

# Jesse Hackell MD FAAP

Pomona Pediatrics PC

A division of Children's and Women's Physicians of Westchester  
Pomona, New York

Member, AAP Committee on Practice and Ambulatory  
Medicine (COPAM)

Member, AAP Section on Administration and Practice  
Management (SOAPM)

# Conflicts of Interest

(Within past three years)

- Member of the Speakers' Bureau, GlaxoSmithKline Vaccines
- Advisory Board, Sunovion Pharmaceuticals
- Consultant group on vaccine storage and handling procedures, Transit of Venus LLC
- I will not be discussing unapproved or off-label uses of any medications

# Vaccine Confidence

“The trust that parents or health care providers have in a) the immunizations recommended by the Advisory Committee on Immunization Practices (ACIP), b) the providers who administer vaccines and c) the processes that lead to vaccine licensure and the recommended vaccine schedule.”

Source: NVAC Draft Report on Vaccine Confidence

# Vaccine Hesitancy

“Vaccine hesitancy refers to delay in acceptance or refusal of vaccines despite availability of vaccine services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines. It is influenced by factors such as complacency, convenience and confidence.”

Source: World Health organization, Report of the SAGE Working Group on Vaccine Hesitancy, 2014

# Vaccine Confidence

- Bird's eye view
- Vaccine safety and efficacy
- Manufacturing
- ACIP and AAP recommendations

Impact the community and filter down to the individual

# Vaccine Hesitancy

- Starts with the individual
- Effects spread to involve the community

This is where pediatricians operate on a daily basis, dealing with hesitancy on an individual basis with concerned parents and families

# Countering Vaccine Hesitancy

# Complacency

Vaccines as a victim of their own success

- Occasional outbreaks
- Parents and grandparents who remember
- Trained health care providers

# Convenience

- Dealing with a complex immunization schedule
- Bunch vaccines into as few visits as possible
- Emphasis on “timeliness” of immunization
- Dealing with so-called “alternative vaccine schedules”

**“To be perfectly clear, there is no "alternative" immunization schedule.** Delaying vaccines only leaves a child at risk of disease for a longer period of time ... it does not make vaccinating safer. There is no alternative if you want the optimal protection for your child.”

Sandra G. Hassink MD FAAP, President, AAP, May 5, 2015

# Confidence

- Providers count on this as a given
- Manufacturers
- Clinical trials
- ACIP recommendations

This is the basis of our recommendations to our families

# Community

- Receives the benefit of herd immunity
- Impacts the decisions of the individual
- Can be generally confused and uncertain
  - Information and misinformation
  - Vaccination needs to be perceived as the “social norm”
  - Science: CDC, AAP, CHOP and others
  - Pseudoscience: Thimerosal, aluminum, fetal cells
  - Outright fraud

# Pediatricians and Providers

- Impact is felt in the community where we operate
- Provide up-to-date science
- Refute the misinformation
- Hand-holding

# Communication

- Many ways to transmit the needed information
  - Factual presentations
  - Presumptive strategy
  - Personal anecdotes
- All make sense on some level
- But do any of them really work?
- We know vaccines work—but what is the best method to communicate this to our families

Ensuring confidence in vaccines and the standard vaccine schedule is one major tool to help us counter vaccine hesitancy and improve vaccination rates in our daily practice

Questions?

## Speaker Bio

Jesse Hackell, MD, FAAP, began practicing pediatrics in Rockland County, New York, in 1981, and became a founding member of Pomona Pediatrics in 1987. He is a graduate of Princeton University, and received his MD degree from The Johns Hopkins University School of Medicine in 1976. His pediatric residency was completed at Johns Hopkins as well, and he undertook one year of training in neonatal-perinatal medicine at The University of Texas in Houston. He is certified by the American Board of Pediatrics, with permanent certification. He is a fellow of the American Academy of Pediatrics and serves on the executive committee of the Section on Administration and Practice Management as well as the Committee on Practice and Ambulatory Medicine. He has two adult children and one beautiful granddaughter, and all are fully immunized.