Effective Approaches for Communication about Adolescent Vaccination
Judy Klein, Gregory Zimet, Litjen Tan

Summary of Topic:
In this session, we will cover research related to health care provider (HCP) communication about adolescent vaccination and present detailed information on how HCPs can effectively communicate with parents and adolescents through the use of confident, concise, and consistent recommendations and utilize motivational interviewing principles to effectively engage parents, including those who are vaccine hesitant.

Description of Session:
According to the 2016 NIS-Teen findings, rates of Tdap (88.0%) and first dose of MenACWY (82.2%) vaccinations have exceeded the Healthy People 2020 goals of 80% coverage. These high coverage rates are due largely to school entry requirements across many states. However, for other recommended adolescent vaccines the U.S. has been less successful. For example, the second dose of MenACWY (recommended at age 16) was administered to only 39.1% of adolescents. Moreover, the first dose of human papillomavirus (HPV) vaccine was administered to only 60.4% of 13 through 17 year olds and only 43.4% were up-to-date with the HPV vaccine series (i.e., 2 doses if initiated before 15 years of age; 3 doses if initiated at 15 years of age or older). There is a great deal of confusion, as well, regarding the category B recommendation for meningococcal B vaccine. Research demonstrates that challenges related to health care provider (HCP) communication contribute substantially to the under-vaccination of adolescents.

In this session, we will cover three topics, starting with well-documented barriers related to HCP vaccination communications with teens and parents, followed by an evidence based vaccination framework (Commentary recently published in the Journal of Adolescent Health) for HCPs to implement, and finishing with a proven approach for HCPs to implement for overcoming their communications barriers:

1. Health Care Provider Communication about Adolescent Vaccination: What Does the Research Say? This talk will involve a review of the research literature on HCP communication about adolescent vaccination, which will include a discussion of findings from our recent U.S. national surveys of adolescents, parents, and HCPs (pediatricians, family physicians, and pharmacists).

2. The INSPECT Framework for Improving Adolescent Vaccination. This talk will describe a framework for implementing effective approaches to adolescent vaccination, which involves increasing access, leveraging technology, establishing a 16 year old platform for a preventive health and immunization visit, educating parents and teens, developing immunization champions to advocate for vaccination.

3. Confident, Concise, and Consistent Communication about Adolescent Vaccination: The 3Cs Approach. This talk will present detailed information on a motivational interviewing-informed approach to HCP-parent/patient communication about adolescent vaccination. The approach, “3Cs”, involves confident, concise, and consistent communication. It starts with a bundled, presumptive, same-day recommendation approach, then implements techniques of motivational interviewing to engage and address concerns of vaccine-hesitant parents/patients. These techniques include respectful listening, assessing readiness to vaccinate, and asking permission to provide information. In a demonstration study with HCPs, the approach was found to be highly acceptable, as well a simple and time-efficient to implement.