Addressing Vaccine Hesitancy

Intervening to increase vaccine uptake

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How do California’s HPV vaccination rates compare to other states?
### Vaccination Coverage Among Adolescents Aged 13–17 Years — United States, 2017

<table>
<thead>
<tr>
<th>Region, state, local area</th>
<th>≥1 Tdap¶</th>
<th>≥1 MenACWY***</th>
<th>≥1 HPV‡</th>
<th>HPV UTD⁶⁵</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>United States overall</strong></td>
<td>88.7 (87.8–89.6)</td>
<td>85.1 (84.2–86.1)¶¶</td>
<td>65.5 (64.3–66.7)¶¶</td>
<td>48.6 (47.3–49.9)¶¶</td>
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<tr>
<td>Region IX</td>
<td>83.3 (78.5–87.2)</td>
<td>82.2 (77.4–86.2)</td>
<td>70.4 (65.4–75.0)</td>
<td>53.1 (47.5–58.7)</td>
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<tr>
<td>Arizona</td>
<td>82.4 (76.7–87.0)</td>
<td>83.8 (78.3–88.1)</td>
<td>65.0 (58.4–71.2)</td>
<td>53.0 (46.3–59.6)</td>
</tr>
<tr>
<td>California</td>
<td>83.5 (77.2–88.3)</td>
<td>82.2 (75.9–87.1)</td>
<td>71.9 (65.4–77.5)</td>
<td>53.4 (46.3–60.4)</td>
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<tr>
<td>Hawaii</td>
<td>84.8 (79.3–89.1)</td>
<td>85.9 (80.6–90.0)¶¶</td>
<td>69.4 (63.0–75.1)</td>
<td>54.7 (48.2–61.0)</td>
</tr>
<tr>
<td>Nevada</td>
<td>82.5 (76.6–87.1)</td>
<td>77.3 (71.0–82.5)</td>
<td>64.9 (58.3–70.9)</td>
<td>49.0 (42.6–55.5)</td>
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Combined Female & Male

(Hover over a state in either map above to highlight the state below)

Note: Color scales centered on national vaccination rates (53.1 for females, 44.3 for males, and 48.6 for females & males combined)
National vaccination rates for HPV series completion are 53.1 for females and 44.3 for males.
Change systems
Change social processes
Change thoughts and feelings
THIS IS FASCINATING...

BUT WHY ARE YOU TELLING US THIS?
The continuum of Vaccine Acceptance

- Refuse all
- Refuse but unsure
- Accept some, Delay, Refuse some
- Accept but unsure
- Accept all

Vaccine hesitancy

Dubé, E Institut National de Santé Publique du Québec, Canada
Asking questions or expressing concern does not equal vaccine refusal.
YOU have the power to increase vaccine confidence!
Talking About HPV Vaccine

FRAMING THE CONVERSATION
Value Parents Place on the Vaccines

Adapted from Healy et al. Vaccine. 2014.
 Clinician Estimations

Adapted from Healy et al. *Vaccine*. 2014.
Clinicians Underestimate the Value Parents Place on HPV Vaccine

Adapted from Healy et al. *Vaccine*. 2014.
“The perceived and real concerns of parents influence how clinicians recommend HPV vaccine.”
What you say matters.
How you say it matters more.
Action 1
Make a presumptive recommendation for cancer prevention
Now that Sophia is 11, she is due for three vaccines. These will help protect her from the infections that can cause meningitis, HPV cancers, and pertussis. We’ll give those shots today.
Now that Sophia is 11, she is due today for three important vaccines.

The first is to help prevent an infection that can cause meningitis, which is very rare, but potentially deadly. The second is to prevent a very common infection, HPV, that can cause several kinds of cancer. The third is the tetanus booster which also protects against pertussis, so she doesn’t get whooping cough.

We’ll give those shots at the end of the visit. Do you have any questions for me?
How do you make the HPV vaccine recommendation and why do you say it that way?

#HowIRecommend

#HowIRecommend

HPV VACCINE IS CANCER PREVENTION

CDC
Some Parents Need Reassurance

- Many parents simply accept this bundled recommendation
- Some parents may be interested in vaccinating, yet still have questions. Interpret a question as they need additional reassurance from YOU, the clinician they trust with their child’s health care
- Ask parents about their main concern (be sure you are addressing their real concern)

Unpublished CDC data, 2013.
Action 2

Answer parents’ questions
Common Concerns

- Does my child really need this vaccine?
- Is the vaccine safe?
- Will the HPV vaccine harm my daughter’s fertility?
- Does my religion allow this vaccine?
How NOT to talk to vaccine hesitant parents

lots of statistics

dismissal

judgment
• Empathy
• Advice from a health care provider
• Real stories about risks of not vaccinating
1. Start with compassion not judgement.
2. Use simple facts that address specific concern or question.
3. Avoid restating the myth or rumor.
4. Share personal experience
5. Reinforce vaccination as the norm in your clinic, practice or office.
I’m concerned about the safety of the vaccine—I read things online that say HPV vaccine isn’t safe.

Do you really know if it’s safe?
“It sounds like you want what’s best for your child and have concerns about the safety of HPV vaccine. Is that right? We both want what’s best for your child. Can you tell more about your concerns? I have researched HPV vaccine including safety. Can I share with you what I have learned?”
I know there are stories in both the media and online about vaccines. However, I want you to know that HPV vaccine has been carefully studied for many years by medical and scientific experts.

Based on all these studies, I believe HPV vaccine is very safe.
Vaccines, like any medication, can cause side effects. With HPV vaccination, this could include pain, swelling, and/or redness where the shot is given, or possibly a headache. No serious side effects have been associated with HPV vaccine.
Can HPV vaccine cause future fertility problems?
There is no evidence available to suggest that HPV vaccine will affect future fertility. However, women who develop cervical cancer could require treatment that would limit their ability to have children.

Starting the HPV vaccine series today could prevent that from happening and protect your daughter’s ability to bear children.
Religious Objections
All major religions recognize the value of vaccines and the importance of protecting individual and community health.

If someone makes a claim that their religion is opposed to vaccines, take that as an opportunity to ask some questions. Often a stated religious exemption is justifying a personal feeling of fear or uncertainty.
Religious Concerns

Healthcare professionals who see parents and patients with religious concerns about immunization may find these materials useful. In general, religions around the world support immunization.

Religious Concerns Resources

Immunization Action Coalition (IAC)

- **Handouts for Parents**
  - Need Help Responding to Vaccine-Hesitant Parents? Science-Based Materials from Respected Organizations
  - Reliable Sources of Immunization Information

- **View All Handouts for Parents**
- **View All IAC Handouts and Staff Education Materials**

- **Ask the Experts: Vaccine Safety**
  - CDC's experts answer challenging questions about vaccines

- **Vaccine Information Statements**
  - VIFSs are information sheets produced by CDC that explain both the benefits and risks of a vaccine to vaccine recipients

More Resources

- **TALKING ABOUT VACCINES**
  - Religious Concerns
  - Alternative Medicine
  - Autism
  - Countering Dr. Sears
  - Importance of Vaccines
  - MMIR Vaccine

- **Responding to Parents**
- **Thimerosal**
- **Too Many Vaccines?**
- **Vaccine Safety**

- **FEATURED RESOURCE**

  **Slate**
  - Slate - February 5, 2015

- **VIDEOS**
  - Perspective Video: Religious Exemptions from Vaccinations
  - Dr. Paul Offit discusses his new book, Bad Faith: How Religious Belief Undermines Modern Medicine

http://immunize.org/talking-about-vaccines/religious-concerns.asp
theory

practice
Compassion

Pro-immunization Culture

Simple Facts

Personal Stories

Avoid Myths
These are your patients, not strangers on the internet.
1. Work on systems that make vaccination the default decision in your practice.

2. Make a strong presumptive recommendation for the HPV vaccine the same day and the same way as other vaccines for all age-eligible patients.

3. If needed, answer questions and address vaccine hesitancy with compassion. Use simple, straight-forward language.
You’ve done everything and the parent still refuses... that’s OK!

Try again next time!
If a Parent Declines Today

- Declination is not final. The conversation can be revisited
- End the conversation with at least one action you both agree on
- Because waiting to vaccinate is the risky choice, many pediatricians ask the parent to sign a declination form
<table>
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<td>Find tips and resources for your practice to successfully communicate with parents about HPV vaccination.</td>
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**Protecting patients from cancer**

**Schedules and dosing**

**Answering parents’ questions**

**Boosting vaccination rates**

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**CDC Resources** –

[https://www.cdc.gov/HPV](https://www.cdc.gov/HPV)

- #HowIRecommend Video Series
  
  [https://www.cdc.gov/hpv/hcp/how-I-recommend.html](https://www.cdc.gov/hpv/hcp/how-I-recommend.html)

- Answering Parent’s Questions
  
  [https://www.cdc.gov/hpv/hcp/answering-questions.html](https://www.cdc.gov/hpv/hcp/answering-questions.html)
Recomendaciones sobre el uso de la vacuna

Aprenda sobre lo que la Sociedad Americana Contra El Cáncer recomienda respecto a la aplicación de las vacunas contra el virus del papiloma humano.

ACS Resources-
http://www.cancer.org/HPV

Spanish Language resources:
Handouts: Language Index

Chinese Translations of IAC Materials

Note: Simplified Chinese is preferred in China, Singapore, and Malaysia. Traditional Chinese is preferred in Hong Kong, Macau, and Taiwan.

After the shots... what to do if your child has discomfort (no dosing table)
Traditional Chinese
Explains to parents/guardians which reactions are normal and which need medical attention
[#P4014-08]
ENGLISH

Immunizations for babies -- a guide for parents
Traditional Chinese
Picture of the shot schedule [#P4010-08]
ENGLISH

Screening checklist for contraindications to vaccines for adults
Traditional Chinese
Form your patients to help you evaluate which vaccines can be given at that day's visit, includes information sheet for healthcare professionals [#P4065-08]
ENGLISH

Screening checklist for contraindications to vaccines for children and teens
Simplified Chinese
Form your patients (or parents) to help you evaluate which vaccines can be given at that day's visit, includes information sheet for healthcare professionals [#P4060-08]
ENGLISH

Vaccinations for adults -- you're never too old to get vaccinated!
Simplified Chinese
Table covering all adult vaccinations [#P4030-08]
ENGLISH

Vaccination for infants and children - 0-12 months

http://www.immunize.org/handouts/?f=6
WHO/Europe best practice guidance: How to respond to vocal vaccine deniers in public (2016)
Thank You!

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www.hpvroundtable.org