

Strategies to Increase Vaccine Confidence and Address Vaccine Hesitancy in Your Practice.



Vaccine Hesitancy:

Delay in acceptance or refusal of vaccination despite availability of vaccination services.

Parental attitudes and behaviors vary on a spectrum of vaccine decision making.



Health care providers remain the most trusted source for vaccine information and one of the strongest indicators as to why a patient decides to vaccinate.

Below are several effective evidence-based communication strategies you might find helpful. It is important to consider that each strategy will need to be applied appropriately and with sensitivity to each cultural context.

Presumptive language (presuming vaccine acceptance).

- Most parents do plan to vaccinate.
- Using the presumptive approach presents vaccinations as the social 'norm'.

Example:

"Today your child is due for vaccines that prevent measles, mumps, rubella, and varicella."

Personalized recommendations.

"I strongly recommend your child get vaccinated against measles, mumps, and rubella today. This vaccine is safe and effective. That's why I felt confident getting my own children vaccinated and recommend it for all my patients."

"I'm confident in the benefit of MMR vaccination to prevent measles. Getting infected with measles is a dangerous gamble, as the complications, such as encephalitis or swelling of the brain, from infection can be serious."



Motivational interviewing (MI).

- MI is an effective patient-centered communication style that includes open-ended questions, affirmations, reflections and summaries.
- Demonstrate empathy and support autonomy to break down barriers and build trust
- To learn more about how to use MI in your conversations and address vaccine hesitancy with parents visit: www.ciremitraining.org to receive free MI training and CME credit offered by the North Dakota State University Center for Immunization Research and Education.

(A good vaccine recommendation is SIMPLE, STRONG, and PERSONALIZED!)