



Communicating With Vaccine-Hesitant Parents

Approaches & considerations ...

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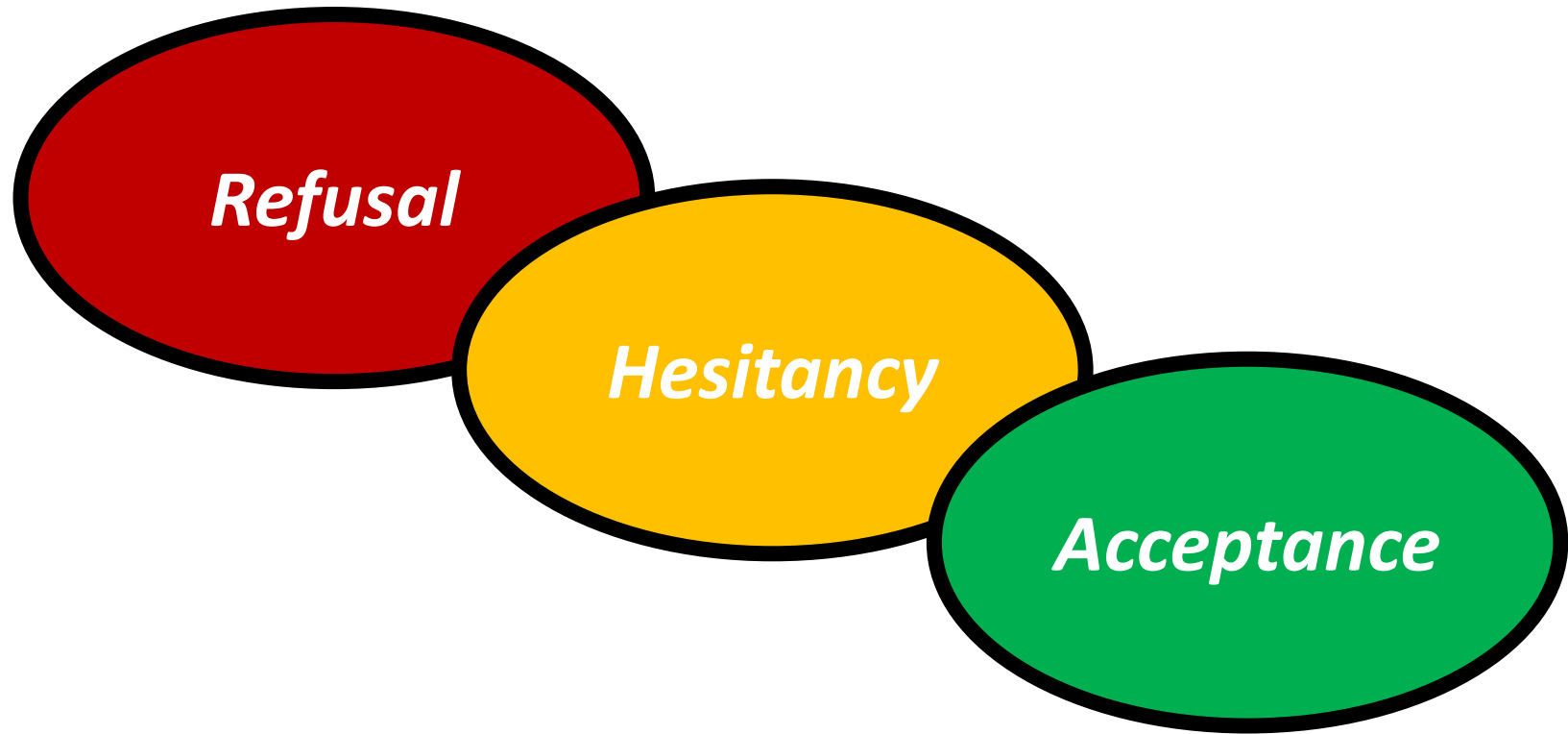
Communicating With Hesitant Parents

Goals for today ...

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***Defining
the challenge***

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Terms used on purpose ...

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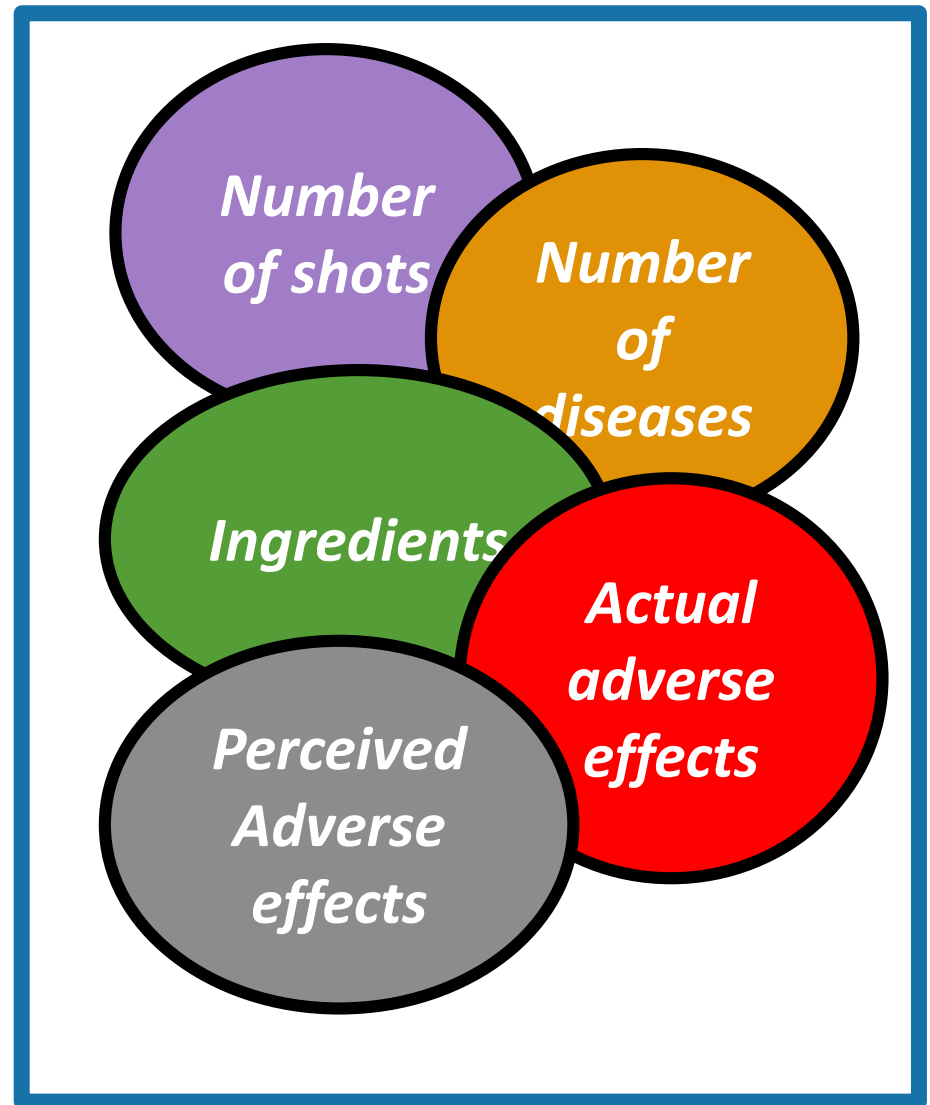
***WHAT it is
(and isn't)***

“Parents with attitudes or beliefs that lead them to **question the value** of immunizations for their children”

Definition DOES NOT necessarily include “refusal of vaccination”

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***Concerns of
vaccine hesitant
parents ...***



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Upshot ...

A “vaccine hesitant parent” may ...

- Decline or delay some vaccines***
- Refuse all vaccines***
- Vaccinate their children on-schedule despite their concerns.***

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Spectrum of vaccine hesitancy

Refuse all

Refuse some or delay

Vaccinate on schedule



“resistant” < ----- *“hesitant”* ----- > < ----- *“not hesitant”* ----- >

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***WHO it is
(and isn't)***

In the past ...

***Above-average
income & education***

Some patterns:

***Low healthcare utilization
Homeschooling***

However ... these associations are limited!

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WHY it happens

Inaccurate information

Misperceptions of risk

Changing social & cultural dynamics

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***Inaccurate
information ...***

***“Vaccines are
unsafe”***

***“Vaccines are
unnecessary”***

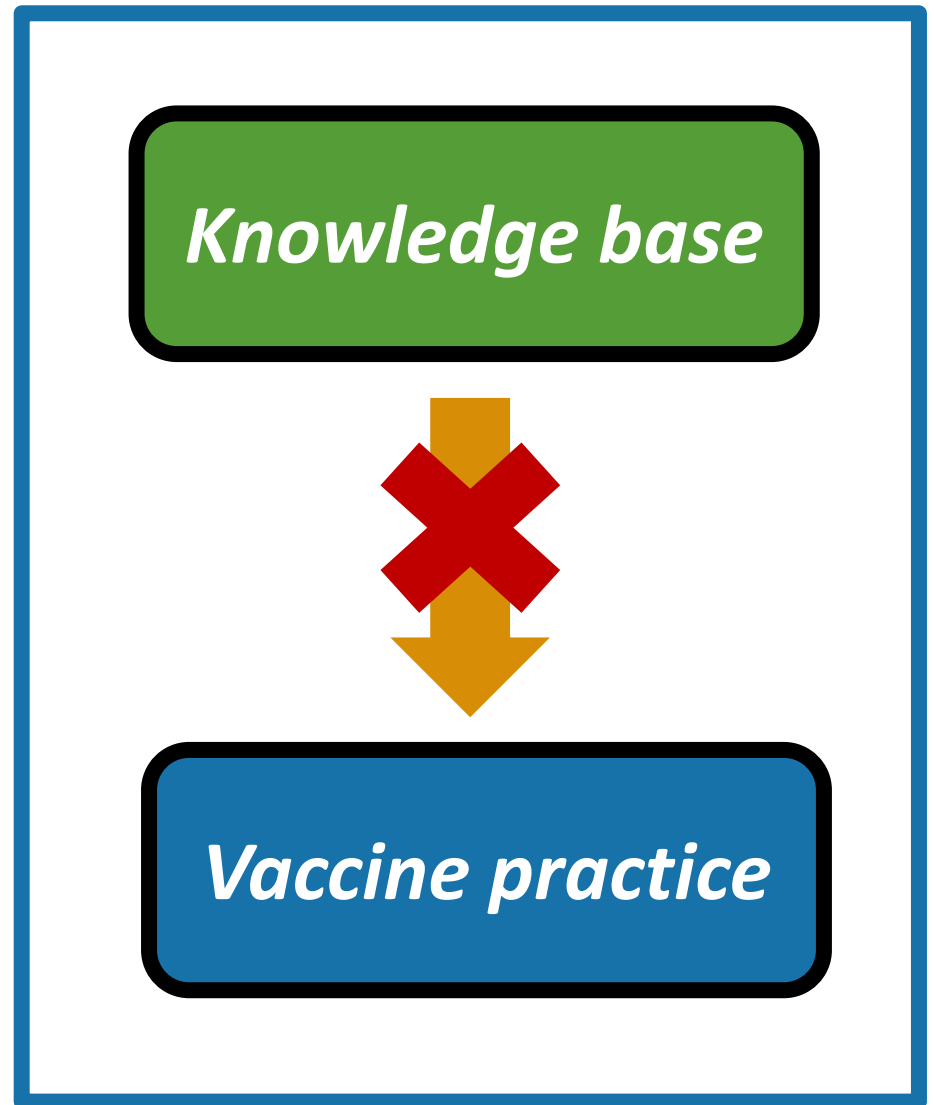
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***Inaccurate
information ...***

***Correct the
knowledge
deficit!***

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***Inaccurate
information ...***



Communicating With Hesitant Parents

*Inaccurate
information ...*



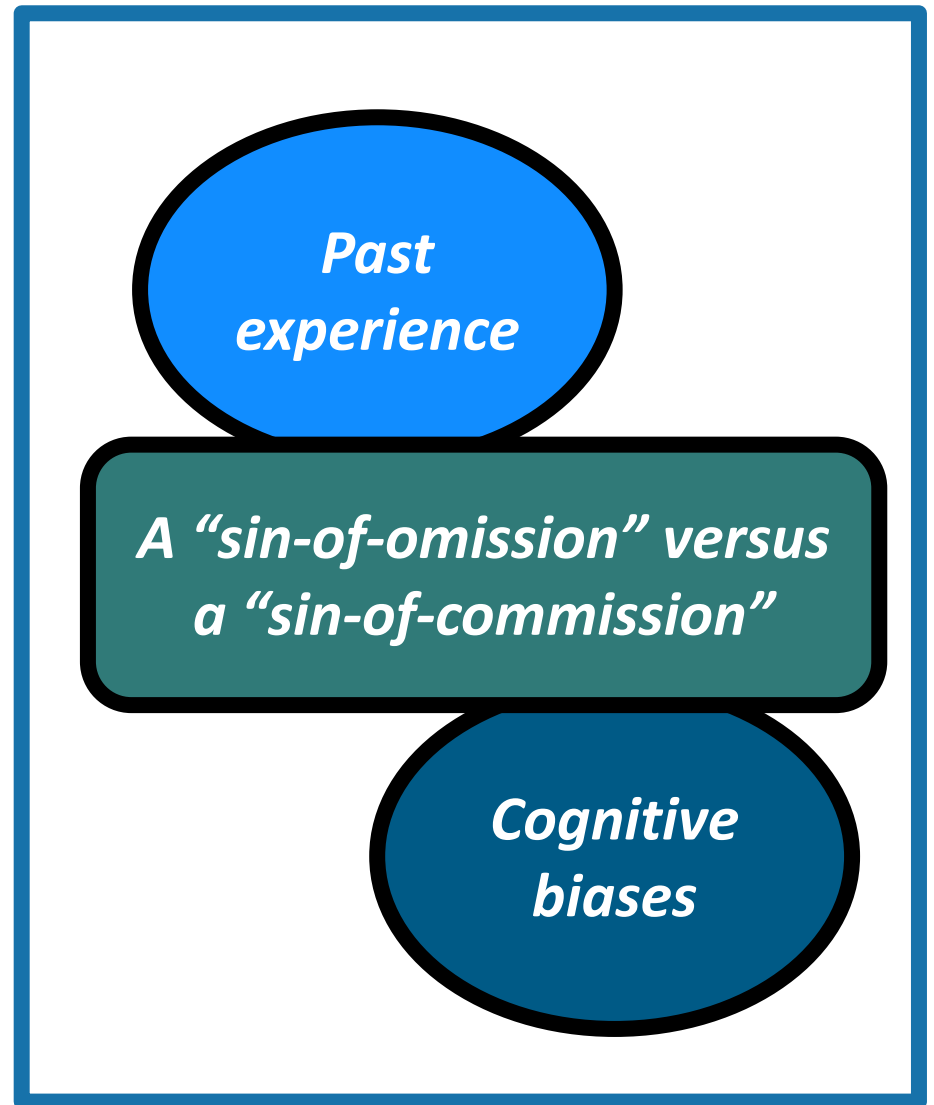
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Upshot ...

The decision to delay or omit vaccinations is often based on something other than (or in addition to) pure statistical “facts”

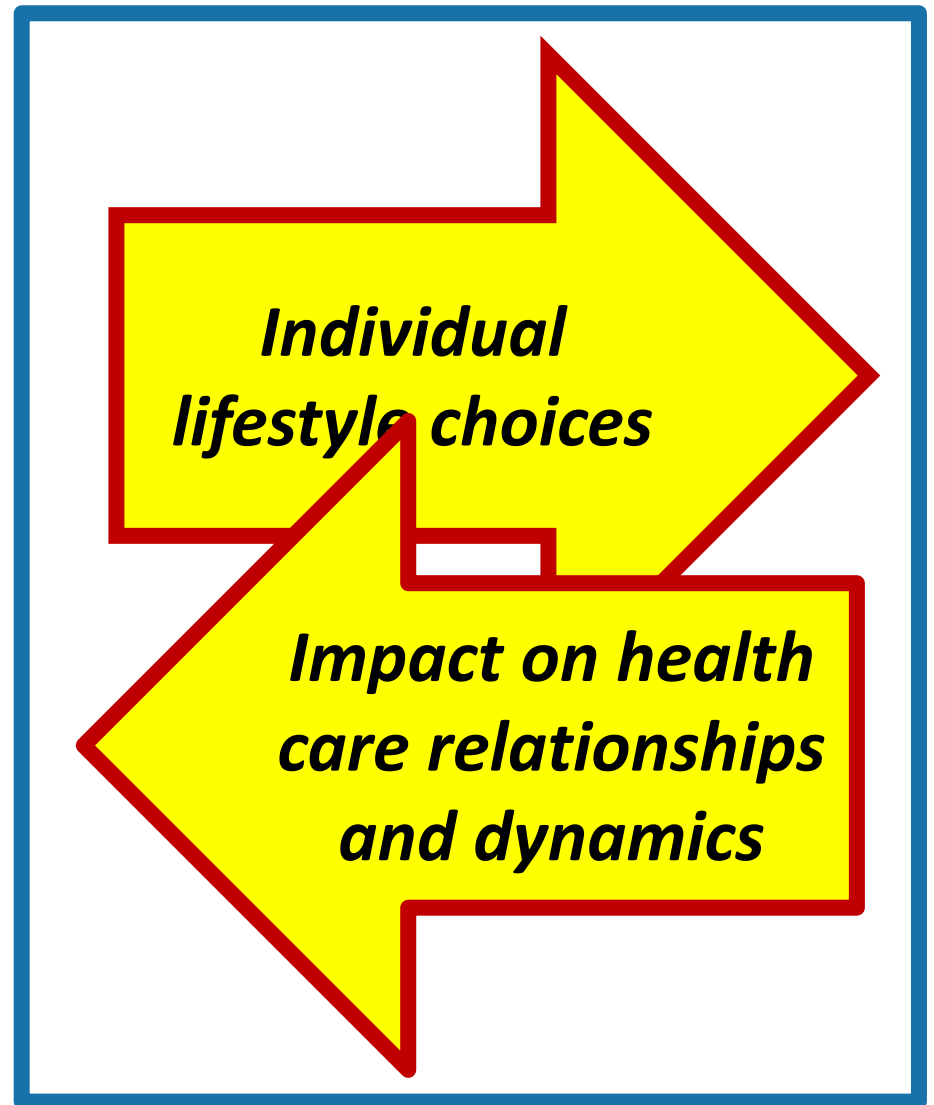
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***Misperceptions
of risk ...***



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***Changing social
& cultural
dynamics ...***



Communicating With Hesitant Parents

*Changing social
& cultural
dynamics ...*

***Access to
information
(and misinformation)***

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***Changing social
& cultural
dynamics ...***

The internet

***Access to
information***

(and misinformation)

Social media

Communicating With Hesitant Parents

***Changing social
& cultural
dynamics ...***

The internet

***Access to
information***

(and misinformation)

Social media

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Inconsistent

*Impactful
action*

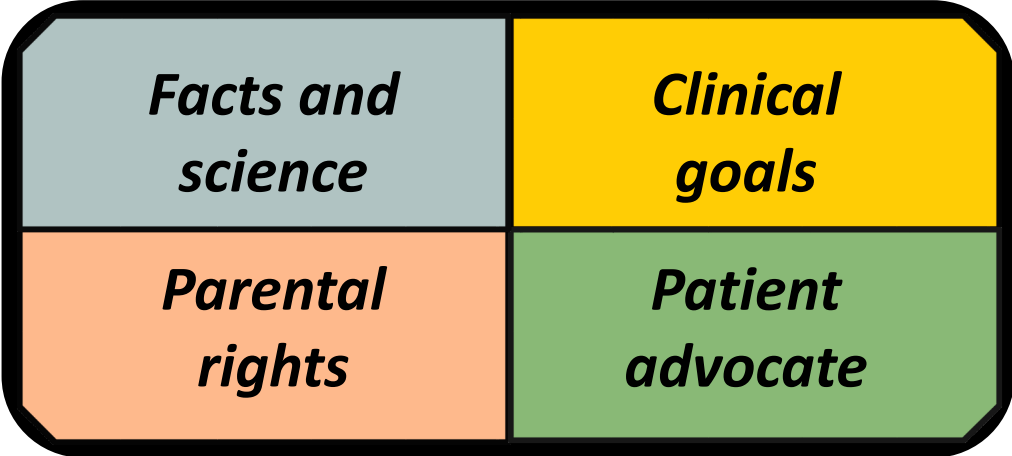
\$#@!%&!!!

*So now that I know that,
what do I do???*

*Partly
misinformation*

advance

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EFFECTIVE INTERVENTIONS

*Studies of
interventions directed
at PARENTS ...*

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EFFECTIVE INTERVENTIONS

*So – what DO
we know ... ?*

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***Effective
interventions ...***

***... probably
relate less to
the **CONTENT**
of the message
than to
the way it is
DELIVERED***

Communicating With Hesitant Parents

***Effective
interventions ...***

***... probably
relate less to
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than to
the way it is
DELIVERED***

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***Effective
interventions ...***

Face-to-face ...

***... require some
element of
trust-building &
motivational technique***

***... also require a strong
recommendation for
vaccination from the
provider***

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Effective interventions ...

Face-to-face ...

- *Make it routine*
- *Keep it comfortable*
- *Assess the situation & tailor your approach*
- *Remember ...*

*“The art of persuasion involves getting a person to arrive **on their own** at the conclusion you want them to reach”*

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***Effective
interventions ...***

***Make it
routine***

***Default is
vaccination!***

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***Effective
interventions ...***

***Make it
routine***

***Provider
recommendation
is key ...***

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***Effective
interventions ...***

***Make it
routine***

***... but everyone
needs to be
involved!***

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***Effective
interventions ...***

***Make it
routine***

***Presumptive
Recommendation***

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***Effective
interventions ...***

***Make it
routine***

***Take the
initiative!***

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***Effective
interventions ...***

***Make it
routine***

***Don't drop
the subject!***

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***Effective
interventions ...***

***Keep it
comfortable***

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***Effective
interventions ...***

***Keep it
comfortable***

***Collaborative
Approach!***

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***Effective
interventions ...***

***Keep it
comfortable***

***Know your
limitations!***

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***Effective
interventions ...***

***Keep it
comfortable***

***Resist the urge ...
to argue about
facts***

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***Effective
interventions ...***

***Keep it
comfortable***

***Resist the urge ...
to frighten or
threaten***

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***Effective
interventions ...***

***Keep it
comfortable***

***Resist the urge ...
to ridicule or
shame***

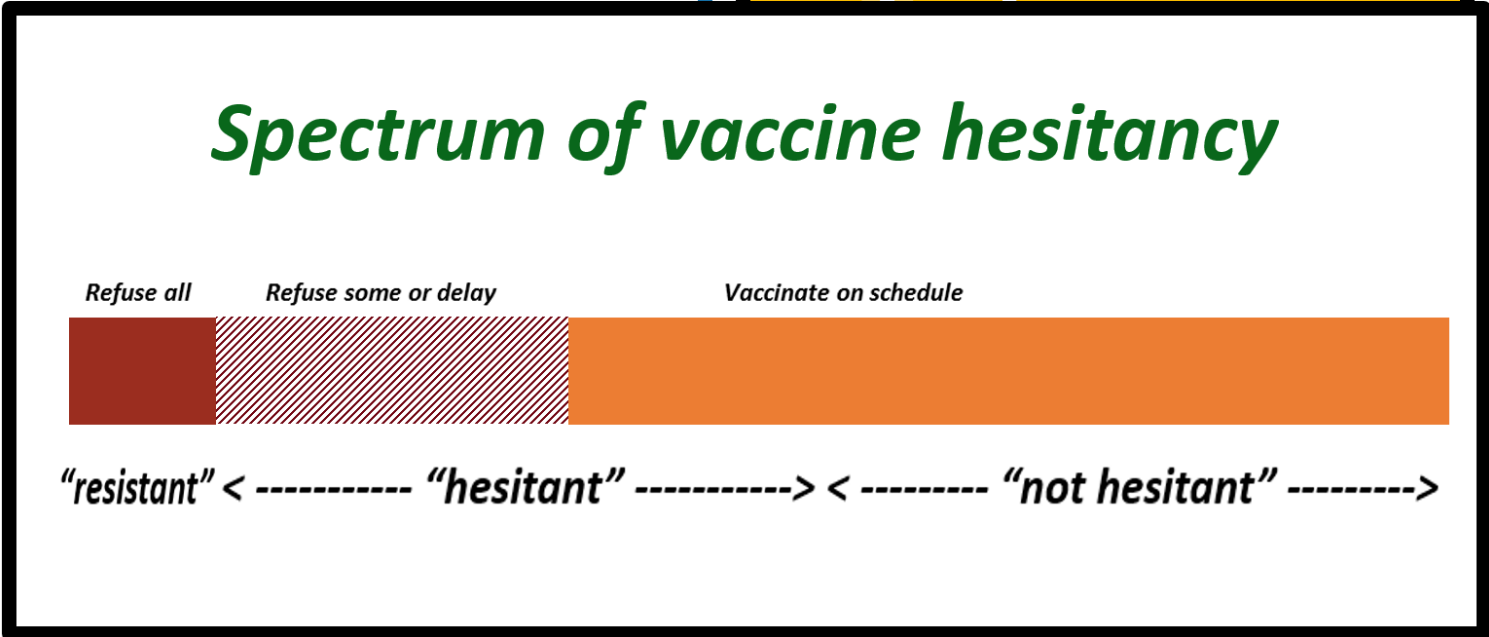
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***Effective
interventions ...***

***Tailor your
approach***

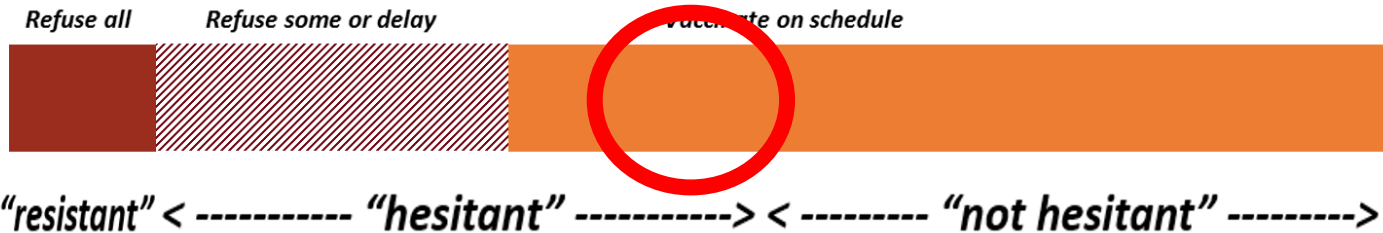
***Not all hesitancy
is created equal***

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Spectrum of vaccine hesitancy



- *Have QUESTIONS, not necessarily mistrustful of vaccines*
- *Often DO respond to facts ... so have them ready!*

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“What are the risks of vaccines?”

- ***Vaccines can cause mild side effects that usually appear within a couple days. The most common are fever or soreness where the injection was given.***
- ***Serious side effects from vaccines are extremely rare. For example, one child in a million may get a severe allergic reaction to the DTaP vaccine.***
- ***There is no evidence that vaccines are linked to chronic diseases such as autism, autoimmune disease, asthma, or diabetes.***
- ***The benefits of vaccines far outweigh the risks.***

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“Isn’t this too many shots at one visit?”

- ***There is no evidence that getting more than one vaccine at the same time will harm your child. Newborn babies successfully respond to many more new substances every day than are in the vaccines we recommend. The human immune system can recognize and respond to thousands of organisms in the body at the same time. This is true even for newborn babies.***
- ***Your choice to stick to the recommended vaccine schedule actually makes your child’s immune system stronger.***

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“Why does my child need all these vaccines at such a young age? Is it safer to delay some shots?”

- ***The vaccines we offer to young babies are for diseases that are especially dangerous to them. These diseases can have devastating long-term effects on your baby’s health.***
- ***It is actually more dangerous to delay vaccines than to give them. This is because the diseases that vaccines prevent are more severe than any side effects. Most of the time, young babies are exposed to these diseases from people around them every day, such as brothers, sisters, parents, and other family members and caregivers.***

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“Will my child be exposed to toxins from these vaccines?”

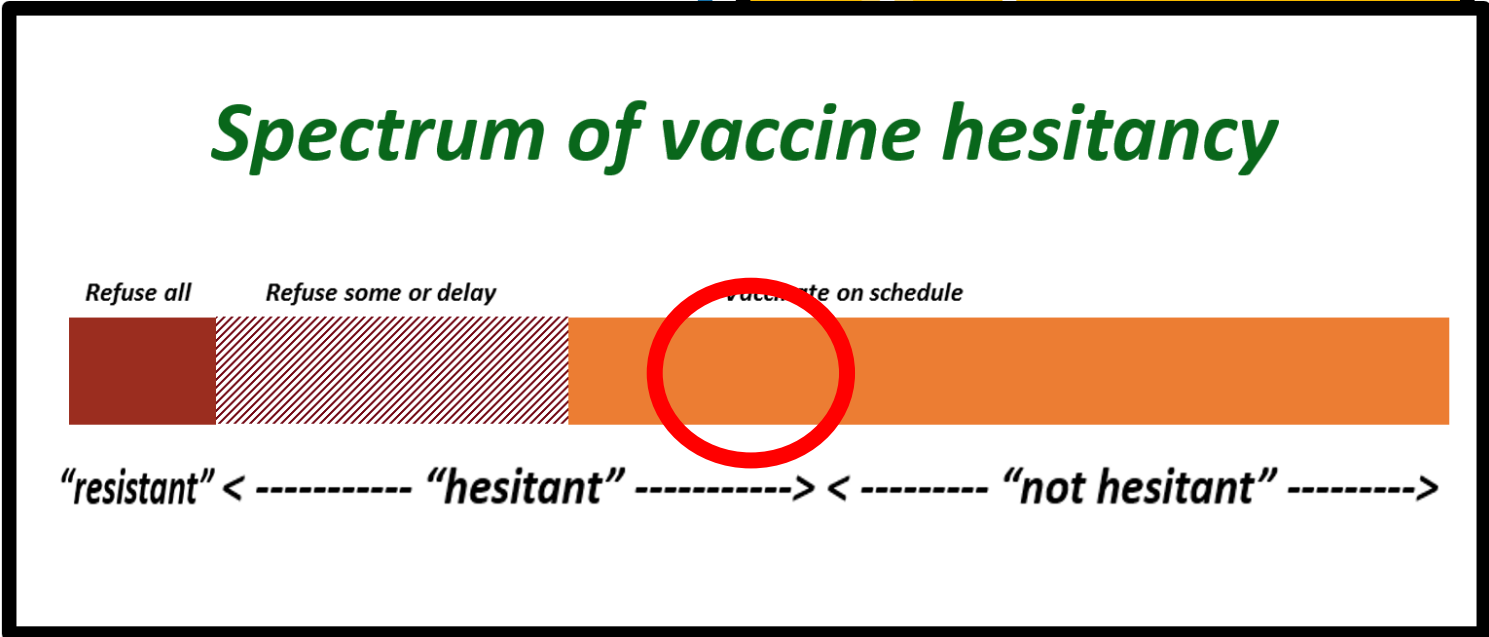
- ***No. Vaccines do contain some additives. Vaccines today contain fewer additives than the ones you may have had as a child. But some additives are necessary.***
- ***Aluminum is present in some vaccines to improve immune response. However, healthy babies quickly eliminate aluminum from their bodies. In fact, babies get more aluminum from breast milk or formula in their first six months of life than they do from vaccines.***
- ***The influenza vaccine—or “flu shot”—is the only childhood vaccine that contains the mercury-based preservative thimerosal. But our best evidence clearly shows that thimerosal in vaccines does not cause autism or other harmful effects. The form of mercury known to be dangerous to health has never been in any vaccines.***

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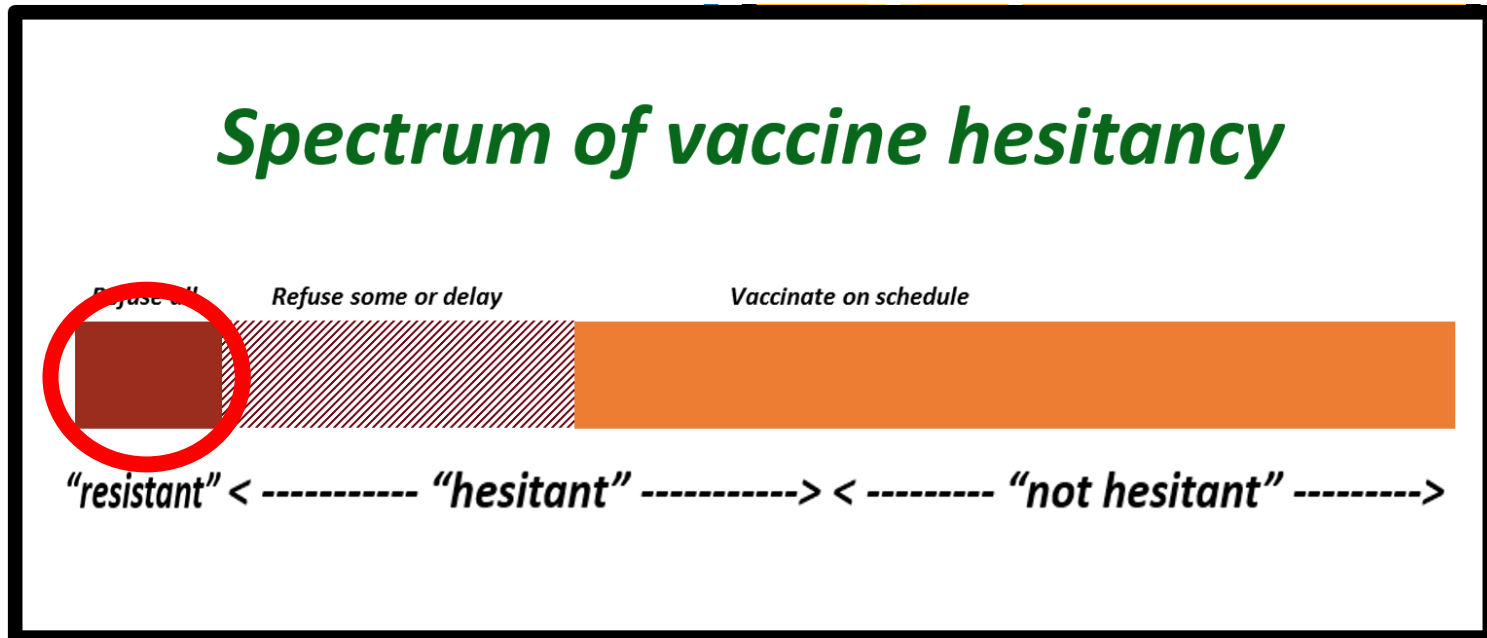
“Can I use an alternative schedule?”

- ***The evidence suggests that there is no benefit to delaying vaccines. In fact, it actually places your child at risk for getting a disease that vaccines could otherwise prevent.***
- ***There is flexibility within the recommended schedule. Let’s look over it together and come up with a plan that you’re comfortable with.***

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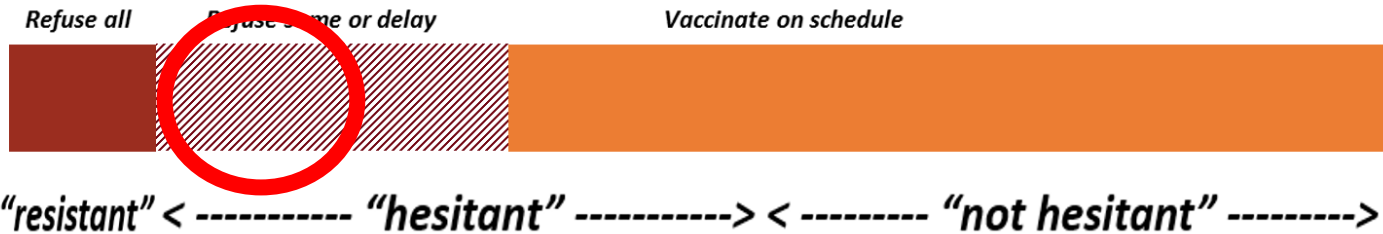
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- *Refuses everything, despite multiple attempts to discuss & persuade*
- *Unlikely that you will convince them to change ... so focus efforts elsewhere*

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Spectrum of vaccine hesitancy



- *Delaying and/or refusing*
- *Can be persuaded, but requires an investment of careful effort*

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***Effective
interventions ...***

***The art of
persuasion***

***Getting a person
to arrive **on their own**
at the conclusion
you want them to reach***

Communicating With Hesitant Parents

***Effective
interventions ...***

***The art of
persuasion***

***Environment where
vaccination is the
social norm:
routine & assumed***

Communicating With Hesitant Parents

***Effective
interventions ...***

***The art of
persuasion***

***Comfortable, open
conversation***

Communicating With Hesitant Parents

***Effective
interventions ...***

***The art of
persuasion***

***Alignment: self-image
as a good parent
with vaccination***

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***Effective
interventions ...***

***The art of
persuasion***

***Alignment of
parent agenda
with your own***

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***Effective
interventions ...***

***The art of
persuasion***

***Structure the
discussion on your
terms ... with the
default-in-mind***

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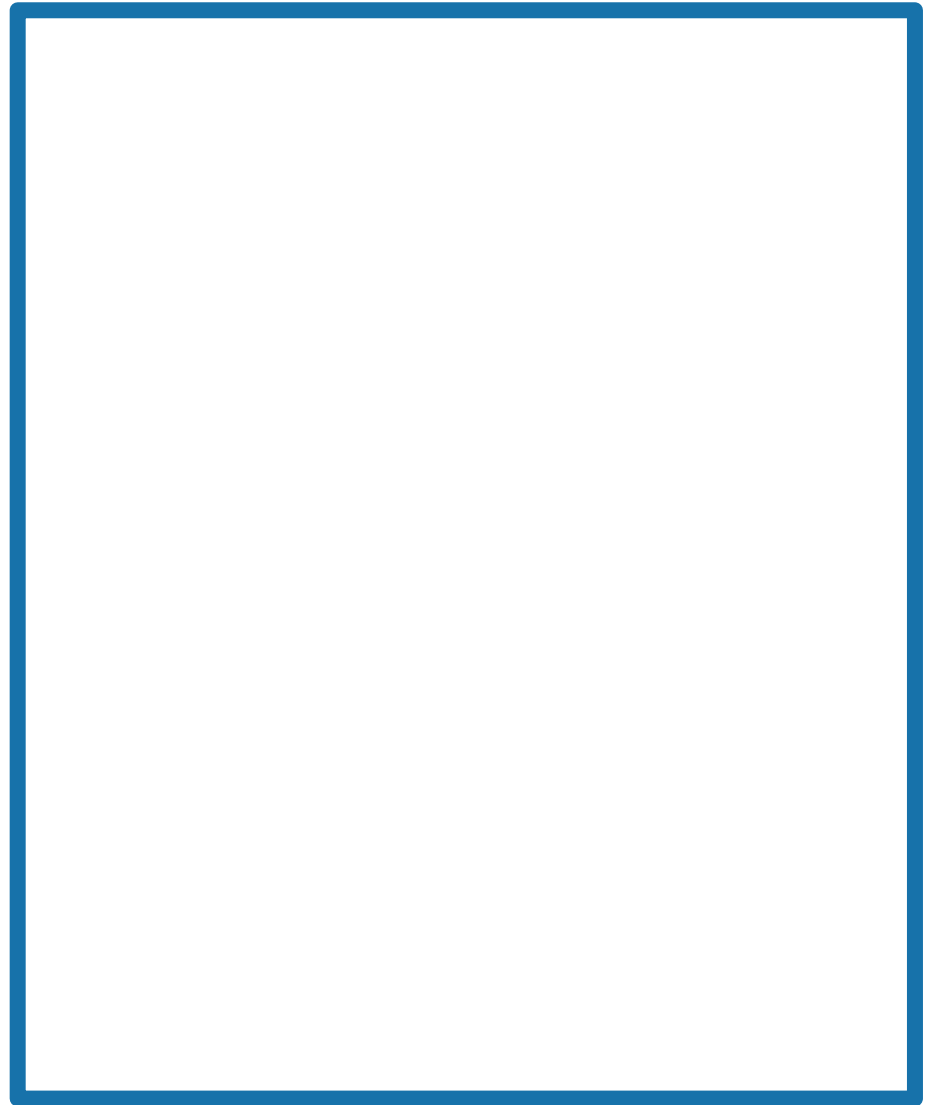
***Effective
interventions ...***

***The art of
persuasion***

***If the default option
is vaccination ...
Then refusal requires
an **active** request***

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***Population-level
interventions ...***



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Population-level interventions ...

Make it routine

Keep it comfortable

Tailored approach

Persuasion ...

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***Discussion
& questions***

