Communicating about Infant Immunizations: Translating Research into Educational Materials and Promotional Tools

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Approach to the Development of Materials and Messages

- Risk communication approach
- Literature review and other research
- Development, testing, and revision of draft materials
- Input from subject matter experts
- Ongoing formative research with parents throughout the process
Research with Health Care Professionals

- 2008 in-depth interviews with pediatricians and family physicians
- 2009 survey of pediatricians and family physicians (partnership with U of Colorado)
- Pilot evaluation of educational materials with WA state health care professionals
- In-depth interviews (IDIs) to discuss provider resources
Guiding Principles and Lessons Learned

- Strong support among health care professionals for the existing immunization schedule
- Discussing vaccine safety issues and concerns with parents is now a standard
- Bottom line is that kids are getting immunized but discussion and education are taking longer than in the past
- Health care professionals are still the most trusted source of vaccine information and advice for most parents
- Educational materials should supplement—not replace—conversations between health care professionals and parents
Research with Parents

- 2008, 2009, 2010 HealthStyles mail surveys of parents
- 2008 and 2009 focus group research with moms
- 2008 online testing of draft educational materials with moms
- 2010 national poll of parent vaccine attitudes and behaviors
- 2010 cognitive interviews and focus groups with moms to test readability of VIS
- 2011 focus groups and intercept interviews with parents to discuss vaccination barriers and facilitators, and to test message concepts
  - Includes research with high and low acculturation Hispanic parents and with fathers
- 2011 ConsumerStyles mail survey of parents
Research with Parents

Guiding Principles and Lessons Learned

- Parents are generally supportive of vaccination and confident in vaccine safety; however, parent vaccine attitudes and behaviors are best described as a spectrum rather than a dichotomy.
- Most parents, including those who are vaccinating their children, have some questions or concerns about vaccines:
  - Concerns about the pain of shots, potential side effects, and the number and timing of vaccines are the most common.
- Health care professionals remain the most important source for vaccine information:
  - Parents also do their own research and look to supplementary sources like friends, family, and the Internet for advice.
  - Parents want to hear consistent advice across trusted sources.
Research indicated that:

- HCPs were seeking info to pass on to parents about immunizing their children
- Parents did not know much about vaccine-preventable diseases and some questioned vaccine safety and efficacy
- Parents’ most trusted source of vaccine information was their child’s doctor or nurse

Prioritized development of resources to meet these needs and supporting HCP-parent conversations

Direct –to-parent media campaign
Provider Resources for Vaccine Conversations with Parents

- Information to help healthcare professionals talk to parents about:
  - Vaccines
  - Vaccine-preventable diseases
  - Vaccine safety
- Resources to help hcps and parents better understand vaccine-related issues

www.cdc.gov/vaccines/conversations
“Talking with Parents about Vaccines for Infants”

- **During the Office Visit**
  - Take time to listen
  - Solicit and welcome questions
  - Keep the conversation going
  - Use a mix of science and personal anecdotes
  - Acknowledge benefits and risks
  - Respect parents’ authority

- **After the Office Visit**
  - Document parents’ questions/concerns
  - Follow up a few days after the visit

www.cdc.gov/vaccines/conversations
Materials: Provider Resources for Vaccine Conversations with Parents

• Understanding Vaccines and Vaccine Safety
  • How Vaccines Work
  • The U.S. Recommended Childhood Immunization Schedule
  • Ensuring the Safety of U.S. Vaccines
  • Understanding the Vaccine Adverse Reaction Reporting System (VAERS)
  • Understanding MMR Vaccine Safety
  • Understanding Thimerosal, Mercury, and Vaccine Safety
  • Understanding the Advisory Committee on Immunization Practices (ACIP)

• Diseases and the Vaccines that Prevent Them
  • 14 vaccine-preventable disease sheets
    • 2 versions (basic and in-depth)

www.cdc.gov/vaccines/conversations
Provider Resources
Distribution/Promotion

- Web main distribution channel
  - HCP homepage
  - Content syndication
- One time printing
- Paid media
- Earned media
- Direct mail
- Direct engagement
- Partner outreach
  - Tell your colleagues!
  - Include a blurb / drop in article /ad in your newsletters
  - web button to link your website users to the resources
Keep in Touch

- Email alerts sent to subscribers when materials are added to site
- Feedback requested
- Comments will inform future plans

Give us your feedback
Sign up to get e-mail updates when materials are added
CDC Childhood Immunization Campaign Goals

• Reinforce the social norm to vaccinate
• Increase awareness of vaccine-preventable diseases
• Increase awareness of disease protection benefits of vaccines
• Empower parents to make the choice to immunize their children
CDC Childhood Immunization Campaign

- Direct-to-parent campaign
- Based on input from parents
- English: Immunization. Power to Protect.
  - 1 30 second TV PSA
  - 2 Radio ads in 30 and 60 seconds
  - 2 Print ads (2 sizes)
- Spanish: Con salud, todo es posible. Vacune a sus hijos.
  - 1 30 second TV PSA
  - 2 Radio ads in 30 and 60 seconds
  - 2 Print ads
- Local placement encouraged, download at:
  - www.cdc.gov/vaccines/cdcmediaresources
  - www.cdc.gov/vaccines/events/niiw/print-materials.html
Television PSAs
Immunization. Power to Protect.
Con salud, todo es posible. Vacune a sus hijos.

- Broadcast quality available for download
- State/locals health departments and other Immunization Partners, can place locally

www.cdc.gov/vaccines/cdcmediaresources/
Distribution

- Limited paid media
  - national magazines
  - Radio
- Earn media
  - TV, radio
- Promotion through digital/social media
- Partner Outreach

http://www.cdc.gov/vaccines/cdcmediaresources
Summary

- **Use audience research in design and planning**
  - *Formal/Informal*
  - *Communication fails when it is based on assumptions, perceptions, and expectations rather than an understanding of your audience.*

- **Parents’ information needs fall on a wide spectrum**
  - *Layer and tailor information (bite, snack, meal) allowing parents to choose the amount of information they want*
  - *Call out information and boxes*
  - *Develop parent-friendly resources (audience needs)*

- **People want to know the benefits to them**
  - *Messages must make clear the benefit*
Summary

- **Language, words, examples, stories must resonate with targeted populations**
  - personal stories, personal anecdotes supported with facts and statistics
  - Use language parents understand/prefer

- **Include empowering messages**
  - Parents often respond negatively to judgmental and overly directive messages.
  - Parents want to believe they are in control of their child’s health and health care.

- **Match images to content**
Parents are interested in vaccine-preventable diseases, but they do not know much about them, such as symptoms and methods of transmission.

Parents want to learn about the benefits *and* risks associated with vaccines.

Culturally and Linguistically Appropriate Materials
Summary-2

• Parents want credible information
  • Increase credibility of your materials by:
    • References or citations
    • Logos from respected organizations
    • Include a date on the materials
    • Where to go for more information
• The internet is the fastest growing information source for parents with children under two.
  • Increase and improve online presence
  • Keep it updated
• Health care professionals remain parents’ most trusted source of information.
  • Provider Recommendation (Call out box)
  • Distribute materials through trusted sources, like health care professionals, family, friends, and peers
Factors Associated With More Impactful Campaigns

- Use of audience research in design and planning
- Promote adoption of behaviors over stopping or preventing unhealthy ones
- Target one-time behaviors (versus habitual ones)
- Focus on homogeneous population groups
- Have multiple executions of messages and use multiple channels
- Have a high frequency of exposure to the messages
- Strive for sustained activity to mitigate the observed declines in behavior change after the campaign ends

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Websites

- Provider Resources for Vaccine Conversations with Parents
  - www.cdc.gov/vaccines/conversations
- Give Feedback on Provider Resources
  - www.cdc.gov/vaccines/tellus
- Health Care Professional Home Page
  - www.cdc.gov/vaccines/hcp
- “Get the Picture” Childhood Video
  - www.youtube.com/user/CDCStreamingHealth
Thank you!

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Communication Planning

- Select Target Audience
- Determine Goal/Objectives
- Define Audience
- Message Development
- Research
- Identify Tools (traditional and social media)
- Define Activities
- Identify Key Partners
- Evaluate