

Hiding in the herd: Communicating with Vaccine Reluctant Parents and Caregivers

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Learning Objectives:

By the end of session, participants will each be able to:

1. Discuss common parental concerns and misconceptions regarding vaccination
2. Describe strategies to communicate with vaccine reluctant parents
3. Identify useful and reliable web and media resources for vaccine reluctant parents and caregivers

Articles:

Gust DA, Darling N, Kennedy A, Schwartz B. Parents with doubts about vaccines: which vaccines and reasons why. *Pediatrics*. 2008; 122(4):718 –725

<http://pediatrics.aappublications.org/content/122/4/718.full.pdf>

Gust D, Brown C, Sheedy K, Hibbs B, Weaver D, Nowak G. Immunization attitudes and beliefs among parents: beyond a dichotomous perspective. *Am J Health Behav*. 2005;29(1): 81–92

Offit, PA, Moser C, The Problem With Dr Bob’s Alternative Vaccine Schedule *Pediatrics*, 2008;123 (1):e164 -e169

<http://pediatrics.aappublications.org/content/123/1/e164.full.html>

Offit PA, Quarles J, Gerber MA, et al. Addressing parents’ concerns: do multiple vaccines overwhelm or weaken the infant’s immune system? *Pediatrics*. 2002;109(1): 124 –129

<http://pediatrics.aappublications.org/content/109/1/124.full>

Healy CM, Pickering LK. How to Communicate With Vaccine-Hesitant Parents. *Pediatrics*. 2011 May;127 Suppl 1:S127-33

<http://pediatrics.aappublications.org/content/early/2011/04/18/peds.2010-1722S.full.pdf+html>

Web Resources:

Centers for Disease Control and Prevention- Vaccine Information Statements
www.cdc.gov/vaccines/pubs/vis/default.htm

Immunization Action Coalition
www.immunize.org

National Foundation for Infectious Disease
www.nfid.org

National Network for Immunization Information
www.immunizationinfo.org

Provider Resources for Vaccine Conversations with Parents

<http://www.cdc.gov/vaccines/spec-grps/hcp/conversations.htm>

The Centers for Disease Control and Prevention, in partnership with the AAP and the American Academy of Family Physicians, has developed “Provider Resources for Vaccine Conversations With Parents”. Materials include communication tips on having productive conversations about immunization; current vaccine-safety information, including answers to common questions and summaries of research; and disease-specific fact sheets. This information can be downloaded and provided as handouts to parents and used to initiate a dialogue about vaccines during prenatal, newborn, and other health care visits. HCPs can sign up for e-mail updates as new resources are posted on the site.

CASE Model and Risk Communication Videos

<http://www2.aap.org/immunization/pediatricians/riskcommunicationvideos.html>

Understanding risk communication theory and having tools such as the CASE model encourages fruitful discussion with families about their vaccine safety concerns. The videos introduce risk communication and the CASE model, role play two examples of the CASE model in action, and provide feedback on each of the scenarios. These can be viewed individually or as part of a larger group for discussion.

Vaccine Education Center at the Children’s Hospital of Philadelphia

<http://www.chop.edu/service/vaccine-education-center/home.html>

The Children's Hospital of Philadelphia's Vaccine Education Center provides complete, up-to-date and reliable information about vaccines to parents and healthcare professionals. The site provides videos, informational tear sheets, and information on every vaccine.

Web Resources for Parents

American Academy of Pediatrics
www.aap.org/healthtopics/immunizations.cfm

Centers for Disease Control and Prevention
www.cdc.gov/vaccines

National Network for Immunization Information
www.immunizationinfo.org

Vaccinate Your Baby
www.vaccinateyourbaby.com