

Creative Messaging to Address Vaccine Hesitancy

Tammy Pilisuk, MPH, Health Educator
California Department of Public Health,
Immunization Branch May 20, 2013

Speaker Conflict of Interest Statement

Nothing to declare!



Important for credibility w/ parents too!

Learning Objectives

- **List key vaccine safety materials available for providers and parents.**
- **Explain the value of using personal stories and where to find them.**
- **Describe the steps to conduct a parent forum, & a resource to help you.**
- **Describe at least one key benefit of a fotonovela.**

Informing Challenges

What's it
to us?



**How to get people to
care about vaccines?**

Yes, we have a problem!

ARE WE POISONING OUR KIDS IN THE NAME OF PROTECTING THEIR HEALTH?

COMPARISON OF CDC MANDATORY SCHEDULE
Children birth to six years (recommended month)

USA 1983
AUTISM RATE:
1 in 10,000

USA 2000
AUTISM RATE:
1 in 150



Green our vaccines.
And administer them
with greater care.

Mercury, Aluminum, Formaldehyde, Ether, Antifreeze. Not exactly what you'd expect—or want—to find in your child's vaccinations. Vaccines that are supposed to safeguard their health yet, according to our studies, can also do harm to some children.

The statistics speak for themselves. Since 1983, the number of vaccines the CDC recommends we give to our kids has gone from 10 to 36, a whopping increase of 260%. And, with it, the prevalence of neurological disorders like autism and ADHD has grown exponentially as well.

Just a coincidence? We don't think so. Thousands of parents believe their child's regression into autism was triggered, if not caused, by over-immunization with toxic ingredients and live viruses found in vaccines. The Centers for Disease Control and the American Academy of Pediatrics dispute this but independent research and the first-hand accounts of parents tell a different story.

Why are we giving our children so many more vaccines so early in life?

Why do we only test vaccines individually and never consider the combination risk of vaccines administered together? Given the dramatic rise of autism to epidemic levels, isn't it time for the scientific community to seriously consider the anecdotal evidence of so many parents? We urge the CDC and AAP to help us find the answers to these questions and learn why the increase in the number and composition of so many vaccinations has led to a surge in neurodevelopmental disorders. Our children deserve no less.

GENERATION RESCUE
www.generationrescue.org

We want to thank Jim Carrey and Jenny McCarthy for their generous support of Generation Rescue and their never-ending commitment to solving the growing challenges of autism.



What we hear parents say

- “Toxic” ingredients (aluminum)
- “Too many, too soon”
- Vaccines overwhelm baby’s system
- VPDs gone anyway—why bother?
- Doctors influenced by Big Pharma
- Can’t trust gov’t safety testing
- Certain children can’t handle vaccines
- IZ schedule is too rigid

Aim for the Fence-Sitters

Happy to vaccinate

Not so happy to



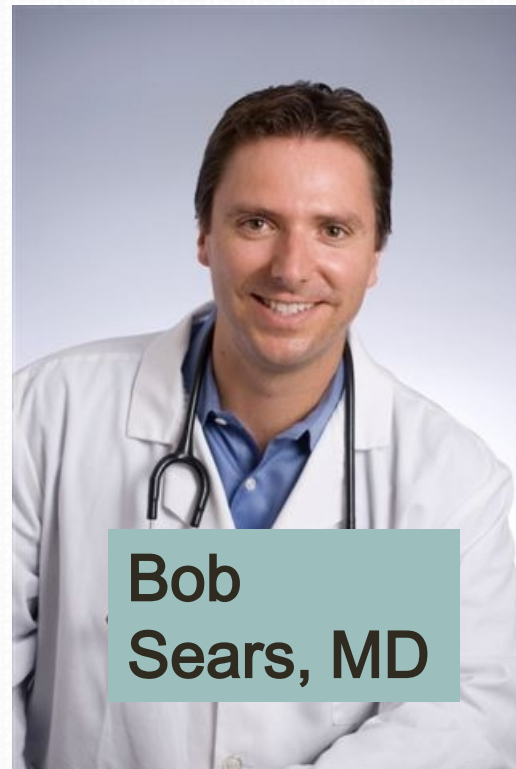
Paradox of Empowerment

- Parents still likely to trust the doctor BUT...
- Want to do their own research

Trust me!



Make your own choices!



Where do Moms Turn? Dr.

Google!



THE DOUGLASS REPORT
Real Health News from Medicine's Most Notorious Myth-Buster

Immunizations are downright dangerous...



National Vaccine Information Center... very useful information about state vaccination laws and exemptions...



MOMS AGAINST MERCURY

Fighting For Truth & Justice For Our ChildrenAnd Yours

Who's Providing Reassurance?

You've got 10
minutes



Read & share
24/7



“Mommy Instinct”

(parenting group online chat)

“I got the vaccine sheet from the hospital, and **there is NO WAY I am following the recommendations** (which I understand are from the CDC, not a fly-by-night organization, I know, but still...)...

Has anyone done an alternate vaccine schedule? Can you tell me what you did and when, and how did it go?”



What we have here is a **Challenge**
to communicate....



IZ Communication Challenges

- **Counter anti-vax messages in media, online**
- **Present science on vaccine safety**
- **Active listening-- build trust**
- **Strong MD recommendation counts!**



Materials for Clinicians

Talking with Parents About Vaccine Safety



Vaccine Safety: Responding to Parents' Top 10 Concerns



A few tips on how to respond

Parents and patients are engaged in a way that you believe they have questions and discussion groups, etc. or on the Internet.

1. Take time to listen.

Both your language and demeanor are important. Try to address their specific questions and give your advice.

2. Validate their concerns.

It's a parent's top job to worry about what to do about their child's health. It's important to validate their concerns.

3. Use a "trust and team" approach.

Trust and team are key words. Parents are looking for a doctor from your family.

4. Balance risks and benefits.

Many parents understand that not all vaccine-preventable diseases can be prevented.

1. Are vaccines safe?

Yes. Millions of children and adults have been vaccinated safely. While any medication, even foods, can cause reactions, a vaccine is much safer than not getting a disease if you or your child is not vaccinated. The most common vaccine side effects are mild and include soreness, fever, and pain. Serious reactions by overwhelming that someone cause mild, self-limited reactions, like allergic reactions and pain, in many children. A person may feel they, but parents should call the office if concerned. Serious reactions are very rare and can occur in about 1 in 10,000 per million shots given.

Vaccines and vaccines are very careful about the way we test and use vaccines. We also monitor for side effects. That's because we know that thousands of people participate in clinical trials to test vaccines before they can be approved by the Food and Drug Administration (FDA). Even after receiving the Vaccine Adverse Events Reporting System (VAERS), there are serious reactions that someone associated with a vaccine. These reactions (see VAERS) are tracked closely. Healthcare providers help ensure that vaccines have a safe track record over time.

2. Why do children today need so many immunizations?

To save lives, scientists in medical research have developed vaccines to protect us against more than 10 dangerous diseases. Only a few years ago, vaccines prevented just a small handful of diseases. Before, we especially remember, children under age one died from going to get some shots. This was due to a high risk of complications or serious complications from vaccine-preventable diseases. These include scarlet fever, brain damage, blindness, and even death. That's why we have continued to develop new vaccines. And that's the reason children get more immunizations today than in the past.

3. Are diseases of the "old days" really still something to worry about?

Vaccine-preventable diseases still occur, though many young people haven't seen them. This is due to the success of our country's immunization program. But vaccine-preventable diseases (and adults) are still a risk for common diseases like measles, mumps, and chickenpox. Some parents may be surprised to learn that before the chickenpox vaccine, about 10,000 Americans had to be hospitalized, and over 100 died each year from

Vaccine Safety: 10 Facts for Medical Assistants



One of the most important ways that you keep children healthy is by giving them vaccines. Some parents have questions about vaccines. They may worry about what is safe for their child. Doctors should always answer patients' medical questions—including worries about vaccines. But it's a good idea for you to know about the questions that parents may have. Doctors have reviewed the fact sheet. You can use it to better understand the scientific facts about vaccines.

1. Are vaccines safe?

Yes. Vaccines are safe. Millions of children and adults are vaccinated every year. However, any medicine can cause reactions in some people. The most common side effects are swelling or tenderness at the injection site and fever. Serious reactions are very rare, happening in 1-2 people out of a million shots given.

Many steps are taken to make sure that a vaccine is safe. After years of research, thousands of people volunteer to test it. Then, the Food and Drug Administration (FDA) decides if it's safe. If it is, they will license it. After that, the Vaccine Adverse Events Reporting System (VAERS) tracks any side effects that happen hours, days, weeks, or even months later. Anyone can report a possible side effect.

Scientists study VAERS reports carefully to help make sure that vaccines are safe.

2. Why do children today get so many immunizations?

To save lives! Today's vaccines protect us against more than 10 dangerous diseases. Who benefits most? Babies! Their tiny bodies may be too weak to fight off a serious disease. Vaccine-preventable diseases like measles, chickenpox, mumps, whooping cough, and meningitis can cause seizures, brain damage, blindness, and even death.

3. Are diseases of the "old days" really still something to worry about?

Yes! Diseases are still here, but are not as common, so most young people haven't seen them. This is the success of immunizations. But kids without their shots can still get very sick from diseases like measles, chickenpox, mumps, and whooping cough. Not too many kids get chickenpox these days. But before there was a vaccine, 10,000 Americans went to the hospital for chickenpox every year. Dangerous diseases like measles, mumps, and whooping cough can spread quickly to other people. Some diseases are just a pain like warts. Immunization diseases without all their shots can bring a disease back home and infect other people.

Materials for Parents

Vaccine Safety:

10 Facts for Parents



As a parent, you want to make the best decisions to protect your child. Being informed helps you talk with your doctor—and keep your family healthy. Your questions are important and you deserve reliable information to support your decisions. This fact sheet has been reviewed by medical experts. If you want to learn more, ask your doctor for a “consultation visit,” or check out the websites at the end.

1. Are Vaccines safe?

Yes. Vaccines are safe. Millions of children and adults are vaccinated every year. However, any medicine can cause reactions in some people. The most common **side effects** are swelling or tenderness at the injection site and fever. Serious reactions are very rare, happening in 1- 2 people out of a million shots given.

Thousands of people take part in clinical trials to test a vaccine before it is licensed by the [Food and Drug Administration \(FDA\)](#). After it's licensed, the [Vaccine Adverse Events Reporting System \(VAERS\)](#) helps track any health effect that happens hours, days, weeks, or even months later. Anyone can report a possible side-effect so that it can be studied. This [monitoring](#) helps ensure vaccines are safe.

Community Immunity

The role of vaccines in keeping our communities healthy



We recycle, support local businesses, and help our neighborhood. But what can families do to prevent disease?

What is Community Immunity?

Community Immunity is when the vaccinated community helps protect (against diseases like whooping cough, measles, flu and meningitis, diseases can't spread as easily. This protects the few

How does Community Immunity keep us safe?

It protects unvaccinated people we pass in the supermarket, know and love:

- **Babies too young to be immunized** (whooping cough)
- **People with weak immune systems** (due to disease, asthma, cancer, or chemotherapy)
- **Unvaccinated pregnant women** (chickenpox and other diseases)
- **Seniors** (flu can be deadly)
- **Anyone allergic to a vaccine**

About 80% to 94% community of people in your community are vaccinated. The rest are people most at risk.

California's overall vaccination rate is high—but not everywhere. In some areas, as 40% to 80% unvaccinated kids. Your child or community is at risk.

Community Immunity helps prevent disease outbreaks. Once a disease starts, it's too late to vaccinate. Unvaccinated kids have a high risk of getting sick at school—for days or weeks—to keep a contagious disease from spreading.

VACCINES FOR YOUR PRETEEN

Learn about vaccines to help your preteen stay healthy through adolescence and beyond.

Vaccine recommendations for 11-12 yr olds

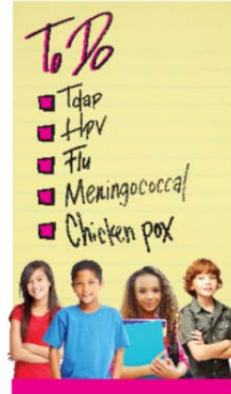
Tdap protects against tetanus, diphtheria, and pertussis (or whooping cough). Whooping cough can cause vomiting, gasping for air, and trouble sleeping. It may last for months and is very contagious. The Tdap booster helps older kids because their baby shots wear off. Tdap is required for 7th grade entry in California.

HPV (human papillomavirus) vaccine is recommended for preteen girls and boys. It prevents genital warts and cancer, including cervical cancer, later in life. HPV vaccine works best when given years before the start of sexual activity, which can spread HPV infection. The vaccine is given in three injections over six months.

Flu (influenza) usually causes fever, chills and body aches that is different from a cold. Even healthy young people can get the flu. Children with chronic conditions like asthma or diabetes are especially at-risk for pneumonia or even death. Kids need flu vaccine every year.

Meningococcal protects against the devastating bacterial infection meningococcal meningitis. The infection can cause brain damage, arm and leg amputations, kidney damage, and death. It is more common among teens and young adults who are in close contact with others at home or school. The vaccine protects with one shot now and a booster at age 16.

Chicken pox (varicella) is more than just an itchy rash. It can cause pneumonia or serious skin infections. Many kids don't get a recommended second booster shot. Ask the doctor if your preteen needs a chicken pox booster.



? Ask the Doctor

- ❑ What vaccines does my child need today?
- ❑ Does my child need any other catch-up shots (like MMR)?
- ❑ How are preteen shots different from baby shots?
- ❑ What age should my child get the vaccines?
- ❑ Can all shots be done in the same appointment?
- ❑ Are there any side effects from these vaccines?
- ❑ How long does the protection last?
- ❑ Will any booster shots be needed later on?
- ❑ Which vaccines are required for school?
- ❑ What documentation do I need?
- ❑ Is there any cost for preteen shots?
- ❑ Can I get an updated shot record after this visit?

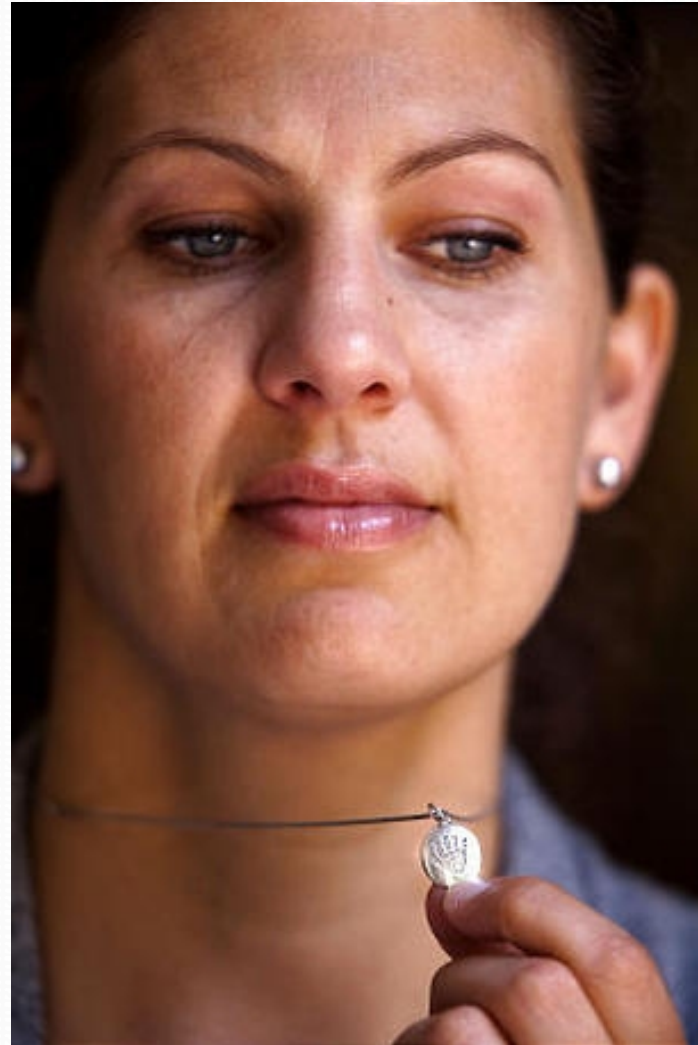
? Your Questions



Print Materials Available from....

- **Your local Health Department**
- **California Immunization Coalition**
download at: **ImmunizeCa.org**
(under “What We Do”)
- **Preteen Parent Checklist on EZIZ.org**
(under “resources” ▶ “immunizations”)

Using Personal Stories



ShotbyShot.org



ShotByShot.org

Stories of vaccine-preventable diseases

[Home](#)

[Story Gallery](#)

[Share A Story](#)

[Use A Story](#)

[About Us](#)

[Resources](#)



A Rotavirus Story

One family shares their struggles with rotavirus. *(Courtesy of PKIDs)* | [See story](#) »



[The Story of Ian](#)



[Gavin's Story](#)



[Protect Tomorrow](#)



[A Rotavirus Story](#)

Spotlight

April 2013

For Public Health Week (April 1-7), share [Dr Offit's Story](#) or [Sandra Jo's Story](#) and honor those who devote their lives to protecting others from vaccine-preventable diseases.

During National Infant Immunization Week (April 20-27) the nation focuses on preventing infants from 14 diseases! Support the effort, [share a story](#).

SHARE A
STORY

USE A
STORY

 Find us on
Facebook



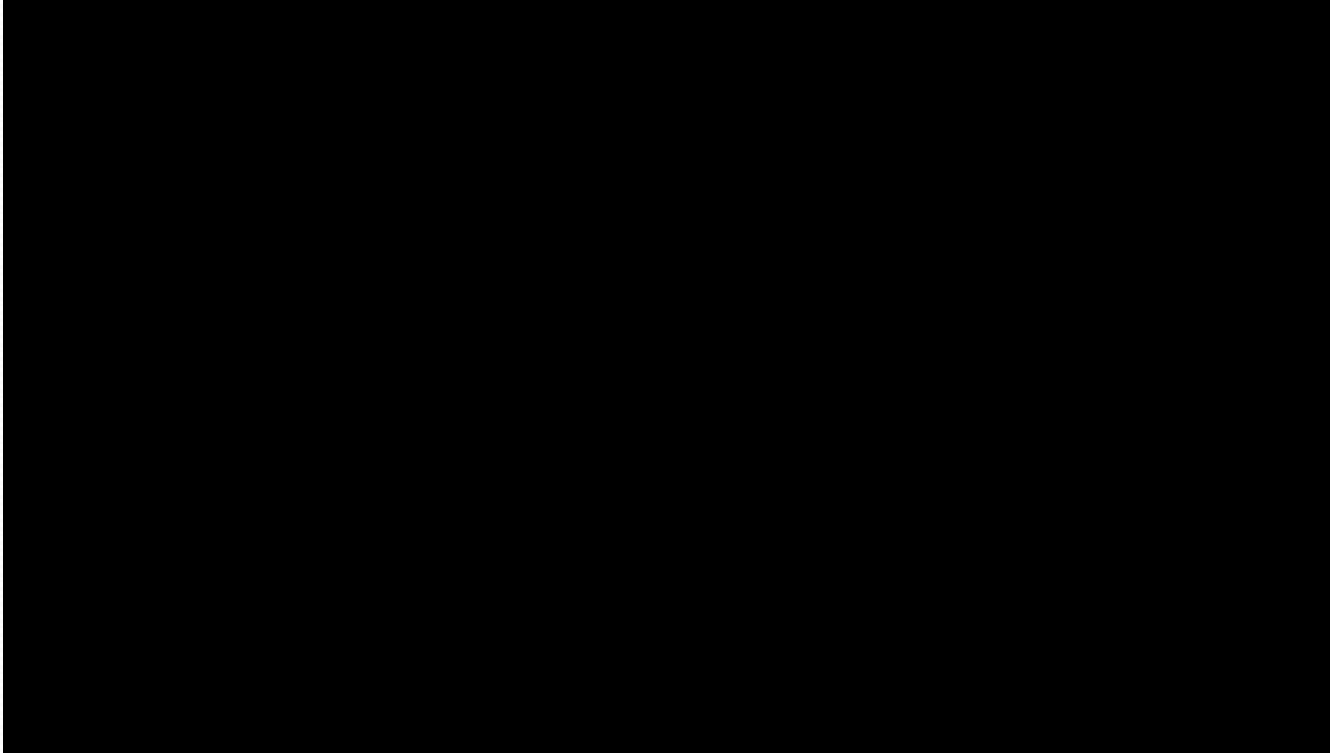
Pertussis: Ramona's Story



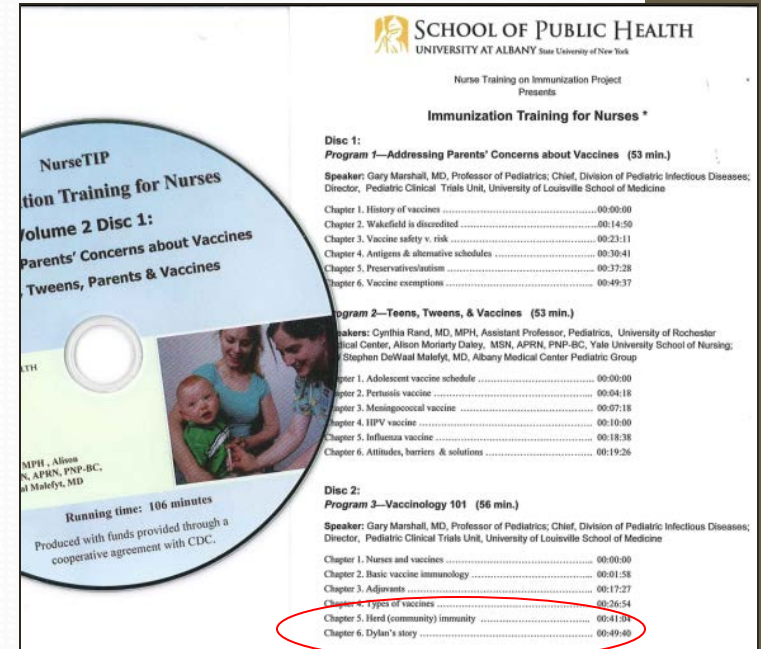
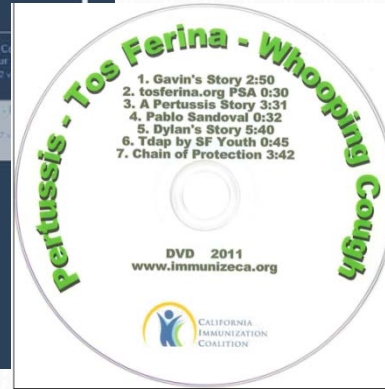
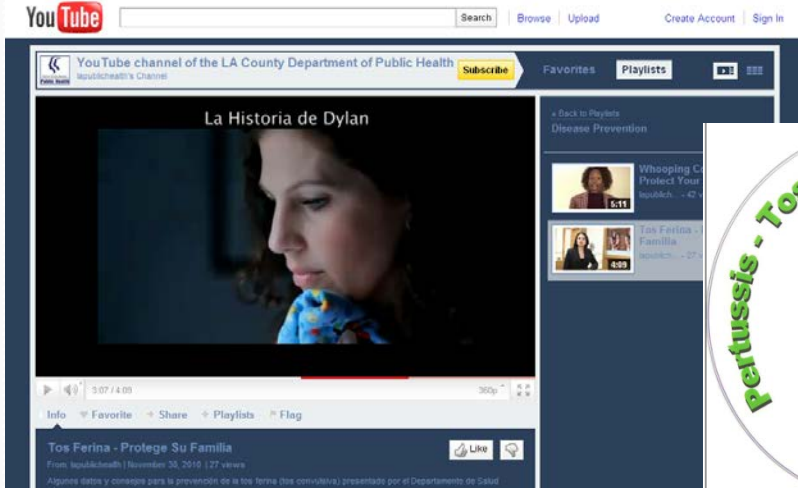
**Viewed over
1,100 times**

“I hope no one has to feel the frustration, sadness, or guilt of bringing such a horrible thing to their child or grandchild.”

Gavin's Story



Using a Mom's Pertussis Story



Stop Pertussis. Pregnant Women Rely on You.

Whooping Cough is on the Rise in California Protect Your Baby

Babies Are Most At Risk
Whooping cough disease (also called pertussis) causes coughing fits so bad that it is hard to breathe.

Each year in California, hundreds of babies are hospitalized for whooping cough and some die.

Circle Your Baby with Protection
Whooping cough shots safely prevent the disease. But, your new baby is too young to get the shot. To protect your baby, make sure that these people are up-to-date on their whooping cough shots:

- Anyone who lives with your baby, or
- Anyone who takes care of your baby.

Treat Whooping Cough Early
Call your doctor or your baby's doctor if:
"You or your baby are sick. Early signs of whooping cough are mild, and like a cold but can get worse fast, or "You or your baby are around someone with whooping cough or a bad cough."

For more personal stories, go to www.preganovshot.org

Talk with your doctor about getting a whooping cough shot.

California Department of Public Health
Division of Communicable Disease Control
Immunization Branch
www.getimmunized.org 888-887-9610 (1-1-20)

Whooping Cough is on the Rise in California Protect Your Baby

Babies Are Most At Risk
Whooping cough disease (also called pertussis) causes coughing fits so bad that it is hard to breathe.

Each year in California, hundreds of babies are hospitalized for whooping cough and some die.

Circle Your Baby with Protection
Whooping cough shots safely prevent the disease. But, your new baby is too young to get the shot. To protect your baby, make sure that these people are up-to-date on their whooping cough shots:

- Anyone who lives with your baby, or
- Anyone who takes care of your baby.

Treat Whooping Cough Early
Call your doctor or your baby's doctor if:
"You or your baby are sick. Early signs of whooping cough are mild, and like a cold but can get worse fast, or "You or your baby are around someone with whooping cough or a bad cough."

For more personal stories, go to www.preganovshot.org

Talk with your doctor about getting a whooping cough shot.

California Department of Public Health
Division of Communicable Disease Control
Immunization Branch
www.getimmunized.org 888-887-9610 (1-1-20)



ShotbyShot Story Gallery

Spanish/Latino Story Gallery



Brandon G's Story
(written)



Cervical Cancer
Spanish



Susie's Story



Maggie's



School
Immunization
Requirement PSA



La Histor
Jonatha



Pablo Sandoval
Fights Pertussis



La Histor
Samantha (



- [Home](#)
- [Story Gallery](#)
- [Share A Story](#)
- [Use A Story](#)
- [About Us](#)
- [Resources](#)

Preteen and Teen Story Gallery



Madison's Story
(written)



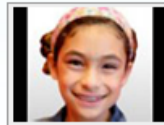
Austin's Story
(written)



Martin's Story
(written)



Jacob's Story
(written)



Maya C's Story
(written)



R U Ready?*



Tdap Vac & Friends
Visit the Classroom



Kaliah's Story
(written)



Brittney's Story



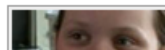
The Whooping Cough
Song



Chelsea's Story
(written)



Choose You Over
the Flu



Browse Stories by:

Disease

- [All Diseases](#)
- [Cervical Cancer and HPV](#)
- [Chickenpox](#)
- [Hepatitis B](#)
- [Hib](#)
- [Influenza](#)
- [Japanese Encephalitis](#)
- [Measles](#)
- [Meningitis](#)
- [Pertussis](#)
- [Pneumococcal Disease](#)
- [Polio](#)
- [Rotavirus](#)
- [Rubella](#)
- [Shingles](#)
- [Story Collections and PSAs](#)

Age

- [Infant and Toddler](#)
- [Early Childhood](#)
- [Preteen and Teen](#)
- [Young Adult](#)
- [Adult](#)

Spanish/Latino

[Spanish/Latino](#)

Written

[Written](#)

PSAs



Emily Barra's Flu Story (Skeetchestn Indian Reserve)

ShotbyShot.org



"I had a sister that passed away from the flu...because we didn't get her a shot.... It's really bothered me since then."

ShotbyShot's on FaceBook Too!



Contact: Amanda@shotbyshot.org



Reaching Out to the Community



**parent
forum
model**

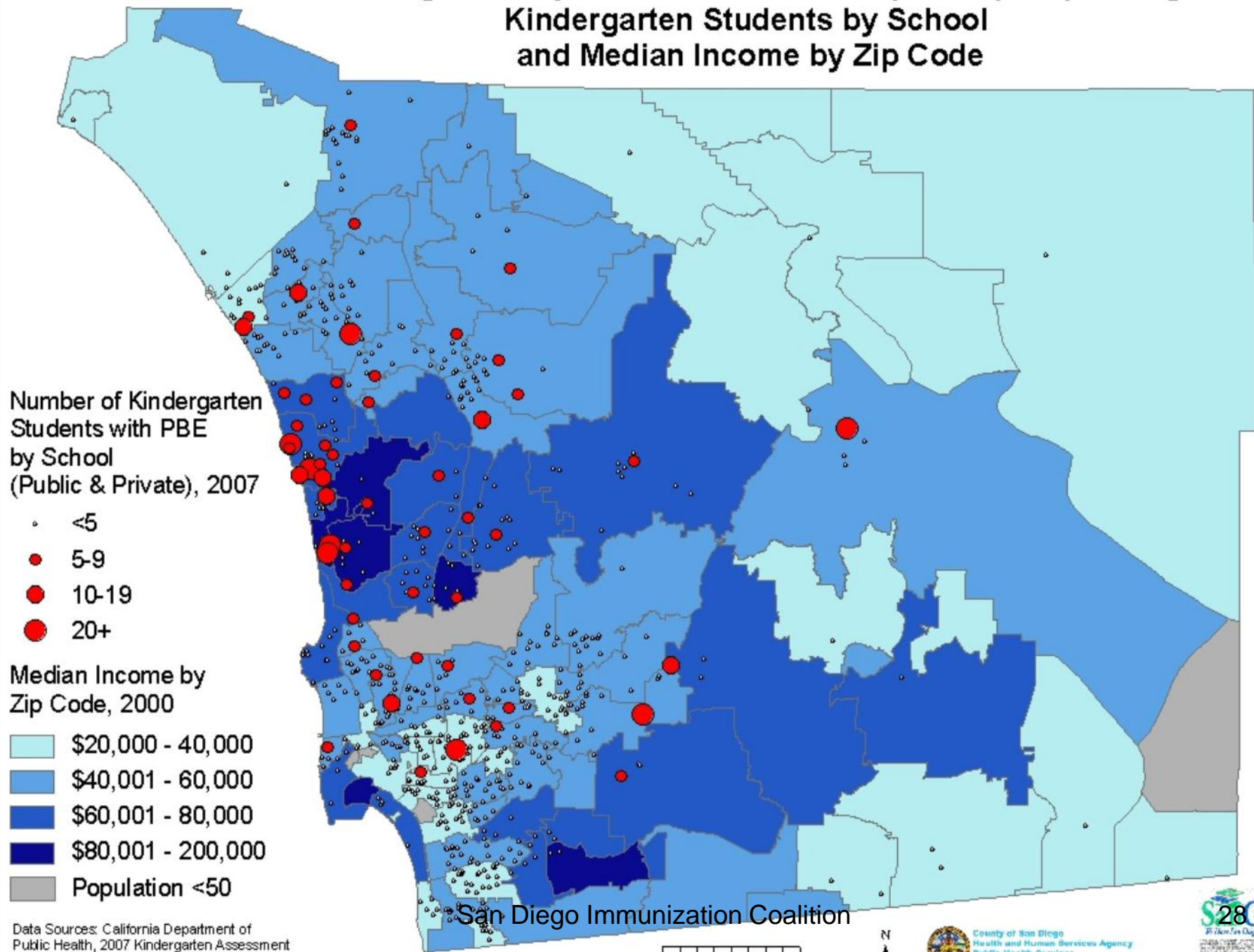


Step 1: Go Where Parents Are!

- Identify pockets of under-vaccinated kids
- Accessible, free venue (community partners helpful!)
- Timing (evening/weekend)

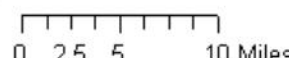


San Diego County Personal Belief Exemptions (PBE) among Kindergarten Students by School and Median Income by Zip Code



Data Sources: California Department of Public Health, 2007 Kindergarten Assessment
 SANDAG Data Warehouse, 2000 Census Data
 Map Date: June 4, 2008

San Diego Immunization Coalition



County of San Diego
 Health and Human Services Agency
 Public Health Services
 Community Epidemiology

Some Free Locations

- **YMCA**
- **Library**
- **Community wellness Ctr**
- **Hospital Conf. Room**
- **Public health center**



Step 2: Line-up Experts

- Mark Sawyer, MD
- Eric Courchesne, PhD

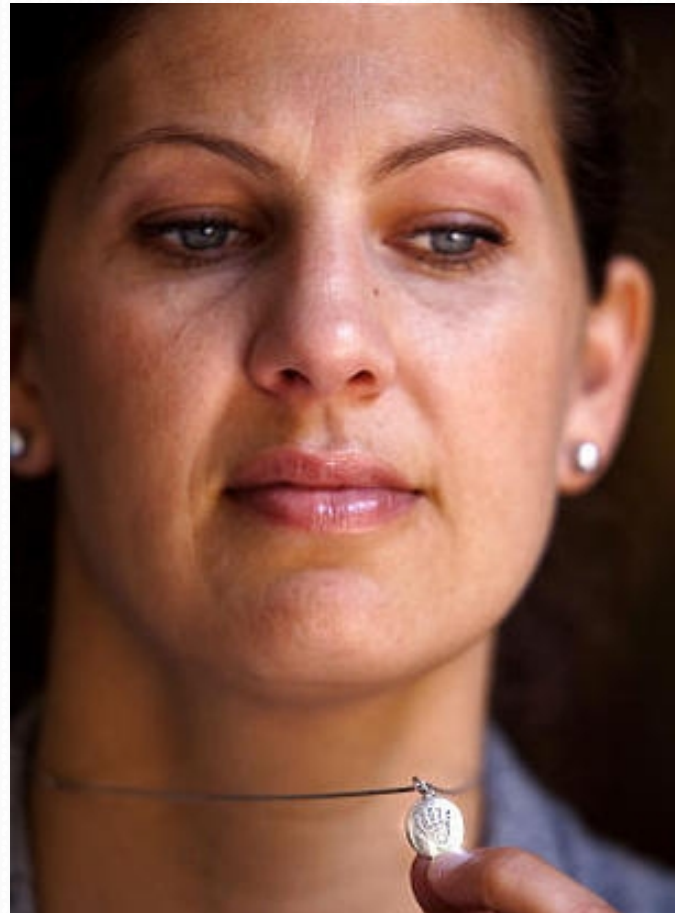


Expertise to Provide

- **Vaccine science;** safety and importance for individual & public health
- **Infectious disease;** real life stories **Autism science**
- **Patients/Parents:** real life stories
- MD, PHN, infectious disease expert
- Primary care physician
- RN (school nurse),
- Autism researcher
- Immunologist

Parent/Patient Testimonials

- child who got a VPD
- quarantined infant
- high-risk child with asthma
- Adult with severe influenza



Baby died of pertussis

Step 3: Promote!

- Distribute via partners
- Physician Offices
- Local venues (prenatal classes/yoga)
- Newspaper & online calendars
- Press Release
- Radio/TV interviews with speakers

Everything You Want to Know about the Safety of Childhood Vaccines but are Afraid to Ask!
A Free Community Event On

Childhood Vaccines

Featured Presenters:

Mark Sawyer, M.D., Professor of Clinical Pediatrics and a Pediatric Infectious Disease Specialist at the UCSD School of Medicine and Rady Children's Hospital in San Diego

Eric Courchesne, Ph.D., Professor of Neurosciences and Director of the UCSD, Autism Center of Excellence

PALOMAR POMERADO HEALTH
SPECIALIZING IN YOU

welcomes home BABY
Creating Safe, Healthy, Nurturing Babies

DATE :
Tuesday, February 16, 2010

TIME :
5 - 7 p.m.

LOCATION :
Palomar Medical Center
First Floor, Graybill Auditorium
555 East Valley Parkway
Escondido, CA 92025

Light refreshments will be provided. Registration is required. Please call **The HealthSource** at 800.628.2880 or visit www.pph.org and click on "Classes & Events."

This forum is sponsored by the San Diego Immunization Coalition (SDIC) and the following agencies:

Step 4: Hold Event!



Parent Forum # 2

Encinitas Public Library



Spanish media interviews a mom

Core Curriculum

Answers to common concerns

Current research on autism causes

Vaccine safety systems

Parent's VPD story (or short video)

Audience Q&A –the most important part!

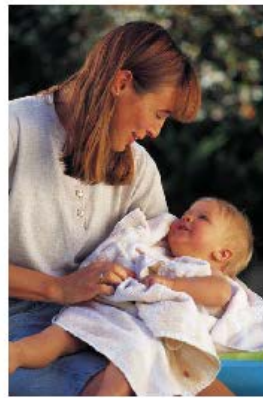


Evaluation Findings

- **5 events in SD county N = 201 (approx. 40/per event)**
- **1 in 5 parents attending had skipped or delayed vaccines. Others were considering these options. (registration questionnaire)**
- **3 in 4 attendees changed opinion of vaccines after forum (post-event survey).**
- **Most would recommend event to a friend.**

Replicable Model, Start Your Own!

Answering Vaccine Questions at
Community Parent Forums
A How-To Guide



Curriculum,
talking points,
sample slides,
resources,
flyer & eval
templates....

Download
from
immunizeCA.org
under
"resources" tab

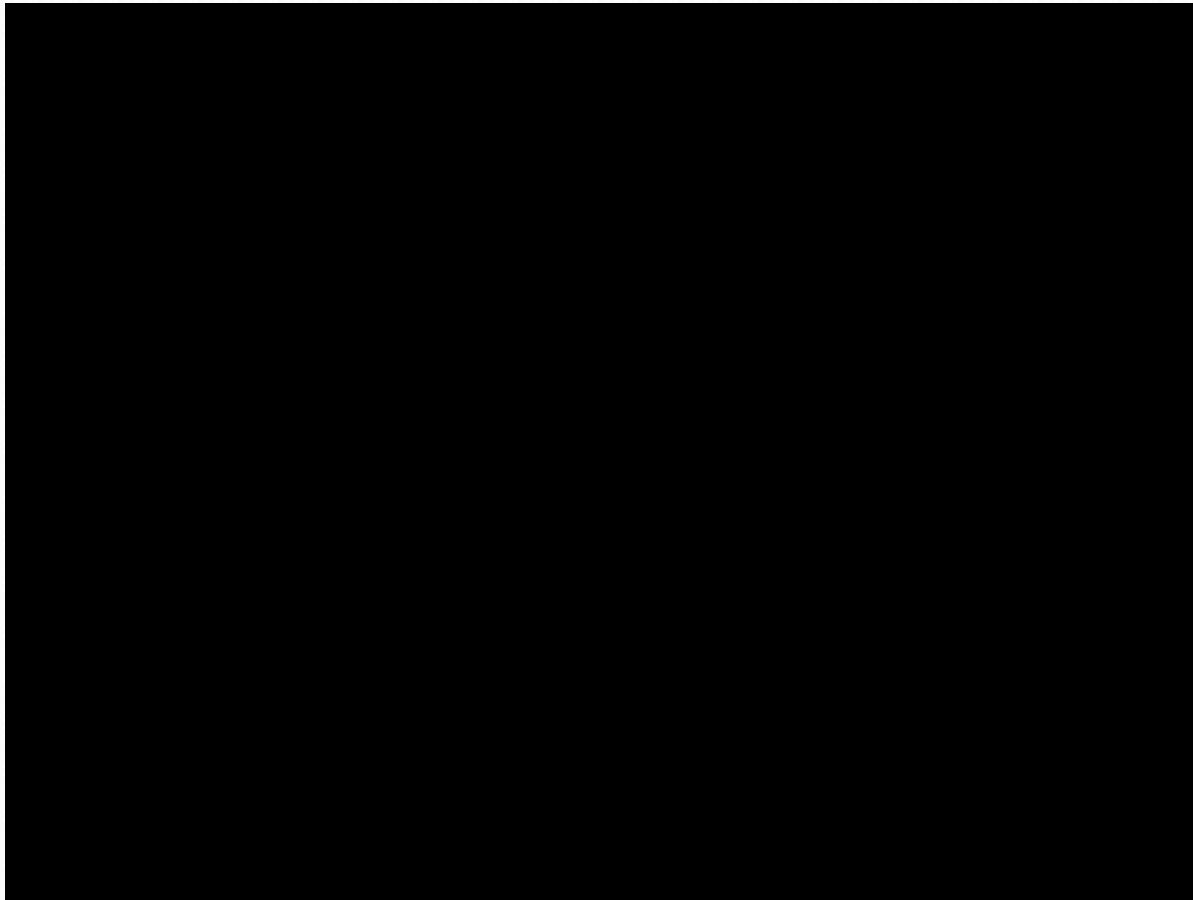


CALIFORNIA
IMMUNIZATION
COALITION

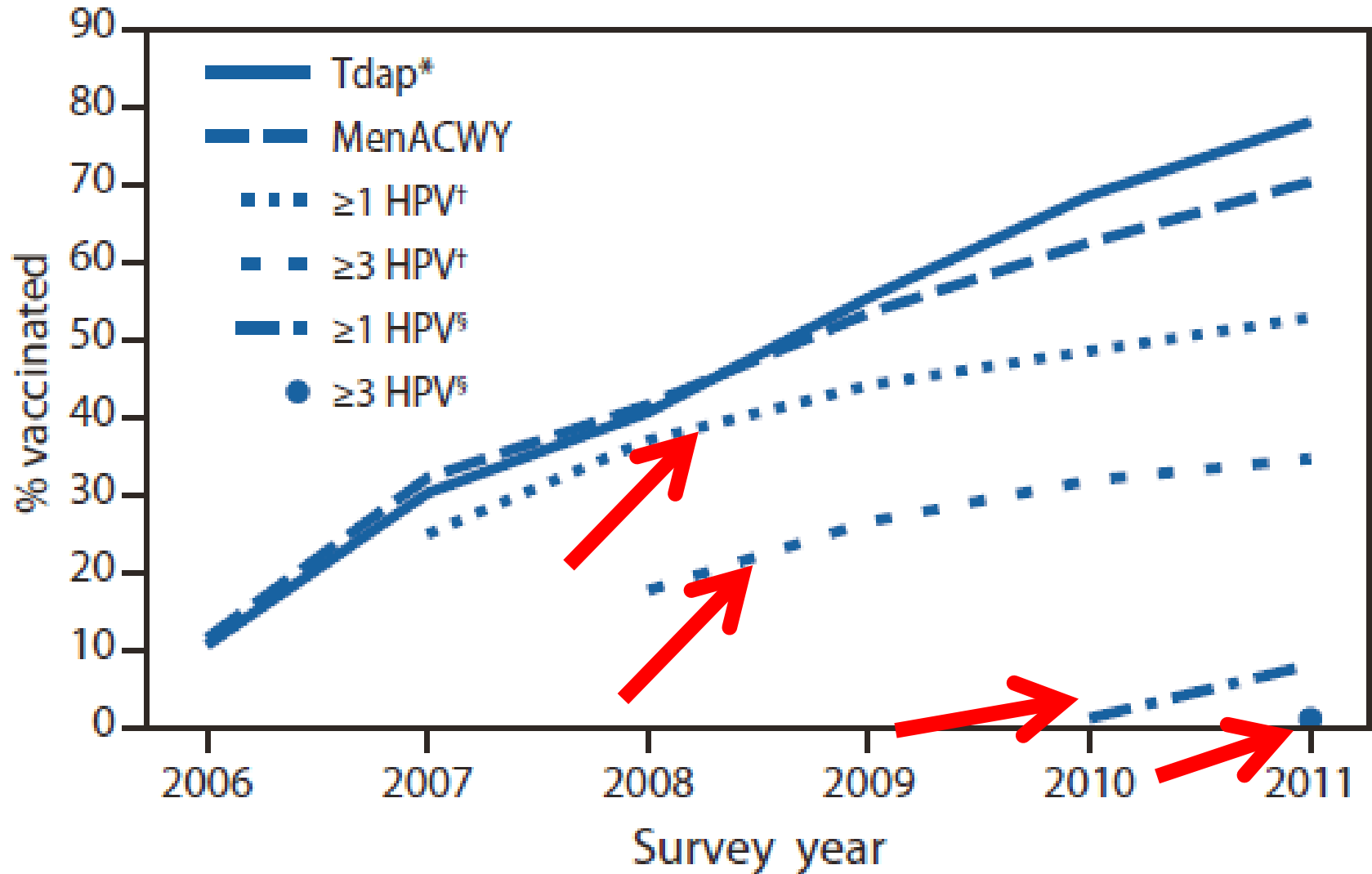
California Immunization Coalition
October 2010

Preteen Vaccines and HPV

Kristen's Story (told by her dad)



The Challenge of HPV Vaccine



The Good/Bad News



- A strong provider recommendation is one of the best predictors of HPV vaccine acceptance

- Most providers don't provide a strong recommendation



Bilingual HPV “Fotonovela” for Moms of Preteens

- HPV causes cervical cancer
- Vaccine prevents cancer; cannot cure it
- Get preteen boys & girls vaccinated
- 2 vaccines; 1 for males.
- HPV series is 3 shots
- Women 21+ need pap tests

An Ounce of
Prevention:



Vaccinate your
children against
the human
papillomavirus
(HPV)



Benefits: Bilingual Fotonovela

- Easy to read!
- Fun & engaging
- Not a “throw away”
- Multigenerational cross-over
- Focus-testing concept w/other ethnicities in 2013

Comadres share family health worries



Wise abuelo interjects



Preliminary Results

Parents read in waiting room before preteen appt.

Clinic testimonial:

Parental acceptance of vaccine **from 50% to 80%!**

Completion of 3-doses **from 60% to 80%**

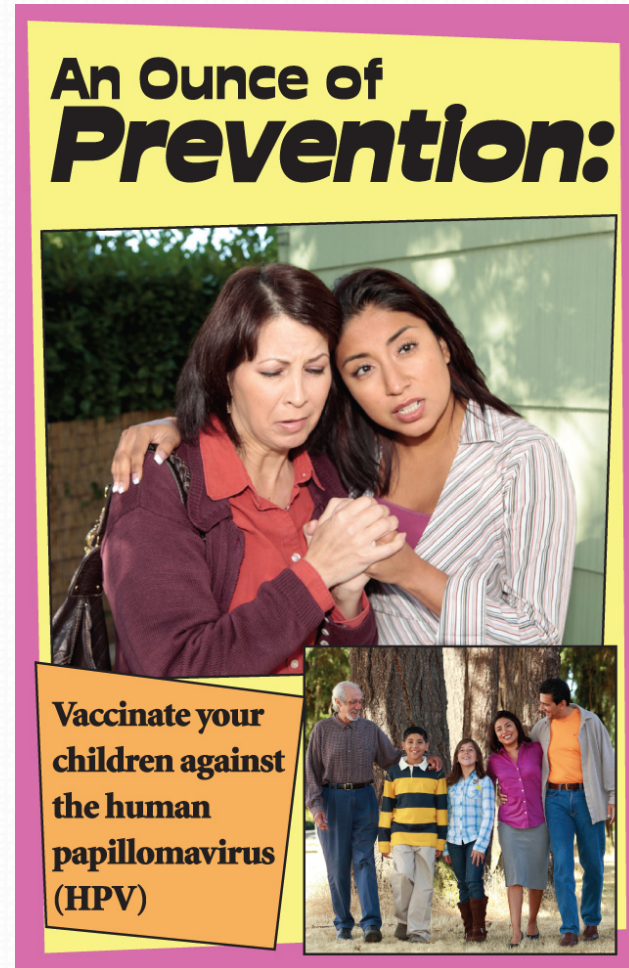


Fotonovela Distribution

- 15,000 distributed for debut “*Preteen Vaccine Week.*”
- Health Birth Outcome Program uses 100/mo for classes
- 7 CA counties use routinely in clinics
- 50/mo distributed to Immunization Coalition
- Merck Reps brings to clinics across CA

Order Fotonovela from...

- Your local Health Department
- Download at:
VacunasYMiSalud.org



CDPH Immunization Branch: We're Here to Help!

- Upcoming parent/provider focus groups in June
- New materials and new parent website coming later this year
- We'd Love to hear what would help your IZ practice!
- Contact me: Tammy.Pilisuk@cdph.ca.gov