Pre-training survey

Please complete this short survey before the training!

Vaccine Advocate Training Pre-Survey (https://survey.vovici.com/se/56206EE302B2942E)

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MN Health Plans Collaborative

BlueCross BlueShield Minnesota

HealthPartners

Hennepin Health

Medica

ucare

South Country Health Alliance

IMCare

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Anyone Can Be a Vaccine Advocate

Tabitha Hanson, Karen Ernst, Carly Edson

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Objectives

1. Understand basic vaccine science and how vaccines are monitored to ensure safety.
2. Identify drivers of vaccine hesitancy.
3. Understand how to navigate questions or concerns from families.
4. Build confidence in talking to families about vaccines.
5. Know where to locate reliable vaccine resources for families.

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Why do you choose to vaccinate?

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Karen's origin story

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Immunization 101

Tabitha Hanson, MPH, DNP, RN

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Why vaccinate?

- Vaccine-preventable diseases are a leading cause of death in children around the world.
- Vaccines are effective at preventing illness and protecting against many diseases.
- When you get sick, your children, grandchildren, and parents may also be at risk.
- Vaccine-preventable diseases can be expensive.
- Your family and co-workers need you.

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www.nfid.org

Vaccines Work: Comparing US Reported Cases

DISEASE	PRE-VACCINE	2023 REPORTED	DECREASE
DIPTHERIA	21,053	2	>99%
HIB	20,000	27	>99%
HEPATITIS A	117,333	11,500	90%
HEPATITIS B	66,232	13,300	80%
MEASLES	530,217	47	>99%
MUMPS	162,344	429	>99%
PERTUSSIS	200,752	5,611	97%
PNEUMOCOCCAL DISEASE	63,067	17,700	72%
POLIO	16,316	0	100%
ROTAVIRUS	62,500	16,250	74%
RUBELLA	47,745	3	>99%
SMALLPOX	29,005	0	100%
TETANUS	580	15	97%
VARICELLA	4,085,120	26,919	>99%

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Vaccination activates the immune system

The immune system is designed to fight infections.

- Two ways our immune system learns:
  - Getting sick.
    - Develop antibodies and memory cells.
    - Increased risk of serious illness or dying of the disease.
  - **Getting vaccinated.**
    - **Develop antibodies and memory cells.**
    - **Reduces risk of severe disease and death.**
- Immunization develops protection (immunity) without getting sick.
  - **Active immunity**: Vaccine-induced.
  - **Passive immunity**: Mom to baby.

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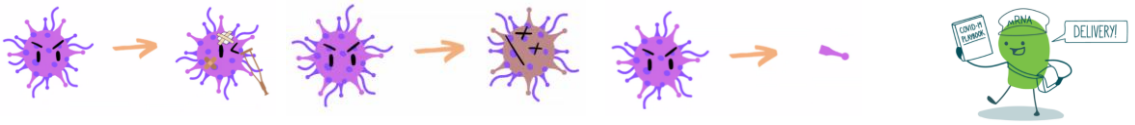
What is a vaccine?



Live attenuated: MMR, varicella, nasal flu

Inactivated (killed): IPV, hep A, flu shot

Polysaccharide, recombinant, conjugate: HPV, hep B, pneumococcal, meningococcal

mRNA vaccines: COVID-19, adult RSV

CommunicateHealth: Explaining mRNA Vaccines (https://communicatehealth.com/wehearthealthliteracy/explaining-mrna-vaccines/) and Empowering Conversations for Healthy Communities (https://boostoregon.org/)

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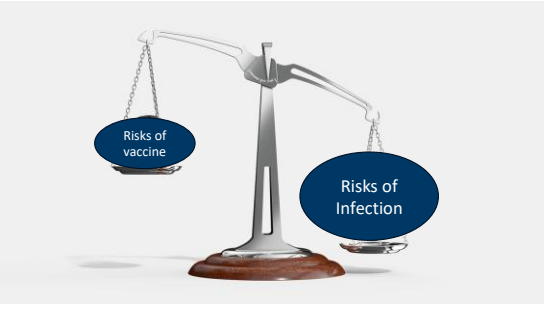
Vaccine safety key messages

- Vaccines are held to the highest safety standards because they are given to healthy people.
- The benefits of vaccines far outweigh the risks.
- Side effects are typically mild and resolve after 1-2 days.



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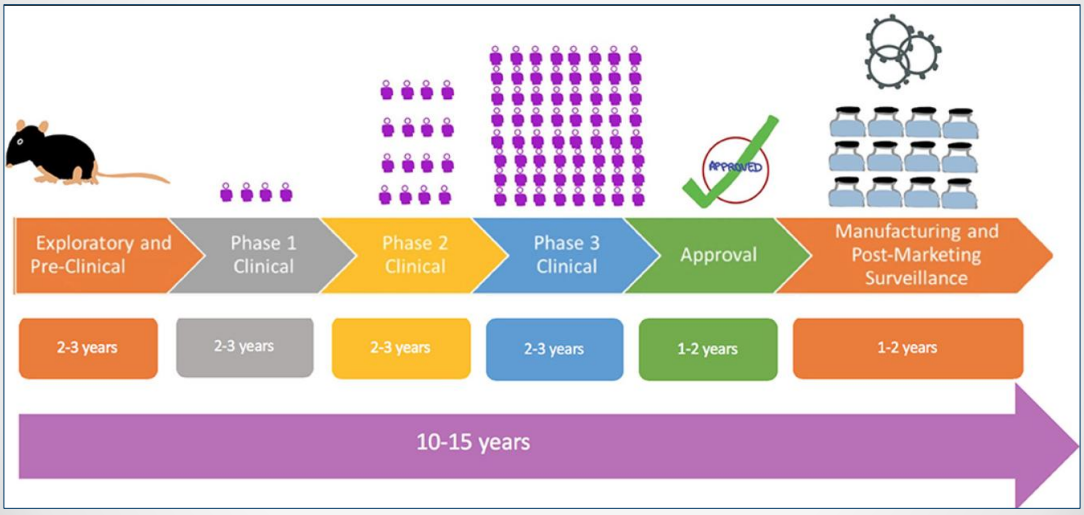
Vaccine development process



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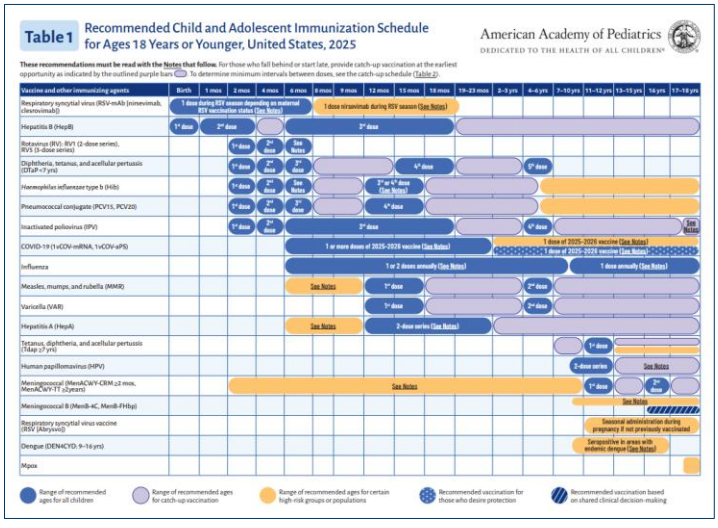
American Academy of Pediatrics



- AAP-Immunization-Schedule.pdf (https://downloads.aap.org/AAP/PDF/AAP-Immunization-Schedule.pdf)

•Healthychildren.org

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How is a vaccine decision made?

How we assess risk


Emotions


Predictions


The YUCK factor


Rational thinking

Key points to consider when preparing to talk about vaccines:

- People do not make health choices based on facts alone.
  - Values
  - What feels less risky
  - Emotions
  - Ease of getting a vaccine

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Time to test your knowledge!

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Talking about vaccines and responding to questions

Carly Edson, MPH and Karen Ernst, MA

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The spectrum of vaccine confidence

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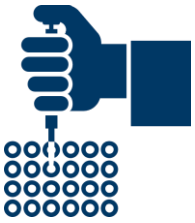
Top reasons for hesitancy

Negative health care experiences.



Historical or cultural reasons.

Peer group influences.

Media or social media bubble.

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Peer group influences

- We all want to feel like we belong.
- We are all influenced by our friends and family.
- When someone has people who are not supportive of vaccines in their lives, they are more likely to questions vaccines too.

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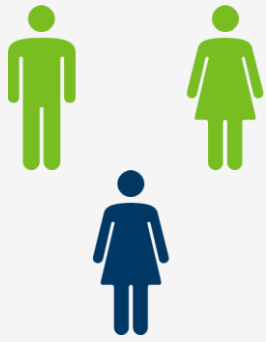
The effect of social norming



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The effect of social norming (cont.)

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The effect of social norming (cont.)

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Media or social media bubble

- Social media is one of the biggest drivers of vaccine hesitancy today.
- Traditional and social media both play a role in sowing seeds of doubt and amplifying misinformation.

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Vaccine mis- and disinformation

- Misinformation:
  - Innocent falsehoods, misunderstandings.
  - A desire to share content that aligns with personal identity, reflects cultural norms/values, and/or to be helpful to their audience.
- Disinformation:
  - There is often a connection to profit and/or to erode trust and create division.

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What you might hear

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Talking about vaccines: The four As

Ask → **Acknowledge** → **Affirm** → **Answer**

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How we begin matters

- Get your mind right:
  - Be curious about why the other person is hesitant.
  - Decide to dig deeper into their concerns.
  - Listen to learn, not to respond.

Credit: Voices for Vaccines

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1. Ask

- **ASK:** Open-ended questions that get the other person talking to get more information about the source of their hesitancy.
  - Helps you have a dialogue with the other person instead of getting into a debate.
  - Helps you learn more about the person's past experiences, concerns, and level of trust.
  - Helps you build trust and connection with someone who may be set to distrust vaccines.

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How to ask a good question

- **Make it clear**
  - Your questions should be easy to understand and to answer.
  - Avoid multi-part questions.
- **Make it neutral**
  - Your question should be neutral enough that any answer would be acceptable.
  - Help the person feel free to be honest.
- **Make it relevant**
  - Ask a question related to the discussion you are currently having.

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Build a bridge

- Create trust as the basis of your conversation
- As you listen, scout for:
  - What you have in common
  - Where they are right
  - How you can build trust based on their beliefs
- Your first response to them should not be to correct them, but build that bridge

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Active listening tips

- Listen to learn, not to respond.
- Use body language to show you are listening.
- Ask open-ended clarifying questions.
- Reflect back what they are saying to check your understanding.
- Listen with empathy.

Credit: Voices for Vaccines

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Time to practice your listening skills!

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2. Acknowledge

- **ACKNOWLEDGE:** When they are right.
  - Find the grain of truth:
    - “You are right about that.”
    - “That’s a valid point.”
  - Acknowledge their concerns with compassion.
    - “You are not alone. Many people ask questions about vaccines like this.”

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Support behavior change

- Change behaviors someone may already exhibit:
  - Asking questions
  - Seeking out new information
  - Engaging in a conversation with you
  - Willingness to look into new information
- How do we elicit behavior change?

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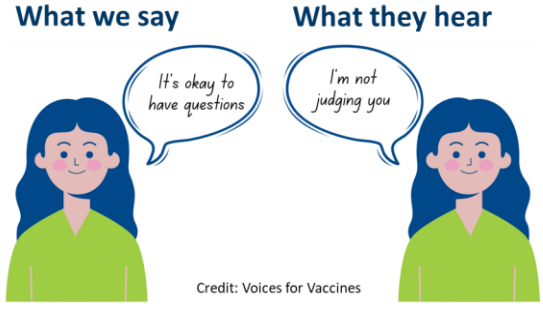
3. Affirm

- **AFFIRM:** That it's good to ask questions.
  - Provides a sense of understanding, respect, and collaboration.
  - Affirm the experiences and feelings of the other person to build trust and to feel safe to share concerns.



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Are they ready for new information?

- We can often feel a shift in a conversation when:
  - They acknowledge your expertise or knowledge.
  - They start soliciting information from you.
  - They express doubts about their current beliefs.
- How do we ensure that an answer we provide will be well-received?

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4. Answer

- **ANSWER:** After you have asked permission to provide information.
  - Ways to ask permission:
    - "I've come across some data that might be useful; do you mind if I share what I've learned?."
    - "Can we explore some facts together? I think it might be helpful for our discussion."
    - "I'd like to look up some information from some sources that I know about. Would that be okay with you?"

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When you know the answer

When the person indicates they want you to answer:

- Provide an answer in a way that teaches them how vaccines work not just informs them that vaccines are safe and effective.
- Keep your answers simple and ask if they want more information.
- Provide one answer at a time.
- Stay on the topic of their concern.

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When you don't know the answer

- It is OK to say, "I don't know."
  - You can follow-up later with more information.
- Encourage them to discuss with their health care provider.
- Share reliable resources.

Credit: Voices for Vaccines

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You're a success!

- The other person didn't change their mind? That's OK.
- You showed you are a trustworthy, empathetic source of:
  - Information
  - Access help
  - Support
- Have reasonable expectations for your conversation.

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Example scenarios

Carly, Tabby, and Karen

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"I'm nervous about vaccines causing seizures"

Example scenario

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"I've heard vaccines have harmful chemicals in them"

Example scenario

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"I'm avoiding the MMR vaccine because it might cause autism"

Example scenario

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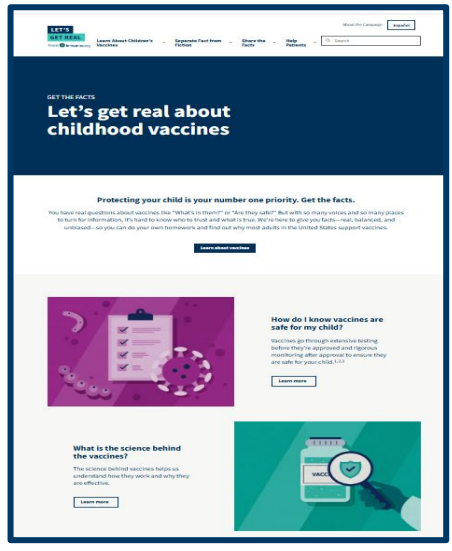
Reliable vaccine resources

- Minnesota Department of Health:
  - Reliable Sources of Immunization Information (www.health.state.mn.us/people/immunize/basics/imminfo.html)
  - Be a vaccine advocate! (www.health.state.mn.us/people/immunize/basics/beavaxadvo.pdf)
- Voices for Vaccines: Resources (www.voicesforvaccines.org/resources/): Vaccine Quest and Becoming Trusted Messengers
- Vaccine Your Family University: https://vaccinateyourfamily.org/vclp/
- Immunize.org: LetsGetRealAboutChildhoodVaccines.org



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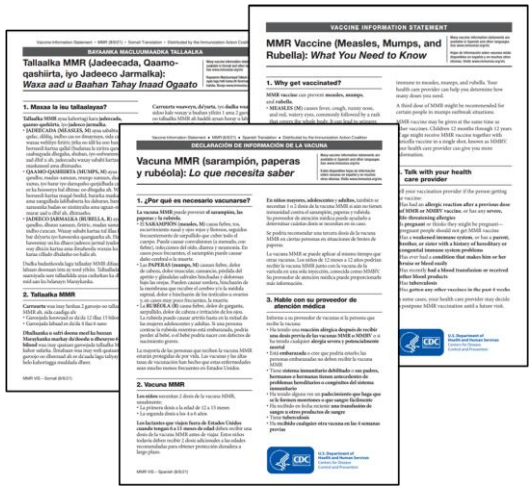
Vaccine Information Statements (VIS)



- **Vaccine Information Statements** (VIS) are information documents produced by the Centers for Disease Control (CDC) that explain both the benefits and risks of a vaccine.
- Federal law requires that they are handed out before each dose.
- Available in multiple languages: [Immunize.org: VIS Translations Index (www.immunize.org/vaccines/vis-translations/spanish/)](www.immunize.org/vaccines/vis-translations/spanish/).

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Minnesota School and Child Care Immunization Law

Are Your Kids Ready?

Child Care and Early Childhood Programs Immunization Law

Children are required to receive immunizations before enrolling in child care and early childhood programs in Minnesota or submit an exemption. This requirement applies to all licensed child care centers, family child cares, certified license exempt child cares, and early childhood programs such as preschool, school readiness plus, voluntary prekindergarten, and early childhood special education. Look for your child's age group in the chart below and see how many total doses of each vaccine are needed for their age.

Required Immunizations	3-4 months	5-6 months	7-15 months	16-23 months	24 months to kindergarten
Hepatitis B (Hep B)	2 Doses	2 Doses	3 Doses	3 Doses	3 Doses
Diphtheria, tetanus, and pertussis (DTaP)	1 Dose	2 Doses	3 Doses	3 Doses	4 Doses
Polio (IPV)	1 Dose	2 Doses	2 Doses	2 Doses	3 Doses
Pneumococcal (PCV)	1 Dose	2 Doses	3 Doses	3 Doses	
Haemophilus influenzae type b (Hib)	1 Dose	1 Dose	1 Dose	1 Dose	1 Dose
Measles, mumps, rubella (MMR)				1 Dose	1 Dose
Varicella (chickenpox)				1 Dose	1 Dose
Hepatitis A (Hep A)					1 Dose

Note: The number of doses may be different if your child is behind schedule. If your child has fallen behind on their vaccinations it is not too late to catch-up, talk to their health care provider.

Recommended but not required for school

Influenza (flu), COVID-19, Human Papillomavirus (HPV), Meningococcal B (MenB) and other vaccines are recommended for children to ensure they are fully protected. Talk to your health care provider about when your child should receive these immunizations. For more information visit CDC: Vaccine Schedules For You and Your Family (www.cdc.gov/vaccines/imz-schedules/index.html).

Medical and non-medical exemptions

Instructions for documenting medical or non-medical exemptions and history of chickenpox (varicella)

Follow steps 1 and 2 below to document a medical exemption, non-medical exemption, or history of chickenpox.

1. Place an X in the box to indicate a medical or non-medical exemption. If you are exempting your child from more than one vaccine, mark each vaccine you are exempting them from with an X.
2. Obtain signatures for exemptions or history of chickenpox disease.

Required Immunizations	Medical	Non-Medical
Hepatitis B (Hep B)		
Diphtheria, tetanus, and pertussis (DTaP)		
Polio (IPV)		
Pneumococcal (PCV)		
Haemophilus influenzae type b (Hib)		
Measles, mumps, rubella (MMR)		
Varicella (Chickenpox)		
Hepatitis A (Hep A)		

Medical exemption: A health care provider must review and sign a medical exemption. A health care provider includes a licensed physician, nurse practitioner, or physician assistant. By my signature below, I confirm that this child should not receive the vaccines marked with an X in the table for medical reasons (contraindications) or because there is laboratory confirmation that they are already immune.

Signature: _____ (of health care practitioner)

Date: _____

Non-medical exemption: A parent/guardian must sign for a non-medical exemption and the form must be signed and stamped by a notary. A child is not required to have an immunization that is against their parent or guardian's beliefs. Choosing not to vaccinate may put the health of your child or others they are around at risk. Unvaccinated children who are exposed to a vaccine preventable disease may be required to stay home from school and other activities for up to 21 days to protect themselves and others.

By my signature I confirm that this child will not receive the vaccines marked with an X in the table because of my beliefs and I understand that they may be required to remain out of school and other activities for up to 21 days if exposed to a vaccine preventable disease.

Signature: _____ Date: _____
(of parent/guardian)

Non-medical exemptions must also be signed and stamped by a notary:

Notary Stamp

This document was acknowledged before me on _____ (date),

by _____ (name of parent or guardian)

Notary Signature: _____

State of _____,
County of _____

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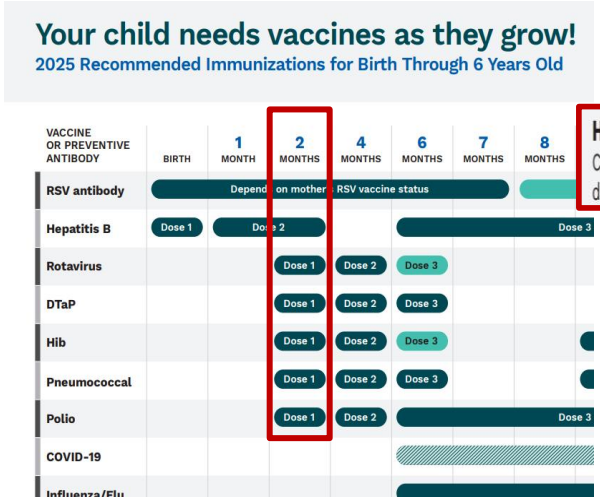
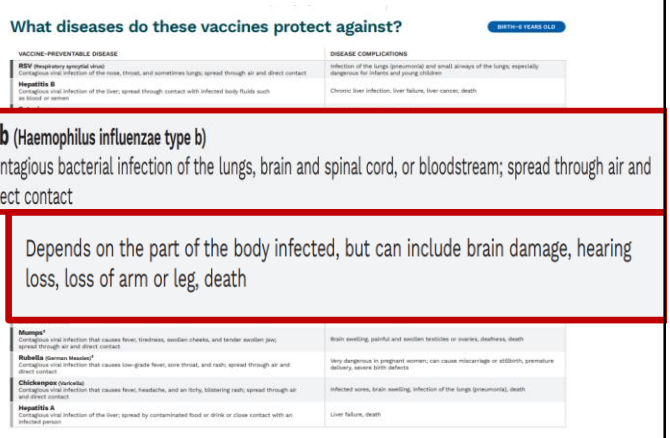
The immunization schedule





[CDC: Vaccine Schedules For You and Your Family (www.cdc.gov/vaccines/imz-schedules/index.html)](www.cdc.gov/vaccines/imz-schedules/index.html)

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Questions?

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Thank You!

Evaluation – https://survey.alchemer.com/s3/8578645/Anyone-Can-be-a-Vaccine-Advocate

Certificate of Participation –upon completion of Evaluation

Recording - Performance Improvement Project (PIP): Healthy Start for Minnesota Children - Stratis Health

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Thank you!

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