

**Ecological Model of Health Behavior as a Methodology for Reducing Anti-Vaccination Trends****Ariel Braverman**

USA

**A**nti-Vaccination and vaccine hesitation is not novel phenomenon. Still, in the modern and more connected world, the magnitude of the issue is sky-rocketing and presents a clear danger to public health. The current research summarizes factors contributing to the phenomenon based on the recent literature and proposes a possible behavioral intervention framework based on the ecological model of health behavior. The characteristics of the current vaccine hesitation phenomenon suggest that the vast majority of individuals with anti-vaccination traits exhibit behavior patterns consistent with the ecological model of health behavior. Structured intervention at all levels defined by the model may contribute to reducing the phenomenon among hesitating individuals and declining the influence power of anti-vaccination “gurus.”

**Biography**

Epidemiologist and Independent Public Health Researcher with a specific interest in Healthcare Systems, Healthcare Delivery, and Remote Epidemiology. Former diplomat in Ministry of Foreign Affairs of Israel with Aviation and Medical background. My research interests are Health Services and Clinical Epidemiology, Aviation, Air Transport Epidemiology, Healthcare Applications for Global Transport Networks, Electronic Epidemiological and Healthcare Management systems, and Emergency Medicine and Nursing.