




Vaccine Acceptance:

How to talk so parents will listen and listen so parents will talk



Barbara Pahud MD, MPH






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Disclosures

- Pfizer Grants for Independent Learning and Change - CoVER
- Pfizer and Sanofi: non-branded advocate
- Sequirus, Pfizer & Sanofi: advisory board
- GSK, Alere: Clinical trials
- CDC, NIH grants: Contracts, clinical trials









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Objectives

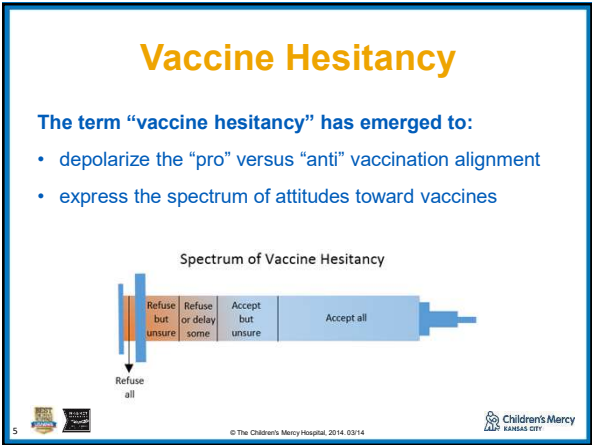
- The Vaccine Hesitancy Spectrum
 - Recognize the range of parental attitudes on immunization
- Approaches to Discuss Immunizations
 - Evidence based provider conversation techniques
 - Ideas and strategies to increase vaccine acceptance



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How much of a problem is vaccine hesitancy now?

- Percentage refusing all vaccines remains small (1-3%)
- Prevalence of under-vaccination ≤ 2 years on the rise: 42% (2004) \rightarrow 54% (2008)
- Increasing frequency of requests to "spread-out" the series or refusal of specific vaccines



*Glanz et al, JAMA Pediatr 2013
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Americans Don't Trust Vaccines Like They Used To



By NATASHA BACH May 22, 2018

Fewer Americans are putting their trust in vaccines—and the repercussions could be felt by society at large.

According to a new survey released Monday by the American Society for Microbiology and [Research America](#), the percentage of American adults who support vaccination has fallen.

Only 71% of those surveyed said it was "very important" to have their children vaccinated, down from 82% in 2008. The survey also saw a drop in the percentage of those who were confident in the system's evaluation of the safety of vaccines, down to 77% from 85% 10 years ago.

The number who "strongly" believed they had derived personal benefit from vaccine development over the past 50 years dropped by 16 percentage points from 70% to 59%.

<http://fortune.com/2018/05/22/american-attitudes-vaccines-survey/>

Hesitancy

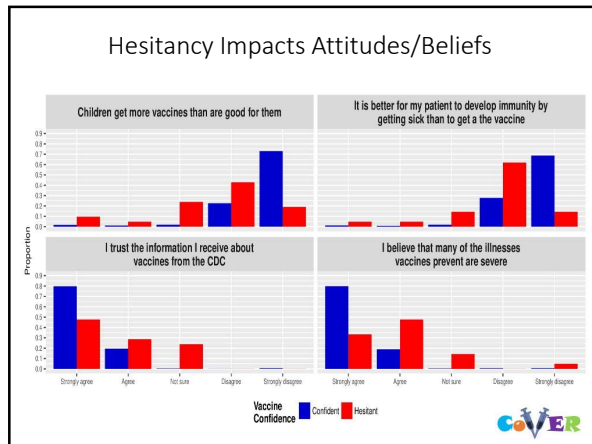
Overall, how hesitant about childhood vaccines would you consider yourself to be?



- a. Not at all hesitant (86%)
- b. Not too hesitant (11%)
- c. Not sure (0.1%)
- d. Somewhat hesitant (1.9%)
- e. Very hesitant



1 Opel, Development of a survey to identify vaccine-hesitant parents, Human Vaccines, 2011



Pediatrics
April 2015, VOLUME 135 / ISSUE 4

Physician Response to Parental Requests to Spread Out the Recommended Vaccine Schedule

Allison Kempe, Sean T. O'Leary, Allison Kennedy, Lori A. Crane, Mandy A. Allison, Brenda L. Beaty, Laura P. Hurley, Michaela Brtnikova, Andrea Jimenez-Zambrano, Shannon Stokley


- 46% agreed that their job was less satisfying because of the need to discuss vaccines with vaccine hesitant parents
- 60% reported spending more than 10 minutes discussing vaccines in visits with vaccine hesitant parents

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What do parents know?

- Parents believe:
 - vitamin K is a vaccine
 - their 3-6 month old infant has received smallpox, MMR or VZV Vaccine
 - *they* got VZV Vaccine (licensed 1995)
 - their infant can get HIV from vaccines
 - infants develop influenza from the vaccine




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Know Your Audience

- 34% of parents with up-to-date children had major concerns regarding vaccines
- Tailor your dialogue to match the needs of your patient/parent




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Spend Your Valuable Time Wisely!

These are the parents you need to spend your time with answering questions and reassuring.

Immunization Advocate	Go Along to Get Along	Cautious Acceptor	Fence-Sitter	Absolute Refuser
<ul style="list-style-type: none"> • Patients and/or parents agree that vaccines are necessary and safe. • Patients and/or parents tend to have a strong relationship with their provider. 	<ul style="list-style-type: none"> • Patients and/or parents would like to vaccinate their children but may lack detailed knowledge of vaccines and/or have a few questions. 	<ul style="list-style-type: none"> • Patients and/or parents may have minor concerns about vaccines but ultimately vaccinate their children after a strong provider recommendation and reassurance. 	<ul style="list-style-type: none"> • Patients and/or parents have significant concerns about vaccines. • Patients and/or parents may refuse or delay vaccines and might have a neutral or distrustful relationship with their provider. 	<ul style="list-style-type: none"> • Patients and/or parents refuse all vaccines. • Reasons for refusal may vary and may include distrust in the medical system, safety concerns, or religious beliefs.

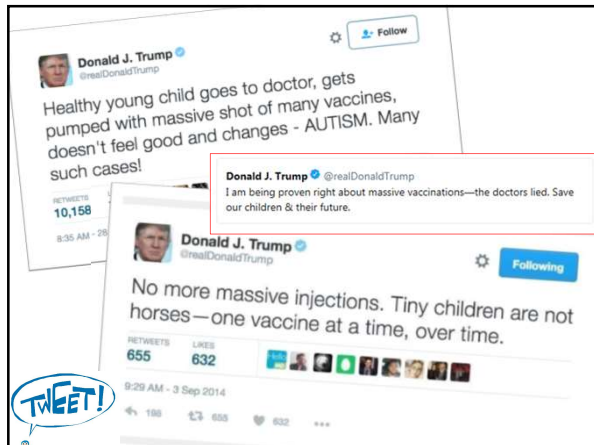


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Make a “CASE” for Vaccines

- Corroborate
 - Set the tone for a respectful conversation
 - Acknowledge the parent's concern
 - Find some point of agreement between you and the parent
- About me
- Science
- Explain and advise
 - Offer your recommendation, based on the science
 - Include a personal recommendation/story

The Architecture of Provider-Parent Vaccine Discussions at Health Supervision Visits

AUTHORS: Douglas J. Opel, MD, MPH^{1,2,3,4}, John Hargrett, PhD⁵, James A. Taylor, MD⁶, Rita Mangione-Smith, MD, MPH⁷, Kate Broecker Sato, MPH⁸, Victoria Delivers, BS⁹, Chuan Zhou, PhD¹⁰, and Jeffrey D. Robinson, PhD¹¹

¹Department of Pediatrics, University of Washington School of Medicine, Seattle, Washington; ²Thurston Kids Center for Pediatric Research and Quality, Children's Research Institute, Seattle, Washington; ³Department of Biostatistics, University of California, Los Angeles, Los Angeles, California; ⁴Department of Communication, Portland State University, Portland, Oregon

KEY WORDS: immunization, health communication, preventive health services
ABBREVIATIONS: CA—conversation analysis; HSP—non-vaccine-hesitant parent; PHO—Parent Attitudes about Childhood Vaccine

WHAT'S KNOWN ON THIS SUBJECT: An increasing number of parents have concerns about childhood vaccines. Parents consistently cite their child's provider as influential in their vaccine decision-making. Little is known about how providers communicate with parents about vaccines and which communication strategies are important.

WHAT THIS STUDY ADDS: How providers initiate the vaccine recommendation at health supervision visits appears to be an important determinant of parent resistance. Also, when providers pursue their original vaccine recommendations in the face of parental resistance, many parents subsequently agree to vaccination.

What predicts uptake of vaccines?

- 111 well visit encounters for children 1-19 months old were videotaped
- Oversampled vaccine hesitant parents (50%)

How you start the conversation matters

- The best predictor of vaccination uptake in the videotaped encounters, for *both* hesitant and non-hesitant parents, was how the provider started the conversation



“Participatory versus Presumptive”

- Participatory: provides parents with more decision making latitude: “Have you thought about what shots you’d like to get today?”
 - Would you like vegetables today?
- Presumptive: presupposes that parents will get shots: “We have some shots to do today”
 - Do you want carrots or spinach?



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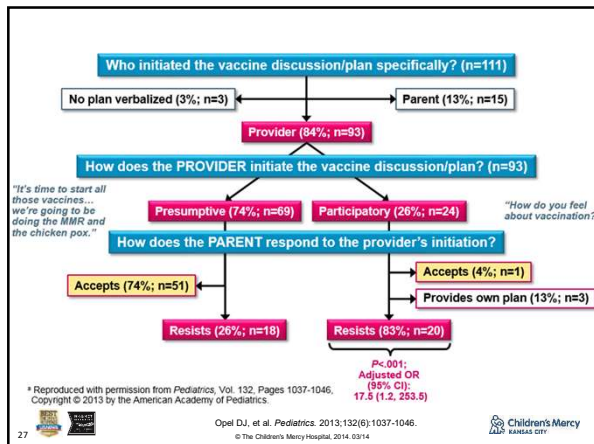


Participatory versus Presumptive

- A larger proportion of parents resisted vaccine recommendations when providers used a participatory format (83% vs 26%; $P < .001$).
 - Would you like vegetables today?
- This finding remained true among vaccine hesitant parents (89% vs 30%; $P < .001$).

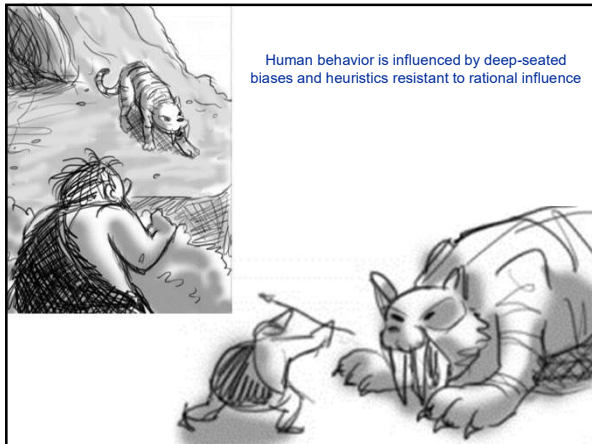


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Opel DJ, et al. Pediatrics. 2013;132(6):1037-1046.







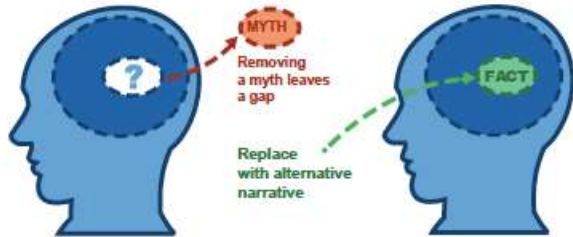
The Familiarity Backfire Effect

- Once people hear a myth/misinformation, it's very difficult to remove that from their minds
- Debunking a myth **can actually strengthen it**
 - making myths more familiar
 - providing too many arguments
 - providing arguments that threaten one's worldview



Replace Myths with a Compelling Alternative

Rather than refuting incorrect elements of parents' beliefs, replace those elements with new information



A simple myth is more cognitively attractive than an overcomplicated correction

Data dump

MYTH
FACT FACT FACT
FACT FACT FACT
FACT FACT FACT
FACT FACT FACT



Keep it simple

MYTH
FACT
FACT
FACT




Motivational Interviewing

- **R**esist the righting reflex
 - Otherwise you run the risk of increasing a vaccine-hesitant parent's commitment to the status quo
- **U**nderstand motivations
 - Ask questions that elicit values and concerns
- **L**isten
 - Realize that simply providing the vaccine-hesitant parent with information doesn't automatically bring about change
- **E**mpower
 - Remember: you are guiding the parent through the process of thinking aloud and deciding whether to change

Listen



Two ears
One mouth







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Brené Brown on Empathy

<https://www.youtube.com/watch?v=1Ewvqu369Jw>



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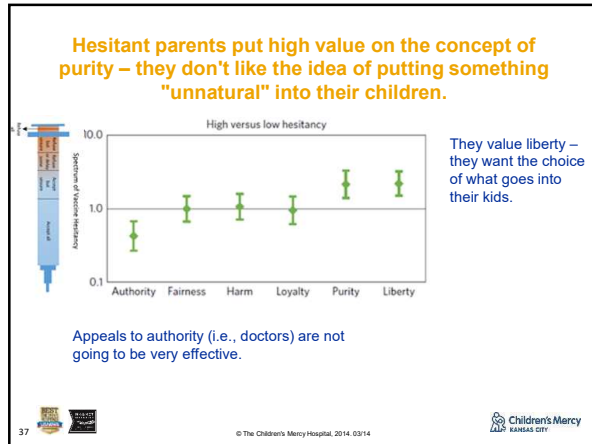
nature
human behaviour

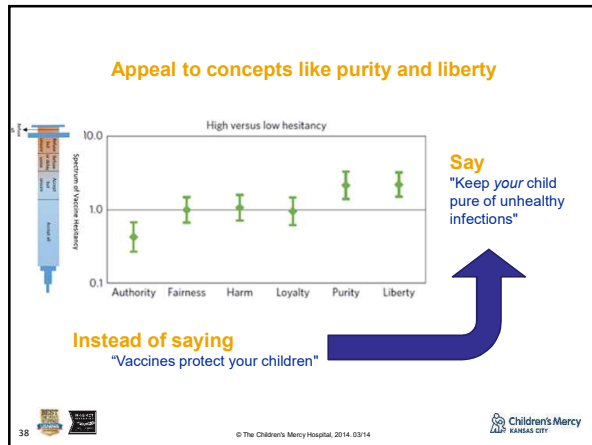
LETTERS
https://doi.org/10.1038/n41563-017-0086-6

Association of moral values with vaccine hesitancy







- Individuals who are hesitant with vaccination may become **more entrenched** in their beliefs when they are confronted with these types of arguments:
 - "vaccines protect your children from harm"
 - "vaccines protect society"

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"The risk I took was calculated, but man, am I bad at math!"

What we ARE afraid of	What we SHOULD be afraid of
 28 attacks avg./year	 4,500,000 bites avg./year
 50 deaths by peanut allergy avg./year	 27,531 deaths by poisoning avg./year
 321 deaths by plane crash avg./year	 34,017 deaths by car crash avg./year

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A Touch of Humor



TABLE 2. Number of Immunogenic Proteins and Polysaccharides Contained in Vaccines Over the Past 100 Years

1900		1960		1980		2000	
Vaccine	Proteins	Vaccine	Proteins	Vaccine	Proteins	Vaccine	Proteins/ Polysaccharides
Smallpox*	~200	Smallpox	~200	Diphtheria	1	Diphtheria	1
Total	~200	Diphtheria†	1	Tetanus	1	Tetanus	1
		Tetanus†	1	AC-Perussis¶	~3000	AC-Perussis¶	2-5
		WC-Perussis§	~3000	Polio	15	Polio	15
		Polio	15	Mumps¶	9	Mumps¶	9
		Total	~3217	Rubella¶	5	Rubella¶	5
				Total	~3041	Total	69
						Varicella§§	1
						Pneumococcus§§	8
						Hepatitis B	1
						Total	123-126

Offit PA et al, *Pediatrics* (2002) 109:124-9

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www.vaccines.net

www.nvic.org (National Vaccine Information Center)

www.vaccinationnews.com

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Brené Brown on Empathy

<https://www.youtube.com/watch?v=1Ewgu369Jw>

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Take Home Points

- ✓ Listen, welcome questions/concerns from parents
- ✓ Replace myths with concise short facts
- ✓ Use presumptive communication and give a **STRONG** recommendation
- ✓ Beware of social media and the internet

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