

Strategies for  
Addressing  
Parents'  
Concerns and  
Questions  
about Vaccines  
for Children

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Immunize Colorado

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# No single key



# Overview

- Discuss different reasons children remain unimmunized
- Identify cultural logics that lead to vaccine hesitancy
- Consider ways forward in conversation with parents

# Herd Immunity

Estimated Herd Immunity thresholds for vaccine preventable diseases

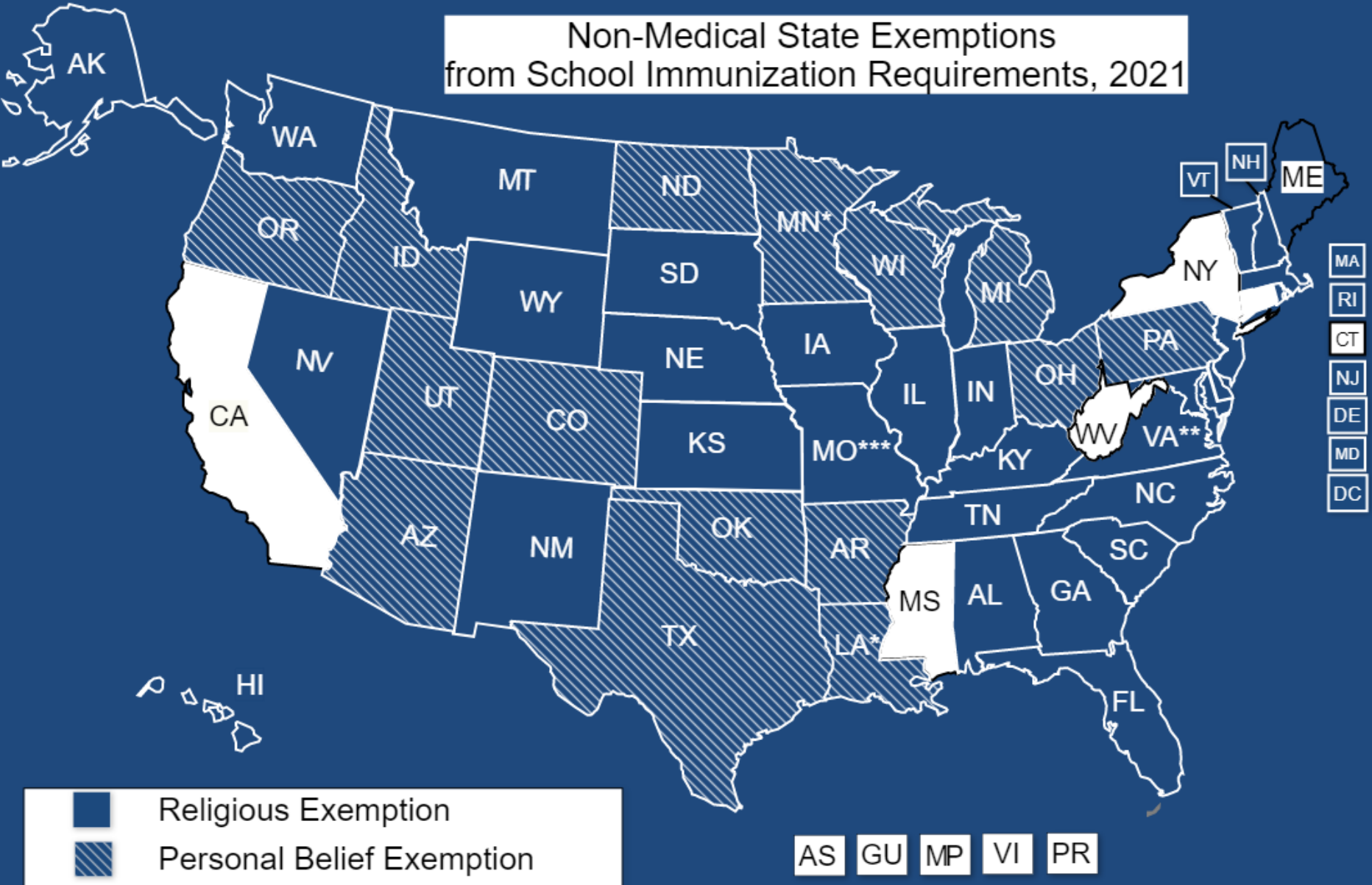
Disease	Transmission	$R_0$	Herd immunity threshold
<b>Diphtheria</b>	Saliva	6-7	85%
<b>Measles</b>	Airborne	12-18	83 - 94%
<b>Mumps</b>	Airborne droplet	4-7	75 - 86%
<b>Pertussis</b>	Airborne droplet	12-17	92 - 94%
<b>Polio</b>	Fecal-oral route	5-7	80 - 86%
<b>Rubella</b>	Airborne droplet	5-7	80 - 85%
<b>Smallpox</b>	Social contact	6-7	83 - 85%

Source: (CDC 2003)





# Non-Medical State Exemptions from School Immunization Requirements, 2021



AS GU MP VI PR



# PARENTS OF EARTH, ARE YOUR CHILDREN FULLY IMMUNIZED?



**MAKE SURE—  
CALL YOUR DOCTOR OR  
HEALTH DEPARTMENT TODAY.  
AND MAY THE FORCE BE WITH YOU.**



Get Your  
**POLIO SHOTS**  
NOW  
and  
**PLAY SAFE**

Supported by the MARCH OF DIMES  
Foundation for Infantile Paralysis Franklin D. Roosevelt, Founder







**Carlos A. Rodríguez**

@CarlosHappyNPO

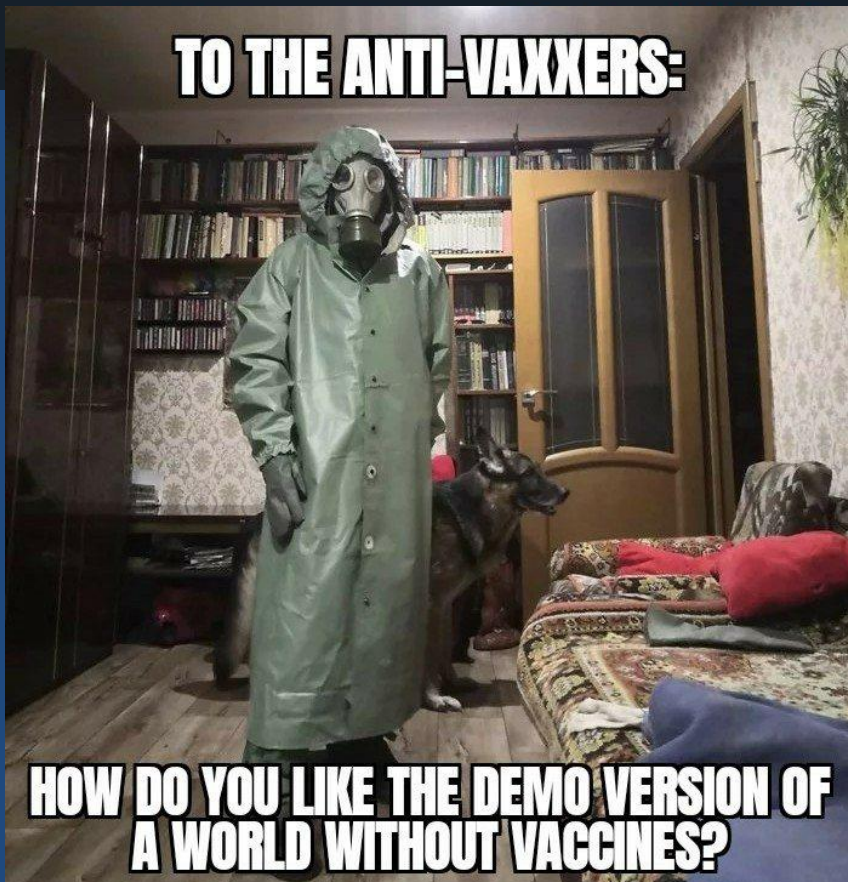
For those who wanted a world with no vaccines... here's the world without ONE vaccine.

**IF**

**THE WORLD WITHOUT VACCINES**



**TO THE ANTI-VAXXERS:**

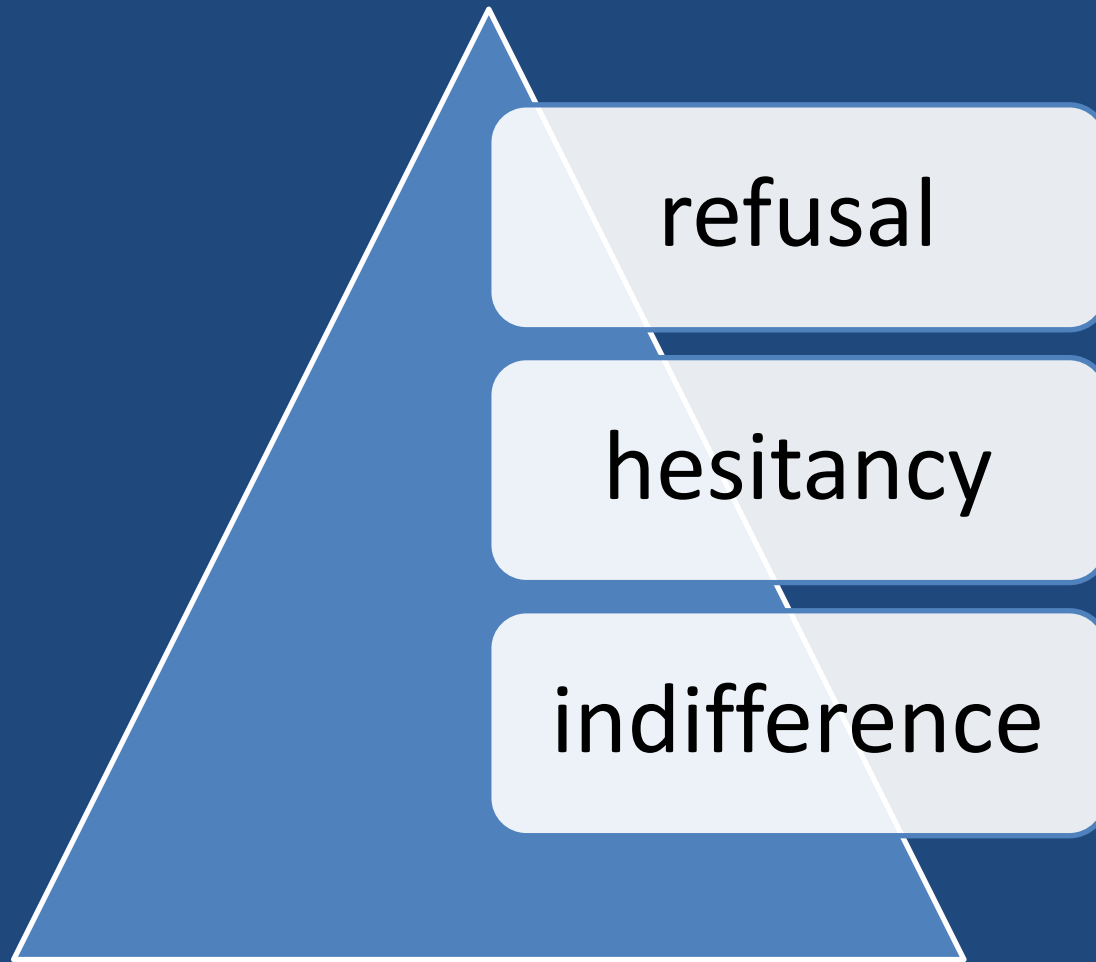


**HOW DO YOU LIKE THE DEMO VERSION OF A WORLD WITHOUT VACCINES?**

Hey Antivaxxers... What we're experiencing right now on a global scale, this is what a world without vaccines looks like. So after this is all over and we move on, don't expect us to tolerate your stupid bullshit anymore.



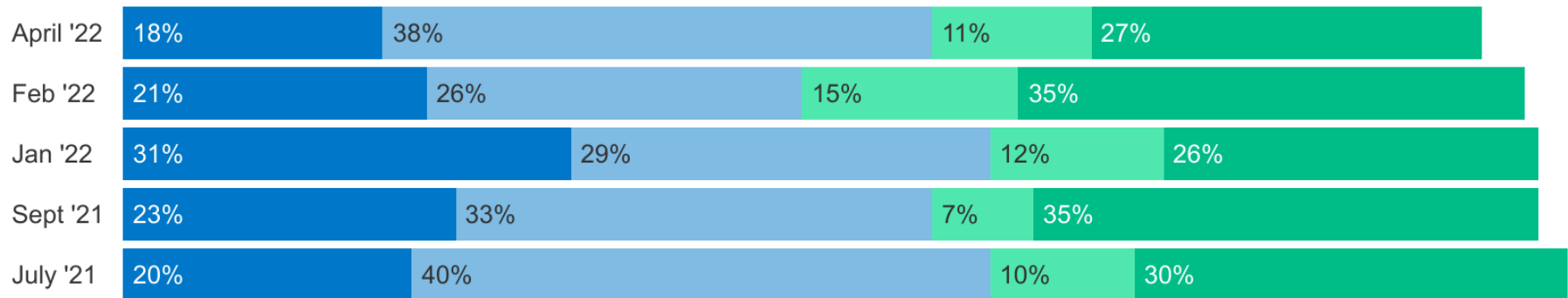
# Conceptualizing the unvaccinated



# Parental intentions vary: under 5 covid vaccines

Thinking about your child under the age of 5, once there is a COVID-19 vaccine authorized and available for your child's age group, do you think you will...?

■ Get them vaccinated right away ■ Wait and see ■ Only if required ■ Definitely not



NOTE: Among parents or guardians of children under the age of 5. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor

[KFF COVID-19  
Vaccine Monitor](#)



# Building Immunity For Your Child

Mommy Diaries



# CALLING THE SHOTS

WHY PARENTS  
REJECT VACCINES



JENNIFER A. REICH

# Individualist Parenting



# Choose the right car seat.



One size doesn't fit all.



an easy way  
to know you're  
making the  
right choices

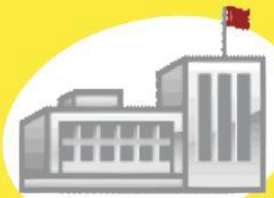
# SCHOOL CHOICE



+



=



It's Your  
Tax Money

They're  
Your Kids

It Should Be  
Your Choice



# A LIFELONG JOB

the Constant  
Protection of  
Their Health.



*The COOK COUNTY*  
PUBLIC HEALTH UNIT

Individual  
responsibility for  
health

**AT THE END OF THE  
DAY, YOUR HEALTH IS  
YOUR RESPONSIBILITY**

JILLIAN MICHAELS

PICTUREQUOTES.COM

  
**COUNT**  
  
**YOUR**  
  
**CALORIES!**



**COUNT  
YOUR  
STEPS**



Take  
Control  
**Now**



Your health is  
your responsibility

711714

# Parents as Experts





# Benefits vs Risks



Sudden Infant Death Syndrome  
Up to 60% of Immune System Destroyed

Neurological Disease  
Organ Disease  
Autism  
Cancer  
Asthma  
Leukemia  
Synergistic Toxicity  
Developmental Damage

Attention Deficit Disorder  
Learning Disabilities  
Brain Cell Loss  
Allergies  
Psoriasis  
Total Paralysis  
Multiple Sclerosis  
Auto-Immune Diseases

Seizures - Epilepsy - Deafness - Blindness  
Central Nervous System Damage  
Death

# Evaluating Benefit



# Evaluating Benefit

- Likelihood of infection
- Severity of disease



(chickenpox)



(small pox)



# Estimating Risk



**TABLE 3. Recommended schedule for routine active vaccination of infants and children\***

**1994 schedule**

Vaccine	At birth (before hospital discharge)	1-2 months	2 months <sup>†</sup>	4 months	6 months	6-18 months	12-15 months	15 months	4-6 years (before school entry)
Diphtheria-tetanus-pertussis <sup>3</sup>			DTP	DTP	DTP			DTaP/DTP <sup>†</sup>	DTaP/DTP OPV
Polio, live oral			OPV	OPV	OPV**				
Measles-mumps-rubella							MMR		MMR <sup>††</sup>
<i>Haemophilus influenzae</i> type b conjugate HbOC/PRP-T <sup>3,11</sup> PRP-OMP <sup>11</sup>			Hib Hib	Hib Hib	Hib		Hib <sup>††</sup> Hib <sup>††</sup>		
Hepatitis B*** Option 1 Option 2	HepB	HepB <sup>†††</sup> HepB <sup>†††</sup>		HepB <sup>†††</sup>		HepB <sup>†††</sup> HepB <sup>†††</sup>			

Vaccine ▼	Age ►	Birth	1 month	2 months	4 months	6 months	12 months	15 months	18 months	19-23 months	2-3 years	4-6 years
Hepatitis B <sup>1</sup>		HepB	HepB			HepB						
Rotavirus <sup>2</sup>				RV	RV	RV <sup>2</sup>						
Diphtheria, Tetanus, Pertussis <sup>3</sup>				DTaP	DTaP	DTaP	<small>see footnote<sup>3</sup></small>	DTaP				DTaP
<i>Haemophilus influenzae</i> type b <sup>4</sup>				Hib	Hib	Hib <sup>4</sup>	Hib					
Pneumococcal <sup>5</sup>				PCV	PCV	PCV	PCV				PPSV	
Inactivated Poliovirus <sup>6</sup>				IPV	IPV	IPV						IPV
Influenza <sup>7</sup>						Influenza (Yearly)						
Measles, Mumps, Rubella <sup>8</sup>							MMR		<small>see footnote<sup>8</sup></small>			MMR
Varicella <sup>9</sup>							Varicella		<small>see footnote<sup>9</sup></small>			Varicella
Hepatitis A <sup>10</sup>							HepA (2 doses)				HepA Series	
Meningococcal <sup>11</sup>												MCV

 Range of recommended ages for all children except certain high-risk groups

 Range of recommended ages for certain high-risk groups

# Estimating Risk

- Fear of “too much too soon”
- Considering family history
- Assessing unique child





# Filtered through ideologies and experiences

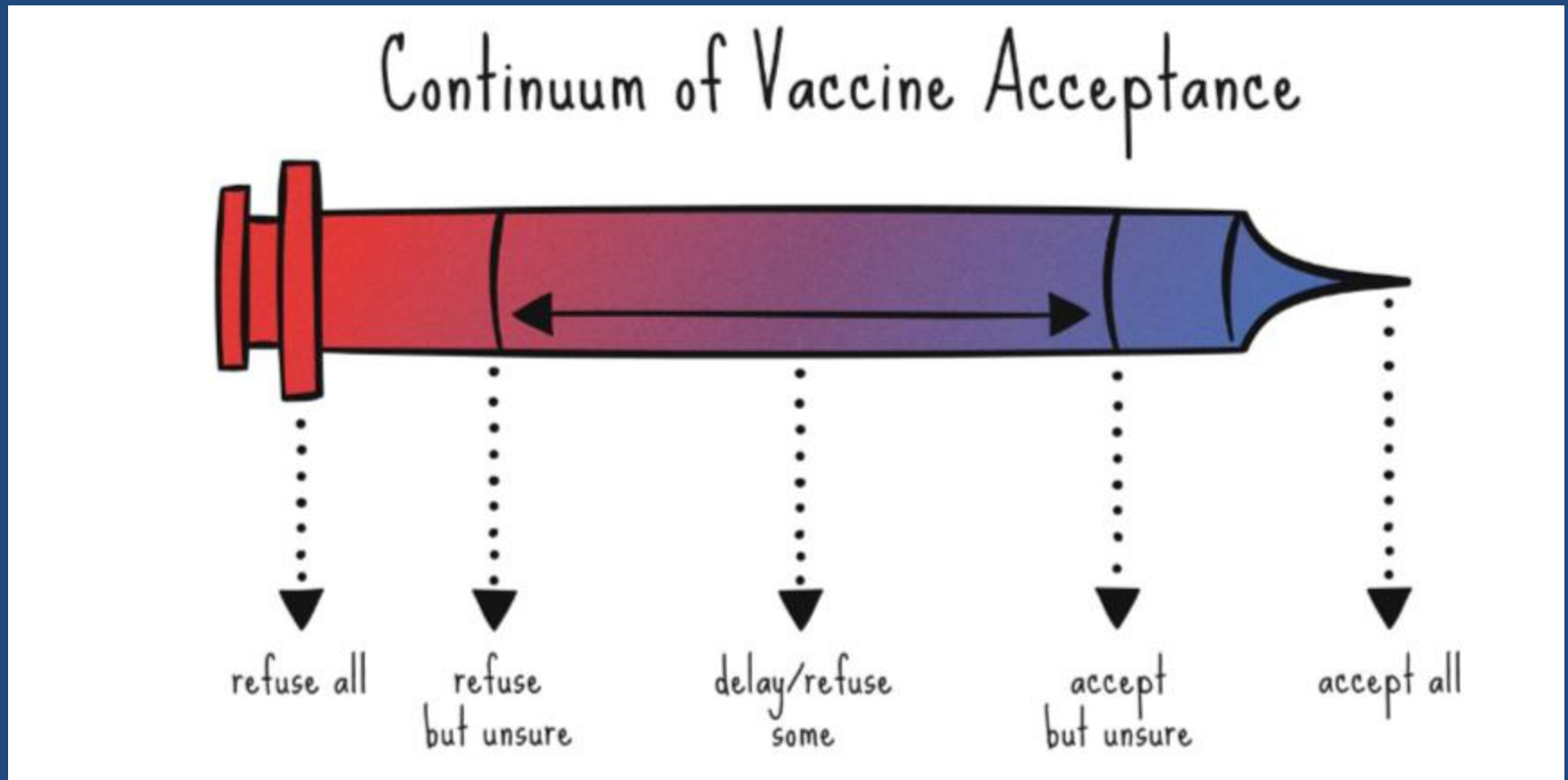
- Trust in institutions
- Confidence in neutrality of scientific process (as they understand it)
- Local norms \*vaccine hesitancy clusters\*
- Convenience of access

Why would my un-vaccinated kids be a threat to your vaccinated kids, if you're so sure that vaccines work?



your  cards  
someecards.com

# Figure out where parents are



Focus on spaces for engagement



# Places to start

- Don't assume parents are ignorant or victims of misinformation just because they refuse vaccines
- Assume that parents want their kids to be healthy and happy
- Hear specific vaccine concerns, which might draw on experiences, religious or political views, concerns about individual child

# Conversations that don't help

- Statistics-heavy approaches
- Fear-based information
- Correcting incorrect information (may actually make them more entrenched)

# Conversations that might help

- Lead with empathy (in healthcare in general)
- Be open to ongoing discussion. Not “one and done”
- Identify structural barriers to access– especially important for the indifferent
- Connect with trusted messengers for information
- Identify family goals and how vaccines align
- Discuss individual and community goals

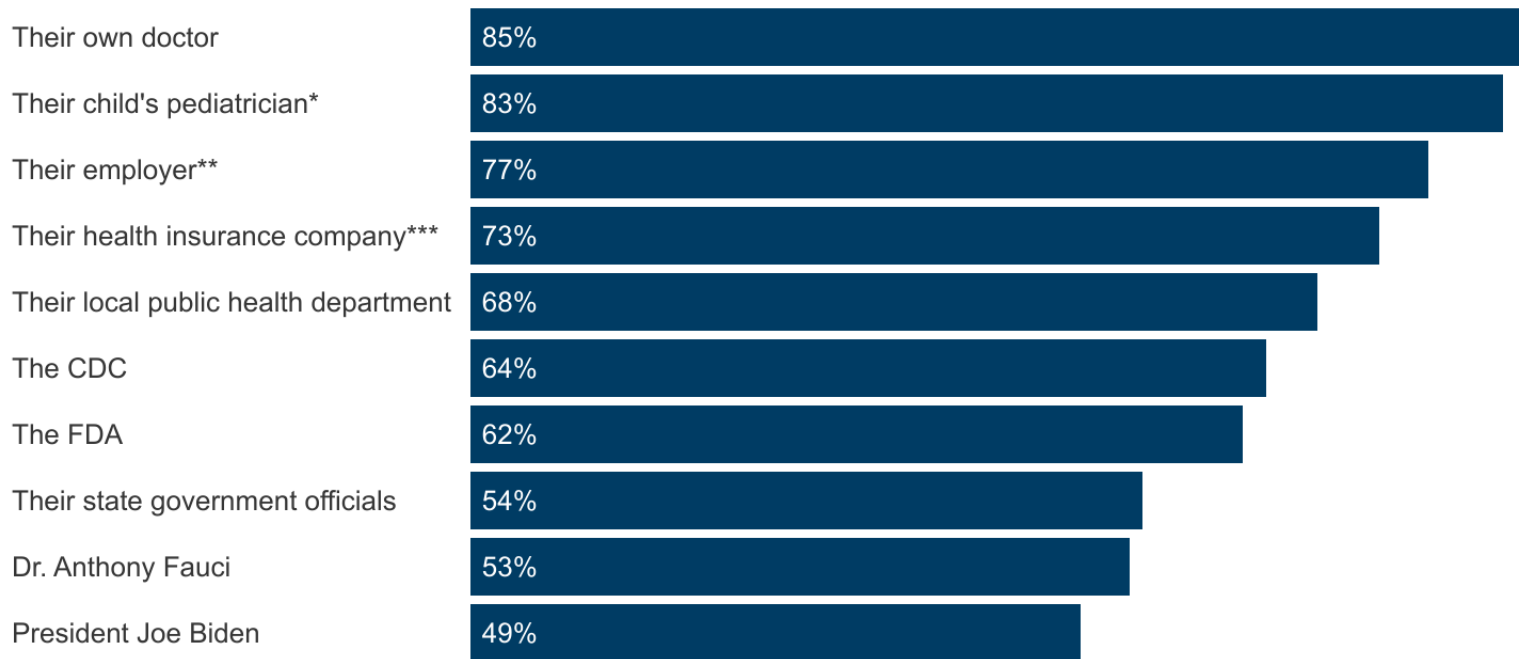


# Vaccines vary (and parents often think so too)

- Duration of protection (rubella v influenza)
- Severity of illness (small pox v varicella)
- Ability to limit transmission (measles v covid)
- Possible short term reactions of vaccine
- Long-term risk of viral infection (HPV, varicella, measles, polio)

# Trusted sources matter

Percent who say they have a **great deal** or a **fair amount** of trust in the following to provide reliable information about the COVID-19 vaccines:



NOTE: \*Among those who are parents or guardians of children under 18. \*\*Among those who are employed and not self-employed. \*\*\*Among those who are insured. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 13-26, 2022)

# Schools matter

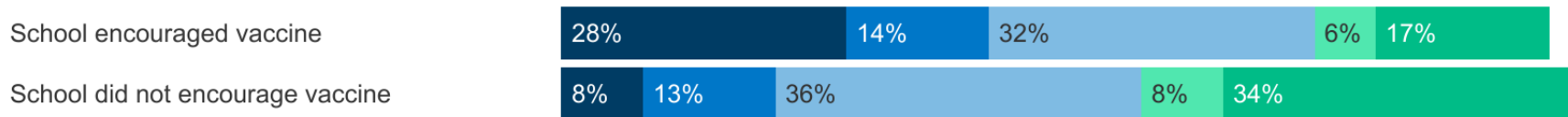
Has your child received at least one dose of a COVID-19 vaccine, or not? If not, do you think you will get them vaccinated...?

■ Child is vaccinated 
 ■ Right away 
 ■ Wait and see 
 ■ Only if required 
 ■ Definitely not

## Children ages 12-17



## Children ages 5-11

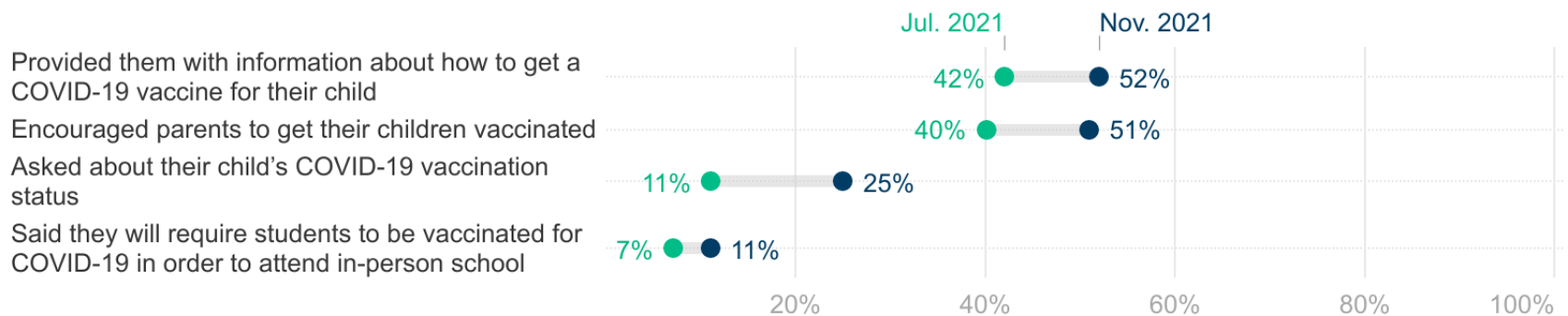


NOTE: Among parents or guardians of children ages 5-17. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Winter Update on Parents' Views (November 8-23, 2021)

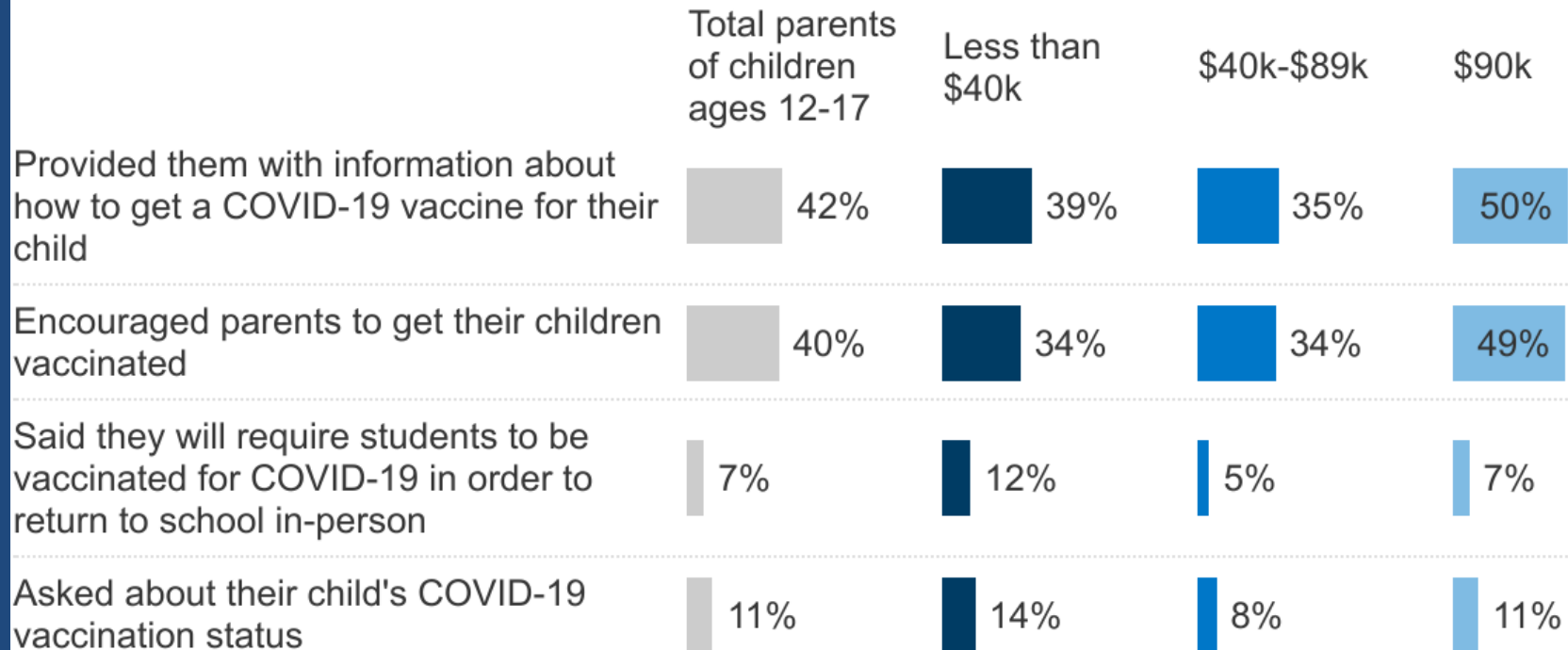
[KFF COVID-19 Vaccine Monitor](#)

Percent who say their teen's school has done each of the following:



# Class privilege matters

Percent of parents of children ages 12-17 who said their child's school has done each of the following:



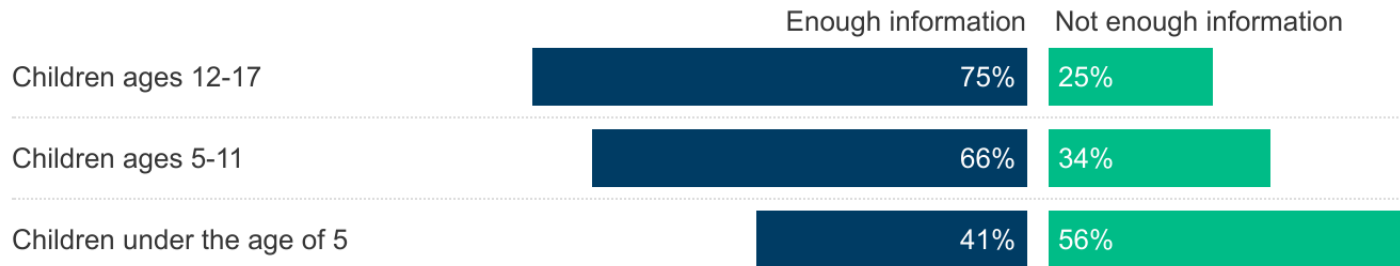
NOTE: Asked of parents or guardians of children between the ages of 12 and 17 who will be enrolled in school in the fall. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Parents And The Pandemic (Jul. 15-Aug. 2, 2021).



# Room for discussion

Do you feel you have enough information about the safety and effectiveness of the COVID-19 vaccine for...?



NOTE: Asked of parents or guardians of children in each age group. See topline for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor (April 13-26, 2022)

[KFF COVID-19  
Vaccine Monitor](#)

## Room for improving access

- More after-hours
- More opportunities to connect
- More partnerships- schools, providers, agencies

# Community and/or Personal Benefit?

Parents always weigh perceptions of risk of disease against benefits of vaccine.

- How safe is vaccine?
- How serious is infection?
- How well do I think my child will handle it?
- How does this align with other family goals?

Thank you.



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