



University of Michigan
C.S. Mott Children's Hospital

Child Health Evaluation
and Research Unit



University of Michigan

Measuring Vaccine Confidence among US Parents

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- I have no conflicts of interest to disclose.

Background

- Parent confidence in the safety and effectiveness of childhood vaccines is related to their willingness to seek and/or accept vaccination.
- National measures of vaccine confidence are helpful in tracking changes over time.

Objective

- To measure several aspects of vaccine confidence among US parents over time.

Methods - NPCH

- *C.S. Mott Children's Hospital National Poll on Children's Health*
 - Mechanism to solicit views of the US adult population
 - Online survey fielded 3 times per year
 - Unique sample each fielding
 - Different child health topics each fielding
 - Monthly reports targeted to lay media

Methods – NPCH - 2

- KnowledgePanel[®] online research panel
 - Representative of US population
 - Recruitment through address-based probability sampling
 - Households provided with Internet access and hardware, if needed
 - Ability to do targeted sampling based on household demographics

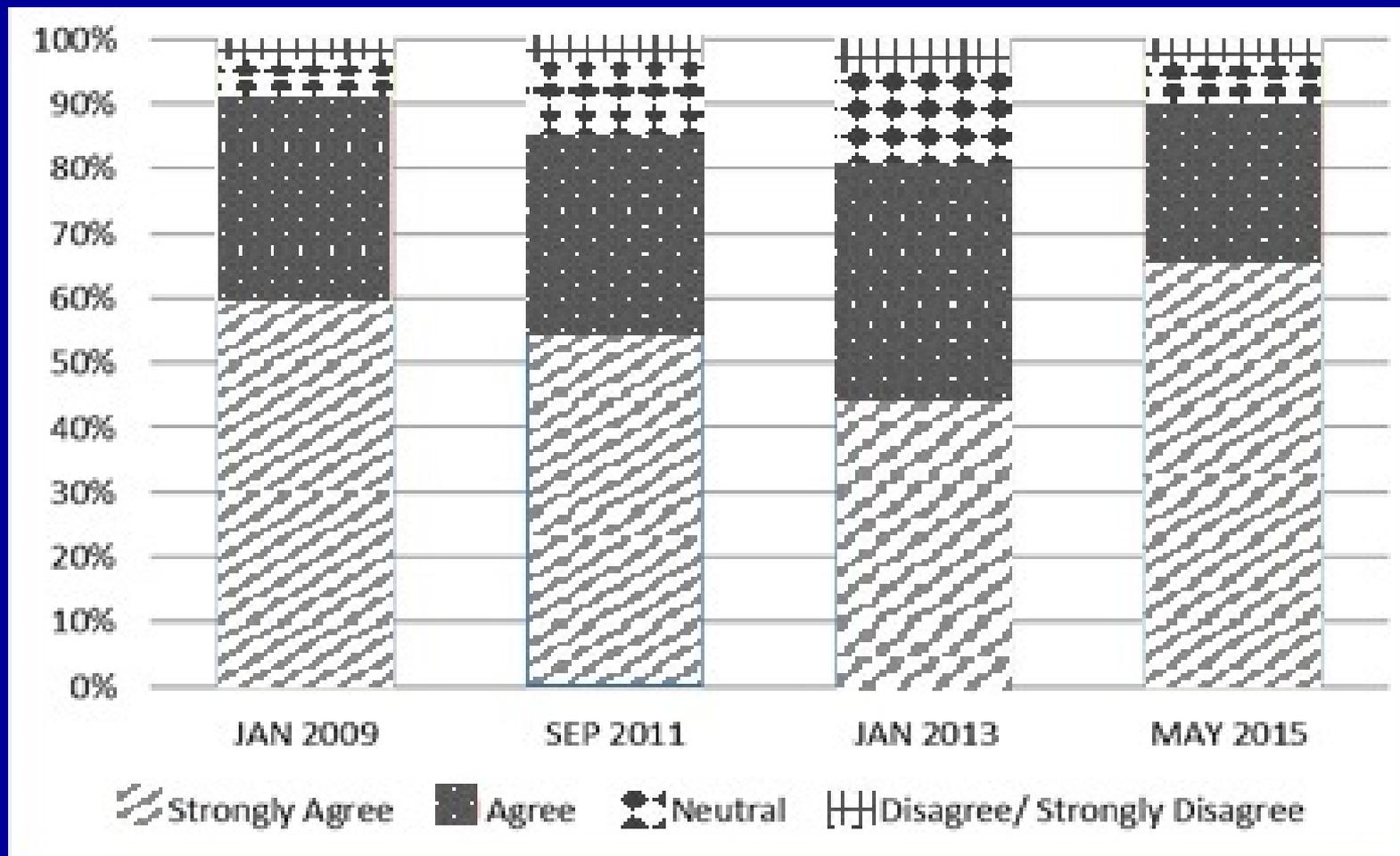
Methods – NPCH - 3

- Vaccine confidence questions asked in NPCH fieldings over time:
 - January 2009
 - September 2011
 - January 2013
 - May 2015
- Standard wording of statements; Likert scale of agreement

Methods - NPCH - 4

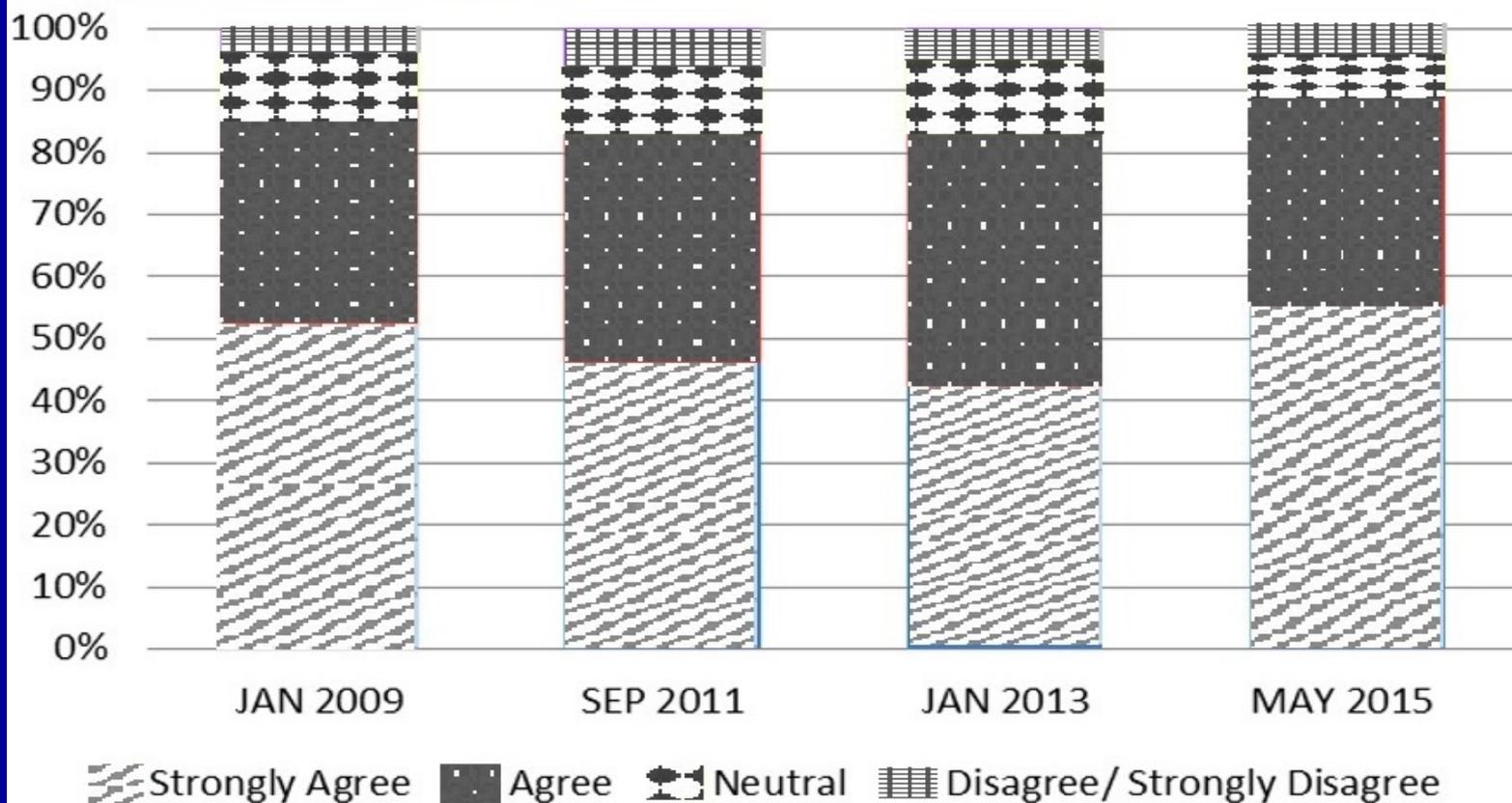
- Getting vaccines is a good way to protect my child from disease.
- Generally I do what my doctor recommends about vaccines for my child.
- I am concerned about serious side effects of vaccines.
- Parents should have the right to refuse vaccines required for school for any reason.

Getting vaccines is a good way to protect my child from disease

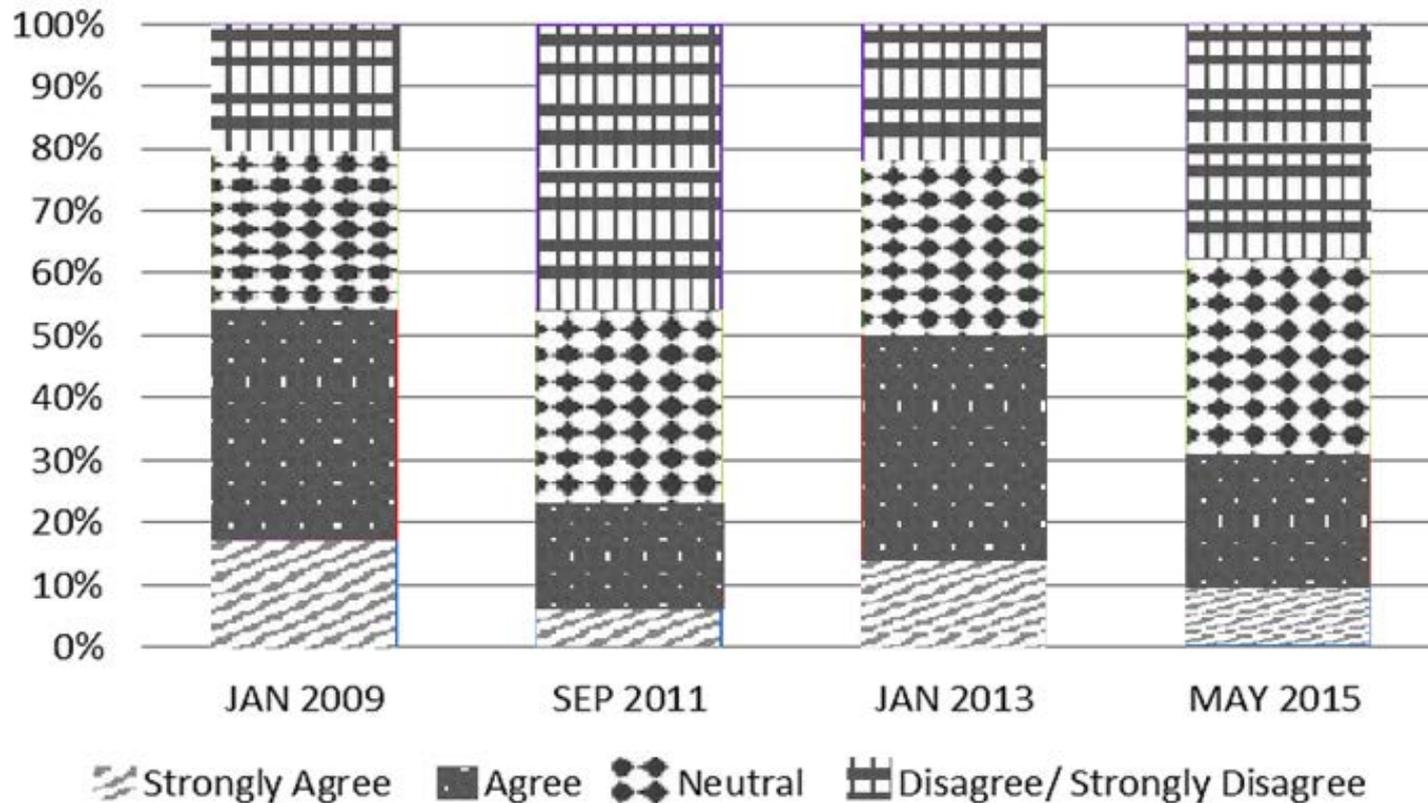


Generally I do what my doctor recommends about vaccines for my child

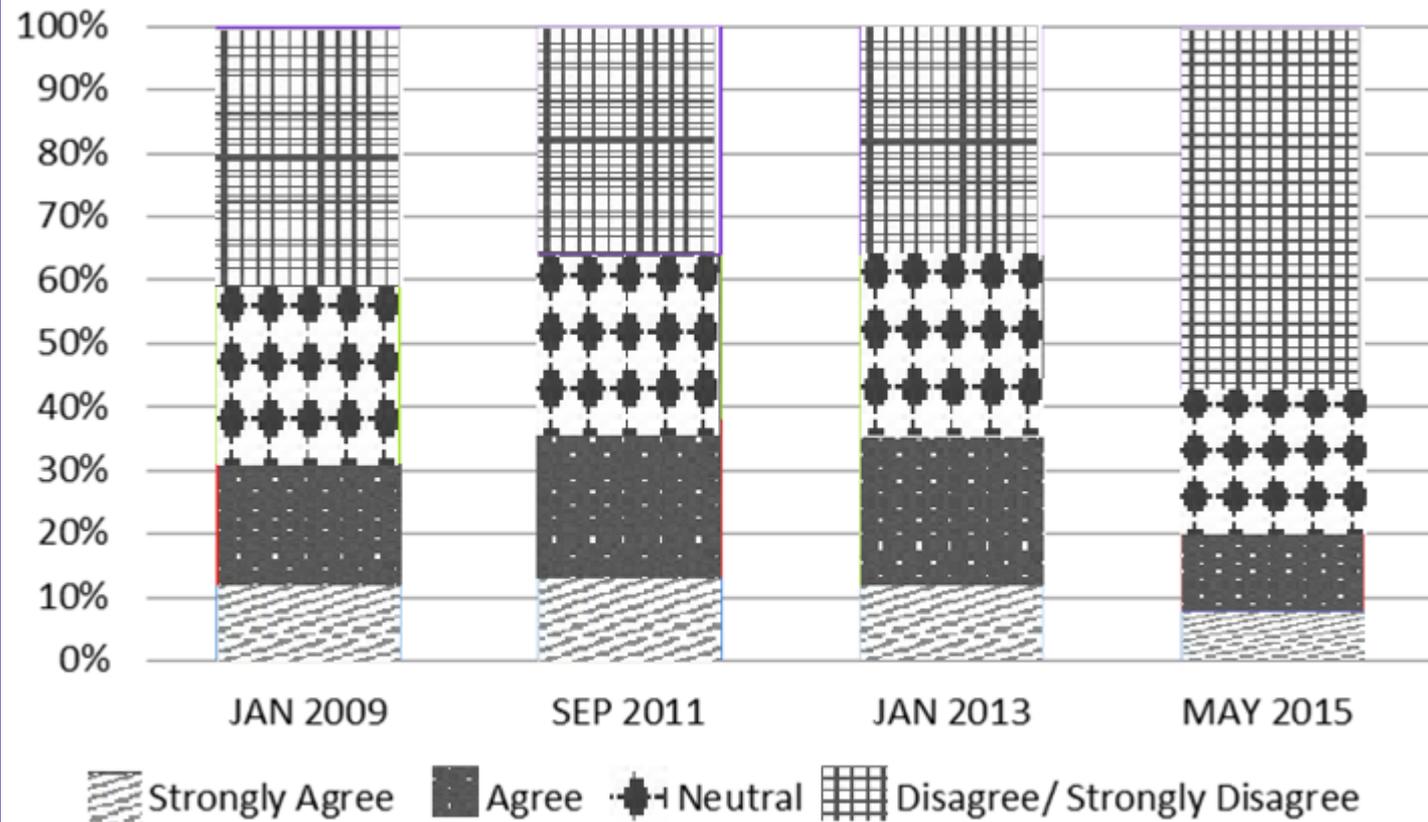
Getting vaccines is a good way to protect my child from disease



I am concerned about serious side effects of vaccines for my child



Parents should have the right to refuse vaccines required for schools for any reason



Perceived change – May 2015

Compared to what I thought one year ago, today I think the benefits of vaccines for children are:

- More 34%
- Lower 5%
- About the same 61%

Perceived change – May 2015 - 2

Compared to what I thought one year ago, today I think vaccines are:

- Safer 25%
- Less safe 7%
- About the same 68%

Perceived change – May 2015 - 3

Compared to what I thought one year ago, my level of support for daycare and school vaccine requirements is

- More 35%
- Less 6%
- About the same 60%

Summary

- On several measures, parent confidence in vaccines was greater in May 2015 compared to prior surveys.
- It is plausible that well-publicized vaccine outbreaks are associated with the increase in vaccine confidence.
- Measurement of vaccine confidence should continue over time.

Focus on Preschool Population

- Vaccine confidence among parents of young children has particular importance, due to the number and frequency of recommended vaccine doses.
- The extent to which parents support vaccine requirements for children in daycare settings is not well established.

Objective

- To examine attitudes toward vaccination requirements among parents of young children.

Methods

- NPCH data collection June 2014
- 614 parents with a child 0-5 years
- 35% in daycare center/preschool
- 18% in home childcare

Results

All children should be required to be up to date on vaccines, for those in...

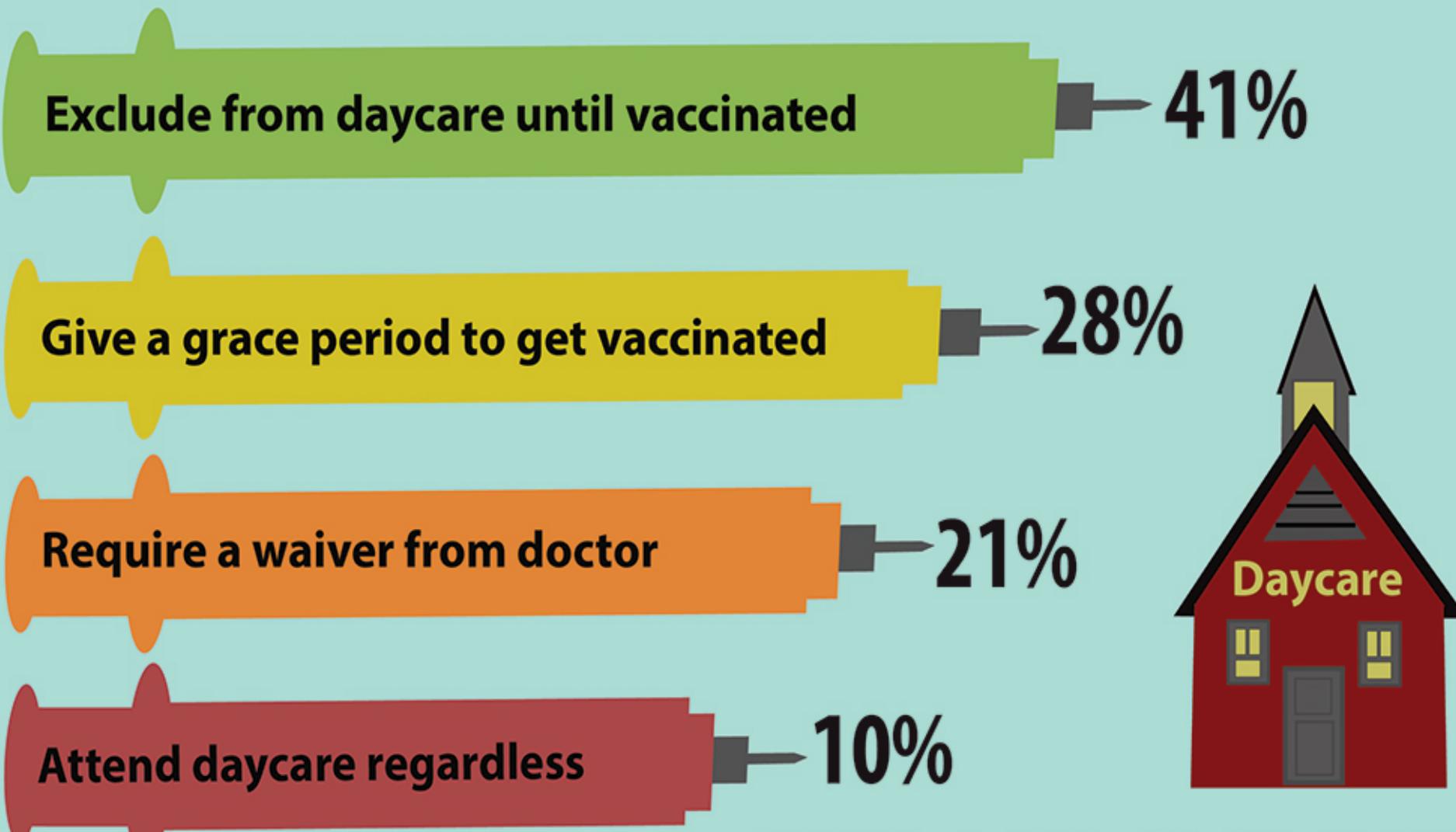
	Strongly Agree	Agree	Neutral / Disagree / Strongly Disagree
Daycare Centers	59%	22%	19%
Home Childcare	47%	24%	29%

Results - 2

Childcare providers should be required to check the vaccine status of every child, every year, to make sure they are up to date.

Strongly Agree	Agree	Neutral / Disagree / Strongly Disagree
52%	22%	26%

Figure 1: Parent preferred daycare policies for children not up-to-date on vaccines



Source: C.S. Mott Children Hospital National Poll on Children's Health, 2014

Results - 3

Scenario: I have a 1-year-old in a daycare center. I should be able to find out...

	Strongly Agree	Agree	Neutral	Disagree / Str Disagree
# of kids not UTD	34%	31%	21%	14%
names of kids not UTD	13%	12%	24%	51%

Results - 4

If you knew that 25% of children (1 in 4) were not up to date on vaccines, would you consider taking your child out of that childcare center?

Consider	Percent
Definitely would consider	35%
Probably would consider	39%
Would consider if an outbreak	11%
Would not consider	15%

Summary & Implications

- Strong parent support for childcare vaccination requirements.
- Lack of appreciation about extent of undervaccination.
- Strategies may be needed to support childcare providers in checking vaccination status.

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National Poll on Children's Health

www.mottnpch.org