

National Vaccine Program Office's (NVPO) Vaccine Confidence-related Work

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Presentation Outline

- Provide an overview of the core elements of NVPO strategy / approach to vaccine confidence
- Current and near-term efforts
 - Effective practices
 - Research
 - Measurement
 - Repositories
- Additional and longer-term efforts

Partnerships and Collaborations

NVPO's Vaccine Confidence Objectives

- Continue to provide leadership that advances efforts and activities in this domain;
- Foster collaborations and partnerships that further understanding, and help strength, vaccine confidence;
- Help strengthen vaccine and vaccination-related communication efforts and messages;
- Facilitate visibility of research efforts and findings, interventions that have or show promise, and evidence-informed resources



Core Elements of NVPO Strategy

- Lead, support, and coordinate efforts to implement confidence-related activities (e.g., networks, partnerships, information sharing)
- Use June 2015 NVAC Vaccine Confidence report as a guiding framework (e.g., focus areas, priorities, etc.)
- Initiate, build, or extend activities and efforts in key domains (e.g., use existing resources, partnerships)
- Engage domestically and internationally



Identify Promising Approaches for. . .

- Measuring, monitoring, tracking vaccine-related confidence, including over time or at the community/provider level
- Instilling and building confidence in parents and others through vaccine-related communication and education
- Helping health care providers
 - Become more knowledgeable / more effective
 - Communicate or educate parents

Research and Measurement (1)

- Furthering the visibility and reach of current studies
 - Longitudinal study of first-time mothers
 - Additional presentations and papers
- Identifying/cataloging vaccine confidence-related measures, studies, findings
- Starting work on “Vaccine Confidence” measures
 - reviewing measures used to date
 - researching potentially available measures (e.g., HealthStyles, National Immunization Survey, internet panels)
- Engaging in research, including pilot projects



Research and Measurement (2)

- HealthStyles surveys
 - Confidence in safety, effectiveness, and value/benefits of recommended vaccines
 - Association with vaccination-related behavior and intentions
- National Immunization Surveys (NIS)
 - Gilkey et al. (2015) used 2010 National Immunization Survey-Teen to assess associations between parents' mean scores on a 4- and 8-item Vaccination Confidence Scale and vaccine refusal, vaccine delay, and vaccination status. *Vaccination confidence was negatively associated with measures of vaccine refusal and positively associated with measures of vaccination status.*
 - Working to identify measures that could be used as part of NIS infant and childhood vaccination survey.

Repository – Efforts Underway

- NVAC recommended creation of repository for communicating best practices related to vaccine confidence
- NVPO is developing the Vaccine Confidence Resource Exchange (VCRE) to be housed on the NVPO website
- Central, online repository for healthcare researchers and practitioners to search and submit materials that address vaccine confidence

Timing:

- Phase 1: Build version 1.0- backend of site and public interface (complete)
- Phase 1: Populate VCRE with resources (current)
- Phase 2: User testing/feedback adjustments (Fall 2015)
- Phase 2: Go live (early 2016)



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Text Size: **A A A** Share

Vaccine Confidence Resource Exchange

Prevention Safety Public Health Evidence-based Recommendations Protection Sharing Influenza Research Vaccine Confidence

Search Repository Database

Advanced Search Ex: mm/yyyy or Keyword

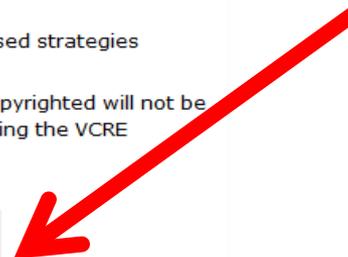
Vaccine Confidence refers to the trust that individuals or healthcare providers have in the recommended vaccines, the provider(s) who administer(s) vaccines, the process that leads to vaccine licensure and recommendations, and the recommended vaccination schedule. Vaccine confidence has been shown to influence vaccine decision making, but to what extent remains unclear.

With this in mind, the National Vaccine Program Office created the Vaccine Confidence Resource Exchange (VCRE), a central online repository for healthcare researchers and practitioners to search and submit gray (or unpublished) studies and literature, investigations and published, peer-reviewed work which addresses issues that could ultimately lead to greater confidence in vaccines. The VCRE addresses research gaps around issues of vaccine confidence, specifically to:

- Identify factors that contribute to vaccine hesitancy
- Provide strategies to address those factors or to increase vaccine confidence
- Encourage the sharing of emerging research, including conceptual and evidence-based strategies aimed at reducing vaccine hesitancy and improving vaccine confidence

Research, materials or articles that have been published to a subscription website or copyrighted will not be freely available through the VCRE. Abstracts of that work, which should be provided during the VCRE submission process, will be available to the public once the submission is approved.

[Submit Vaccine Confidence Resource or Research](#)



[Link to the Resource Exchange page](#)

[← Return to Vaccine Confidence Resource Exchange](#)

NVPO Vaccine Confidence Resource Submission

Please bear in mind that the submission form cannot autosave or be saved as "work in progress". Preparing the submission in a format that can be saved/edited is recommended.

[Back to Pre-Screen Questions](#)

DESCRIPTION

Title of Resource * (Character limit: 250)

Addressing vaccine hesitancy: The potential value of commercial and social marketing principles and practices

Description * (Character limit: 3500)

Many countries and communities are dealing with groups and growing numbers of individuals who are delaying or refusing recommended vaccinations for themselves or their children. This has created a need for immunization programs to find approaches and strategies to address vaccine hesitancy. An important source of useful approaches and strategies is found in the frameworks, practices, and principles used by commercial and social marketers,

Link to referring document/abstract*

Link

[+ add additional link](#)

Submission Criteria:

- Title
- Description
- URL to source
- Indexing information
 - Vaccine
 - Age
 - Race/Ethnicity
 - Gender
 - Setting



Submit Vaccine Confidence Resource or Research

FEATURED PROJECTS

The Relationship Between Parent Attitudes About Childhood Vaccines Survey Scores And Future Child Immunization Status

Interest in understanding the barriers to immunization acceptance among vaccine-hesitant parents (VHPs) is growing, as is the development and testing of interventions that address these... [More](#)

Test Test Test

1223455

Addressing Vaccine Hesitancy: The Potential Value Of Commercial And Social Marketing Principles And Practices

Many countries and communities are dealing with groups and growing numbers of individuals who are delaying or refusing recommended vaccinations for themselves or their children. This has created a... [More](#)

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Additional and Longer-term Efforts(1)

- Collaborative Networks
 - Interagency
 - Domestically (e.g., with NACCHO, immunization programs)
 - PAHO, Public Health Agency of Canada, and U.S. (i.e., NVPO and CDC)
 - Globally (e.g., stakeholder and/or researcher network)
- Identify ways to systematically compile and report on vaccine confidence-related measures and studies
- Facilitate and participate in efforts to develop and assess the concept of a “Vaccine Confidence Index” related to recommended childhood immunizations



Additional and Longer-term Efforts (2)

- Fostering and contributing to efforts, partnerships and networks that seek to 1) further understanding of the state and measurement of vaccine confidence; 2) increase vaccine confidence; or 3) vaccine confidence-related develop research agendas.
- Participating in efforts related to health care provider training, including “providers-in-training”.
- Considering whether and how to apply “vaccine” or “vaccination” confidence to adolescent and/or adult immunization.

Discussion

- Are NVPO's vaccine confidence efforts and plans in-line with what is needed?
- Any aspects or areas related to vaccine confidence that should be higher priorities?
- Additional thoughts and suggestions?