



Parental Vaccine Hesitancy Current Challenges and Strategies

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September 2021



What's are the barriers to vaccine acceptance?

Vaccine hesitant parents disagree:*

- Vaccines are safe
- Vaccines are necessary
- Vaccines prevent disease
- My child is at risk for disease
- Provider's have my child's best interest at heart
- They have a good relationship with their child's provider

Vaccine hesitant parents agree:*

- There are too many vaccines
- There can be serious side effects
- Vaccines can have effects on the immune system

Parents of children with nonmedical exemptions believe:

- Vaccines may cause harm
- The natural disease is better
- Thimerosal in vaccine & autism
- The disease is not dangerous
- Parents, rather than MDs, know what's best
- Government is not to be trusted
- Ethical/moral reasons
- Mandatory vaccinations are against freedom of choice

*From a 2009 National Immunization Survey

How common is vaccine hesitancy?

A survey in 2013 showed **87%** of pediatricians encountered parents who *refused* a vaccine for their child

Source: AAP

How should we discuss vaccines with hesitant parents?

Use of Participatory vs Presumptive approach

Participatory:

"How do you feel about your child getting shots today?"

Presumptive:

"Today is the day your child receives shots!"

A larger proportion of parents resisted vaccine recommendations when providers used a participatory rather than presumptive initiation format

For parents who are more unsure or resistant, avoid lecturing (data dump) or argumentative attitudes

Use of Motivational Interviewing

- Ask parent in a non-threatening way to share concerns
- Reflect (empathy), summarize what's been heard, then proceed, with permission, to provide information related to concerns
- Repeat until end of conversation for the day, and pick up again next visit if choosing not to vaccinate
- Make clear and personalized recommendations and elicit how they would like to proceed

Provider TRUST is the key to moving parents from hesitant to accepting

Want to know more?



Scan the QR code to listen to the full vaccine series webinar



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