



Vaccine Communication Training



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Learning Objectives

1. Utilize a three-stage communication strategy for adolescent vaccines
2. Recommend the HPV vaccine effectively using an announcement approach
3. Respond appropriately to parents who are hesitant about HPV vaccine

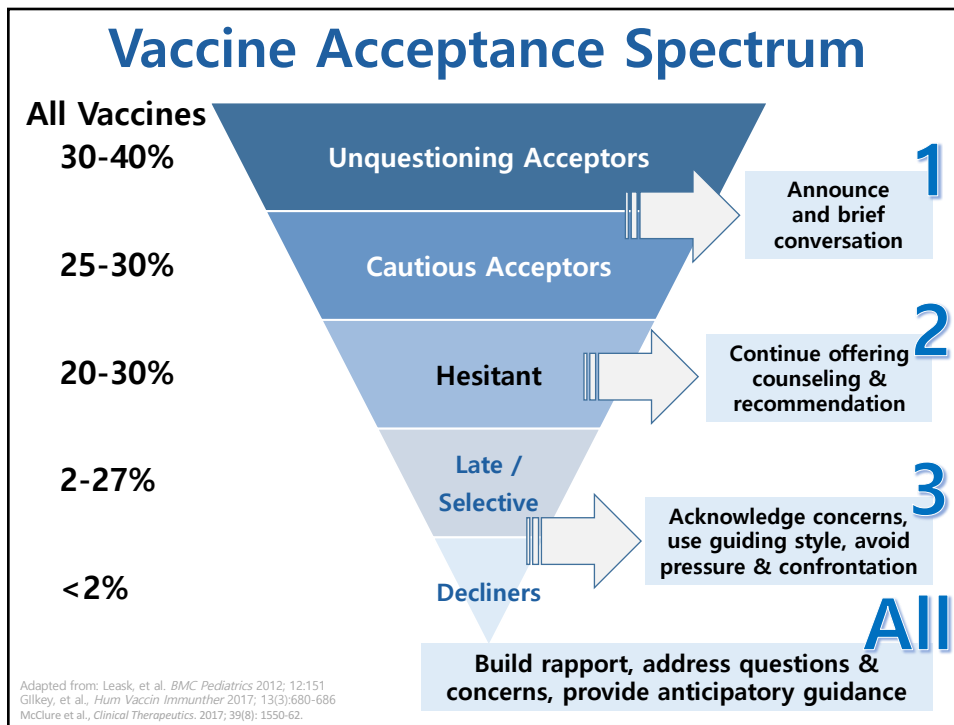
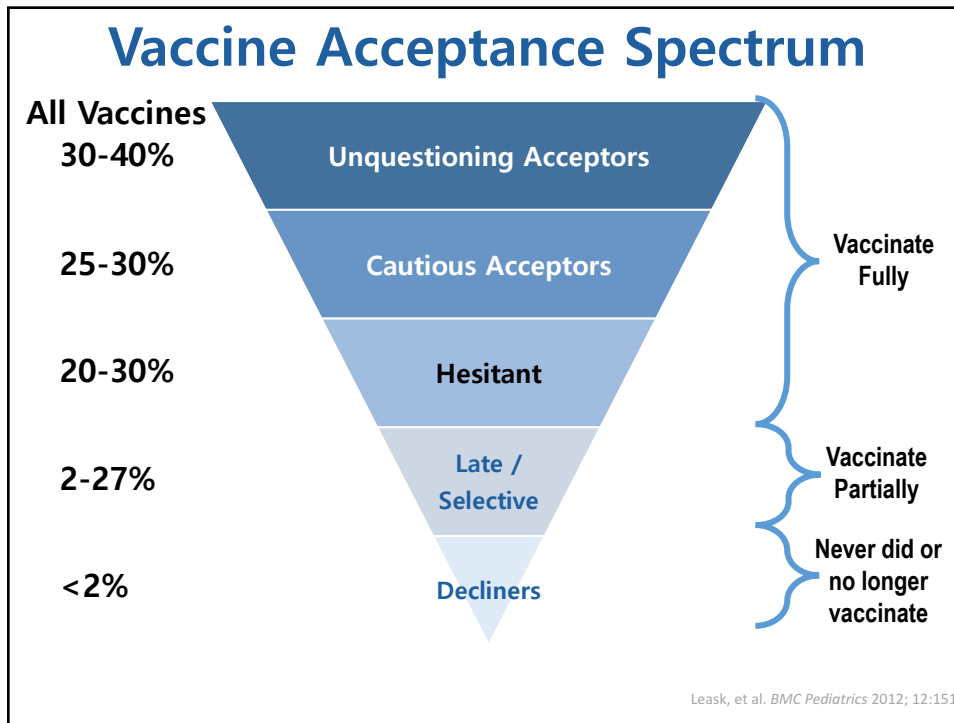
HPV Vaccination is a Team Effort

Align Your Communication



Use Talking Points for Staff Handout

- **Providers** use similar messaging
 - Focus on HPV as cancer prevention
 - Treat HPV vaccine the same as required vaccines
- Educate **all staff** on talking points
 - *Normally 11-12 year olds get at least 3 shots. Your doctor or nurse will let you know what your child needs today.*
 - *Our practice strongly recommends the HPV vaccine for cancer prevention.*



Three-Stage Communication Strategy



ALL STAGES:

Build rapport, address questions & concerns, provide anticipatory guidance

Documenting Refusals

- **Initial refusal:** Record in immunization grid
- **Subsequent refusals:** Dummy CPT codes
 - Created for study to track each time recommendations are made
 - Not overwrite info in immunization grid
- **Clinical notes:** Each time note reasons and discussion highlights for your reference during follow up visits

Refer to instruction sheet for details



Stage 1: Announcement Approach

Initial recommendation
with all patients

Making Effective HPV Vaccine Recommendations

Training from University of North Carolina
Noel Brewer, PhD



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Announce

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Introducing Vaccines

Strategy	Accepted vaccine
Announcement "It's time for shots."	90%
Optional "What do you want to do about shots?"	17%

Opel et al., *AJPH* 2015)

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Announcement Approach

Announce

child is due for 3 vaccines →

Ease main concern

about HPV vaccine

Recommend

HPV vaccine strongly →

**HPV
vaccination**

Schedule follow up appointment

Brewer et al. *Pediatrics* 2017;139(1)

Announce

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Announce

Note **child's age**.

Announce the child is due for **3 vaccines** recommended for children this age, placing HPV vaccine in **middle of list**.

Say you will vaccinate **today**.

Move on with the visit.



Announce

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Announce

"I see here that Michael just turned 11. Because he's 11, Michael is due for meningitis, HPV, and Tdap vaccines. We'll give those at the end of today's visit."

"Now that Michael is 12, there are three vaccines we give to kids his age. Today, he'll get meningitis, HPV, and Tdap vaccines."

Announce

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Ease Main Concern

Elicit main concern about HPV vaccine

Acknowledge main concern

Share your commitment

Educate on what research shows

Announce

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Ease Main Concern

Elicit. "What's your main concern about HPV vaccine?"

(Parent) "I think we can wait until Bianca is a little older, don't you?"

Acknowledge. I get it, Bianca is young. I can see why you may be worried that she isn't ready for HPV vaccine."

Share your commitment. "Because preventive care for kids Bianca's age is important to me, I keep up-to-date on vaccine studies and I follow CDC guidelines for vaccination."

Educate on what research shows. "Children Bianca's age should get HPV vaccine because younger children develop better protection. We want her to get the vaccine far before she is exposed to an infection that could lead to cancer. HPV vaccine is cancer prevention."

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Recommend



Give **motivational statement**.

End with the phrase “**I recommend...**”

Encourage getting HPV vaccine **today**.

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Recommend

“I strongly believe in the importance of this cancer-preventing vaccine for Michael. **I recommend** he get the HPV vaccine **today**.”

“Kayla can get a number of cancers as an adult, but you can stop that right now. The HPV vaccine prevents 6 different types of cancers. **I recommend** Kayla get the HPV vaccine **today**.”

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Announcement Approach

Announce

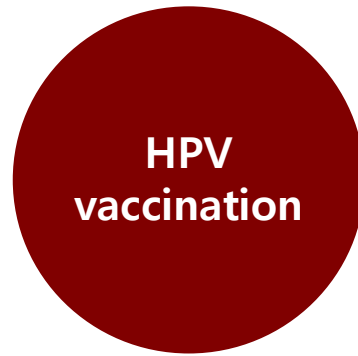
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Schedule follow up appointment

Brewer et al. *Pediatrics* 2017;139(1)

Announce

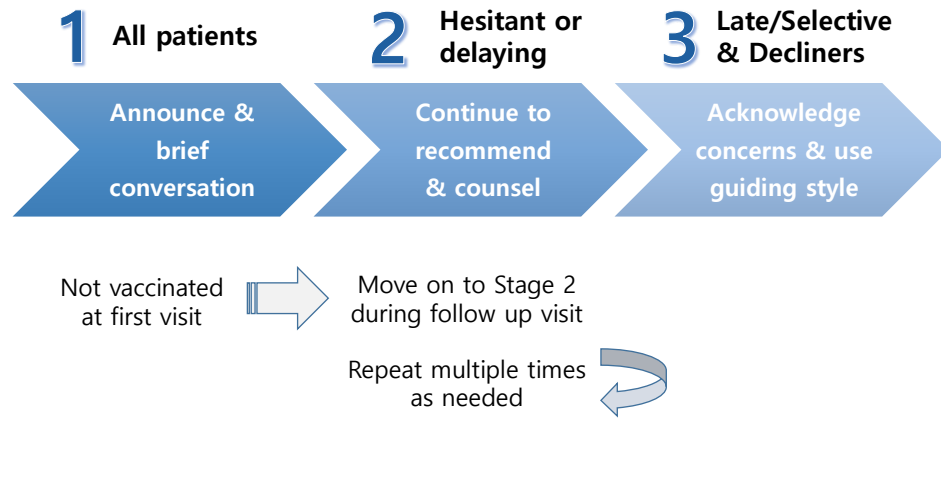
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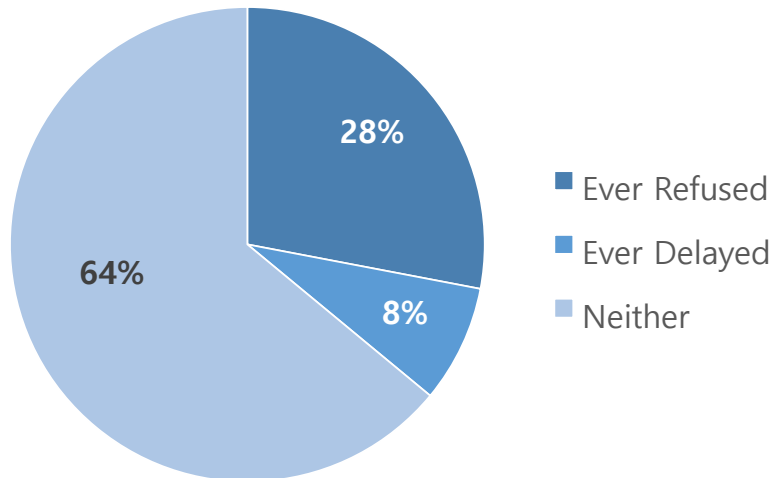
Stage 2: Hesitant or Delaying Parents

Continue to recommend
and counsel

Three-Stage Communication Strategy

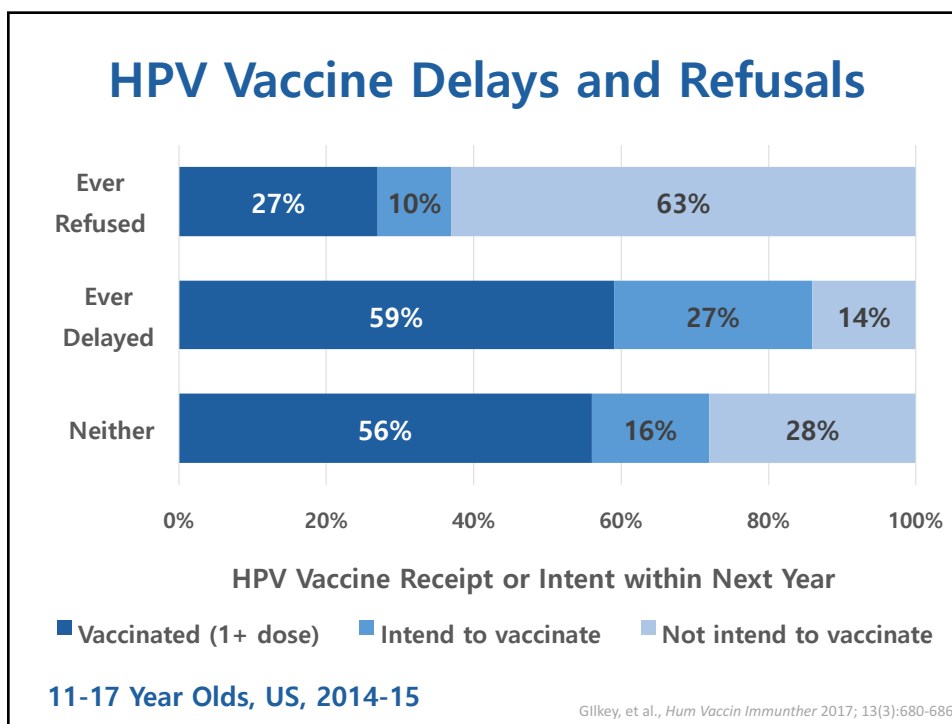


HPV Vaccine Delays and Refusals



11-17 Year Olds, US, 2014-15

Gilkey, et al., *Hum Vaccin Immunther* 2017; 13(3):680-686



Responding to Hesitancy

If Announcement Approach did not work first time...

Most of these parents want either:

More information

- Skeptical about safety
- Not** against vaccine
- “Do their research”
- More info to read
- Ask you questions for reassurance

OR

More time

- Intend to get vaccine
- But want to **delay** it
- Think about it more
- Think 11-12 is too young
- Motivation: importance of vaccinating on time

Hull et al., HPV vaccine use among African American girls: Qualitative formative research using a participatory social marketing approach. *Gynecologic Oncology*. 2014; 132(S1): S13-S20.

Stage 2: Responding to Hesitancy

At follow up appointment(s):

1. **Start with Announcement Approach again**
 - If **strongly** against HPV vaccine or all vaccines
 - **Skip to Stage 3**
 - Otherwise continue
2. **Ease main concerns**
 - Welcome questions, avoid confrontation
 - **More info:** Safety, effectiveness, need
 - **More time:** Higher immune response, before exposure
3. **Strongly recommend** get on time for cancer prevention
4. **Still refuse (or delay)?**
 - Document refusal
 - Give supplemental info, Schedule follow up
 - Keep trying! Same process at next visit

Tips for Counseling Hesitant Parents

1. Beware when debunking myths

- Repeating a myth can reinforce it
- Identify it as a myth and state that it is false
- Simple core facts: tendency to accept simpler option (myth vs. truth)

2. Disconfirmation bias

- Accept evidence supporting existing belief, critical if refutes it
- Rather than refuting, replace with new information
- Pivot the conversation to focus on cancer

3. Story-telling

- Personal anecdotes and stories are powerful
- Talk about vaccinating your own children
- Avoid scare tactics

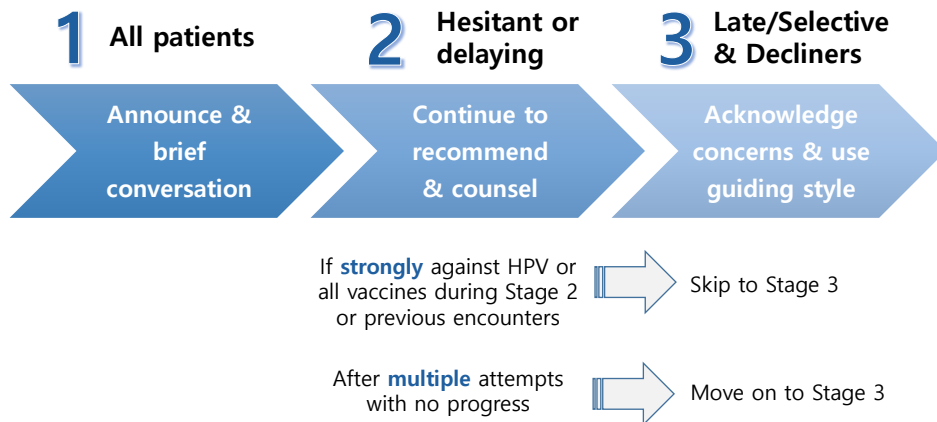
McClure et al., Vaccine Hesitancy: Where Are We and Where Are We Going? *Clinical Therapeutics*. 2017; 39(8): 1550-62.



Stage 3: Late/Selective and Declining Parents

Acknowledge concerns and
use guiding style

Three-Stage Communication Strategy



Tips for Late/Selecting and Declining Parents

1. Motivational interviewing approach

- Supportive discussion with open-ended questions to elicit concerns
- Ask permission to discuss vaccines and to share specific information
- Keep it conversational—avoid long lecture of facts
- Continue Tips: Debunking myths, disconfirmation bias, storytelling

2. Build trust and rapport

- Show respect for their opinions and beliefs; don't dismiss them
- Convey empathy and understanding to the parent
 - *"We both share the same desire to protect your child from harm."*
- Avoid confrontation and excessive pressure

Edwards et al., Countering Vaccine Hesitancy. *Pediatrics*. 2016; 138(3): e1-e14.
 McClure et al., Vaccine Hesitancy: Where Are We and Where Are We Going? *Clinical Therapeutics*. 2017; 39(8): 1550-62.

Motivational Interviewing Example

Provider: You seem to have concerns about the HPV vaccine. That's perfectly understandable. I've had a number of questions about this one. Would you mind sharing what your particular concerns are?

Parent: I've heard that it's a vaccine to prevent a disease that's transmitted by having sex, and she is a long way from having sex.

Provider: I can hear that you're concerned that she's too young for the HPV vaccine because HPV is transmitted by sexual activity. Well, I completely get that—she is only 11 after all. I've thought a lot about this. Is it okay if I go over how I've come to think about this vaccine?

Parent: Sure.

Provider: I used to think of this vaccine as something to prevent a sexually transmitted disease, but realized it's really about preventing cancer. Almost everyone gets this virus, so I think it's important for everyone. Almost all of my patients are now getting this vaccine, which is great. That said, this is a decision only you can make. What do you think?

McClure et al., Vaccine Hesitancy: Where Are We and Where Are We Going? *Clinical Therapeutics*. 2017; 39(8): 1550-62.

Three-Stage Communication Strategy



ALL STAGES:
Build rapport, address questions & concerns, provide anticipatory guidance

* Remember to document every refusal *



Thank You!