

# Vaccine Acceptance/Confidence Working Group Update

Sept 11, 2013 - NVAC

# Working Group Charge

Recognizing that immunizations are given across the lifespan and there are likely to be important differences in vaccine acceptance at different stages of life, the Assistant Secretary for Health (ASH) is initially charging the National Vaccine Advisory Committee (NVAC) to understand how confidence impacts the optimal use of recommended childhood vaccines in the United States, including reaching HP2020 immunization coverage targets, what contributes to parental vaccine and vaccination acceptance, what HHS should be doing to maximize parental confidence in vaccine recommendations and how to best measure vaccine and vaccination confidence in order to evaluate the impact of interventions in the future.

# Vaccine Confidence Working Group Timeline

Date	Title
June 10 <sup>th</sup> , 2013	First working group meeting
Aug 26 <sup>th</sup> , 2013	<i>CDC research summary and recommendations</i> Presenters: Glen Nowak, Allison Kennedy and Kris Sheedy
Sept 9 <sup>th</sup> , 2013	<i>Predictive attitudes and beliefs surveys and other ways to measure and track vaccine confidence.</i> Panelists: Doug Opel, Saad Omer and Nick Sevdalis
Sept – Nov, 2013	Perspectives: Providers, Parents and Health Communicators
Dec, 2013 – Jan, 2014	System Barriers and Solution Strategies
Feb - March, 2014	Patient-Provider Communication Barriers and Solution Strategies
April – May, 2014	Community Engagement Strategies and Lessons from other disciplines
June, 2014	Marketing, Media and Social Media Barriers and Solution Strategies
<b>Sept, 2014</b>	<b>Draft Recommendations to NVAC</b>

# CDC Summary, Recommendations and Future Research

Remember that parents fall along a spectrum; this is not an 'either/or' decision

The health care provider is the most important source of information, but don't ignore other social influences

Questions and concerns do not equal lack of confidence; vaccinating is still the social norm

There is no quick fix media message; grassroots education and partnerships are the key

# CDC Summary, Recommendations and Future Research

We need a better understanding of the impact of social media (in general, not just in vaccines)

We also need a better understanding of vaccine delay – especially intentional vs. circumstantial

We need to learn more about differences at the local level

We should also work to standardize the measures and define what “success” is

# Predictive vaccine attitudes and beliefs surveys and other methods to track vaccination confidence

Highlights from our Sept. 9<sup>th</sup> meeting

# Working Group Membership

## **NVAC Members**

Vish Viswanath, Co-Chair  
Charles Mouton, Co-Chair  
Walt Orenstein  
Philip Hosbach  
Thomas Stenvig  
Litjen Tan  
Amy Pisani  
Philip LaRussa

Nancy Lee, HHS  
Kristen Ehresmann, AIM  
Paul Jarris, ASTHO  
Kathy Talkington, ASTHO  
Maureen Hess, FDA  
Angela Shen, USAID  
Jessica Bernstein, NIH  
Michael Bartholomew, IHS

## **NVAC Liaison members**

David Salisbury, UK Department of Health  
Melinda Wharton, CDC  
Kristine Sheedy, CDC  
Paul Etkind, NACCHO  
John Spika, Public Health Agency of Canada  
Justin Mills, HRSA  
Charlene Douglas, ACCV

## **NVPO**

Bruce Gellin  
Sharon Bergquist  
Steve Bende  
Katy Seib