Translating Research into Practice in the Development of CDC’s Childhood Immunization Campaign

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VACCINATION COVERAGE IN THE UNITED STATES

* The Healthy People 2020 target for coverage is 90% for all vaccines with the exception of rotavirus (80%) and HepA (85%).
† DTP (3+) is not a Healthy People 2020 objective. DTaP (4+) is used to assess Healthy People 2020 objectives.
§ Reflects 3+ doses through 2008, and Full Series (3 or 4 doses depending on type of vaccine received) 2009 and later.

Very few US toddlers have received no vaccines at all

Source: National Immunization Survey
COMMUNICATION CONTEXT
Used to look a lot like this...

...but recently, we have seen some shifting

Editorial Blame Disneyland measles outbreak on anti-science stubbornness
Immunization – A Complex Communication Environment

• Low disease awareness = increased focus on vaccine risks
• Low tolerance for vaccine risks
• Full and complicated immunization schedule
• Time is often limited
• Many places to find and get information

AUDIENCE RESEARCH
Research with Health Care Professionals

- **Completed**
  - 2008 in-depth interviews with pediatricians and family physicians
  - 2009 survey of pediatricians and family physicians (partnership with U of Colorado)
  - 2010 pilot evaluation of educational materials with WA state health care professionals
  - 2010 in-depth interviews (IDIs) to discuss provider resources

Research with Healthcare Professionals

- **Guiding Principles and Lessons Learned**
  - Strong support among healthcare professionals for the existing immunization schedule
  - Bottom line is that kids are getting immunized but discussion and education are taking longer than in the past
  - Healthcare professionals are still the most trusted source of vaccine information and advice for most parents
  - Educational materials should supplement—not replace—conversations between healthcare professionals and parents
Research with Parents

- **Completed**
  - 2008, 2009, 2010 HealthStyles mail surveys
  - 2008 and 2009 focus group research with moms
  - 2008 online testing of draft educational materials with moms
  - 2010, 2012, and 2014 national polls of vaccine attitudes and behaviors
  - 2010 cognitive interviews and focus groups with moms to test readability of Vaccine Information Statements
  - 2011 focus groups and intercept interviews with parents to discuss vaccination barriers and facilitators, and to test message concepts

- **Guiding principles and lessons learned**
  - Most parents nationally are confident in vaccine safety, and either have already vaccinated or plan to fully vaccinate their child
  
  - Many parents have at least some questions or concerns about infant immunization (pain, side effects, number, and timing are consistently the most common)
  
  - A child’s healthcare provider is generally the most important source of vaccine information; however, moms want to hear consistent things from multiple sources they deem credible
  
  - Educational materials with personal stories and information about vaccine preventable diseases are well-received
Quantitative and Qualitative Research Show

- Most parents are generally confident in:
  - The safety of vaccines
  - The effectiveness of vaccines
  - The benefits of vaccines
  - The number of vaccines their child gets in the first 2 years of life
- But, they may still be anxious about shot visits
  - About 25% of parents report having at least a little anxiety
- And, they may still have questions
- Questions may not be the same as concerns
- Questions and concerns may vary by disease and vaccine

Thinking about your youngest child, in general, how much vaccine information did you try to find before his or her vaccination visits?

- A lot (25.3%)
- Some (31.5%)
- A little (17.3%)
- None (25.9%)

Source: 2015 Consumerstyles Survey
Key Drivers to Communication Planning

- There is a spectrum of parental attitudes, beliefs, and behaviors requiring some tailoring and layering of communication practices and materials.
  - Questions and concerns do not always equal lack of confidence.
- Reinforcing the social norm around vaccination is important.
- Recommendations from providers are persuasive, but we can’t ignore other social influences.
  - The facts don’t speak for themselves. Personal accounts from peers or health care professionals are persuasive and memorable.
  - Vaccine safety issues are a concern for many parents. Risk communication approach is needed to maintain trust.
- There is no quick fix message

TARGET AUDIENCE: PARENTS
Goals of Parent Campaign

- Reinforce the social norm to vaccinate
- Increase awareness of vaccine-preventable diseases
- Increase awareness of disease protection benefits of vaccines
- Empower parents to make the choice to immunize their children

English Campaign: Immunization. Power to Protect.

Spanish Campaign: Con salud, todo es posible. Vacune a sus hijos.

www.cdc.gov/vaccines/parents/resources
Parents Use Digital Information

- Digital Channels
- Social Media
- Mobile Access

Digital Communication Activities to Reach Parents

- Amplify messaging in digital space
- Partnerships to reach parents
- Digital tools and conversations
Vaccine Website for Parents

www.cdc.gov/vaccines/parents

Parent Friendly Resources

www.cdc.gov/vaccines/parents/resources
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Need sample tweets and posts?

Does your baby have all recommended shots? Use CDC’s online tool to check.
http://1.usa.gov/WukB16

Spending a lot of time talking to parents about vaccines? CDC, AAP, and AAFP have resources to help with your vaccine conversations with parents:
www.cdc.gov/vaccines/hcp/conversations

http://www.cdc.gov/vaccines/events/niiw/
TARGET AUDIENCE: HEALTHCARE PROFESSIONALS

Provider Resources for Vaccine Conversations with Parents

- Developed with partners AAP and AAFP
- Targets healthcare professionals
- Based on formative research
- Uses risk communication principles
- Reviewed annually by subject matter experts

www.cdc.gov/vaccines/conversations
Materials: Provider Resources

- **Understanding Vaccines and Vaccine Safety**
  - How Vaccines Work
  - The Recommended Childhood Immunization Schedule
  - Ensuring the Safety of U.S. Vaccines
  - Understanding the Vaccine Adverse Reaction Reporting System
  - Understanding MMR Vaccine Safety
  - Understanding Thimerosal, Mercury, and Vaccine Safety
  - The Advisory Committee on Immunization Practices

- **Diseases and the Vaccines that Prevent Them**
  - 14 vaccine-preventable disease sheets, each with 2 versions (one for high-information seeking parents and the other with basic information); Basic sheets are also available in Spanish

- **If You Choose Not to Vaccinate, Understand the Risk and Your Responsibilities**

Provider-Targeted Materials

- Topics of concern/interest to providers and parents
- Summary of key points
- Q&A format
- Co-branded with AAFP and AAP
- The science
Parent-Targeted Materials

• Healthcare professionals requested more plain-language pieces for parents
• More basic overview of disease and vaccine
• Most have no story (or an abbreviated version)
• Clearly shows benefits and risks
• Available in Spanish and English
Take Away Messages

- Parents fall along a spectrum; this is not usually an "either/or" decision
- Questions and concerns do not always equal lack of confidence; vaccinating is still the norm
- Doctors and nurses are the most important source of information, but we can’t ignore other social influences
  - Reach parents where they are spending time – including online.
  - Grassroots education and partnerships are key
- There is no quick fix message
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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.