Disclosure: Session B6

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CDC did not accept commercial support for this continuing education activity.
BUILDING A STRONG COALITION
IMMUNIZATION ACTION PLANNING COMMITTEE (IAPC)

LINDSAY MILLER RN, BSN - SANFORD HEALTH
“What you do makes a difference, and you have to decide what kind of difference you want to make.”

-Jane Goodall

Photo by "zedheq"
PositiveAtmosphere.com
Organized in 1993

Goal: Increase Immunization Rates in Richland and Wilkin Counties to 90% in all age groups and reduce vaccine preventable disease rates.

Rural Communities

Currently 24 members
FOLLOWING HEALTHY PEOPLE 2020

Benchmarks:

- Encourage collaboration across sectors
- Guide Individuals towards making informed decisions
- Measure the impact of prevention activities
STEPS TO ESTABLISHING/ MAINTAINING A COALITION
THERE IS STRENGTH IN NUMBERS!

IDENTIFY KEY MEMBERS:

- Public Health
- Clinics
- Hospitals
- Daycares
- Rotary Members
- Pharmacies
- Pharmaceutical Reps
- School Professionals
- Volunteers
- Dentists
Clear Communication and Organization

- Regularly scheduled meetings: same time/site
- Keep members active and assign formal roles
- Assign tasks of interest with clear deadlines
- Utilize member talents
- Do not overwhelm members
- Formalize the meetings: follow an agenda and keep minutes
FUNDING AND RESOURCES

• Donations
• Grants
• Letters of request
• Workshop Fees
WHY??
• Communicate a united consistent message to the community
• Pooling resources
• Promote collaboration
• Community Education
What??
• Celebrate and Promote National Infant Immunization Week
• Newspaper articles
• Social Media
• Billboards
• Banners
• Clowns at grocery store??
• Radio
• Vaccine Conferences for Providers/Nurses
• Presentations/booths at area events
Next Steps:

One Week Goal: Determine resources, Make contacts with community influencers

One Month Goal: PLAN: Establish data, make timelines, develop agenda’s

One Year Goal: An Established Coalition
Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.

- Mattie J. T. Stepanek
Questions?

lindsay.miller@sanfordhealth.org

Meredith (Kersten) Preece
Communications Director
Colorado Children’s Immunization Coalition
Partnering to
KEEP COLORADO KIDS HEALTHY

OUR MISSION
Founded in 1991, the Colorado Children’s Immunization Coalition (CCIC) is a statewide 501(c)3 nonprofit that strategically mobilizes diverse partners and families to advance children’s health through immunizations.
## What We Do

<table>
<thead>
<tr>
<th>What We Do</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community Outreach &amp; Awareness</strong></td>
<td>Communicate vaccine information with healthcare providers, parents, the media and organizations across the country</td>
</tr>
<tr>
<td><strong>Provider Education</strong></td>
<td>Educate health care professionals on crucial and timely vaccine-related topics</td>
</tr>
<tr>
<td><strong>Public Policy</strong></td>
<td>Advocate for policies that aim to better protect Colorado children and communities</td>
</tr>
<tr>
<td><strong>Coalition Building</strong></td>
<td>Strengthen and expand Colorado’s childhood immunization initiatives and data through partnerships and collaboration</td>
</tr>
<tr>
<td><strong>No- &amp; Low-Cost Vaccines</strong></td>
<td>Partner to provide free and low-cost vaccines to families in need</td>
</tr>
</tbody>
</table>
How is Colorado Doing?

$35.4 MILLION
There were $35.4 MILLION in hospital and emergency department charges for treating Colorado children for vaccine-preventable diseases. Actual costs, taking into account office visit, pharmacy costs and missed work, are much higher.

472 COLORADO CHILDREN
472 COLORADO CHILDREN were hospitalized with a vaccine-preventable disease in just one year.

$400 MILLION
Vaccination prevented over 8,600 hospitalizations and averted more than $400 MILLION in hospitalization charges among Colorado children.

66.5 PERCENT
Immunization helps to protect our youngest and most vulnerable community members. 66.5 PERCENT of Colorado children hospitalized with vaccine-preventable disease are four years of age or younger.

2.5 MILLION
Worldwide, vaccines save 2.5 MILLION children’s lives each year.

24.6 PERCENT
24.6 PERCENT of two-year-olds in Colorado are under- or unvaccinated against one or more vaccine-preventable diseases.

ACCORDING TO THE MOST RECENT DATA — *Sources: 2015 & 2016 Vaccine-Preventable Diseases in Colorado’s Children Report
Background
**Online Survey**

- **Measure** levels and reasons for support/opposition to immunization
- **Describe** profiles of parents who support or oppose immunization
- **Identify** pro-vaccination messages that might appeal to reluctant parents
- **Measure** awareness and trust in organizations that provide information about vaccination
- **Explore** non-attitudinal barriers to vaccination
- **Measure** awareness and support for vaccine policies

**Online Bulletin Boards**

- **Uncover** parents’ motivations and reasons for supporting or opposing immunizations
- **Understand** why parents who spread out, delay, or skip vaccinations
- **Explore** parents’ reactions to pro-vaccination messages
- **Identify** parents’ motivations and hesitations about sharing or advocating their views on immunizations

**Messaging Recommendations & Training**

- Develop messages that effectively influence behavior and public policy for CCIC’s audiences:
  1. **Parents**
     - Vaccine Acceptors
     - Vaccine Hesitant
     - Vaccine Rejecters
  2. **Public Officials/Policymakers**
  3. **Childcare Providers, Educators & School Administrators**
  4. **CCIC Members** and Non-Member **Health Care Providers**
Online Parent Survey

April 2017

Funding provided by Rose Community Foundation
METHODS & RECRUITMENT

Research Mode & Sampling
- Online using a panel
- Screened to ensure CO resident, 18 years, parent of child 0-17, pregnant or planning to become pregnant, involved in health decisions

Survey Instrument
- Designed by CCIC and Corona Insights
- Median survey length was ~13 min.

Execution
- Fielded April 10-19, 2017
- Incentive provided through panel company
I. Support & Opposition to Vaccination

Total Respondents: 412

- 296 Vaccinate as recommended
- 116 Delay, skip or refuse vaccinations
I. Support & Opposition to Vaccination

- 4 in 5 parents plan to give all routine vaccinations on CDC schedule.

- Fewer than 3% of parents refuse all vaccines; when asked about individual vaccines that number was < 1%.

- 29% had or plan to delay or refuse; 17% had refused one or more vaccines.

- Flu and HPV are most frequently refused vaccines.

- The most common reason for vaccinating children is to keep them healthy and protected against disease.

- 81% of parents see it as their role to question the safety of vaccines.
Most parents began to form their beliefs about immunization in childhood or early adulthood.

*When did you first begin to form beliefs about immunizations for children?*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Vaccinate as recommended</th>
<th>Delay, skip or refuse vaccinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before age 14</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Age 14 to 17</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Age 18 to 21</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Age 22 to 25</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Age 26 to 29</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Age 30 or older</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>
However, the majority of parents began to plan for their child’s immunizations during pregnancy.

When did you first begin to think about your plan for immunizations for your child?

- **During pregnancy**: 40% Vaccinate as recommended, 40% Delay, skip or refuse vaccinations
- **Shortly after birth**: 18% Vaccinate as recommended, 23% Delay, skip or refuse vaccinations
- **At my child’s early wellness checkups (1 or 2 months old)**: 15% Vaccinate as recommended, 16% Delay, skip or refuse vaccinations
- **Prior to pregnancy**: 26% Vaccinate as recommended, 16% Delay, skip or refuse vaccinations
- **Have not thought about it**: 2% Vaccinate as recommended, 3% Delay, skip or refuse vaccinations
- **Other**: 0% Vaccinate as recommended, 1% Delay, skip or refuse vaccinations

However, the majority of parents began to plan for their child’s immunizations during pregnancy.
Medical doctors and family members are the most influential sources in parents’ immunization decisions.

- **Medical Doctors**: 54% Strong Influence, 26% Moderate Influence, 14% Slight Influence, 6% No Influence
- **Family members**: 30% Strong Influence, 22% Moderate Influence, 29% Slight Influence

Other influential sources include:
- Governmental health agencies (e.g., county health agencies): 24% Strong Influence
- Friends: 30% Strong Influence
- Health websites (e.g., WebMD, Centers of Disease Control): 28% Strong Influence
- Other Nurses: 26% Strong Influence
- Alternative/complementary/holistic health care providers: 15% Strong Influence
- Midwives: 12% Strong Influence
- Online parenting groups: 17% Strong Influence
- Books about Immunizations: 21% Strong Influence
- News media: 12% Strong Influence
- Nonprofit organizations: 16% Strong Influence
- School Nurses: 17% Strong Influence
- Blogs and social media: 21% Strong Influence
- Public figures: 12% Strong Influence
- Pharmaceutical Companies: 15% Strong Influence

Options for influence:
- **Strong Influence**: Light green
- **Moderate Influence**: Green
- **Slight Influence**: Blue
- **No Influence**: Light blue
- **Don't Know**: Orange
1 in 4 parents is not completely sure they would vaccinate their next child.

If you had another infant today, would you want him/her to get all the recommended vaccines?

<table>
<thead>
<tr>
<th>Delay, skip or refuse vaccinations</th>
<th>Definitely yes</th>
<th>Probably yes</th>
<th>Not sure</th>
<th>Probably no</th>
<th>Definitely no</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccinate as recommended</td>
<td>39%</td>
<td>38%</td>
<td>11%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>All respondents</td>
<td>74%</td>
<td>19%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

- **Definitely yes**
- **Probably yes**
- **Not sure**
- **Probably no**
- **Definitely no**
II. Reactions to Vaccination Messages

- “Immunization” and “vaccination” are viewed more positively than “shots.”

- The 8 messages rated most compelling by parents who delay or refuse vaccinations were the 8 messages that describe the risks of not vaccinating.

- Messages addressing specific misconceptions were rated among the least compelling.

- Messages that referred to experts were also among the least compelling for parents who delay or refuse.
Most Compelling Messages

Your child may never be exposed to some of the most deadly viruses, but **in the rare event that they are exposed, vaccines can save your child from major injury or death.**

Even in previously healthy children measles can cause complications, including **ear infections, pneumonia, encephalitis or swelling of the brain, and death.**

Measles is one of the most contagious viruses known. In fact, **measles is so contagious that if one person has it, 90% of the people close to that person who are not immune will also become infected.** The virus can live on infected surfaces and in large spaces (e.g. gymnasiums, movie theatres) for up to two hours.

Although the incidence of vaccine-preventable diseases in the U.S. is very low, this is because most children here are fully vaccinated. In fact, in one year **vaccines prevent more than 8,500 child hospitalizations in Colorado, 33,000 deaths in the U.S., and between 2 and 3 million deaths worldwide.**
More than 1 in 3 parents has concerns about the safety of vaccines.

Based on your own opinions, please indicate how strongly you agree or disagree with each statement. (All parents)

- Vaccines prevent disease.
- Many of the illnesses vaccines prevent are severe.
- Vaccine-preventable disease are still a threat to children in the US.
- It is better for my child to get fewer vaccines at the same time.
- Doctors make a lot of money from giving vaccinations.
- Children get too many immunizations.
- Vaccines contain additives and preservatives that are harmful to my child’s health.
- My child is likely to have a serious side effect from a vaccine.
- It is better for my child to develop immunity by getting sick than to get a vaccine.
- Vaccines are likely to cause my child to get autism or cause.
- Immunizations are likely to cause my child to get the diseases that vaccines are designed to prevent.
- Childhood vaccines are not safe.
III. Organizational Awareness

Were you familiar with any of the following organizations prior to this survey?

- U.S. Food and Drug Administration (FDA): 92% vaccinated, 87% delay, skip or refuse vaccination
- Centers for Disease Control and Prevention (CDC): 91% vaccinated, 81% delay, skip or refuse vaccination
- Colorado Department of Public Health and Environment (CDPHE): 55% vaccinated, 42% delay, skip or refuse vaccination
- National Vaccine Information Center (NVIC): 13% vaccinated, 14% delay, skip or refuse vaccination
- Colorado Children's Immunization Coalition (CCIC): 9% vaccinated, 14% delay, skip or refuse vaccination
- Colorado Parents for Vaccinated Communities: 5% vaccinated, 9% delay, skip or refuse vaccination
- None of the above: 3% vaccinated, 8% delay, skip or refuse vaccination
### III. Organizational Trust

[For orgs you are familiar with] To what extent do you trust or distrust the information about vaccines provided by these organizations?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Trust</th>
<th>Distrust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centers for Disease Control and Prevention (CDC)</td>
<td>73</td>
<td>38</td>
</tr>
<tr>
<td>National Vaccine Information Center (NVIC)</td>
<td>58</td>
<td>33</td>
</tr>
<tr>
<td>Colorado Children’s Immunization Coalition (CCIC)</td>
<td>52</td>
<td>30</td>
</tr>
<tr>
<td>Colorado Department of Public Health and Environment (CDPHE)</td>
<td>48</td>
<td>34</td>
</tr>
<tr>
<td>Your local (city or county) public health department</td>
<td>40</td>
<td>22</td>
</tr>
<tr>
<td>U.S. Food and Drug Administration (FDA)</td>
<td>42</td>
<td>20</td>
</tr>
<tr>
<td>CO Parents for Vaccinated Communities</td>
<td>48</td>
<td>7</td>
</tr>
<tr>
<td>Your child's school or child care center</td>
<td>48</td>
<td>15</td>
</tr>
</tbody>
</table>

- **Green** indicates trust, **yellow** indicates distrust.

**For organizations you are familiar with:**

- **Vaccinate as recommended**
- **Delay, skip or refuse vaccinations**
IV. Awareness of Recent Policy Changes

- Many parents were not aware of recent policy changes related to vaccination in Colorado.

- Most parents consider herd immunity to be important.

- Parents who delay or refuse estimate the vaccination rate needed for herd immunity to be lower.

- Most parents consider knowing their school’s immunization and exemption rates to be at least a little important.
IV. Support for Policy Changes

Support is greatest for policies that would increase access to vaccines or require adults to be vaccinated.

- Increased access to vaccines for uninsured or underinsured children and/or those living in rural areas
- Require child care workers to be vaccinated
- Require school staff to be vaccinated
- Increased funding to support statewide immunization programs
- Requiring a health care provider signature or completing online education to obtain a nonmedical exemption
- Increased enforcement of school entry vaccination laws
- Eliminating nonmedical exemptions to vaccines for school or child care entry
- Requiring more vaccines for school or child care entry (e.g. meningococcal, HPV, flu)
3 in 5 parents want their elected officials support pro-vaccine policies.  
1 in 4 parents would join a pro-vaccine parent group.

It is important that my **elected officials** are supportive of pro-vaccine policies.

If you had the chance, would you be willing to join a **parent-led group to support pro-vaccine policies?**

- **Yes**: 30%
- **Not Sure**: 42%
- **No**: 53%

**Vaccinate as recommended**
- Strongly disagree: 8%
- Disagree: 9%
- Neither agree nor disagree: 48%
- Agree: 23%
- Strongly agree: 12%

**Delay, skip or refuse vaccinations**
- Strongly disagree: 1%
- Disagree: 26%
- Neither agree nor disagree: 40%
- Agree: 29%
- Strongly agree: 23%
Influencing Factors

• Overall, **96% said their child has a regular primary care provider.** Among parents who delay or refuse vaccinations, that was slightly lower at 93%.

• For **10% of parents it is somewhat difficult to get their child to all their regular health check-ups;** among parents who delay or refuse vaccinations, that is slightly higher at 14%.

• Parents who delay or refuse vaccinations are **more likely to be parenting alone and more likely to be home schooling.**

• Parents who do not vaccinate as recommended are **less likely to agree on vaccination with their co-parent.**
Online Bulletin Boards

June 2017

Funding provided by Rose Community Foundation
Ambassador Parents

- Overwhelmingly positive views on vaccination
- Herd immunity is a secondary motivator for vaccinating
- Unfamiliar with term community immunity, but most understand its meaning
- Seek scientific sources (all parents)
- Messages that point to direct sources for vaccine information are more appealing
- Positive, empowering messages (all parents)
- Don’t want to vilify parents who disagree, and not confident they are informed enough to enter conversation
- Uncomfortable advocating for vaccination unless in group setting
Vaccine Hesitant Parents

• Generally view vaccination positively but have several very specific concerns, primarily about “too many too soon”

• Vast majority consider themselves to be at least moderately pro-vaccine

• Skeptical of herd immunity

• Seek scientific sources, but more likely to consider anecdotal information than ambassadors

• Messages that include statistical data (and citations) are deemed more credible

• Want the “good and the bad” & believe that information about risk of side effects is not easily accessible
Message Recommendations

SE2 Communications
Developing Effective Messaging

Know Your Audience:

• What do they value?

• What opinions do they already have?

• What do they know about immunization? About the spread of diseases?

• Who else have they talked to? What have they seen in media/online?

• What information do you have that is useful to them?

• What do you want them to remember?
Talking to Parents

✓ **DO** respect their role in questioning the safety of vaccines.

✓ **DO** acknowledge that they are bombarded with sometimes conflicting information.

✓ **DO** communicate **shared values**.

✓ **DO** highlight **personal responsibility** and control with words like “empower” and “encourage”.

✓ **DO** understand that parents may **consider themselves pro-vaccine** yet still have concerns and questions.

× **DON’T** shame them for having hesitations or concerns about vaccines.

× **DON’T** minimize their concerns about side effects.

× **DON’T** talk about “shots”—“vaccines” and “immunization” are preferred
You don’t have to be an expert to speak out about why immunization is important to you. You also don’t have to tell other parents what to do. Simply explaining why YOU made the choice to fully immunize your child can have positive effects.

Immunization is not just a personal choice. While all parents want what’s best for their kids, skipping or refusing vaccinations carries risks -- both for the unvaccinated children and the broader community.

According to the latest report prepared by medical scientists at Children’s Hospital Colorado, new cases of HPV-attributable cancer in one year in Colorado led to $23 million in medical costs.
When enough people in a geographic area are immunized, they make it unlikely that a disease can spread in their community. Achieving a high enough level of vaccination coverage also provides protection for those who cannot be vaccinated for medical reasons or because they are still too young to receive vaccines. This is known as herd immunity or community protection.

Each year in the US, vaccines save approximately 33,000 lives, prevent 14 million cases of disease, and save $9.9 billion in direct care costs.