

Addressing Vaccine Hesitant Parents

The Problem

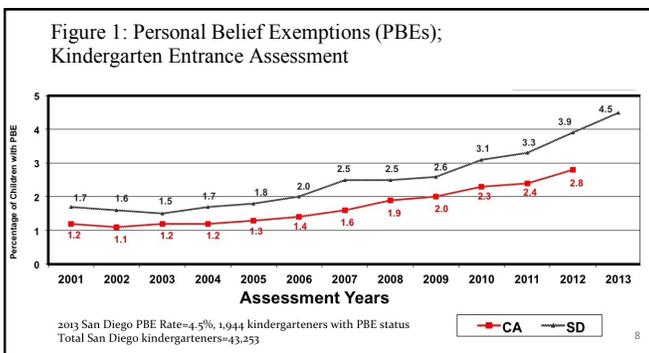
National data show that child immunization coverage rates for some vaccines have declined since 2008.¹ Outbreaks of measles have reached record numbers in 2014.² San Diego data show that over the last decade the rate of Personal Belief Exemptions (PBEs), or children entering kindergarten having refused at least one vaccine, has gradually increased to a current rate of over four percent (Figure 1).³ These under-immunized children are clustered geographically, putting children who live in these areas at increased risk for disease. Community protection that comes from high immunization rates is also at risk so that even immunized children are affected by outbreaks.

A Solution

Healthcare providers are parents' primary resource for accurate information about childhood vaccines. It is important for healthcare providers to effectively help parents assess the benefits and risks of vaccines and understand that the information on the internet may be incorrect. Healthcare providers need resources to help them effectively address parent concerns about vaccines.

Addressing Vaccine Hesitant Parents, a series of roleplaying video clips, was produced for healthcare providers.* The videos feature Mark Sawyer, MD, Pediatric Infectious Disease Specialist, as narrator, and demonstrate real life interactions between physicians and parents with questions about their child's vaccines. Each video clip addresses a specific question; the series can be viewed by topic or as a whole. The goals of the video clips are to:

- ◆ Describe the problem of vaccine hesitancy in our community.
- ◆ Demonstrate effective communication styles to address common concerns among parents.
- ◆ Provide specific messages to be used in communication about vaccine safety.



Go To: www.WhyImmunizeKids.org

Roleplaying Videos:

1. General vaccine safety:
 - ingredients
 - autism
 - overwhelming the immune system
 - alternate schedules
2. Is natural immunity better?
3. Diseases no longer exist.
4. It's my right to decide.
5. Why does my newborn need Hepatitis B?

* Addressing Vaccine Hesitant Parents was produced in 2014 by *Immunizations for San Diego Kids* - a grant funded project with the goal of increasing immunization rates by addressing vaccine hesitant parents. It is a partnership of Rady Children's Hospital, Children's Physician's Medical Group, the local American Academy of Pediatric chapter and First 5 San Diego.

1. MMWR/September 13,2013, 62(36):733-740. 2. Preliminary data as of May 23, 2014; National Notifiable Diseases Surveillance System (NNDSS) and direct report to CDC. 3. 2012- 2013 KINDERGARTEN IMMUNIZATION ASSESSMENT RESULTS; CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, IMMUNIZATION BRANCH

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