



VACCINE HESITANCY

MARY GOWIN, PHD, MPH
ASSOCIATE PROFESSOR AND DIRECTOR
PRIMARY CARE HEALTH POLICY
FAMILY & PREVENTIVE MEDICINE
UNIVERSITY OF OKLAHOMA HEALTH SCIENCES CENTER

Disclosures

The presenter has no relationships or conflicts of interest to disclose.





OBJECTIVES

At the end of this presentation, attendees should be able to:

1. Describe the five aspects of vaccine hesitancy and explain the Continuum of Hesitancy in the context of vaccination
2. Describe factors influencing vaccine hesitancy in parents
3. Describe common concerns of vaccine hesitant parents



OUTLINE

- Definitions
- Common Reasons for Hesitancy
- The Vaccine Hesitant Parent
- Key Takeaways



DEFINING THE ISSUES

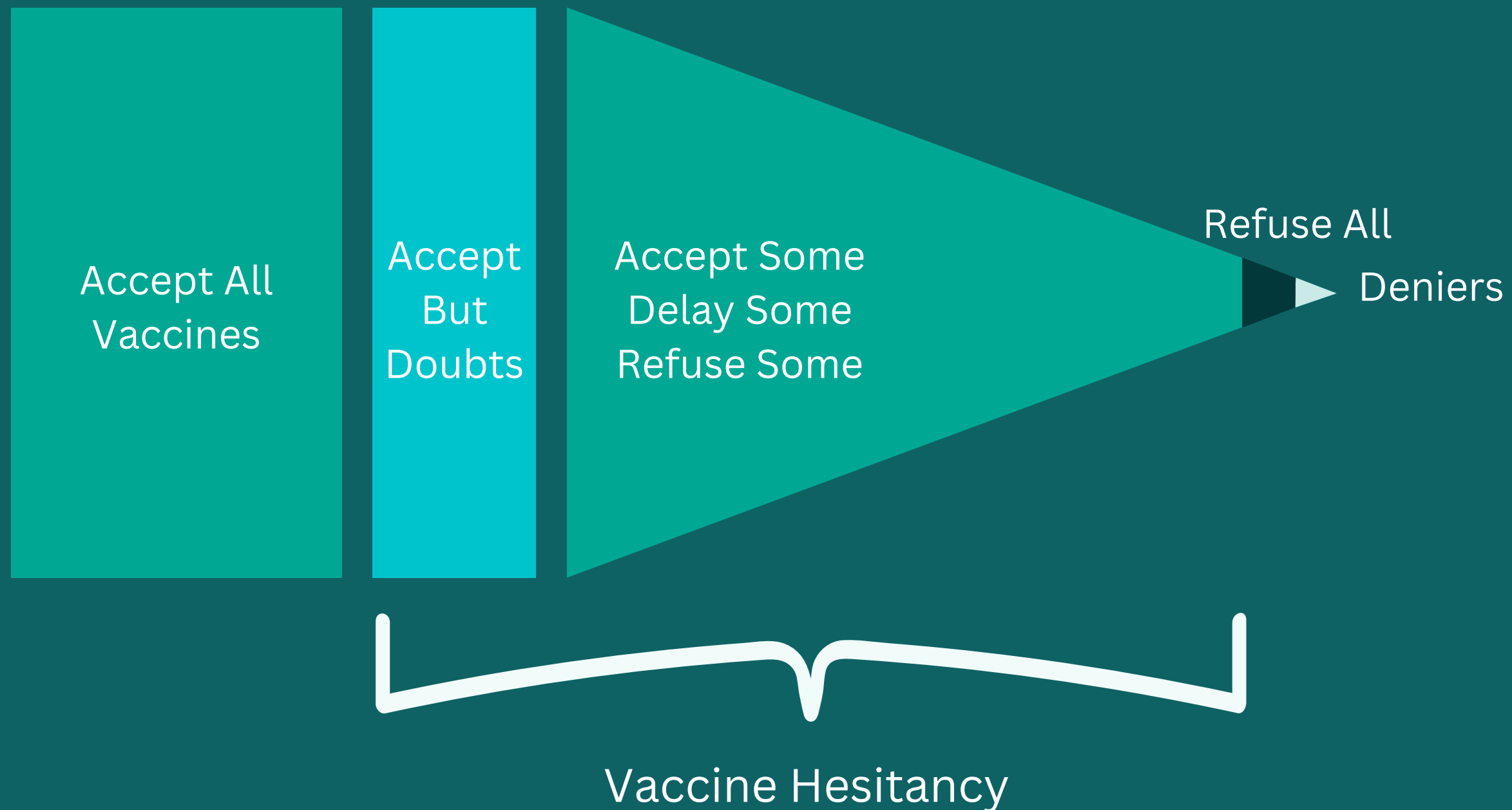
Vaccine Confidence: Overall trust in the efficacy of the vaccine, the systems that deliver and administer the vaccine (e.g. health systems, providers), and the motivations of policymakers who recommend them.



Vaccine Hesitancy: The postponed decision to either receive or refuse an immunization, once immunization is readily available.

Vaccine Refusal: The voluntary, conscious decision to decline an immunization.

CONTINUUM OF HESITANCY



Vaccine Hesitancy



The postponed decision to either receive or refuse an immunization, once immunization is readily available.

Five aspects of hesitancy:

1. confidence
2. complacency
3. convenience
4. calculation of risk
5. collective responsibility

TIPPING THE SCALE



LOW CONFIDENCE

HESITANCY

HIGH CONFIDENCE



REFUSAL

ACCEPTANCE





VACCINE HESITANCY IN FIRST TIME MOTHERS

THE VACCINE HESITANT PARENT



- Lack of Confidence
- Risk vs. Benefit
- Avoidance of Causing Child Physical Pain
- Doubts about Vaccine Efficacy
- Concerns about Timing
- Concerns about Number
- Safety
- Social Consequences

NOT PRO OR ANTI

Hesitancy isn't stupidity and it's not...an intentional effort to screw other people over, but an intentional effort for individuals to take responsibility for their bodies and their families and the bodies of their children, and make an informed decision as best as they can. Something that challenges conventional thought, not for the purpose of being disruptive, but for the purpose of, maybe, because of the recognition that things only continue to grow in a healthy manner when they are challenged. I explained ... people who are hesitant about vaccinations in a different light, not as crazy hippies who are seeking to disrupt, um, herd immunity or who are completely stupid, but people who are seeking to take personal responsibility.

HESITANT FOR A REASON



I mean I'm kind of a person that likes to be informed of all the choices, you know, for myself and then, um, our child...hypothetically I feel like if I got all the information that I needed to beforehand, I would be less hesitant and just say, okay.

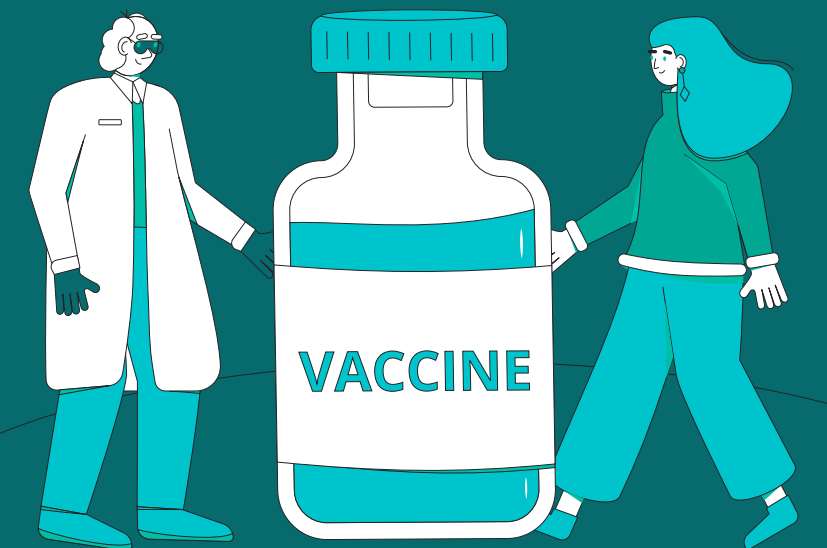
FEAR AS A DRIVING FORCE

It's fear, I mean it's all, it's fear one way or the other. I'm afraid of them, I'm afraid of these diseases coming back from the dead, basically, and being widespread like they once were. But, I'm also afraid of autism. That's, I know that's a lonely life for a child and for a parent, so, it's all fear-based."



DESIRE TO UNDERSTAND

I feel like I want to understand what's going into my child's body and I want to understand what it's there for, and understand the purpose of it, and hopefully [be] able to make an educated decision as far as...I didn't have to put my child through [this] because it wasn't necessary...but if there was something that I was able to give my child that was going to help keep them healthy, and going to prevent them from getting some of these diseases, then that would be, you know, my way to go as well. But I don't, I don't feel like I'm on either extreme because I want to understand it, good or bad.



FACTORS IMPACTING CONFIDENCE

- Broader Healthcare Context
 - Transparency, Accountability, Concerns about Perks
- Providers
 - Respect, Honesty, Communication, Timing, Credibility
- Actual Sources of Information
 - Other Parents, Media, Friends/Family



TRANSPARENCY

I mean, they tell you every side effect of a medication and oh, you can't, you know, drink alcohol or drive a car...operate machinery. But vaccinations, I feel like they're not like...well this might be a side effect and you shouldn't do this in this many frame of hours. Like that's just not said.



TRANSPARENCY



Probably more transparency from the CDC with why the vaccines are recommended. Um, you know, at these certain intervals. What all is in the vaccine. Um, you know, if there's different options for different preservatives or not to be in the vaccines. Um, not that just this is the only one you have to get. If there's different manufacturers, that you don't really know if there's any difference between different manufacturers. Or what's in the vaccine. How it's made. Um, and then just, you know, why some places are doing it one way and other places are doing it different ways. So just probably more transparency from the people providing the vaccinations and um, maybe even more options from those governing bodies as well, that are providing it. Um, because for healthcare I don't think everything is a one size, you know, cookbook medicine. So why is it for vaccines? So that would help me



ACCOUNTABILITY



If you, if there's a recall on your car or you're injured because of a manufactured defect on your vehicle you get to sue the manufacturer for them, for them injuring you. You can't sue the pharmaceutical companies. You can't sue the manufacturer of that drug that hurt your child.





CONCERNS ABOUT PERKS

I think it depends on where we're getting our information from, um, and who we prioritize our information from and who we trust the most. So, I would say I am less likely to trust the medical community because there's so much money in vaccinations and I know that some doctors get benefits for providing vaccinations, um. If that wasn't a factor, if money wasn't an issue, and it was just we really believe this is what's right, I think I would be more persuaded by those.





RESPECT FOR PARENT

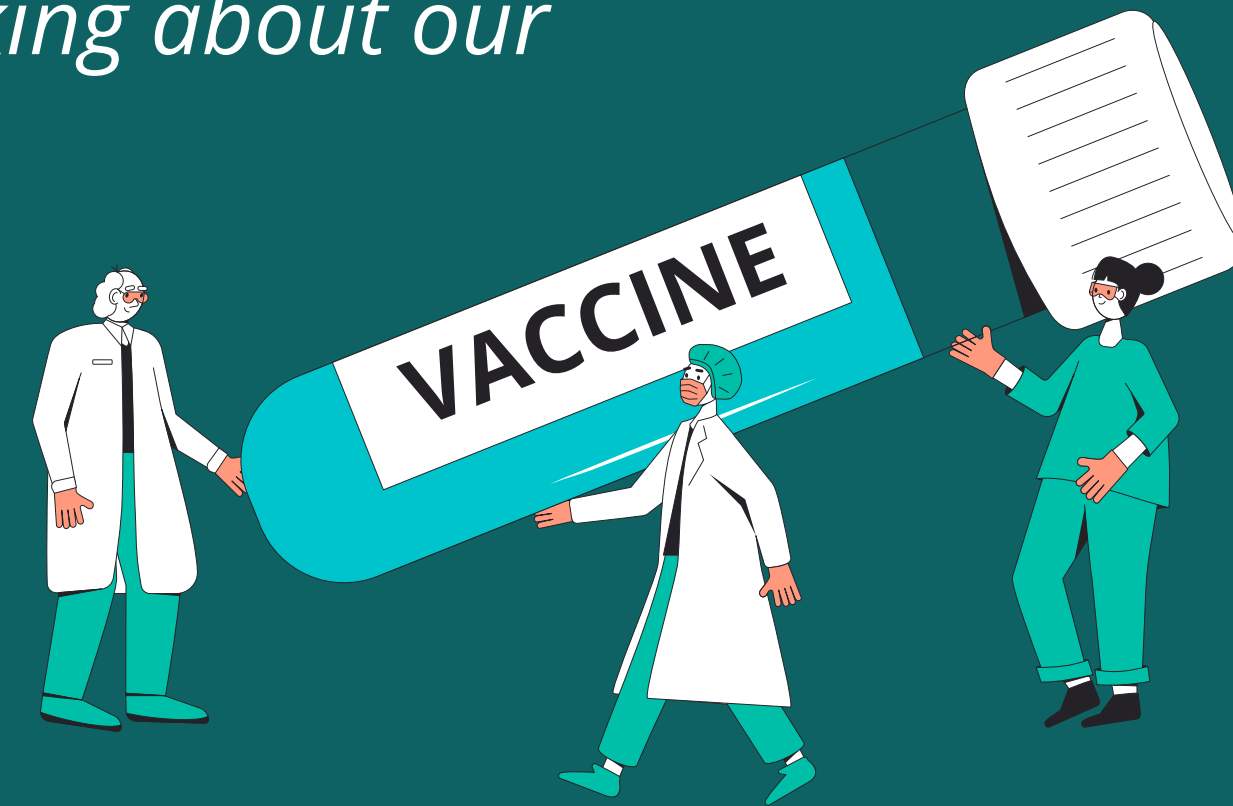


I would like to have a pediatrician that is at least willing to consider my desires for my own child. Again, I'm open to having, I'd like to have a pediatrician that's honest and says, you know, these are the reasons why I think you should, but I also need to have a pediatrician that says if you don't, then I support that decision. You know, within reason. So yeah, I feel like, hopefully, hopefully our, our visions will align, or at least be heard.



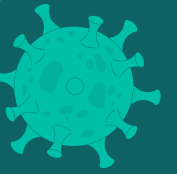
HONESTY

I just want someone who's going to be honest and say, this is, this is important. This is what you need to do. And um, or say, you know, oh, like this is helpful, but it does have this adverse effects. I just want you to be honest with me. That's really what I want. I don't want you to profit off of me. I don't want you to give me this sample because it's the newest sample and you can sell that product or something like that. I really want you to think about what's best genetically and what's going to work best with our bodies and really thinking about our symptoms and our, our issues at the end of the day.

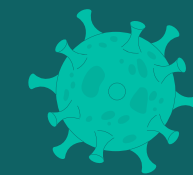




INFORMATION



I don't really know what I want to do yet. I want to do what's best for my child and I'm confused on what to do because there's so many mixed um, reviews and, and reports and things out there that it's really hard to find what's been publicly like put out there by medical reviews or what's, you know, just fake news and all that stuff too...So I honestly don't know what to do. I just want to do what's best for my child in the end and finding that answer really.



WAITING ON HEALTH PROFESSIONAL



Um, like I said, tomorrow is the first day of 38 weeks. Um, and there's still been no push or no mention of vaccines.



AVOIDING DUE TO ANXIETY

I don't want to get yelled at or anything or bullied into anything like that cause I don't do well with communicating with doctors and stuff. They're pretty intimidating to me and I tend to uh, just let them do whatever and then I question it later.



OTHERS TAKING INITIATIVE



I have a chiropractor that's, um, talked about him doing his own research and has shared his thoughts. Um, and that was really awesome for me because it was somebody in the health field of some sort that you could see has done their own research and you know, was getting references and you know suggestions on books to read and stuff like that.

OTHER PARENTS

Before I ultimately make my decision and tell them what I'm going forward with. But I'd still like to get the opinion of others. So that way could help, you know, guide me to the right decision with valued input from more experienced parents.



OTHER PARENTS



I have a friend that told me she used to cut a ladies' hair and her daughter, she had seizures for years. Anytime she would run a fever, she would have seizures after her vaccines. They did a metal detox to get all the metals that vaccines would leave in her body out and after that the child no longer had seizures. So, um, the seizures are definitely main concern for me.



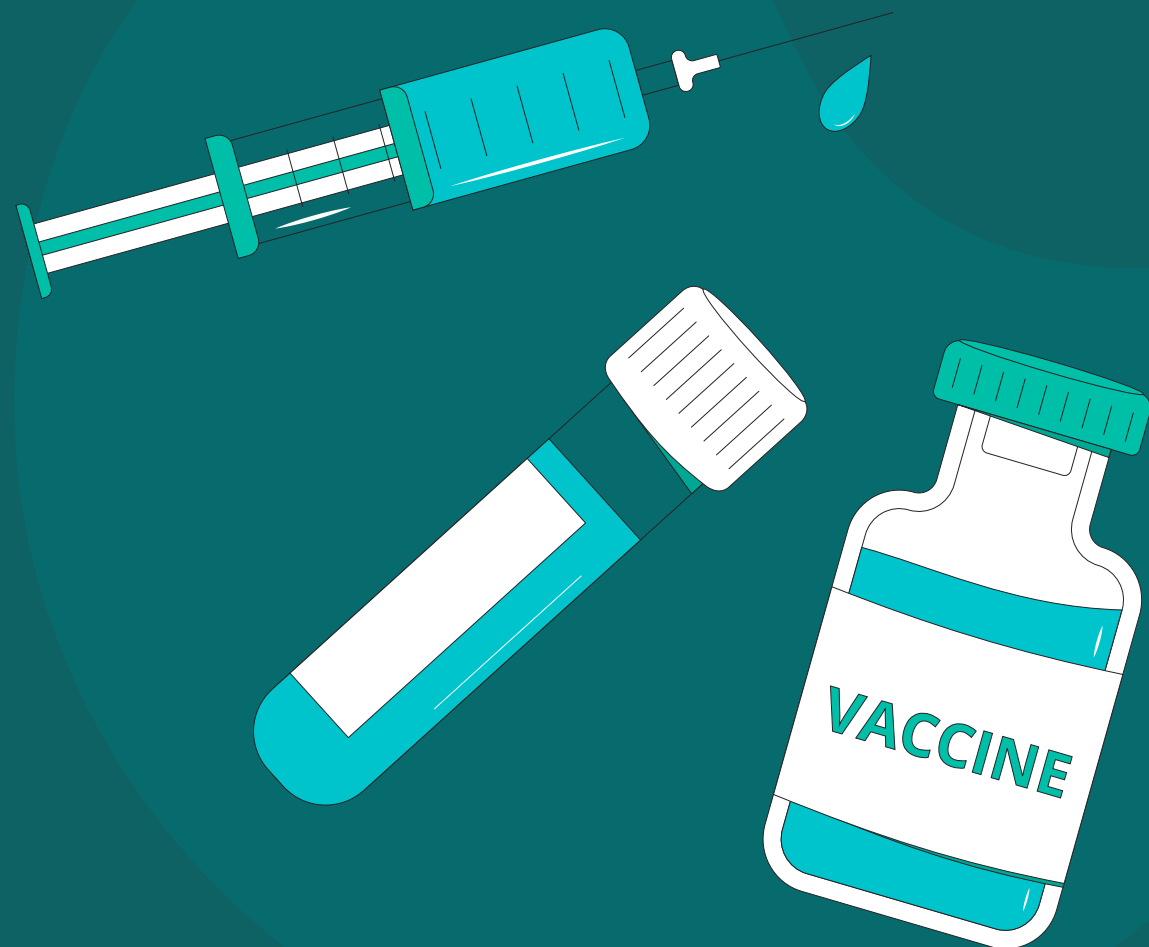
PERSONAL STORIES

From the anti-vaxxers you know, there's a lot of, um, I guess sympathy, empathy, you know when, when they like this, the couple of stories I've heard from families who have had terrible, um, they've gone through terrible side effects and, and all kinds of problems with their children because of vaccines, um, there doesn't seem to be a whole lot of support for them.



PERSONAL STORIES

I do have one friend who had the measles and ended up with partial hearing loss...and so that has influenced my thinking. Um, for the most part, I think it's, it's mostly just like hearing stories from different people, you know, like that's where most of my influence comes from.



MEDIA

I guess it depends on like where I'm looking at. Like if I'm looking from like a news source, like CNN or Fox or whatever, I feel like a lot of its pro, you know, like just media recording on what's happening, you know, like an outbreak. Um, if it's anti, I see a lot of it on Instagram, a lot of anti-vax. I feel like most of the large media outlets are reporting like pro. Personnel media, like people's own social media, is a lot of anti-vaccinations.



MEDIA

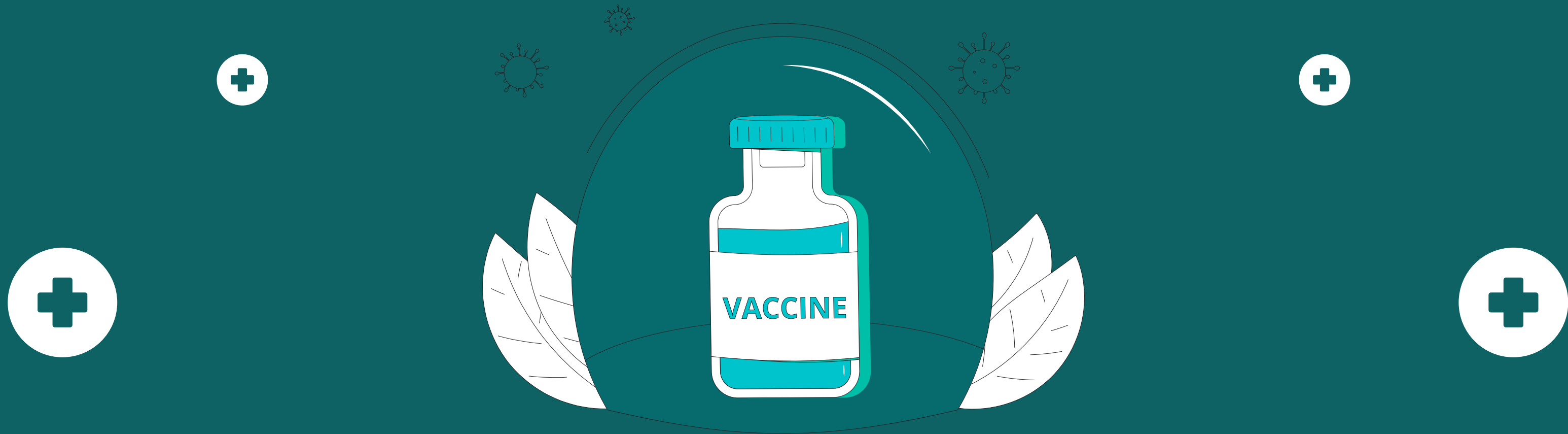
I've seen a lot of anti-vaccination stuff in the media, more social media than like the news media. And most of them are implying that people who choose to vaccinate their kids are making a mistake and they're kind of being blind to a larger risk and they're being brainwashed in a way, by like the government.



KEY TAKEAWAYS

- Vaccine hesitancy is not permanent.
- Information at the right time from Health Professionals can influence decisions.
- Misinformation will fill the void if conversations are not happening in healthcare settings.
- Providing the good, the bad, and the ugly to vaccine hesitant parents may be a better strategy than focusing on only positives.
- Providing judgement free care can aid in building trust and ultimately vaccine uptake





QUESTIONS

Contact Information

Email : mary-gowin@ouhsc.edu

Phone : 405.550.3643

