

# National Immunization Awareness Month: Effectively Recommending Vaccines Across the Lifespan

# Facilitators of Vaccine Acceptance

# Clinician recommendation is key

Clinician recommendation

# Presumptive Approach

Assumes parents will choose to vaccinate their children:

- Instead of saying “*What do you want to do about shots?*,” say “***Your child needs three shots today.***”
- Associated with greater vaccine acceptance

Don't shut the door on questions

# Take the time to address questions

- Questions and concerns do not necessarily mean the parent isn't planning to vaccinate on schedule.
- Even parents who plan to vaccinate may have questions.

# Tone is important

- Offer caring, non-argumentative advice.
- Debate or excessive promotion arouse defenses.
- We won't always win people over the first time.
- Know the facts; use them gently.

# For parents/patients who need more information...

Utilize the Vaccine Information Statement (VIS) and other educational materials:

- These give a balanced, readable statement for people to consider as they make a vaccine decision.
- Consider handing out to hesitant patients to read while still indecisive.

# Pitfalls in Vaccine Discussions

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Science and data can be of little help:

- Emotional nature of decision.
- Empathy can be more powerful than logic.

Don't get bogged down refuting myths:

- Pivot to vaccine success.
- Keep it positive.

# Pitfalls in Vaccine Discussions

Scare tactics are not helpful. Stories are.

- Ask permission to share.

Community immunity is important, but not as much to the individual patient.

- Focus on why it is important to the individual.

# Pitfalls in Vaccine Discussions

Work hard not to argue or debate:

- Negative emotions and images inspire inaction.
- Positive emotions and images inspire action.
- Don't interpret questions as a sign that parents don't plan to vaccinate on schedule.

Be aware of body language:

- How we appear and act can be more powerful than words.
- Make eye contact, take the time.

# Pitfalls in Vaccine Discussions

Don't give up:

- Primary care is about relationships.
- Keep the door open for an ongoing discussion.
- Interactions with patients who refuse vaccines.

# Using a Team Approach

# Use consistent message at all levels of clinic staffing

The message from the MA can be pivotal:

- “Are you confident you can give a strong recommendation for the HPV Vaccine?”

# Ongoing staff education creates a pro-vaccine culture

- Regular staff meetings
- Brief “pearls” during morning huddles
- Know the vaccines and why they are given

# Nurture a pro-vaccine culture within the clinic

Empower MAs and nurses to be vaccine leaders.

Provide resources for staff:

- CDC
- Immunization Action Coalition
- AAFP Shots

Educate and provide resources for patients

- Children's Hospital of Philadelphia Vaccine Education Center
- CDC

# Implementing workflow changes

Standing orders for trained staff (RNs, MAs ...)

- Meet with staff periodically to assure all on same page.

# Take advantage of every opportunity

## Vaccine reminders in the EMR:

- These serve to remind providers to offer vaccination during various types of office visits.

# Tips for Vaccine-Specific Conversations

# Recommending childhood vaccines

- Parents are genuinely concerned about the health of their children.
- Most parents will vaccinate on schedule.
- Some won't.
- Many parents are uncertain about vaccines
- Some in the media highlight controversy, forgetting that for most in the health care field this is a settled issue.

# Recommending childhood vaccines

Facts to be aware of and to use occasionally:

- All of the immunization-preventable disease we currently vaccinate for still pose a potential threat; they are not gone yet.
- All of them are serious infectious diseases.
- Disease-induced immunity may be more lasting than vaccine-induced, but the disease itself is vastly worse than the shot.

# Childhood Vaccines: Common Scenarios

- “I’m worried that these vaccines are going to overload my child’s immune system.”
- “I’m worried that the MMR vaccine will cause autism.”
- “Why does my child need all these vaccines? Aren’t most of these diseases gone from this country?”

# Having said that ...

- Parents make vaccine decisions under the influence of emotions, which can be stirred by even a mention of adverse effects.
- Caring, non-argumentative tone is key.
- Keep the door open to an ongoing discussion.

# HPV Vaccine Discussion

- Foundation: Strong recommendation.
- Focus: Cancer prevention.
- It works like any other vaccine- before exposure to infection.
- It is the social norm.

# HPV Vaccine Discussion

- The adolescent is part of the discussion.
- Begin the conversation early, at a preteen well visit.
- Consider vaccination at age 9-10 years old.

# HPV Vaccine: Common Scenarios

- “My child isn’t having sex. Why do they need the vaccine at such a young age?”
- “The HPV vaccine isn’t required for school, so why does my child need it?”

# Influenza vaccine discussion is unique

- Foundation: Strong recommendation.
- A little effort is rewarded: often resistance to vaccine is easily overcome.
- Focus: personalize.

# Influenza vaccine is good for stories

- Talk about “patients in my practice”.
- What is happening nationally?
- Personalize- why it is important for your patient?
- Upside-Downside

# Influenza Vaccine: Common Scenarios

- “I have heard that it is not very effective. I don’t want to bother getting it.”
  - Listen, acknowledge
  - Shades of grey
- “My friend got the flu shot and was sick all winter”
  - Reality check; direct and to the point.
- “I have never had the flu. I don’t get the flu. I don’t need it.”
  - Another reality check

# Adult Vaccines

1. Influenza
2. Pneumococcal vaccines
3. Tdap
4. Zoster (Shingrix)

# Making a Strong Flu Vaccine Recommendation

- **S-** SHARE the reasons why the influenza vaccine is right for the patient.
- **H-** HIGHLIGHT positive experiences.
- **A-** ADDRESS patient questions.
- **R-** REMIND patients that influenza vaccines protect them and their loves ones.
- **E-** EXPLAIN the potential costs of getting the flu.

# Pneumococcal Vaccines

- Complex schedule (explanation may help)
- Widely accepted
- Well tolerated
- Very few contraindications

# Pneumococcal Vaccines: Common Scenarios

Hesitance most commonly “I don’t need it,” “I have never had pneumonia,” or some variant on that theme.

- Remind that risks for some infectious diseases increase markedly with age.
- Explain mortality risks with pneumococcal diseases, especially with age.
- Put high priority on high-risk patients.

# Tdap for Adults

- Recommended once for all adults; Tdap booster recommended every 10 years.
- Once during each pregnancy.
- Protection for infants, the most vulnerable in the family, and not fully immunized.

# Recombinant Zoster Vaccine (Shingrix)

- Well accepted (everyone knows about shingles).
- Don't forget second dose after 2-6 months.
- Explain that this has supplanted Zostavax.

# Adult Vaccines: What Might Help?

- 1. SHARE approach
- 2. Disclaimer regarding vaccine charges.
- 3. Referral to vaccine-supportive websites ([immunize.org](http://immunize.org), [familydoctor.org](http://familydoctor.org), [CDC.gov/vaccines](http://CDC.gov/vaccines) and others.
- 4. Community immunization promoters.

# CDC Resources



Centers for Disease  
Control and Prevention  
National Center for Immunization  
and Respiratory Diseases

# New Interactive Vaccine Guide

- CDC launched a new interactive infographic designed to teach parents and families about recommended vaccinations throughout the lifespan, from infancy through adulthood, including pregnancy.
- This resource includes information not only about vaccines, but also about the serious diseases they help prevent.
- Through an interactive journey, parents can scroll through age ranges to see which vaccines are recommended and why.
- Built in social sharing.
- Printable vaccine guide

[www.cdc.gov/vaccines/growing](http://www.cdc.gov/vaccines/growing)

Growing Up with Vaccines: What Should Parents Know?

Why Vaccinate?

Why Vaccinate?

Parenting is an amazing, but often challenging, journey. With every milestone, you face new questions. How can you keep your child safe? How can you help them grow? The right choices aren't always clear.

Like many parenting topics, vaccination can feel overwhelming at first. The good news is there are clear recommendations, backed by extensive research. Here's everything you need to know, from the womb to graduation.

Vaccination is a highly effective, easy way to keep your family healthy.

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases.

Vaccines are tested to ensure that they are safe and effective for children to receive at the recommended ages.

See what's next.

Pregnancy ▶  
Learn more

Print our easy vaccine guide and bring it to your next appointment, along with any questions you'd like to discuss.

Print Vaccine Guide

Share this infographic with family and friends:

Facebook Twitter Email



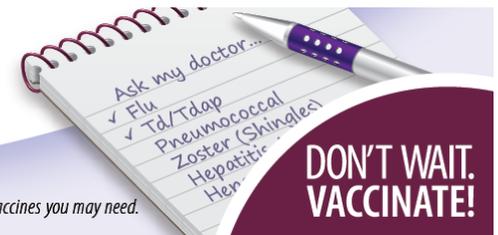
# Adult Vaccine Quiz

- Adults can take this short quiz to find out which vaccines they need and create a customized printout to take with them to their next medical appointment.

[www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz)

What **Vaccines**  
do **You** need?

*Adults need vaccines too! Take this quiz to find out which vaccines you may need.*



# #HowIRecommend Video Series



- Series of short videos featuring practicing clinicians making effective recommendations and addressing parents' common questions.
- Initial videos focused on making effective recommendations for, and addressing common questions about HPV vaccination.
- Expanding video series to highlight immunization providers across the lifespan.

[www.cdc.gov/hpv/hcp/how-i-recommend.html](http://www.cdc.gov/hpv/hcp/how-i-recommend.html)

# Presentation: 10 Ways to Create a Culture of Immunization Within Our Pediatric Practice

Downloadable tools



## Slide Deck Content:

- Concrete ways that everyone in the practice can support parents' vaccine decisions.
- How to prepare your team to address common patient questions.
- How to implement a standardized process.

[www.cdc.gov/vaccines/partners/childhood/professionals](http://www.cdc.gov/vaccines/partners/childhood/professionals)

# Q&A