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Strategies for Correcting Misinformation about Vaccination and Increasing Coverage

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Vaccination is the crucial mechanism for prevention in public health. Thanks to vaccination programmes, life expectancy in the world is one of humanity's greatest achievements. According to the WHO, vaccination can prevent between 2 and 3 million deaths per year worldwide. At the moment, many countries are facing the return of some epidemics believed to be elapsed, the reappearance of which is mainly due to a lack of vaccination coverage. In an increasingly digitalized and introverted society, misinformation is on the rise, social media pose a new challenge when it comes to maintaining confidence in immunization leading to vaccination hesitancy. The aim of this article is to correct the misinformation leading to vaccination hesitancy and suggest strategies to improve vaccination in various countries.