

Moving People Off the Fence: NACCHO's Vaccine Confidence Workshop

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National Vaccine Advisory Committee Meeting
September 10, 2015



Background

- Local health departments have a key role in supporting vaccine confidence to address NVAC recommendations
 - Focus area 2: Communications and Community Strategies
- NACCHO is responding to interest from local health departments in sharing information and successes around community strategies to address vaccine confidence



Workshop Overview

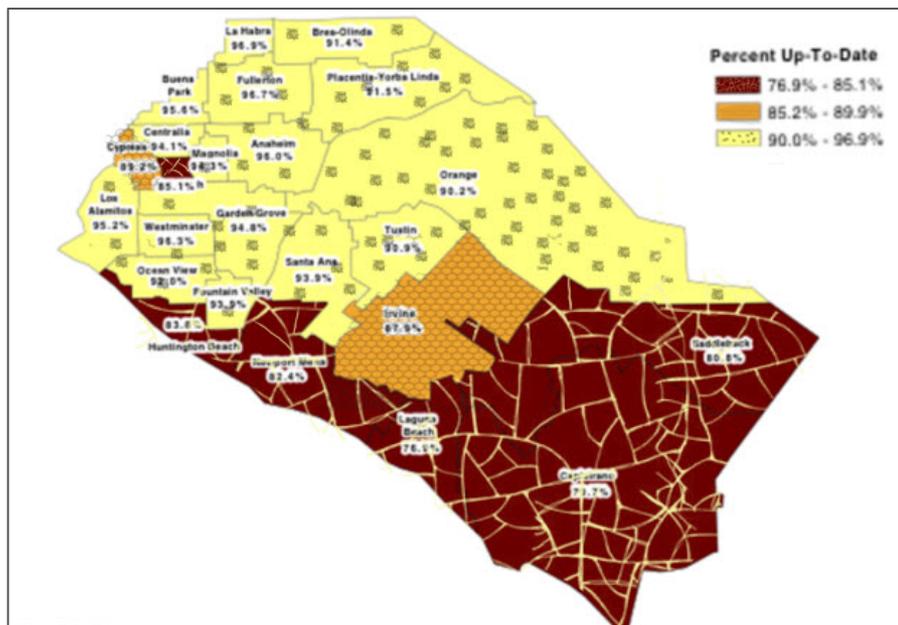
- Workshop pilot during an in person meeting of NACCHO's immunization workgroup, HPV advisory group and local health department HPV grantees in June 2015
- Two hour workshop at NACCHO's Annual Meeting in Kansas City, MO
- 70 participants representing local health departments, nonprofits, hospitals, and pharmaceutical industry

- Agenda:
 - ❖ Introduction & Learning Objectives
 - ❖ Presentations from local health departments/community organizations
 - ❖ Brainstorming activity
 - ❖ Applying the lessons learned to the community
 - ❖ Closing



Measles Outbreak: Orange County, CA

Up-To Date Immunization Kindergarten Enrolment, Private and Public Schools Within Each School District, 2014-15.



WE LOVE THEM TOO!

We understand your decision about vaccinating your child is based in love. So, please consider...

- | | |
|----|---|
| #1 | Vaccinating is safer than not vaccinating. Studies have consistently shown no link between vaccines and autism. |
| #2 | Vaccines protect your child against very serious illnesses. |
| #3 | Your unvaccinated child can be excluded from school for several weeks when there is an outbreak. |
| #4 | Your vaccinated child protects those that cannot be vaccinated from getting serious diseases. |

For vaccine information and details on your school's immunization levels please visit:
<http://ochealthinfo.com/phs/about/family/iz>.



If you need assistance with accessing health care, please call the HCA Health Referral Line (800) 564-8448 or 211.



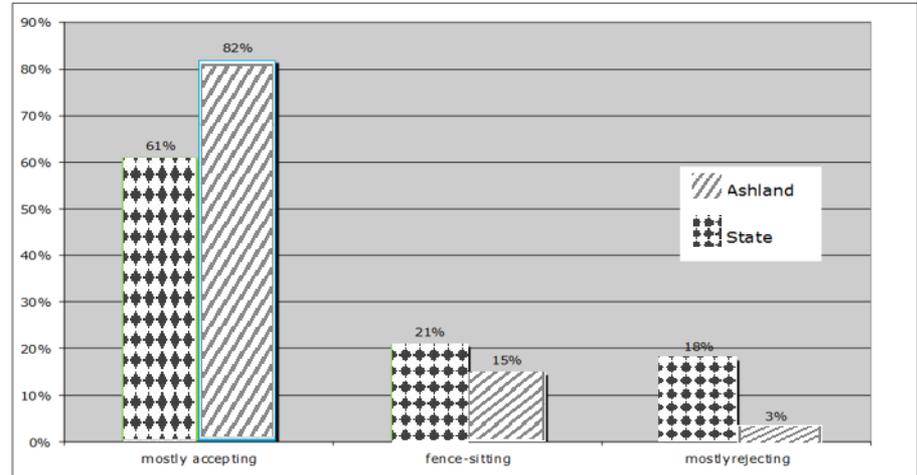
NACCHO
 National Association of County & City Health Officials



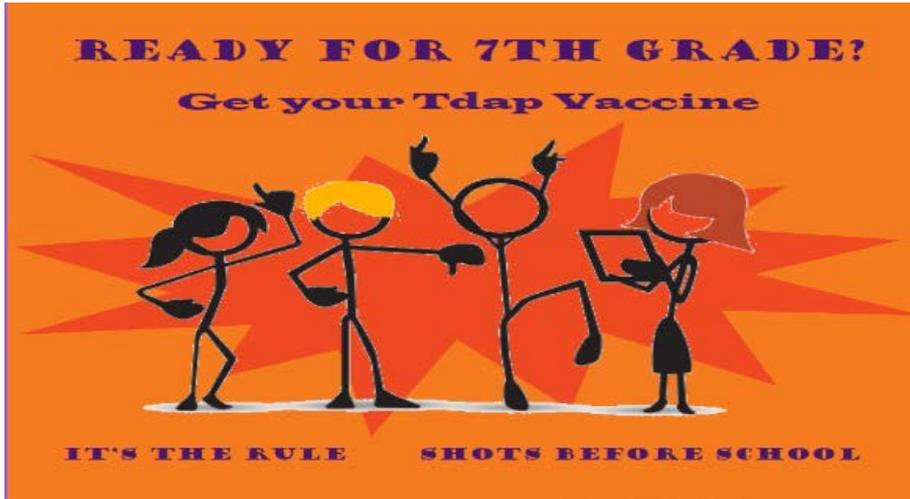
Changing the Immunization Conversation: AshlandChild.org



Hesitancy in Ashland versus All of Oregon



Dallas County Public Health



Tdap, Meningococcal and HPV vaccination is recommended for ALL adolescents between 11 and 18 years old.



TDAP Vaccine



Meningococcal



NVP vaccines

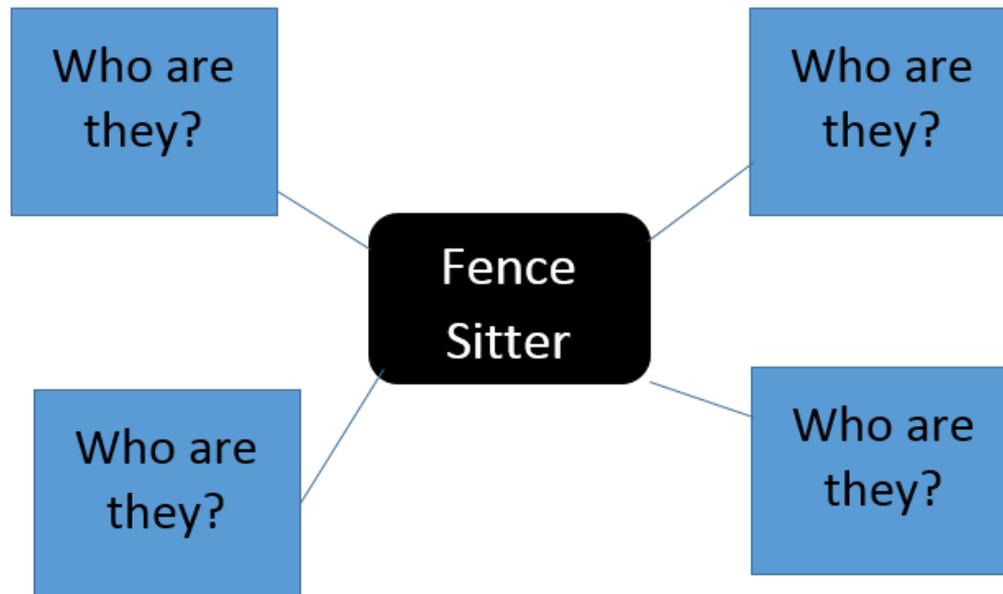
Is your child ready for 7th grade?
Our records indicate that you have a child about to enter 7th grade. We wanted to remind you about an



Workshop Activity

WHO are the fence sitters in your community and **WHAT** characteristics describe them?

WHAT messages will move your audience to action?



Sample Workshop Messages

Audience:
New Age (Alt. Hth)-focus

Message: Protect your community (Do your part) Don't be a firestarter

Conduit/Dissemination
School
• School-aged kids
• Community champions
• Hi-Profile spokespersons

Homeschoolers (moms)
- social media
- homeschool
- school contacts
- find a champion

Audience: New Age (Alternative Health) Focus

Messages: Vaccines Complement Your Health

Vax Hesitant Prov
- Don't like Δ
- "Old School"
- staff hesitant

CK of Access people
- multiple patients
- priorities - survival - basic needs
- message
- you're busy - protect your kids!
- to school!
- to work!
- to church!
- to home
- to work
- to church

Homeschoolers (moms)
Char. - competitive
- research - info. but not reliable source
- lack of trust/shattering

Vax Hesitant Prov
- Don't like change
- "Old School"
- staff hesitant

ALL VAX =

**Education (parents) for children, vaccination
- low education by not read**

message: "Attain a whole healthy child"

dissem.: - social media
- homeschool orgs.
- school contacts
- find a champion

Providers who do not make strong recommendations

message: "It's up to you!"

dissemination:
• Pharmaceutical reps
• AAP chapters
• Physician Champions
• Health systems
• Medical societies
• Recruit primary grade
• Recruit 1st/2nd/3rd/4th/5th/6th/7th/8th/9th/10th/11th/12th/13th/14th/15th/16th/17th/18th/19th/20th/21st/22nd/23rd/24th/25th/26th/27th/28th/29th/30th/31st/32nd/33rd/34th/35th/36th/37th/38th/39th/40th/41st/42nd/43rd/44th/45th/46th/47th/48th/49th/50th/51st/52nd/53rd/54th/55th/56th/57th/58th/59th/60th/61st/62nd/63rd/64th/65th/66th/67th/68th/69th/70th/71st/72nd/73rd/74th/75th/76th/77th/78th/79th/80th/81st/82nd/83rd/84th/85th/86th/87th/88th/89th/90th/91st/92nd/93rd/94th/95th/96th/97th/98th/99th/100th



Workshop Evaluation

What did we do really well?

- Described a growing culture that is strongly adverse to immunization
- Invited participants to dive into an empathetic role to consider driving forces, perspective and commonalities inherent with fence sitters
- Messages served to educate and inform rather than debate

How can we support your local health department in created a vaccination communications campaign?

- By sharing successful campaigns other health departments have launched
- Technical assistance and advice to identify target groups and methods to reach them



Proposed Next Steps

- Conduct regional focus groups of local health officials and immunization program staff to describe local health department perceptions, experiences, and concerns related to vaccine confidence within their communities.
- Convene a Vaccine Confidence Consortium to provide learning and peer engagement opportunities to support local health departments and their partners to address vaccine confidence.
- Support five local health departments to develop a communications plan, test, disseminate, and evaluate messages to increase community-level vaccine confidence.



Thank You

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