Creative Messaging to Address Vaccine Hesitancy

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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!
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
CA PBE Rates:
Paradox of Empowerment

• Parents still likely to trust the doctor BUT...

• Want to do their own research

Trust me!

Make your own choices!

Bob Sears, MD
Where do Moms Turn? Dr. Google!

Immunizations are downright dangerous...

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

- Are vaccines safe?
  Yes, vaccines are safe. While some children and adults have experienced side effects after vaccination, the potential risks of vaccine-preventable diseases are far greater.

- Why do children today need so many immunizations?
  To protect against a wide range of potentially serious diseases. Immunizations are given in a series to ensure the best protection.

- Are diseases of the "old days" really still something to worry about?
  Yes, preventable diseases are still a threat. For example, polio, diphtheria, and tetanus can cause serious illness or death.

- Why do children today get so many immunizations?
  To help protect them against diseases that can be severe or even fatal. Immunizations are given in a series to ensure the best protection.

Vaccine Safety: 10 Facts for Medical Assistants

- One of the most important ways to 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—especially questions about vaccines. By discussing these concerns, you can help ensure the safety of vaccines.

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Materials for Parents

Vaccine Safety:
10 Facts for Parents

Community Immunity
The role of vaccines in keeping our communities healthy

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 Event 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.

We recycle, support local businesses, and help our neighbors. What can families do to prevent

What is Community Immunity?
Community immunity is when the vaccinated community helps protect against diseases like whooping cough, measles, flu, and mumps. Diseases can’t spread as easily. This protects the few unvaccinated people.

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 like asthma, cancer, or chemotherapy)
- Unvaccinated pregnant women (chickenpox and cili)
- Seniors (flu can be deadly)
- Anyone allergic to a vaccine

About 80% to 94% of community people must be vaccinated. California’s overall vaccination rate is high—but not everywha re 40% to 60% unvaccinated kids. Your child or community:
- Community Immunity helps prevent disease outbreaks. Once too late to vaccinate, Unvaccinated kids have a high risk of getting sick—especially those in an outbreak scenario.

VACCINES FOR YOUR PRETENEN

Vaccine recommendations for 11-12 yr olds
- Tdap
- HPV
- Flu
- Meningococcal
- Chickenpox

Ask the Doctor
- Ask the Doctor
- Ask the Doctor
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- Ask the Doctor
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

A Rotavirus Story
One family shares their struggles with rotavirus. (Courtesy of PKIDS) | See story »

Spotlight
April 2013

For Public Health Week (April 1-7), share Dr. Giff'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.
Pertussis: Ramona’s Story

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

Viewed over 1,100 times
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

Talk with your doctor about getting a whooping cough shot.
ShotbyShot Story Gallery

Spanish/Latino Story Gallery

Preteen and Teen Story Gallery

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

Written

PSAs
“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)
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
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
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
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