

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**

Research with Health Care Professionals

- **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 Guides Communication Priorities, Strategies, and Messages

- **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



If You Choose Not to Vaccinate Your Child, Understand the Risks and Responsibilities. | Information for parents

Let's make this easier.

If you choose to delay some vaccines or reject some vaccines entirely, there can be risks. Please follow these steps to protect your child, your family, and others.

With the decision to delay or reject vaccines comes an important responsibility that could save your child's life, or the life of someone else.

Any time that your child is ill and you:

- call 911;
- ride in an ambulance;
- visit a hospital emergency room, or
- visit your child's doctor or any clinic;

you must tell the medical staff that your child has not received all the vaccines recommended for his or her age. Keep a vaccination record easily accessible so that you can report exactly which vaccines your child has received, even when you are under stress.

Telling healthcare professionals your child's vaccination status is essential for two reasons:

- When your child is being evaluated, the doctor will need to consider the possibility that your child has a vaccine-preventable disease. Many of these diseases are rare occurrences, but they still occur, and the doctor will need to consider that your child may have a vaccine-preventable disease.
- The people who help your child can take precautions, such as isolating your child, so that the disease does not spread to others. One group at high risk for contracting disease is infants who are too young to be fully vaccinated. For example, the rotavirus vaccine is not usually recommended for babies younger than 12 months. Very young babies who get rotavirus are likely to be seriously ill, often requiring hospitalization. Other people at high risk for contracting disease are those with weaker immune systems, such as some people with cancer and transplant recipients.

Before an outbreak of a vaccine-preventable disease occurs in your community:

- Talk to your child's doctor or nurse to be sure your child's medical record is up to date regarding vaccination status. Ask for a copy of the updated record.
- Inform your child's school, childcare facility, and other caregivers about your child's vaccination status.
- Be aware that your child can catch diseases from people who don't have any symptoms. For example, 11th meningitis can be spread from people who have the bacteria in their body but are not ill. You can't tell who is contagious.



Vaccines/conversations

Academy of Family Physicians
American Academy of Pediatrics

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

AMERICAN ACADEMY OF FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN

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

Last updated: October 2020 | Information for providers |

Talking with Parents about Vaccines for Infants



Physicians, nurses, and parents agree: times have changed. Because of questions or concerns about vaccines, well-child visits can be stressful for parents. As their infant’s healthcare provider, you remain parents’ most trusted source of information about vaccines, and your personal relationship uniquely qualifies you to help support parents in understanding and choosing vaccinations.

However, time for infant health evaluation at each well visit is at a premium, as you check physical, cognitive, and other milestones and advise parents on what to expect in the coming months. Therefore, making time to talk about vaccines may be stressful for you. But when an infant is due to receive vaccines, nothing is more important than making the time to assess the parents’ information needs as well as the role they desire to play in making decisions for their child’s health, and then following up with communication that meets their needs.

When it comes to communication, you may find that similar information—be it science or anecdote or some mix of the two—works for most parents you see. But keep a watchful eye to be sure that you are connecting with each parent to maintain trust and keep lines of communication open.

We hope that these brief reminders—and the materials that you, your staff, and parents can find on our website—will help ensure your continued success in immunizing infants and children. Success may mean that all vaccines are accepted when you recommend them, or that some vaccines are scheduled for another day. If a parent refuses to vaccinate, success may simply mean keeping the door open for future discussions about choosing vaccination.

THIS RESOURCE COVERS:

- ▶ What you may hear from parents about their vaccine safety questions and how to effectively address them when raised
- ▶ Proven communication strategies and tips for having a successful vaccine conversation with parents

Nurses and other office staff can play a key role in establishing and maintaining a practice-wide commitment to communicating effectively about vaccines and maintaining high vaccination rates, from providing parents with educational materials, to being available to answer their questions, to making sure that families who may opt for extra visits for vaccines make and keep vaccine appointments.

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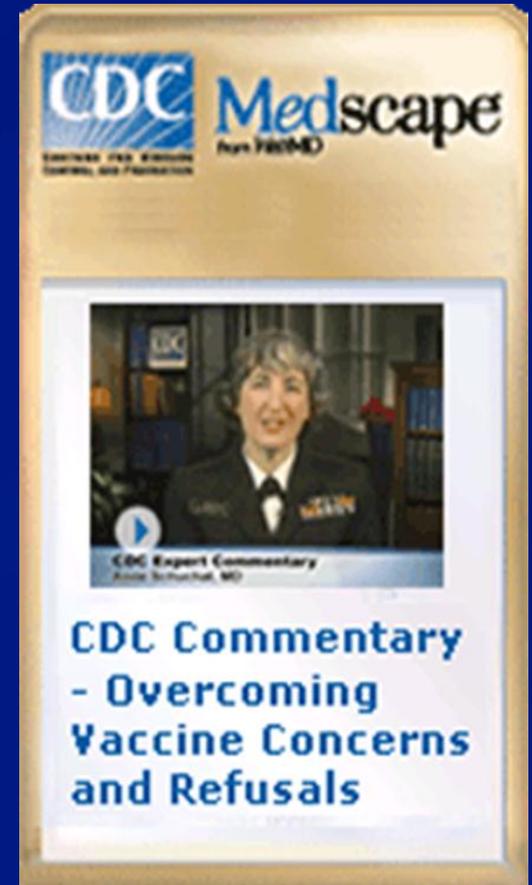
Materials: Provider Resources for Vaccine Conversations with Parents

- **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**





Provider Resources for Vaccine Conversations with Parents



When it comes to vaccines, parents trust you.

Parents hear about vaccines from many sources but medical professionals remain the resource for health information. Providing parents with reliable information about one of the most important conversations you have today.

Provider Resources for Vaccine Conversations with Parents can help. These materials include:

- Current vaccine safety information
- Strategies for successful vaccine conversations with parents
- Easy-to-use educational materials for parents
- Fact sheets on vaccines and vaccine-preventable diseases
- Waiting room videos for parents

When it comes to vaccines, You are their most trusted resource.

Providing parents with reliable information about vaccines could be one of the most important conversations you have today.

Resources to communicate with parents about vaccines can help. These materials include:

- Current vaccine safety information
- Strategies for successful vaccine conversations with parents
- Easy-to-use educational materials for parents
- Fact sheets on vaccines and vaccine-preventable diseases
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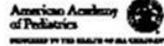
FREE vaccine resources today!

www.cdc.gov/vaccines/conversations • 1-800-CDC-INFO (800-232-4636)



GET YOUR FREE VACCINE RESOURCES TODAY!

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Keep in Touch

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

Keep in Touch



- [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 fail or backfires 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-2

- ❑ **Language, words, examples, stories must resonate with targeted populations**
 - personal stories, personal anecdotes supported with facts and statistics
 - Use language parent's 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**

Summary-3

- **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

Snyder, L (2007). Health communication campaigns and their impact on behavior. *J of Nutrition Education and Behavior*, 39(2), pp S32-S40.

Acknowledgements

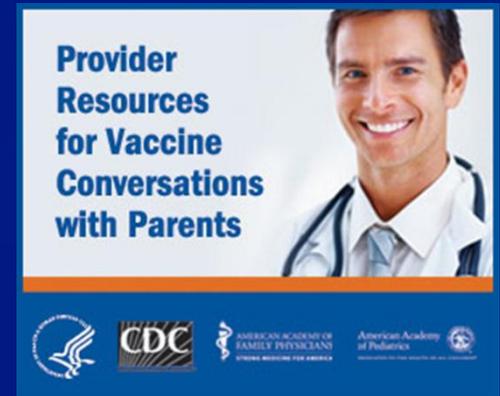
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Websites

- ❑ **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**