In July 2015, an approved Ebola vaccine trial was suspended by the Ministry of Health of Ghana, amid protests from members of parliament and the general public. What was the media’s role in ‘inciting’ this fear and panic about the vaccine trials juxtaposed against their responsibility to inform and educate the public? My findings from interviews and analysis of media content highlight the complexity and challenges of undertaking vaccine tests in societies, where the notion of drug trials has underlying historical and sociological baggage.

Such research is relevant now, as emerging infectious diseases, present security health threats, and the need for vaccines to address them heightens. Furthermore, the legacy media in developing countries are major sources of health information for the population and how these channels support or impede vaccination development and dissemination efforts in developing contexts, should be of interest to researchers.