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

- Safer 25%
- Less safe 7%
- About the same 68%
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
All children should be required to be up to date on vaccines, for those in...

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral / Disagree / Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daycare Centers</td>
<td>59%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Home Childcare</td>
<td>47%</td>
<td>24%</td>
<td>29%</td>
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</tbody>
</table>
Childcare providers should be required to check the vaccine status of every child, every year, to make sure they are up to date.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral / Disagree / Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>22%</td>
<td>26%</td>
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Figure 1: Parent preferred daycare policies for children not up-to-date on vaccines

- Exclude from daycare until vaccinated: 41%
- Give a grace period to get vaccinated: 28%
- Require a waiver from doctor: 21%
- Attend daycare regardless: 10%

Source: C.S. Mott Children Hospital National Poll on Children’s Health, 2014
Scenario: I have a 1-year-old in a daycare center. I should be able to find out…

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<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree / Str Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td># of kids not UTD</td>
<td>34%</td>
<td>31%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>names of kids not UTD</td>
<td>13%</td>
<td>12%</td>
<td>24%</td>
<td>51%</td>
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</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Consider</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Definitely would consider</td>
<td>35%</td>
</tr>
<tr>
<td>Probably would consider</td>
<td>39%</td>
</tr>
<tr>
<td>Would consider if an outbreak</td>
<td>11%</td>
</tr>
<tr>
<td>Would not consider</td>
<td>15%</td>
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</tbody>
</table>
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.