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Strategies for Strong Vaccine Communication

July 16, 2020

Featured Speaker

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  SUNY Upstate Medical University
  Syracuse, NY

Conflict of Interest & Disclosure Statements

Planner Sarah Hershey's spouse owns stock in Bristol Meyers Squibb. The other planners and presenters do not have any financial arrangements or affiliations with any commercial entities whose products, research or services may be discussed in this activity. All potential conflicts of interest have been mitigated.

No commercial funding has been accepted for this activity.
Learning Objectives

- Identify three communication techniques effective with vaccine hesitant parents/patients;
- Explain how a presumptive recommendation for vaccines increases parent/patient acceptance of vaccination; and
- Describe key ways that motivational interviewing can be used in practices and communication messaging about vaccination.

Outcome: As a result of this activity, learners will expand their knowledge and competence in effective vaccine communication strategies and systems.

Vaccines and Disease

<table>
<thead>
<tr>
<th>Disease</th>
<th>20th Century Annual Morbidity</th>
<th>Reported Cases in 2017</th>
<th>% Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smallpox</td>
<td>29,005</td>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>Diphtheria</td>
<td>21,053</td>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>Pertussis</td>
<td>200,752</td>
<td>18,975</td>
<td>91%</td>
</tr>
<tr>
<td>Tetanus</td>
<td>580</td>
<td>33</td>
<td>94%</td>
</tr>
<tr>
<td>Paralytic polio</td>
<td>16,316</td>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>Measles</td>
<td>530,217</td>
<td>120</td>
<td>&gt;99%</td>
</tr>
<tr>
<td>Mumps</td>
<td>153,344</td>
<td>6,199</td>
<td>98%</td>
</tr>
<tr>
<td>Hib</td>
<td>20,000</td>
<td>33</td>
<td>&gt;99%</td>
</tr>
<tr>
<td>Congenital rubella  syndrome</td>
<td>152</td>
<td>5</td>
<td>97%</td>
</tr>
</tbody>
</table>

Vaccine and Disease Cycle

- Vaccine hesitancy
- High incidence of severe disease
- Low incidence of severe disease
- High vaccine uptake
Increasing Vaccination Model

AAP Guidance For Missed Immunizations

- Contact parents
- Schedule appointment
- Discuss safety measures
  - Well visits and sick visits seen at different times
  - Different locations
Addressing Vaccine Hesitancy

Key factors
- Not enough information
- Perceived vaccine need
- Vaccine concerns
- Mistrust
- Desire for autonomy

Effective Vaccine Communication
- It’s not just what we say, but how we say it
- Non-verbal cues
  - Maintain eye contact
  - Avoid judgmental gestures (head shaking)
- Minimizing distraction
- Can motivate parents to vaccinate

Key Points In Vaccine Discussion
- Healthcare providers – reliable source of info
- Build trust through open discussion, honesty
- Questions do not reflect mistrust in provider
- Provider vaccine confidence aids discussion
Provider Vaccine Confidence

- Vaccine importance and safety
- Delivery of a strong vaccine recommendation
- Answers to common vaccine concerns

Create Immunization Culture

- Practice-wide education
- Develop immunization policy
- Assign vaccine champion
- Readily available written resources for parents

https://www.cdc.gov/vaccines/hcp/conversations/provider-resources-safety-sheets.html

https://www.cdc.gov/vaccines/hcp/conversations/your-practice.html
Provider Initiated Discussion

- Assume all parents will accept vaccine
- Recommend vaccine same way for each child

Presumptive Recommendation

- Declaration or announcement of vaccines due
- Assumes a position of vaccine acceptance

“Your child needs vaccines today to prevent tetanus, HPV-cancers and meningitis today.”

“Your child is due for the measles, mumps, rubella and chickenpox vaccines today.”

Do Presumptive Recommendations Work?

<table>
<thead>
<tr>
<th>Vaccine Resistance</th>
<th>All families</th>
<th>Vaccine hesitant families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participatory recommendation</td>
<td>83%</td>
<td>89%</td>
</tr>
<tr>
<td>Presumptive recommendation</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Why Presumptive Recommendations Work

- Strong and direct recommendations
- Keeps issue of vaccination simple
- Normalizes the idea of vaccinations

Maintain Strong Recommendation

- Even if parents are initially resistant
- Consider a personal anecdote

“I still strongly believe these vaccines are important for your child. I have even vaccinated my own children against these infections.”

Address Parental Concerns

- Questions do not equal refusal
- Response to concerns may influence uptake
- Purely corrective information
  - Reduced misperceptions
  - Reduced intention to vaccinate
CASE Approach

- Corroborate: respectfully acknowledge the parent's concern
- About me: where do you get your information
- Science: what does the science say
- Explain/Advise: what do you recommend?

CASE Approach

- Corroborate

“I understand why you may say that. Many parents have that reaction when I tell them their child is due for HPV vaccine.”

CASE Approach

- About me: Science

“I have read a lot about the HPV vaccine, the cancers it prevents, and the recommendations to give it at this age. It is important to know that the vaccine works better in young adolescents…”
CASE Approach

- Explain/Advise

“If he gets the vaccine now, he will only need 2 doses (rather than 3 doses if he gets it after age 15) to protect him from HPV cancers.”

Motivational Interviewing

- Patient-centered
- Collaborative
- Explore motivation to change
- Non-confrontational
- Empathetic
- Autonomous decision-making

Motivational Interviewing

<table>
<thead>
<tr>
<th>Principles</th>
<th>Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empathy and reflective listening</td>
<td>Open-ended questions</td>
</tr>
<tr>
<td>Goals/behavior discrepancy</td>
<td>Affirmation</td>
</tr>
<tr>
<td>Avoid confrontation</td>
<td>Reflection</td>
</tr>
<tr>
<td>Adjust to resistance</td>
<td>Summarize</td>
</tr>
<tr>
<td>Support autonomy</td>
<td></td>
</tr>
</tbody>
</table>
Motivational Interviewing

- Open-ended questions

“You seem to be reluctant to give him the flu shot. Would you mind sharing your concerns with me?”

Motivational Interviewing

- Affirmation, Reflection

“I understand that you are concerned about him getting sick after the flu vaccine. Can I share with you some information that may explain this?”

Motivational Interviewing

- Summarize, add a personal anecdote, conclude with a strong recommendation but allow for autonomous decisions

“I vaccinate my children against the flu every year. I strongly recommend the flu vaccine to keep your son healthy this winter season. What do you think about this?”
Communication Skills

- Listen to what the parent is saying
- Acknowledge concerns
- Provide information in layman’s terms
  - Verbal counseling and written materials
- Recognize parental decision making
- Tailor responses to individual needs
- Always keep the door open for discussion
  - Initiate vaccine discussion at each visit
- Remember any positive step is a success

Parental Hesitation or Refusal

- Tailor responses to individual needs
- Always keep the door open for discussion
  - Initiate vaccine discussion at each visit
- Remember any positive step is a success

Summary

- Build culture of immunization
- Maintain presumptive vaccine recommendation
- CASE approach or Motivational Interviewing to address concerns
- Tailor approach to individual needs
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