


**Let's Talk About Vaccines**  
and the challenges during SARS-CoV-2

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I have nothing to disclose.

I have no conflicts of interest to declare.

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**VISITING IMMUNIZATION EXPERT INITIATIVE**

- The Visiting Immunization Expert Initiative through the national American Academy of Pediatrics provides support for immunization experts to virtually visit organizations to address pediatric influenza and Human Papillomavirus (HPV) in effort to help physicians and practice staff make strong recommendations for HPV and pediatric influenza vaccination.
- This presentation is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

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**LEARNING OBJECTIVES**

- To be able to describe the impact of the SARS-CoV-2 epidemic on vaccine practices
- To identify barriers to vaccination
- To define and introduce effective communication strategies about vaccines

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Worldwide vaccination prevents 2-3 million deaths every year.

In US vaccination prevents 42,000 deaths per birth cohort.

**I ♥ VACCINES**

Vaccines do not save live; **VACCINATION** does.

Sources: <https://www.who.int/en/news-room/fact-sheets/detail/immunization-coverage> ; <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6019a5.htm>

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**MISSING VACCINATIONS DURING COVID-19 PUTS OUR CHILDREN & COMMUNITIES AT RISK**

Source: <https://www.bcbs.com/the-health-of-america/infographics/missing-vaccinations-during-covid-19-puts-our-children-and-communities-at-risk>

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**COVID-19 pandemic and disruptions to routine childhood vaccination**  
Weekly decreases in Vaccines for Children program provider orders for pediatric vaccines – United States, December 23, 2019–May 10, 2020

**All non-influenza vaccines**

Source: CDC

Slide Date:  
 1 1/20/2020: First US case reported (Washington state)  
 2 3/11/2020: US national emergency declared

Source: <https://www.cdc.gov/vaccines/acip/meetings/downloads/slides-2020-06/COVID-04-Wharton-508.pdf>

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**COVID-19 pandemic and disruptions to routine childhood vaccination**  
Weekly decreases in Vaccines for Children program provider orders for pediatric vaccines – United States, December 23, 2019–May 10, 2020

**Measles-containing vaccine**

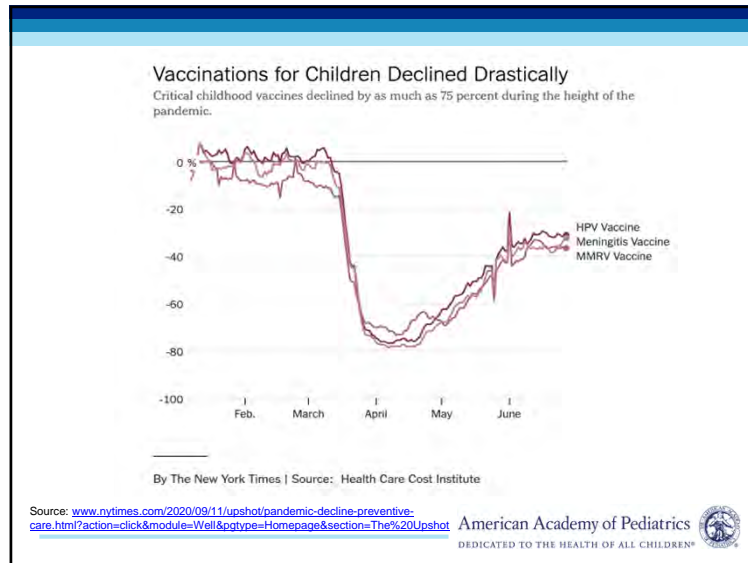
Source: CDC

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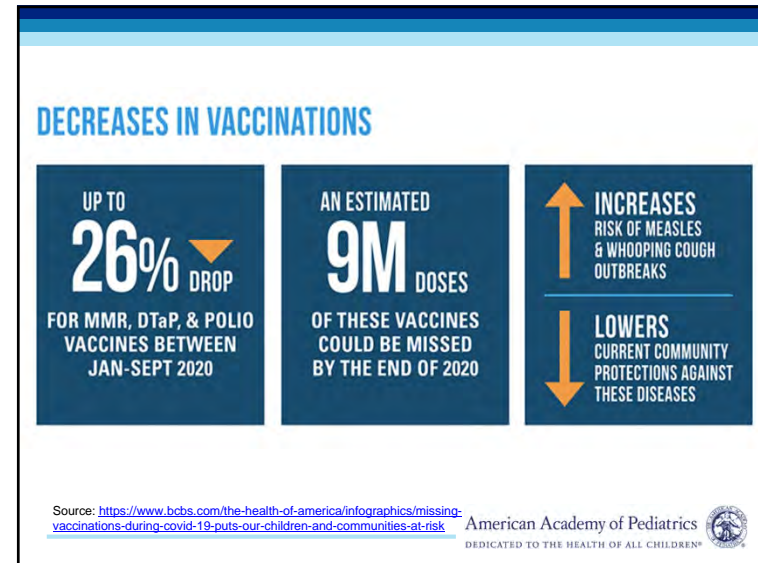
Source: <https://www.cdc.gov/vaccines/acip/meetings/downloads/slides-2020-06/COVID-04-Wharton-508.pdf>

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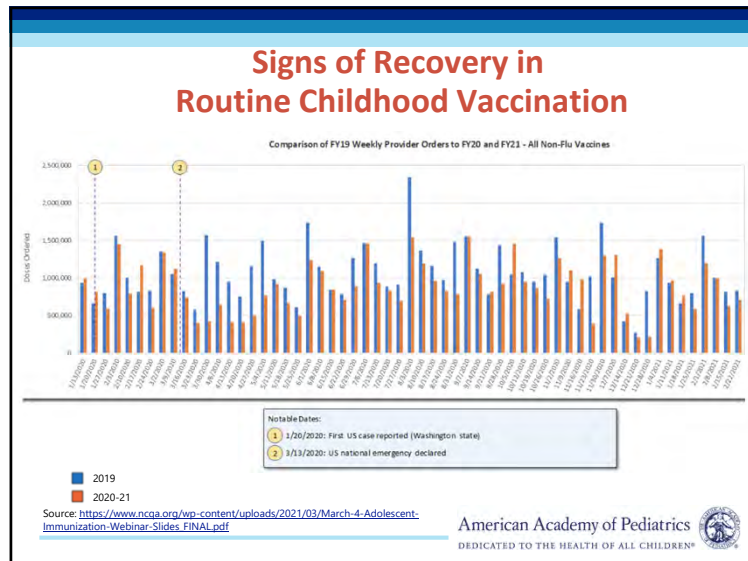
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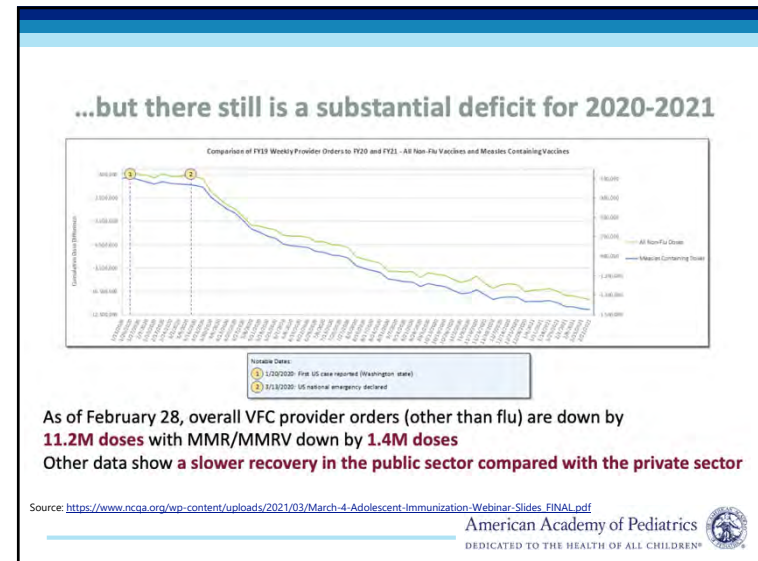
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**THESE ARE CHALLENGING TIMES, BUT...**

- Vaccination is an essential medical service for all children and adolescents, ideally in the medical home
- Stress and focus on the need for preventive services
- Administer all due (or overdue) vaccines during the same visit
- Implement strategies to catch patients up on vaccine, especially those under 2 years of age (reminder/recall)
- Ensure safe delivery of vaccines (eg, PPE, physical distancing)

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**FOR A SAFE RETURN TO IN-PERSON SCHOOL**

- Many school-aged children missed recommended vaccines over the last year due to COVID-related disruptions
- Schools may not have focused on compliance with school vaccination requirements during the 2020-21 school year
- We don't know when COVID-19 vaccine will be available for children, but if it is we cannot count on being able to administer other vaccines simultaneously or within 2 weeks of COVID-19 vaccination
- We need to get children caught up now on vaccine doses missed so they can safely return to in-person learning

Source: [https://www.ncca.org/wp-content/uploads/2021/03/March-4-Adolescent-Immunization-Webinar-Slides\\_FINAL.pdf](https://www.ncca.org/wp-content/uploads/2021/03/March-4-Adolescent-Immunization-Webinar-Slides_FINAL.pdf)

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Influenza vaccination remains particularly important during the COVID-19 pandemic to reduce the burden of respiratory illnesses and hospitalizations and preserve the capacity of the health care infrastructure.

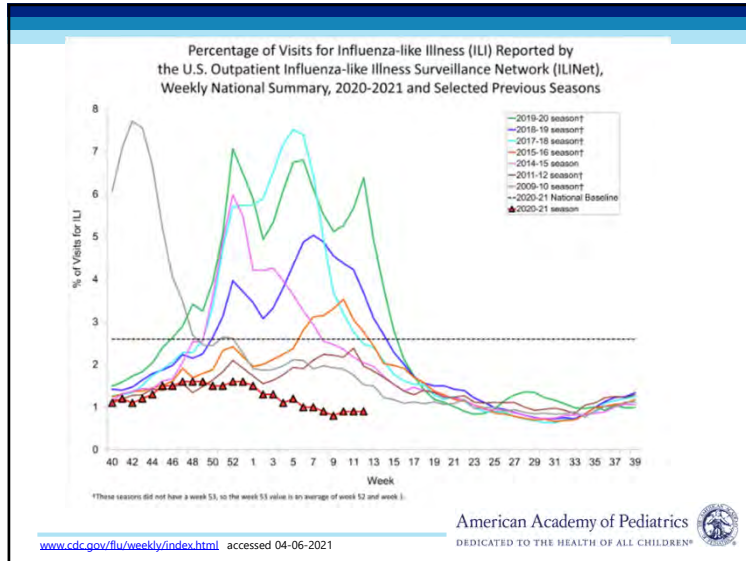
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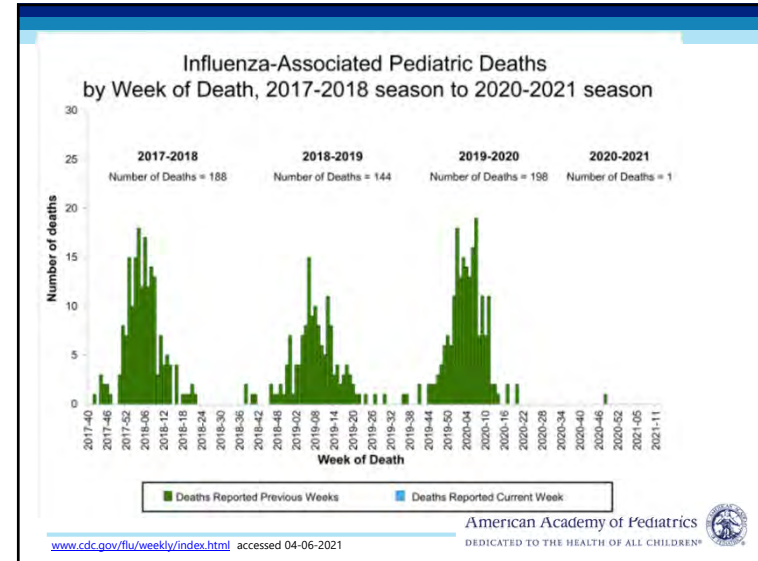
With wearing masks, good hand-washing, keeping fingers away from the face and with social distancing... perhaps we have changed the epidemiology of influenza this season

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The AAP supports mandatory vaccination of health care personnel as a crucial element in preventing influenza and reducing health care-associated influenza infections, because health care personnel often care for individuals at high risk for influenza-related complications.

Source:  
<https://pediatrics.aappublications.org/content/pediatrics/early/2020/09/04/peds.2020-024588.full.pdf>

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# Vaccine hesitancy is not new.

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1802 cartoon satirizing the concerns of those who feared smallpox vaccine

Source: James Gillray, Library of Congress, Prints & Photographs Division American Academy of Pediatrics  
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## MOST PARENTS VACCINATE

Percent of children born in 2016-17 who received vaccine by 24 months of age

Year	Percent Unvaccinated
2011	0.9
2015	1.3
2016	1.2

■ Unvaccinated ■ Vaccinated

Data source: Vaccination Coverage By Age 24 Months  
MMWR. 10/23/2020 69(42).

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PARENTS WANT TO DO WHAT IS BEST FOR THEIR CHILD, BUT THERE IS A LOT GOING ON: *WHAT TO BELIEVE?*

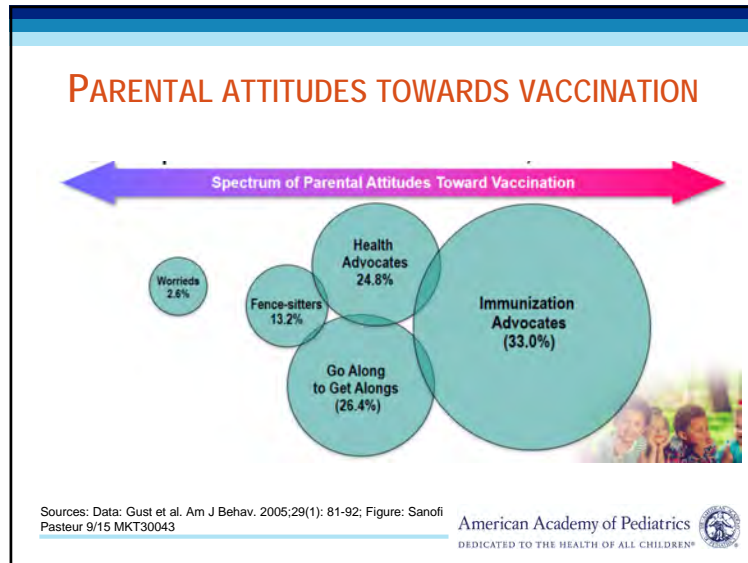
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    graph TD
      Community[Community] --> Parents((Parents))
      Providers[Providers] --> Parents
      PublicHealth[Public Health] --> Media[Media & Internet]
      AntiVaccine[Anti-vaccine] --> Media
      Media --> Parents
  
```

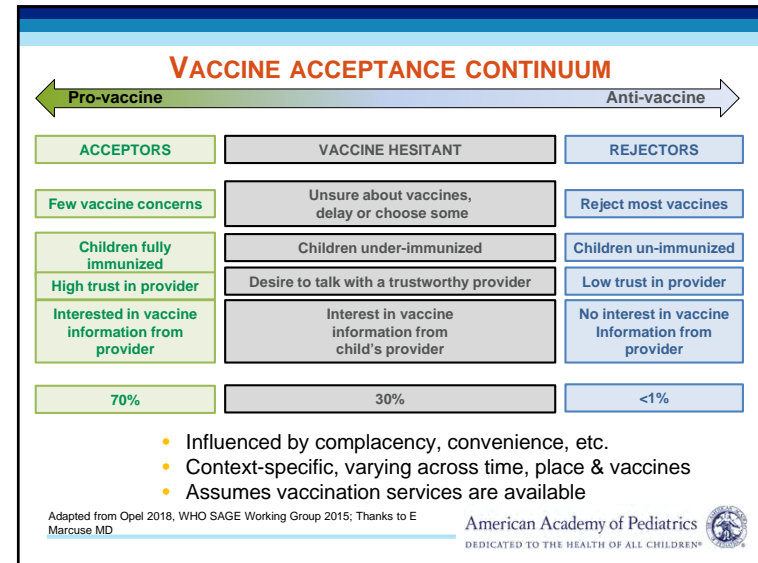
Source: <http://www.vaxnorthwest.org>

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### WHAT IS MOTIVATIONAL INTERVIEWING?

- Patient-centered method for enhancing intrinsic motivation to change health behaviors by exploring and resolving ambivalence
- Studies have illustrated the efficacy of MI as a promising strategy to encourage positive health behavior change in substance abuse, oral health and diet and exercise
- Now being used in addressing vaccine hesitancy

Source: AP Motivational Interviewing. <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/HALF-Implementation-Guide/communicating-with-families/Pages/Motivational-Interviewing.aspx>

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### MOTIVATIONAL INTERVENTION TOOLS

- Asking open-ended questions
- Reflective listening
- Eliciting pros and cons of change
- Inquiring about the importance and confidence of making a change
- Summarizing the conversation

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**A strong clinician recommendation is the single best predictor of vaccination.**

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## VACCINATION INITIATION RATES DEPEND UPON A HIGH QUALITY RECOMMENDATION

- If there is no recommendation or vaccination is presented as an option 20-30%
- If it is a low quality recommendation 50%
- If it is a high quality recommendation (same way, same day) 70-90%

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**Parents and physicians may speak different languages.**

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## COMMUNICATE WITHOUT CONFRONTATION

- The goal is to persuade, not win a debate
- You don't need to correct every erroneous idea
- Belief wins out over science; belief is stronger than proof
- Belief won't and can't be changed by evidence

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## REMEMBER THAT...

- Social networks help form or reinforce beliefs
- If we as physicians attack beliefs, we lose the ability to persuade

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## COMMUNICATION TIPS

- ✓ Ask
- ✓ Listen
- ✓ Use body language
- ✓ Check back
- ✓ Summarize
- ✓ Affirm the parent

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## USE THE OPPORTUNITY

- Seize the moment
- Do not “profile” the parent or family
- Bundle the recommendation - all vaccines are important
- Ask for parent’s (and teen’s) question
- Answer the question accurately and calmly
- When a second question comes, such as “some people...”, stay positive
- Show caring (“I’d feel better”)

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## SOME PARENTS NEED REASSURANCE

- Many parents simply accept a recommendation
- Some parents may be interested in vaccinating, yet still have questions. Interpret a question as they need additional reassurance from YOU, the clinician they trust with their child’s healthcare
- Ask parents about their main concern (be sure you are addressing their real concern)

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## Keep entire office staff on message

Source: <https://trending.com/images/2019-02-22/pediatric-office-staff-had-these-shirts-made-to-wear-at-work>

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Despite aggressive media attention to the concerns of the vaccine-anxious and discussions focusing on vaccine hesitancy and anti-vaxxer populations, social determinants of health and in particular, access barriers play a large role in children not being up to date with vaccines.

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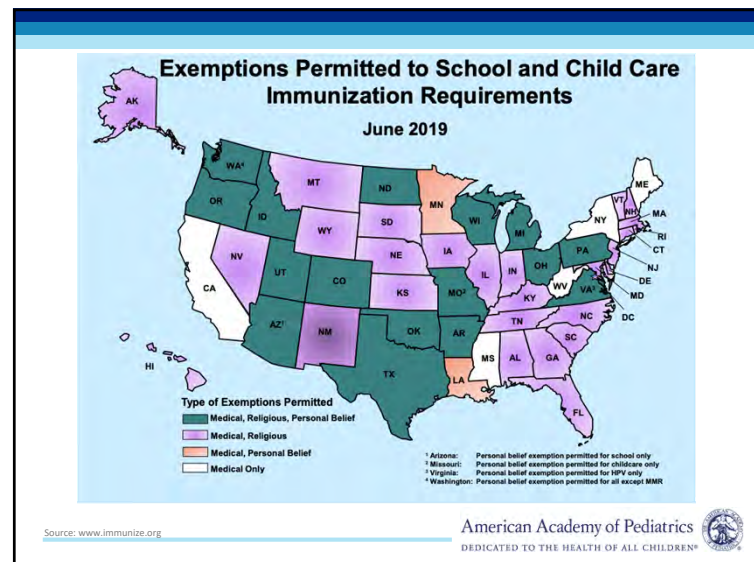
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## POTENTIAL BARRIERS TO VACCINATION

- Literacy and health literacy
  - Languages, translation services, comprehension
- Transportation
  - Access to cars, public transit systems
- Location: Rural health vs suburban vs urban
  - Distance to primary care, community-based care
- Insurance status
  - Private vs public insurance vs no insurance
- Immigration status
  - Documented vs undocumented, fear of public charge
- Family structure and dynamics
  - Work demands, parental time off, number of children
- Easy excuses to avoid vaccines


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**Voters in Maine upheld a new state law that eliminates philosophical and religious exemptions for mandated childhood vaccines. March 3, 2020**



Pediatrician Laura Blaisdell, co-chair of Maine Families for Vaccines, joined supporters at the Augusta State House in February for a campaign event. Photo: Kristina Poirer/Staff.

[www.aap.org/sections/health-shots/2020/03/03/811284575/vaccine-requirements-are-on-the-ballot-in-maine-after-a-new-law-divided-parents](https://www.aap.org/sections/health-shots/2020/03/03/811284575/vaccine-requirements-are-on-the-ballot-in-maine-after-a-new-law-divided-parents) accessed 02-23-2021

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**REPORT ALL VACCINES !!!**



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**RESOURCES**

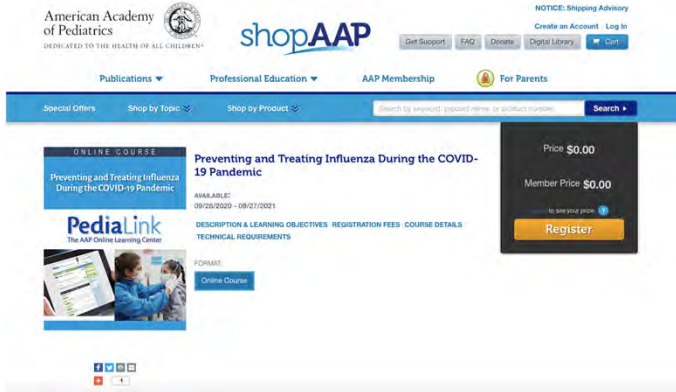
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- For clinicians:
  - <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Immunizations-home.aspx>
  - <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Communicating-with-Families.aspx>
- For parents:
  - <https://www.healthychildren.org>

Immunization Action Coalition: [www.immunize.org](http://www.immunize.org)  
Centers for Disease Control and Prevention (CDC): [www.cdc.gov/flu](http://www.cdc.gov/flu)  
Vaccine Education Center - CHOP: [www.chop.edu/centers-programs/vaccine-education-center](http://www.chop.edu/centers-programs/vaccine-education-center)  
UNICEF: <https://vaccinemisinformation.guide/>

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<https://shop.aap.org/preventing-and-treating-influenza-during-the-covid-19-pandemic/>

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THANK YOU



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