

Vaccine Hesitancy

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www.immunisation.ie



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Health Service Executive

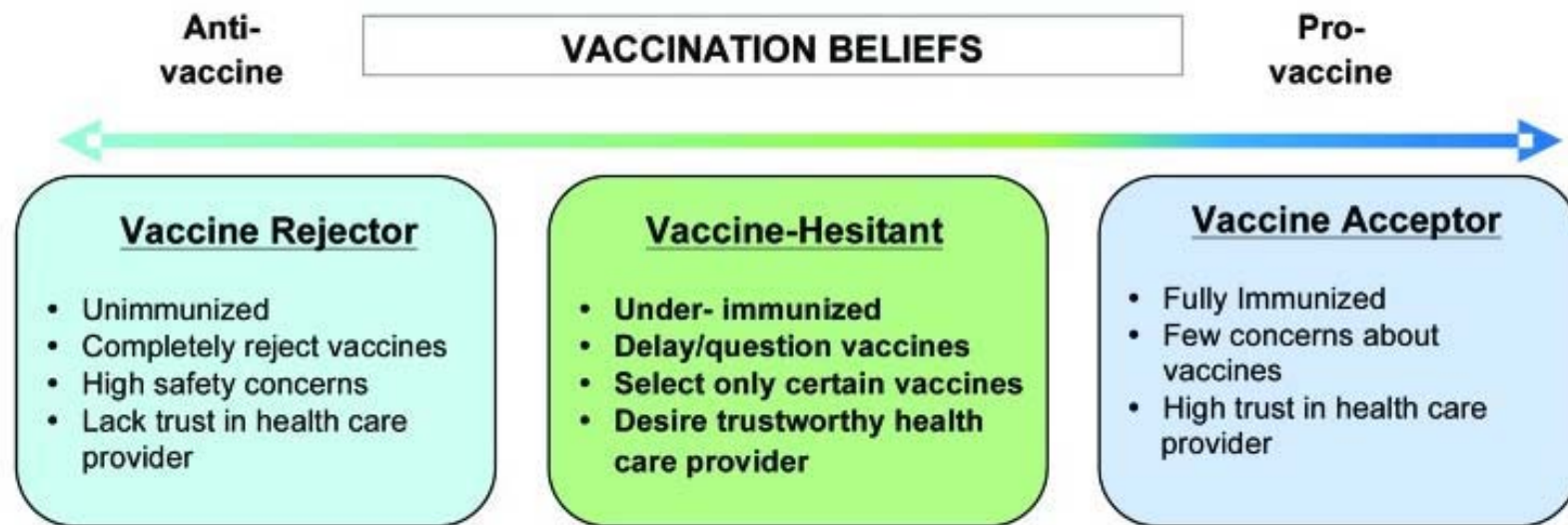
What is Vaccine Hesitancy?

- ✓ An expression of concern or doubt about value or safety of vaccination
- ✓ Indecision and reluctance
- ✓ Continuum between vaccine acceptance and vaccine refusal
- ✗ It is not Pro vaccine/ anti vaccine



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What is Vaccine Hesitancy?



Vaccine Hesitancy

- Up to one-third of parents in US have concerns about recommended vaccination schedules and express distrust /reluctance to have their children vaccinated*

Widely heterogeneous group of parents

- – Unquestioning acceptor (30-40%)
- – Cautious acceptor
- – Hesitant
- – Late/selective
- – Refuser (<2%)

* Leask J. Target the fence-sitters. Nature 2011;473:443-45.





Flu vaccine contains mercury

Sinnott expresses concern over thiomersal
By Florence Quinn
Health and Human Services Minister, Eamon Martin, has expressed concern over the mercury content of a flu vaccine used in Ireland.

Outdated vaccine was given to 12,000 children

Health and Human Services Minister, Eamon Martin, has expressed concern over the mercury content of a flu vaccine used in Ireland.

news
British Examiner



Measles vaccine linked to autism

Virus found in gut of 24 out of 25 child victims
A study of 25 children with autism found that 24 of them had measles virus in their gut.

Probe into meningitis vaccine after 11 babies die

Officials said the deaths were linked to a meningitis vaccine given to 11 babies.
The British Government has been accused of covering up the deaths, but a spokesman said it chose not to make them public for fear of panicking parents into withdrawing their children from inoculations.

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News 2 to 7, 10; World 8 and 9; Business 11 to 13; Opinion 14; Analysis 15; Features 14;

GPs lack life-saving vaccine antidote

"I cannot stand idly by while children continue to be vaccinated in unsafe circumstances"

DOCTORS' WARNING OVER LETHAL MENINGITIS JAB

Be aware of danger to children, parents are told

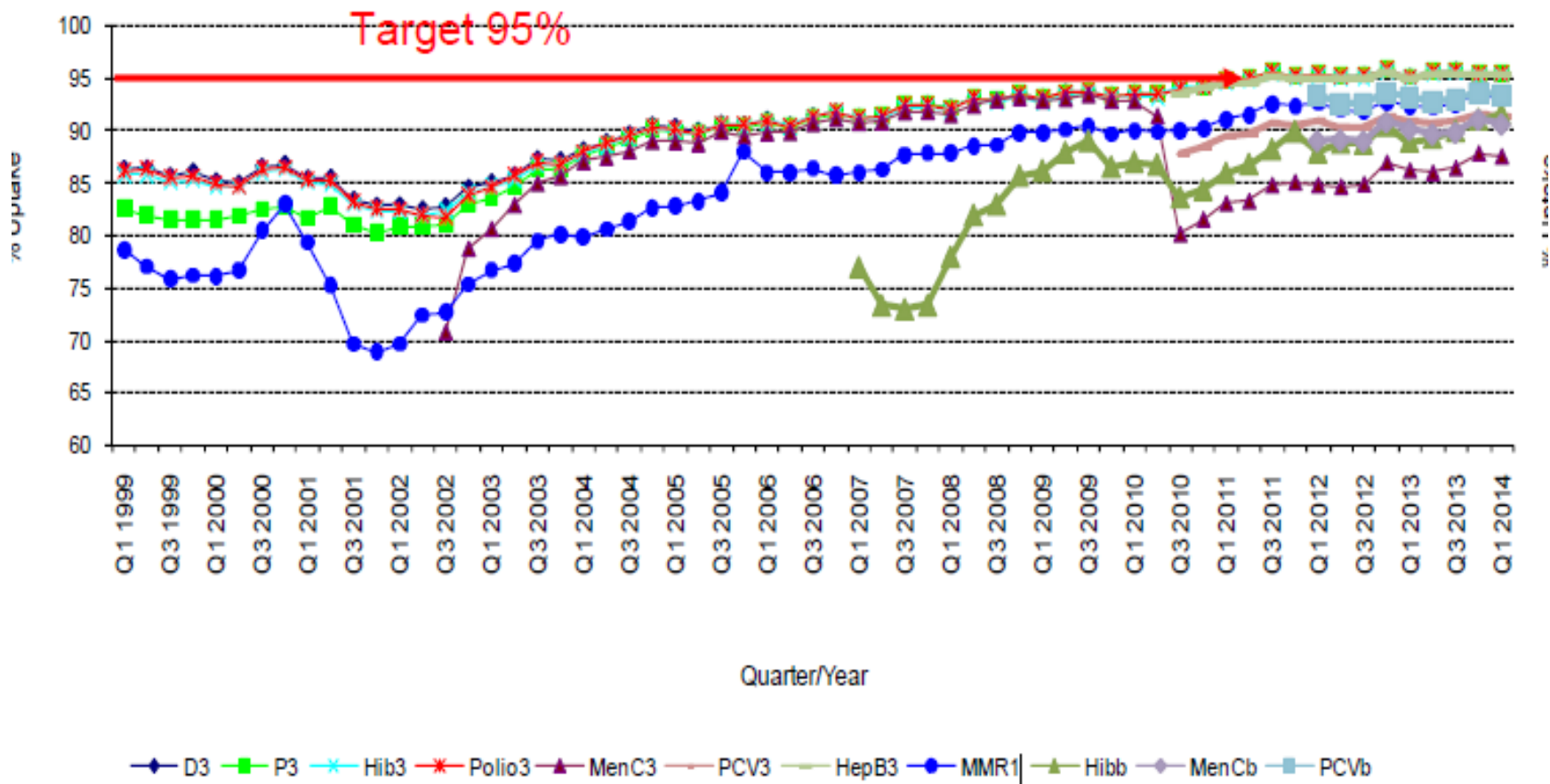
Doctors have warned parents to be aware of the danger to children from a meningitis vaccine.



PRESS CUTTINGS



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Source: HPSC

Public Health Impact

Infectious diseases on  NBCNEWS.com

Rumors cause resistance to vaccines in Nigeria

Some families fear the polio shot is part of a plot to sterilize girls

 NBCNEWS HOME TOP VIDEOS

U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIONS SPORTS [MORE](#) ▾

WORLD NEWS

DISCUSS AS:  Sign in ▾

Polio vaccination workers gunned down in Pakistan, others feared kidnapped

Tuesday, Jan 21, 2014 7:36 AM

– delayed or selective vaccination

-increased periods of risk exposure

Outbreaks of vaccine preventable diseases

Measles outbreak worsens in US after unvaccinated woman visits Disneyland

Highly contagious disease, which spread through airports and the theme park after woman contracted virus, now at 26 cases in four US states

● [Interactive: watch how a measles outbreak spreads when children get vaccinated - and when they don't](#)

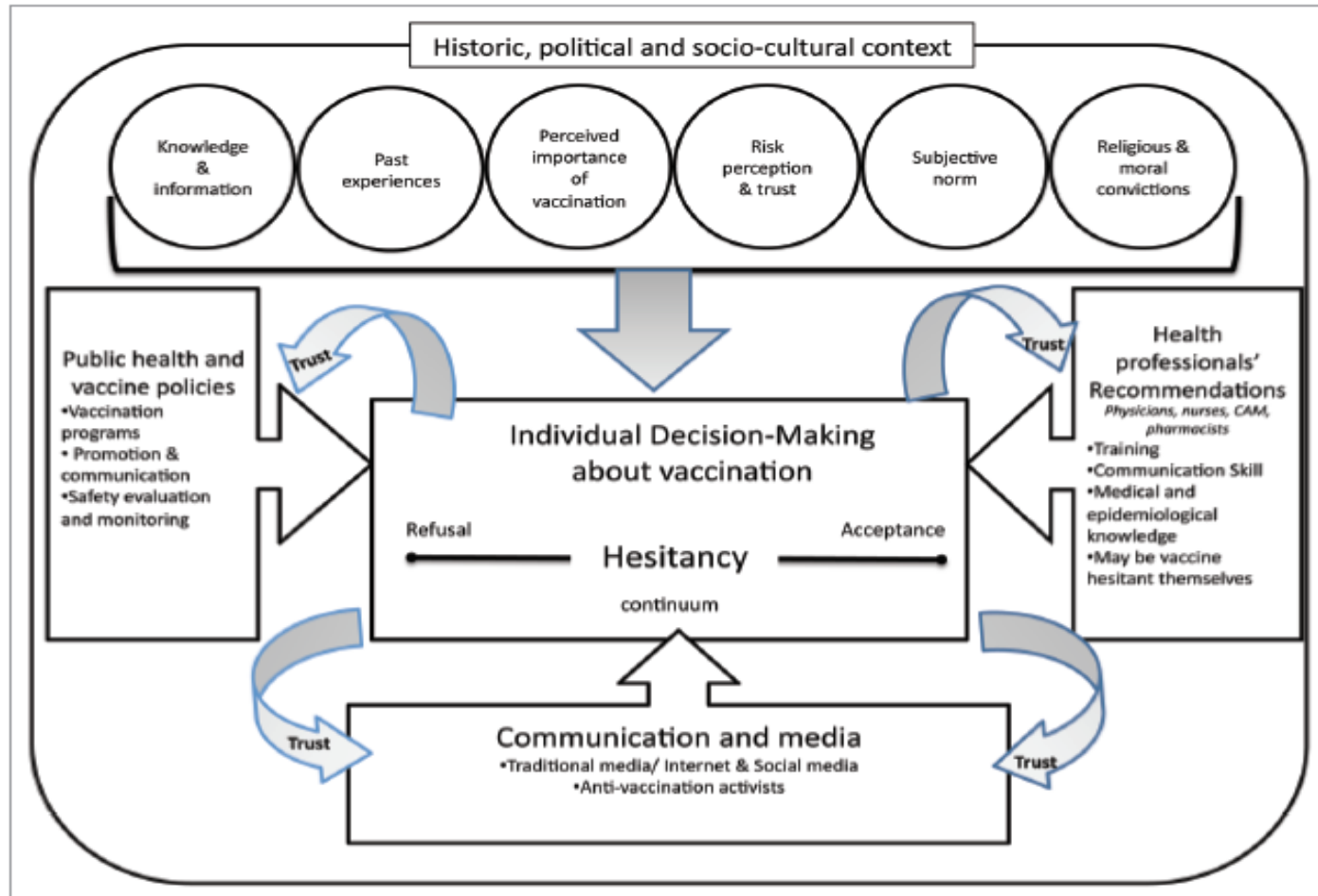


Most popular in US



Nepal earthquake death

Factors Influencing Decision to Vaccinate



Influences on Vaccine Hesitancy

Confidence

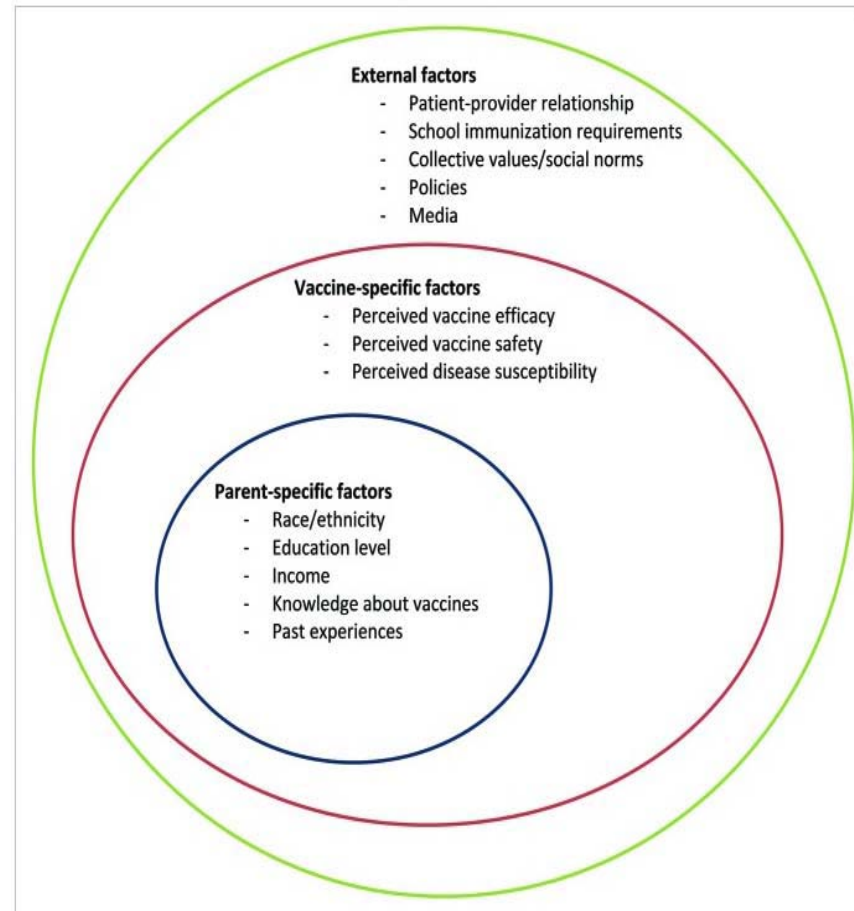
- do not trust vaccine or provider

Complacency

- do not see need for or value vaccine

Convenience

- lack of access



Communicating with the Vaccine Hesitant Parent or Individual



No need to worry about those silly old warnings... I never pay any attention to them anyway.

7 Cs of Communication

Vaccine Benefits and Risks

Competency

Caring

Credibility

Clarity

Chemistry

Consistency

Collaboration



ablogconsulting.com/images/blogging-trust.jpg

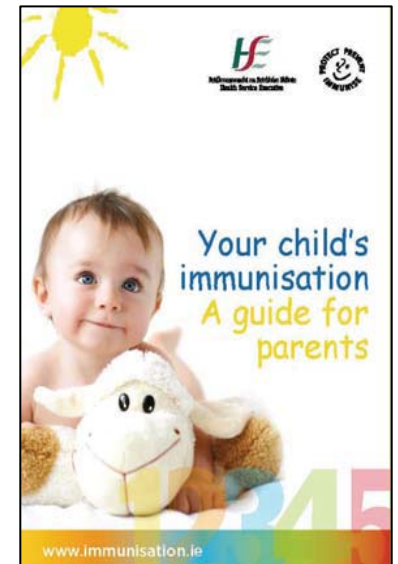


Communication Strategy

- **Be prepared**

Have evidence-based knowledge of

- Vaccines- what they are and how they work
- Diseases that vaccines prevent
- Common side effects
- The risks of not vaccinating
- Appropriate information materials



- **Time to discuss and answer questions**



Communication

- **Be well informed, open and honest**
- **Avoid academic jargon**
- **Listen**
- **Elicit specific concerns (parents don't all have the same concerns)**
- **Acknowledge their concerns: "What you have read on the internet must be worrying you"**
- **Don't bring up new concerns**



Communication

- **Inform about benefits *and* risks accurately**

Include consequences of not vaccinating



Frame your message

A vaccine is 99% safe 😊 Vs there is a 1% risk of side effects ☹️

75% lean beef burgers 😊 Vs 25% fat beef burgers ☹️

50% wholegrain cereal 😊 Vs 50% ???? ☹️

Stories of children affected by vaccine preventable diseases

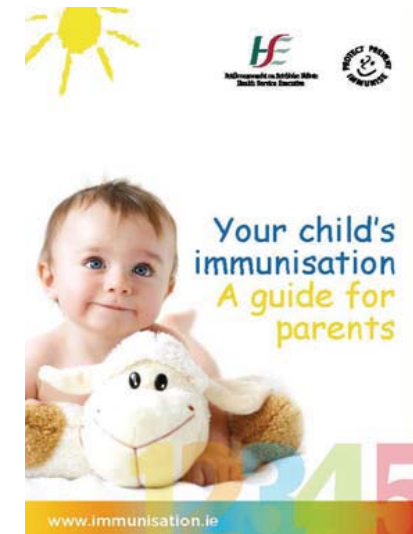
<http://www.immunize.org/reports>



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Communication

- **Stay on message**
 - Vaccines are safe and effective
 - Recommended by independent experts
 - Higher safety standards than drugs



- **Give or point them in direction of appropriate resources**
- **Any decisions that are made, whether to give or withhold vaccines must be respected**



Useful Resources

- www.immunisation.ie
- <http://www.racgp.org.au/afp/2014/october/a-positive-approach-to-parents-with-concerns-about-vaccination-for-the-family-physician>
- <http://www.ovg.ox.ac.uk>
- <http://www.immunize.org/reports>



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