factors**

### What use?

- Lifetime medicine
- monitoring of protocols
- studies and research

### Taking what into account?

- Patients
- healthy individuals

### How?

- Open information system
- Taking into account all interactions
- complex systems analysis
- multi-agent systems

Source: The hospital of the future. Open Rome study, 2021

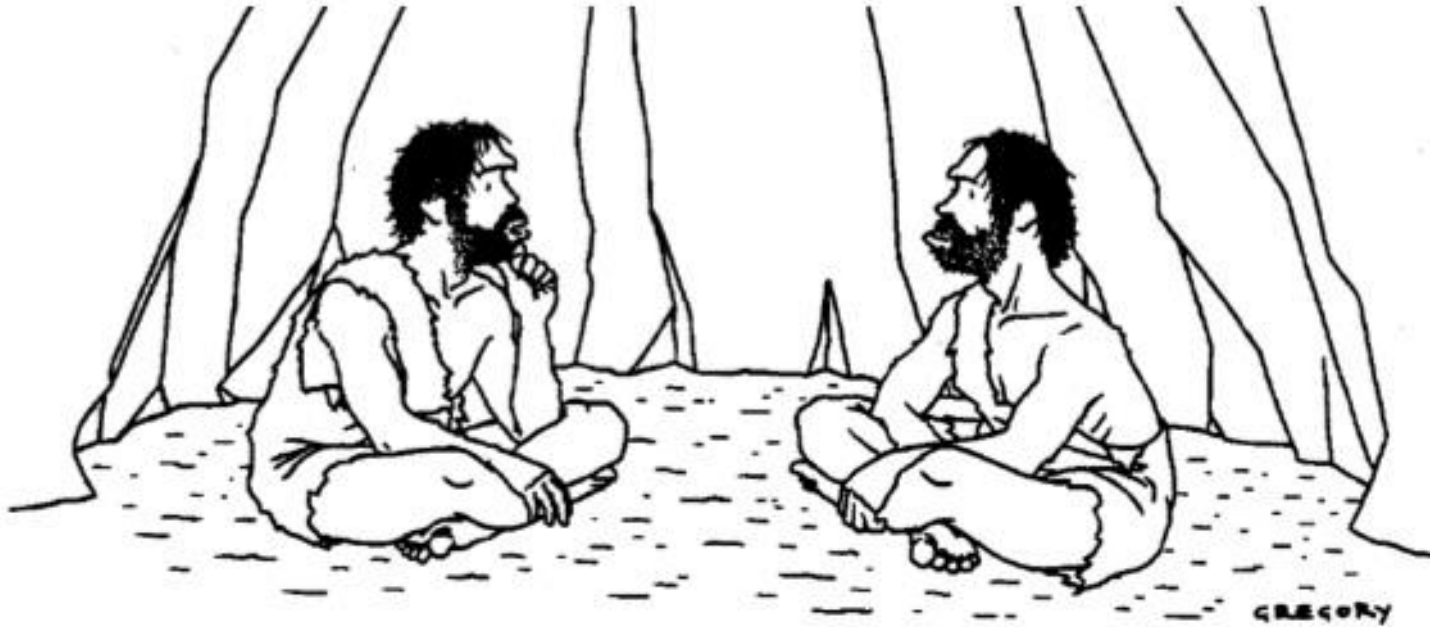


# Strategic problem

Currently, we have a series of temporary fixes for the healthcare system that are becoming increasingly expensive and less and less effective.

**We urgently need a long-term health strategy based on prevention.  
Let us take inspiration from the development strategy of our aviation industry since 1950.**

# Prevention is our strategic objective



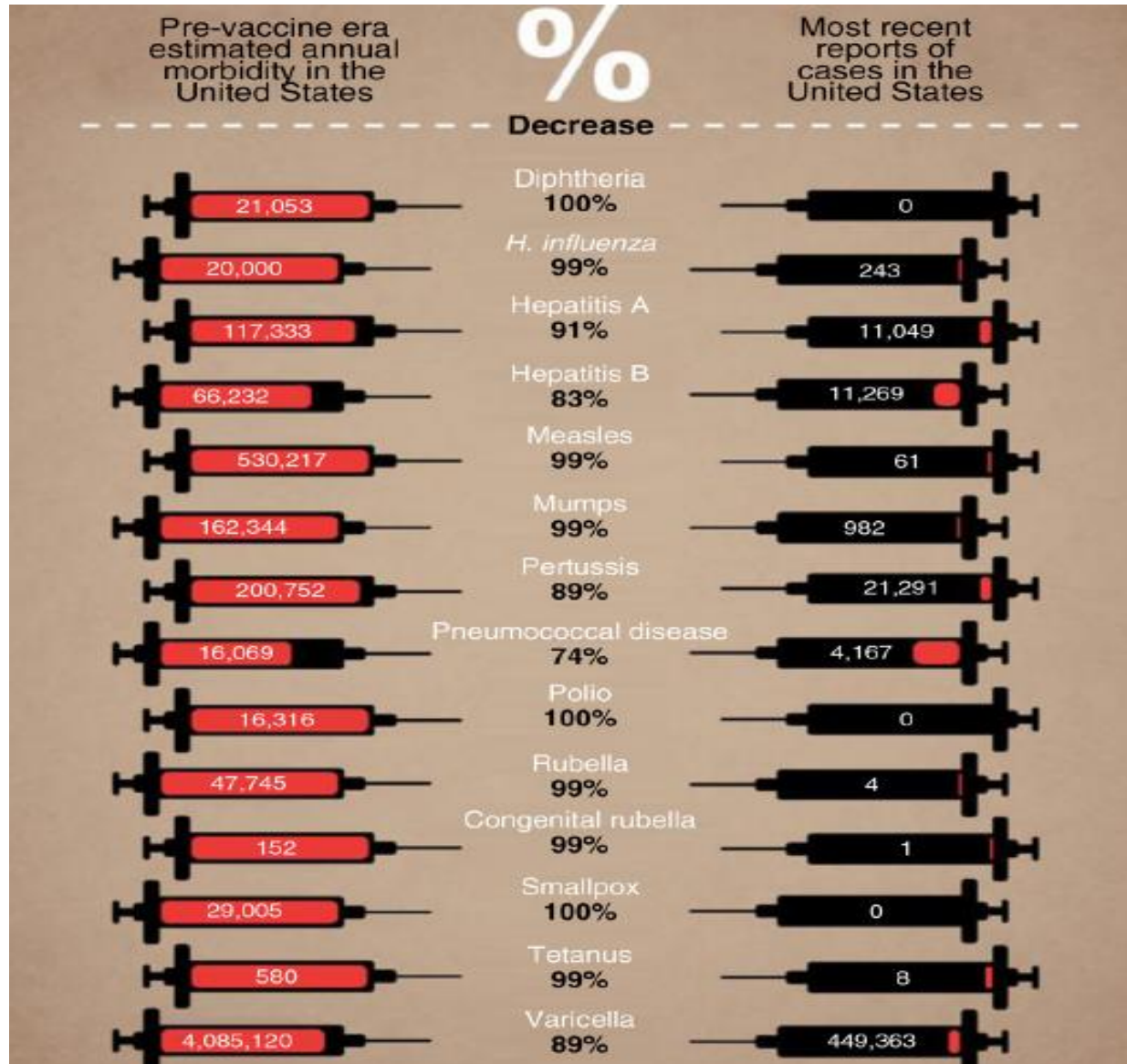
*“Something’s just not right—our air is clean, our water is pure, we all get plenty of exercise, everything we eat is organic and free-range, and yet nobody lives past thirty.”*

Reproduced with permission from The New Yorker, Back to Nature, May 2010, Alex Gregory: copyright 2010

- In France,**  
**life expectancy increased when**
- **Famines disappeared** (17th century)
  - **vaccines were widely used** (20th century)



# Estimated annual morbidity before and after vaccination in the USA



**Prevention:**  
**Vaccines are remarkably effective.**

Source: Leon Farrant: <https://www.behance.net/gallery/2878481/Vaccine-Infographic>



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Boss! We have  
~~an anti-vaxxer!!!~~  
anti-vaxxers!!!



# Fake news “Vaccinating infants can cause autism”

1998

Andrew Wakefield  
MMR vaccine controversy



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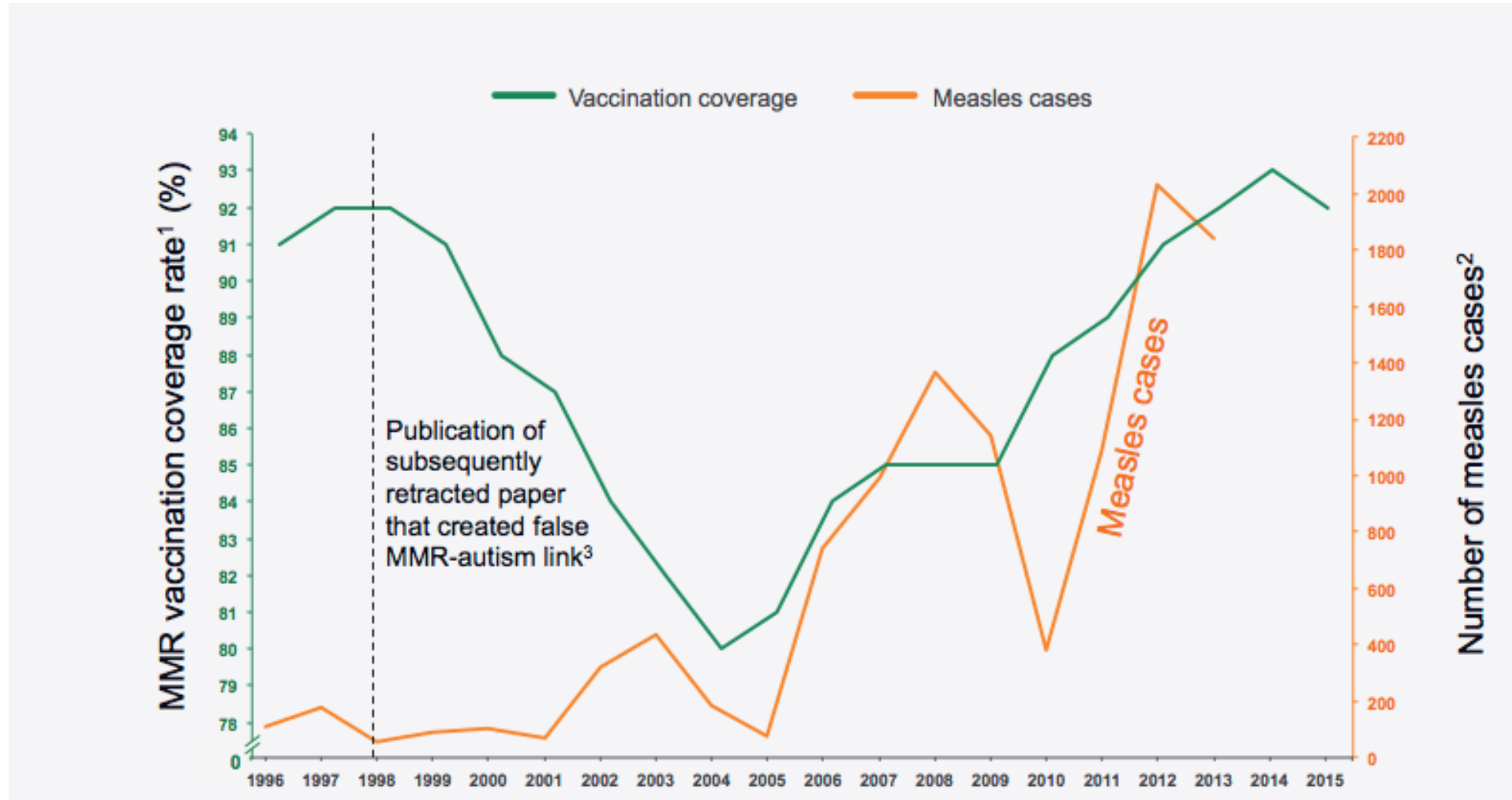
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1998 Lancet – MMR and "Autistic enterocolitis"

# Fake news “Vaccinating infants can cause autism”

2015



1. NHS Immunisation Statistics, England 2015–2016.

Available from: <http://content.digital.nhs.uk/catalogue/PUB21651/nhs-immu-stat-eng-2015-16-tab.xlsx>.

2 The National Archives. Confirmed cases of measles by region and age 1996–2013.

Available from [http://webarchive.nationalarchives.gov.uk/20140505192926\\_](http://webarchive.nationalarchives.gov.uk/20140505192926_)

[http://www.hpa.org.uk/web/HPAweb&HPAwebStandard/HPAweb\\_C/1195733778332](http://www.hpa.org.uk/web/HPAweb&HPAwebStandard/HPAweb_C/1195733778332)

3. Godlee F, et al. *BMJ (Clinical research ed.)* 2011; 342:c7452.



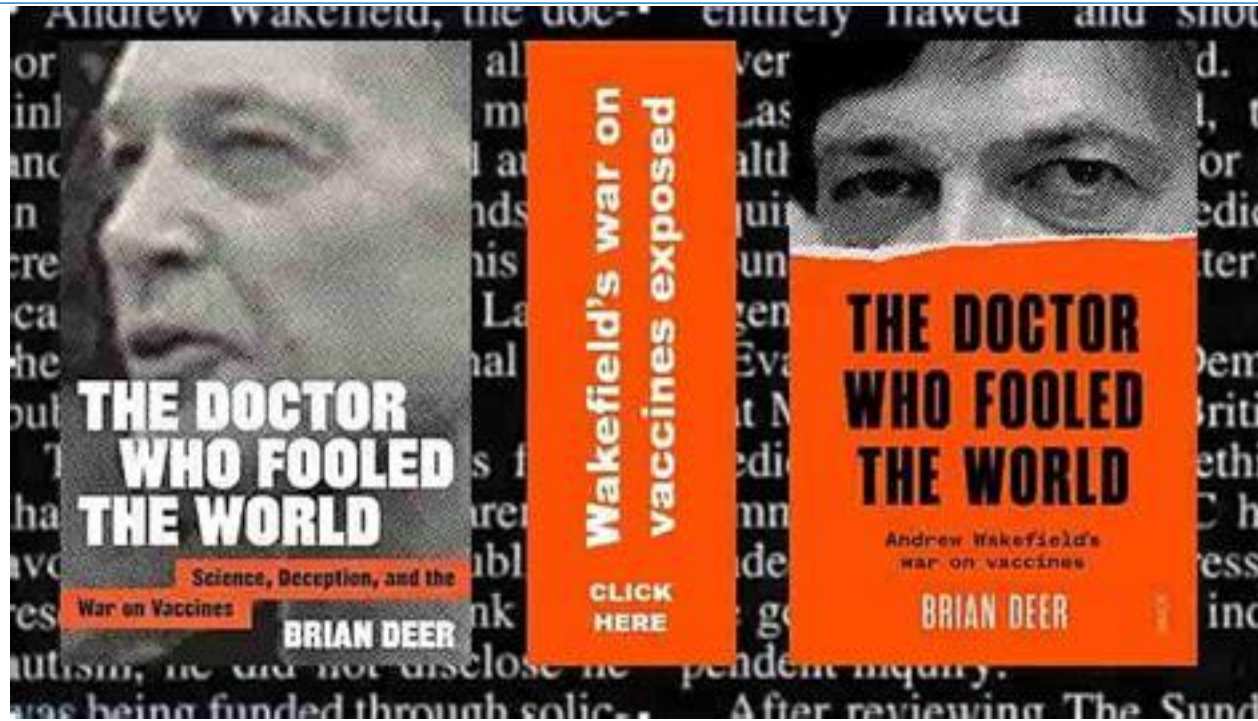
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# Fake news: "Vaccinating infants can cause autism"

2004



Sunday Times. Brian Deer.  
Revealed: MMR research scandal.  
Startup & fundraising.  
Promised revenue: €32 million

2010



British General Medical Council.  
Andrew Wakefield is banned (reason: child abuse)

[https://fr.wikipedia.org/wiki/Andrew\\_Wakefield](https://fr.wikipedia.org/wiki/Andrew_Wakefield)



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2010

Andrew  
Wakefield  
MMR  
vaccine  
controversy

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Volume 351, No. 9103, p637–641, 28 February 1998

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 Early Report

## RETRACTED: Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children

Dr [AJ Wakefield](#), [FRCS](#), [SH Murch](#), MB, [A Anthony](#), MB, [J Linnell](#), PhD, [DM Casson](#), MRCP, [M Malik](#), MRCP, [M Berelowitz](#), [FRCPsych](#), [AP Dhillon](#), MRCP, [MA Thomson](#), FRCP, [P Harvey](#), FRCP, [A Valentine](#), FRCP, [SE Davies](#), MRCP, [JA Walker-Smith](#), FRCP

 1,056

DOI: [http://dx.doi.org/10.1016/S0140-6736\(97\)11096-0](http://dx.doi.org/10.1016/S0140-6736(97)11096-0)

[Article Info](#)

RETRACTED



1998. Lancet – MMR and 'autistic enterocolitis'

2004. Sunday Times. Brian Deer. Revealed: MMR research scandal.

Startup & fundraising. Promised revenue: €32 million

2010. British General Medical Council. Striking off. Lancet: Article retracted.

2012. Court of Rimini (Italy). Compensation for a case of autism.

2015. Departure of Andrew Wakefield to the US

2016. Twitter. Donald Trump. Announcement of Senate committee on autism and vaccines

[https://fr.wikipedia.org/wiki/Andrew\\_Wakefield](https://fr.wikipedia.org/wiki/Andrew_Wakefield)



# Fake news “Vaccinating infants can cause autism”

1998



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1998 Lancet – MMR and "autistic enterocolitis"

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## Trump: Vaccines Cause Autism And Will Be Investigated

Posted on November 13, 2016 by Baxter Dmitry in [News](#), [US](#) // 578 Comments



[Tweet](#) [19 points](#)

**President-elect Donald Trump believes vaccines are responsible for the autism epidemic and he has promised to find out the truth and “save our children and their future” when he takes office in January.**

### You May Like

Ads by Revcontent



**Why Donald Trump Avoids Talking About His Daughter Tiffany!**



**20 Pictures That Hillary Clinton Wishes Would Go Away**

## JAMA Forum



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## Assault on the Centers for Disease Control and Prevention—Budget Cuts, Political Control, and the Erosion of Trust

Lawrence O. Gostin, JD<sup>1</sup>; Peter Lurie, MD, MPH<sup>2</sup>

» Author Affiliations | Article Information

JAMA Health Forum

Published Online: October 9, 2025

2025;6;(10):e255467. doi:10.1001/

jamahealthforum.2025.5467

### Budget Cuts and Program Eliminations

Trump's FY 2026 budget proposes a 50% reduction in the CDC's funding from \$9.2 billion to \$4.3 billion. Consistent with Kennedy's view that the CDC should confine itself to infectious diseases, the National Center for Chronic Disease Prevention and Health Promotion would be eliminated. Kennedy has claimed that many of these functions will be centralized in a yet-unformed new HHS agency called the Administration for a Healthy America. Whether the president's budget and the new Administration for a Healthy America will go into effect is uncertain. But the HHS has already slashed more than \$12 billion in federal grants to states, including \$11.4 billion distributed by the CDC. The HHS also cut COVID-19 funding intended for surveillance and vaccines for children and uninsured adults.

US budget 2026

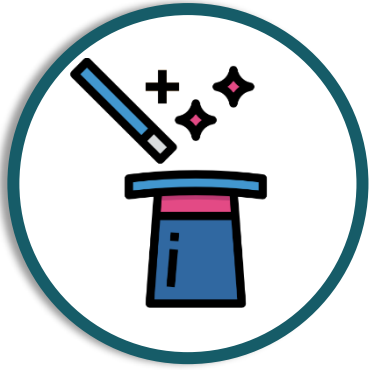
US CDC

-50%

***Liars want to eliminate those who contradict them***

- 1 – While lies travel around the world, the truth puts on its shoes.
- 2 – Anti-vaccine lies can kill innocent people.
- 3 – Anti-vaccine liars can kill without going to prison.
- 4 – Fear of vaccines can serve electoral interests.
- 5 – Being an honest doctor requires political courage.

## The Petnet study



Creation of single-use  
email addresses

400



Signing petitions  
against vaccination

14



Observation of emails  
received as spam

234


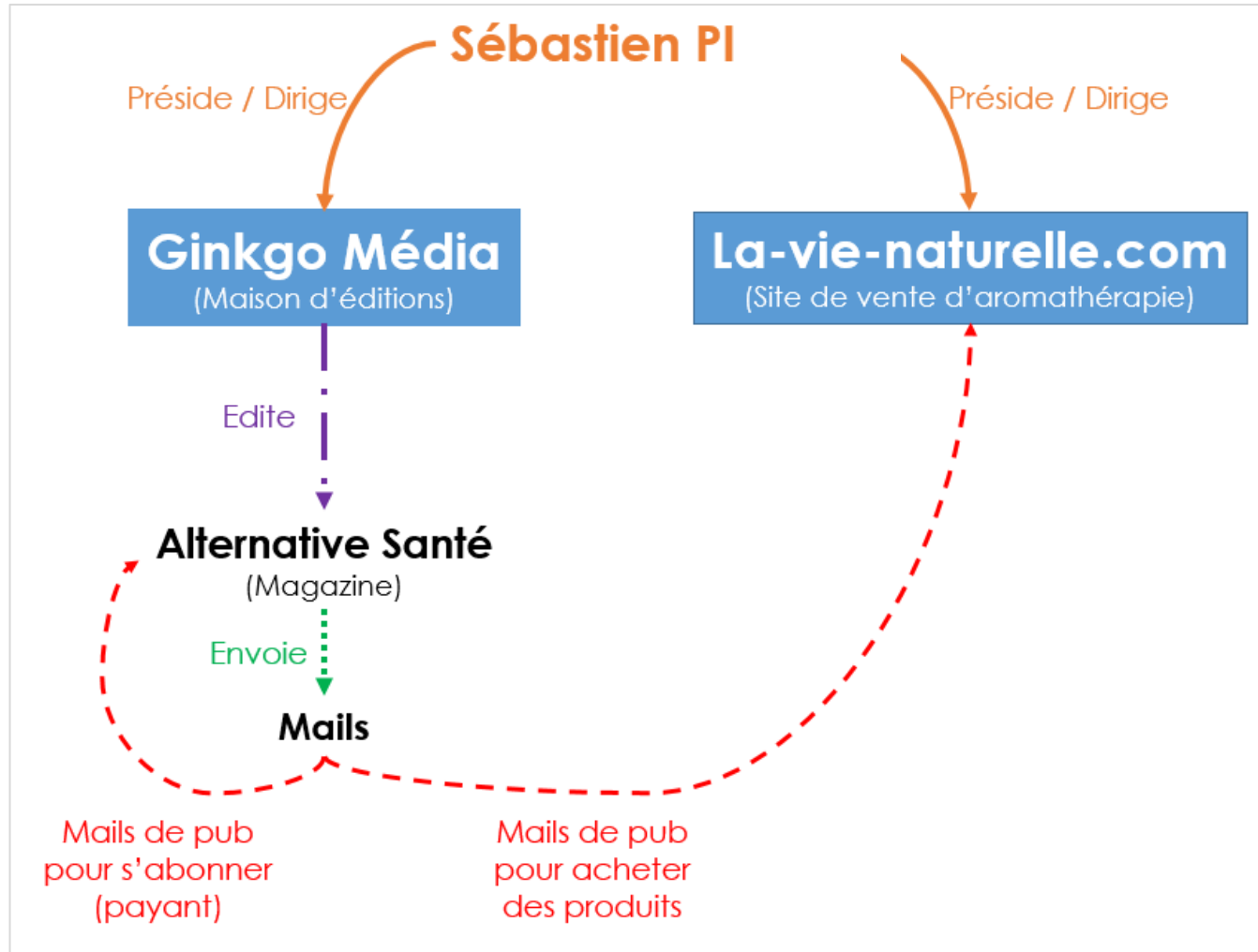


Analysis of  
advertisements and  
senders

3

Source: Crozet R et al, Petnet methodology, Pharmacy Thesis, University of Lyon 1,

## The Petnet study

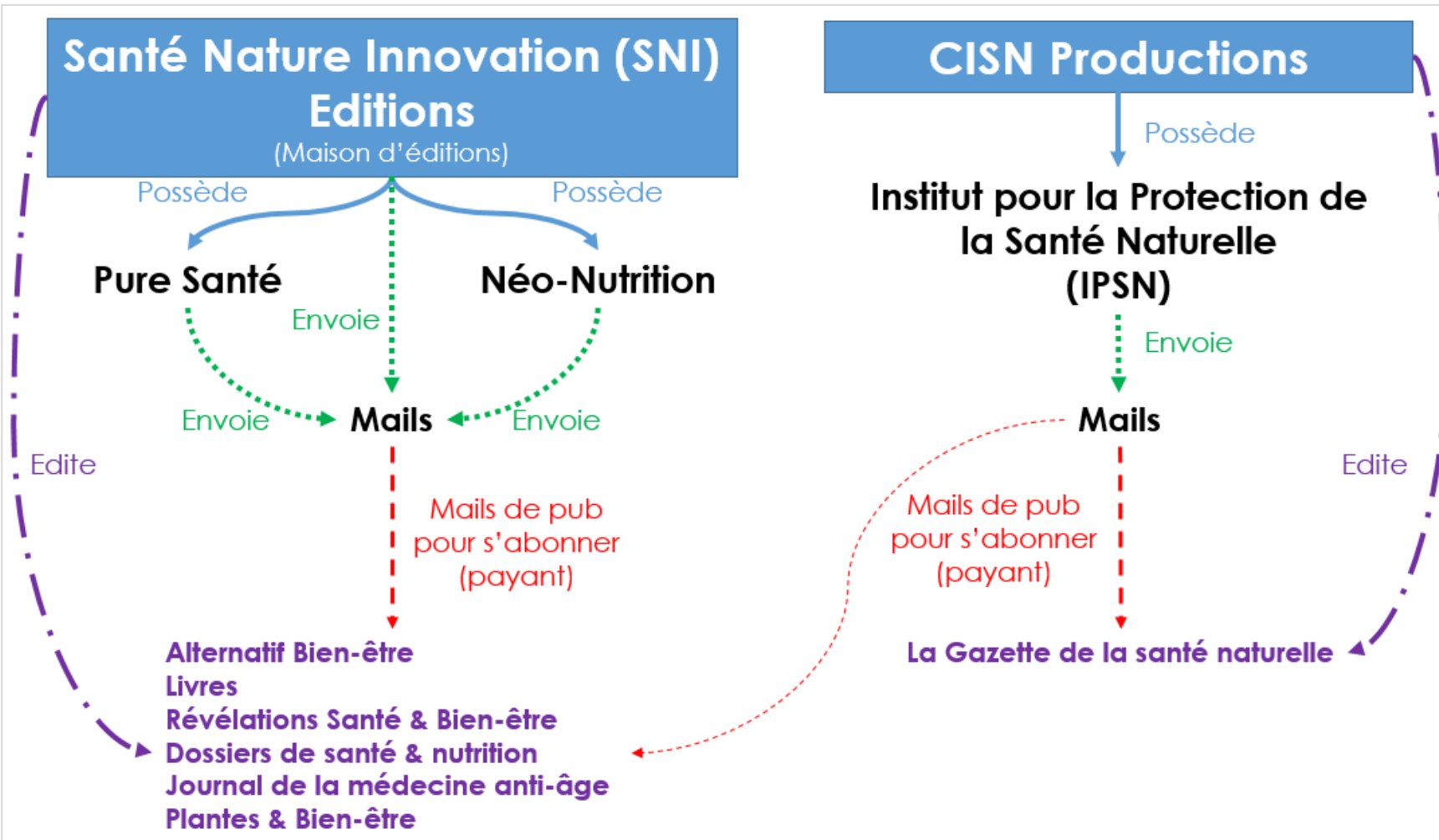


**Other notable figures**

- **Arnaud I** (Alternative Santé)
- **Frédéric B** (La vie Naturelle)

Source: Crozet R et al, Petnet methodology, Pharmacy Thesis, University of Lyon 1,

## The Petnet study



**Other notable figures**

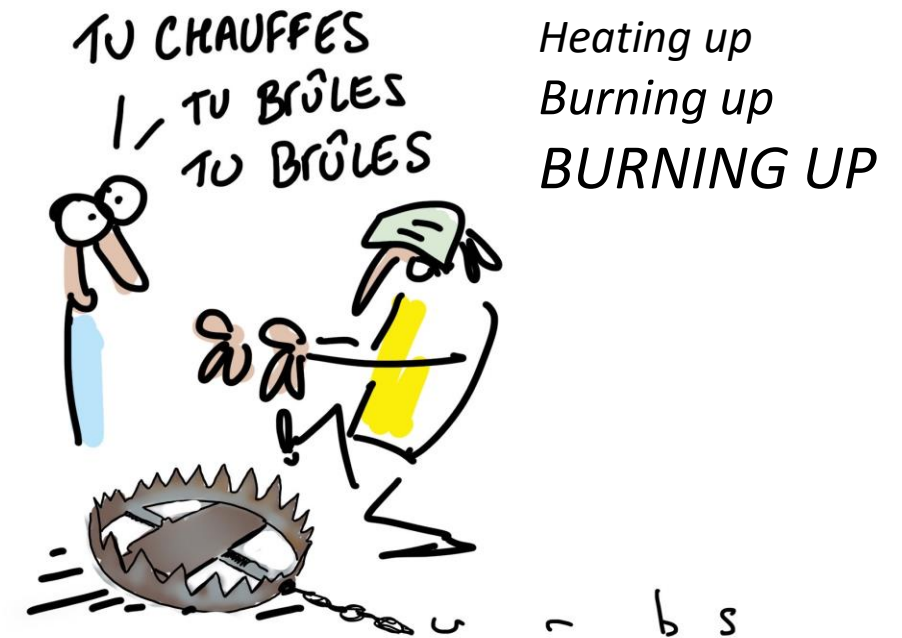
- Vi
- Je
- G
- É
- D
- F
- A
- H

Source: Crozet R et al, Petnet methodology, Pharmacy Thesis, University of Lyon 1,



## Business model

1. Create a company with headquarters outside the EU (Switzerland, etc.)
2. Hide shareholders behind shell companies
3. Create an online platform in a suitable country (Belgium, etc.)
4. Create a periodic newsletter for each product range
5. Launch a petition
6. Collect the email addresses of signatories
7. Offer a free newsletter upon registration
8. Distribute newsletter: factual + sensational + hidden advertising
9. Sell on an online platform
- 10.1 purchase<sup>er</sup> : Register credit card
11. Any subsequent click on product page = purchase
12. Regularly change the address of the head office
13. Regularly change the structure of shell companies
14. Diversify product ranges



## Anti-vaccine strategy on social media

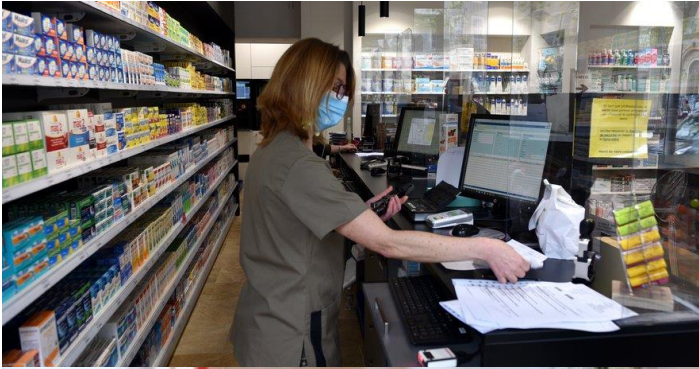
### Swarm attacks to get opponents banned

1. Each member of the group creates as many accounts and pseudonyms as possible
2. When an opponent begins to gain an audience, they are singled out for condemnation by the group.
3. Each member then uses all their accounts to report the targeted opponent to the social media administrators for making "inappropriate comments".
4. This sudden influx of reports is recorded by the bots that control the network.
5. The opponent's account is blocked, silencing them for several weeks or even months.
6. To recover their account, the dissenter must apologise and swear that they will never again contradict those who have stigmatised them.



***Liars want to eliminate  
those who contradict them***

# What should you do? The trigger phrase (systematic, with everyone)



*Have you updated your vaccinations?*



# What can be done? A touching story (about « traces of poison in vaccines»)



# What can be done? Change the way we think about our profession



Source: R. Ortiz de Lizarazu, JM Cohen. *Salud pública, tapas y sangría, Valladolid, 2015*



# What can be done? Social marketing



## *Learned societies*

[International Social Marketing Association](http://www.isma.org) (ISMA)

[www.i-socialmarketing.org](http://www.i-socialmarketing.org)

[European Social Marketing Association](http://www.esma.org) (ESMA)

[www.europeansocialmarketing.org](http://www.europeansocialmarketing.org)

[Australian Association of Social Marketing](http://www.aasm.org.au) (AASM)

[www.aasm.org.au](http://www.aasm.org.au)

*Source: W D Evans. Branding and social marketing strategies.*

*Vaccine acceptance science, policy, and practice in a "post-fact" world. Annecy, 26-28 Sept. 2017.*



CRD VAX WEBINAR SERIES

## The Emmie Program:

Motivational Interviewing  
Intervention in Maternity Wards

PRÉSENTÉ EN ANGLAIS

Dr. Arnold Dugmore  
University of Sherbrooke,  
CHUS Research Centre

The graphic features a background with a color gradient from orange to red. It includes several faint, stylized circular patterns. The text is arranged in a clear, hierarchical manner, with the title 'The Emmie Program' being the most prominent. A small white box highlights the language 'PRÉSENTÉ EN ANGLAIS'. The speaker's name and affiliation are listed below a circular portrait.

# What to do? Influential parents



TIME



## Family Matters

By Bonnie Rochman

VACCINES

### How Social Networks Influence Parents' Decision to Vaccinate

A small group of parent advocates is mobilizing "gentle propaganda" against vaccine naysayers

By Bonnie Rochman @brochman | April 15, 2013 | 0

Share 22 14 Pin it Read Later

At her son's preschool near Seattle, Robin Haight is a foot soldier in the vaccine wars. She arranged for a pediatrician to speak about vaccines at the home of a school parent. She put up posters — she calls them "gentle propaganda" — that touted the importance of immunization in stopping the spread of disease. Her husband helped create a spreadsheet to track which children at the school are missing which vaccinations.



Getty Images / Getty Images

Some parents have said that Haight's provaccination message has no place at preschool, that it's disrespectful and patronizing, that the decision to vaccinate a child is nobody else's business. One mother got so emotional that she broke out in hives. But Haight thinks a conversation is critical, and the latest research published in the journal *Pediatrics* backs her up.

"I'm just trying to let people know that if you don't vaccinate your children, it might affect other children's health," says Haight. "It directly affects a community of young children. How do we not talk about this?"

(MORE: Jenny McCarthy, Vaccine Expert? A Quarter of Parents Trust Celebrities)

#### RELATED

Experts Argue to Keep Thimerosal in Some Vaccines

Parents Wary of Childhood Vaccines? Here's How to Persuade Them

Vaccines: They're Not Just for Kids (But Too Few U.S. Adults Are Getting Immunized)





# What can be done? Changing the habits of healthcare workers



**By the way,  
which profession has a 100% vaccination rate against influenza?**







# So what?



## So what?

- Think and act: not alone! All together!
- Turkish-French cooperation: Univ Atlas – Univ Lyon, Open Rome
- To begin with, Halil Gencer's pharmacy thesis: comparisons between Turkey and France
- Developing common tools based on tools that exist in one country but not in the other
- Test original methods in both countries and compare the results
- Describe together the problems we encounter
- Working together to devise solutions to problems arising in one or both countries.
- Never forget Mandela's motto

## So what?

*Everything you do for me without me is against me*  
*(Nelson Rolihlahla Mandela)*



Nelson Mandela (1918–2013),  
photographed in Pretoria on 12 June 1964.  
Granger NYC/Granger NYC/Rue des Archives