

Difficult Conversations: Presenting Scientific Evidence to Anti-Vaxxers

Sarah Parrott, DO, FAAFP
Associate Professor
Department of Primary Care



Disclosures and Disclaimer

- I am not employed by any institution other than KCU, don't own stock in anything remotely related to vaccines.
- I am by NO MEANS an expert in vaccinations or how to convince people to get them.

Learning Objectives:

Following this lecture, the learner should be able to:

- 1) Discuss major reasons people refuse vaccines for themselves or their children
- 2) Identify an evidence-based way to approach childhood vaccinations with parents

WHERE WE WILL GO FROM HERE...



- Terminology
- History
- Review of reasons for declining/delaying vaccines
- How to approach these conversations

Terminology

- Vaccine Hesitancy: “Delay in acceptance or refusal of vaccination despite availability of vaccination services” (MacDonald, 2015)
- Alternative Schedules “those that deviate from the recommended vaccine schedule (eg in the US, the schedule recommended by the CDC, AAP and AAFP.” (UpToDate, 2019)
- Vaccine Refusal: Just like it sounds – NO!
- Anti-Vaxxer: “A person who opposes vaccination or laws that mandate vaccination” (Merriam-Webster Online Dictionary, accessed 8/23/19)

History

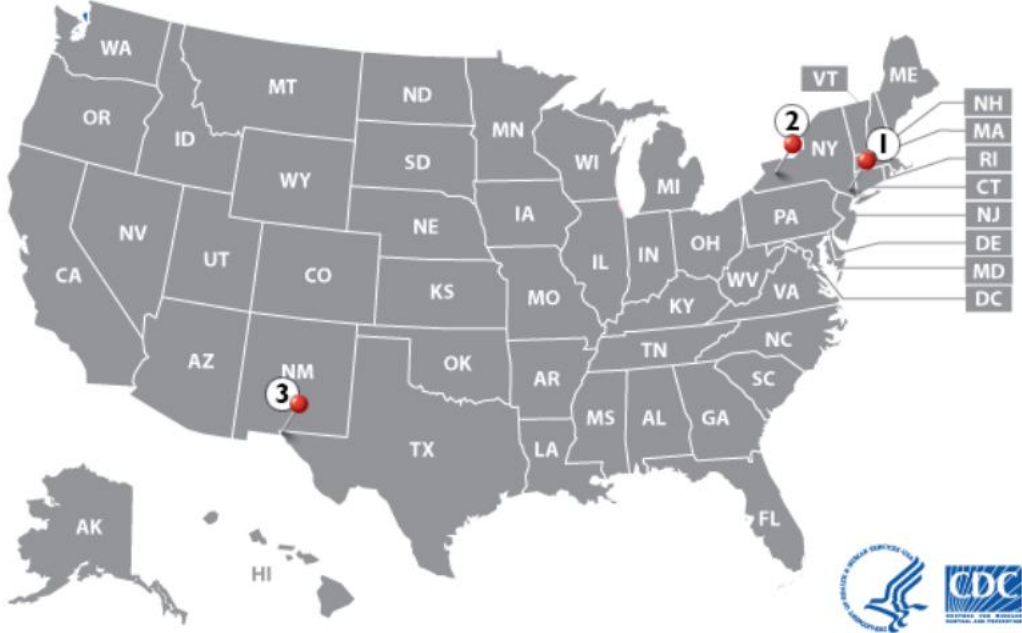
We had come so far in so little time...



History of Vaccines: 2000 Years in Just a Few Minutes

- From the beginning...
- 1790s: Jenner developed smallpox vaccine
- 1986: National Childhood Vaccine Injury Act (NCVIA)
- 1995: Internet became widely available and used (Remember AOL?)
- 1999 MMR → Autism theory officially debunked
- 2000: No indigenous spread of measles in US
- 2005 Facebook launched “the wall”
- 2018: Highest number of new measles cases in US

Measles Outbreaks in US as of Sept 3, 2019





Kerri of the North 🇨🇦

@KerrioftheNorth



'I know more about forensic science than forensic scientists because I've watched every season of Forensic Files'

Sounds stupid, right?

That's how antivaxers sound to medical professionals.

Get vaccinated.

♡ 525 3:44 AM - Mar 27, 2018

Reasons for Refusing/Delaying Vaccinations

“I read on Facebook that...”



r/Showerthoughts



6.7k points

A vaccine to prevent autism would completely confuse anti-vaxxers



1.9k points

Let's be honest - a piece of paper with "Please Turn Over" on both sides could completely confuse anti-vaxers.

[boredpanda.com](https://www.boredpanda.com)

Most Popular Reasons for Vaccine Refusal

- Worries about vaccine safety
- Belief that vaccine-preventable diseases are mild or “natural”
- Religious objections

Some Kids “Get It”



Minors are allowed to consent to vaccinations in Alabama, Alaska, Arkansas, Delaware, Idaho, Illinois, Kansas, Louisiana, Maine, Massachusetts, Montana, Nevada, Oregon, Pennsylvania, South Carolina, Tennessee, Washington and West Virginia

Other Reasons

- Multiple vaccines on the same day overwhelm the immune system
- Injection pain



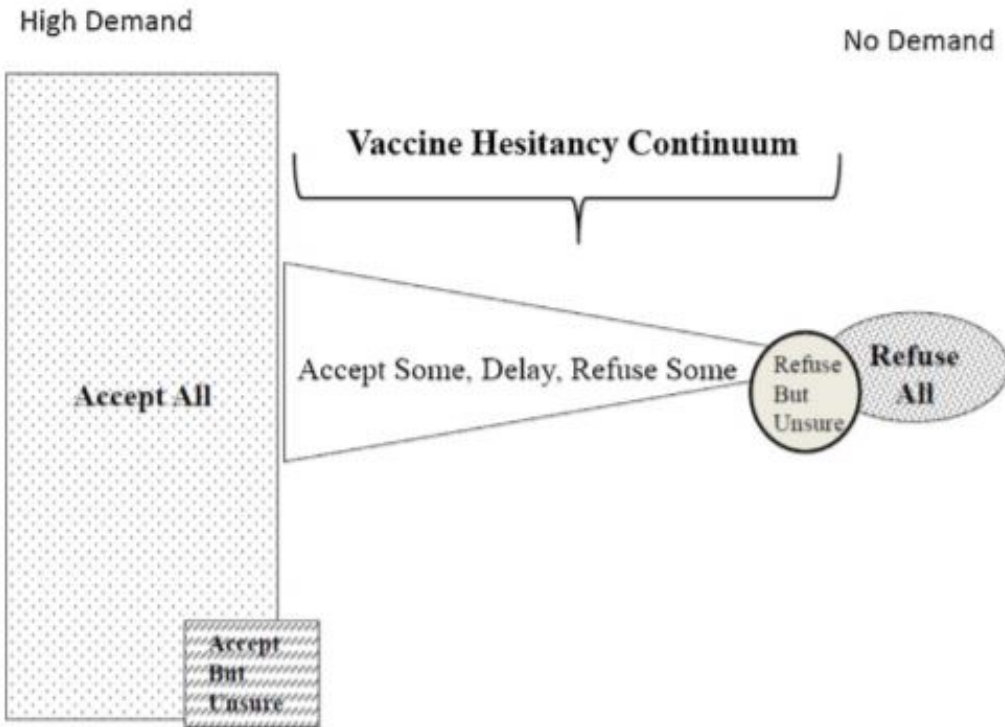
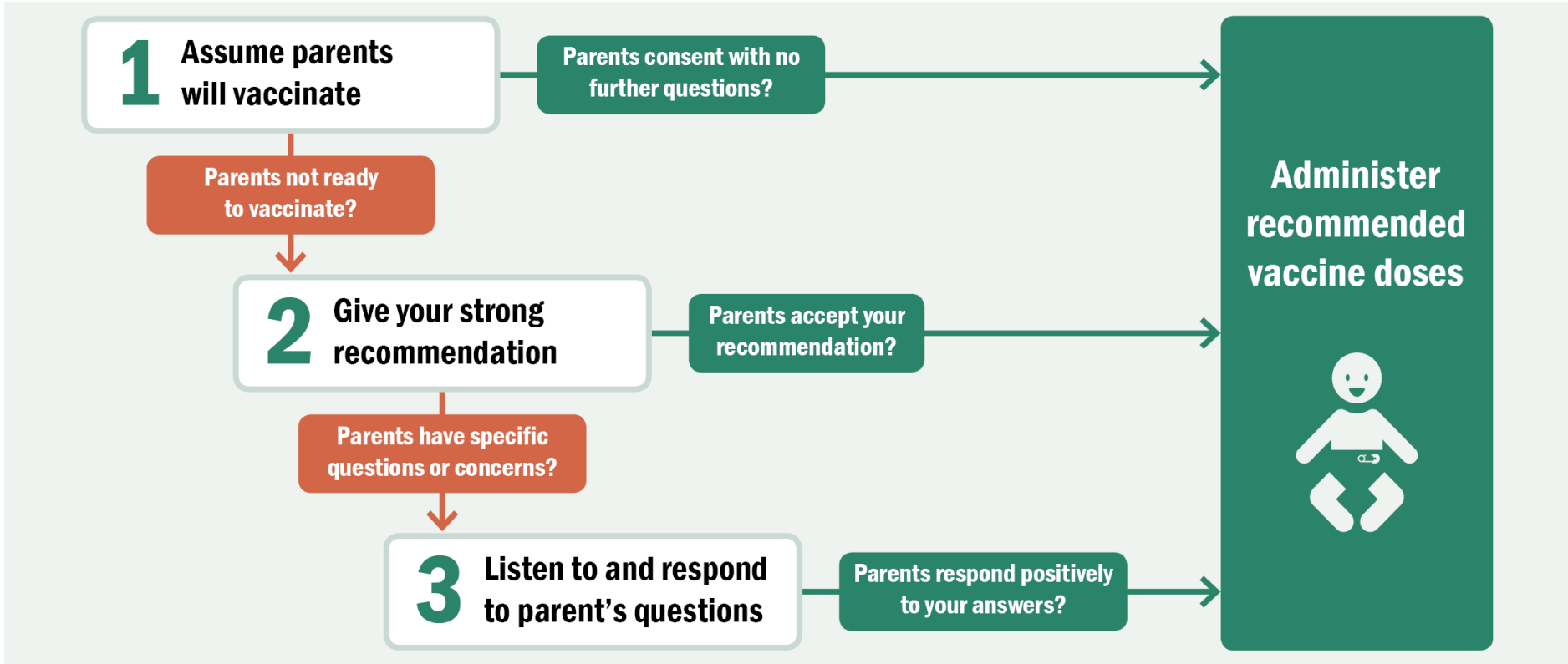


Fig. 1. The continuum of vaccine hesitancy between full acceptance and outright refusal of all vaccines.

Approaches to the “Difficult Conversation”

- *Infant vaccines*
- *HPV vaccine*
- *Flu vaccine*





For All Vaccines...

- Presumptive approach
- Establish a positive dialogue
- Target education
- Maintain relationship
- If all else fails, consider alternative schedules
- Precautions for unimmunized children
- Documentation

Recommended	Declined
<input type="checkbox"/> Hepatitis B vaccine	<input type="checkbox"/>
<input type="checkbox"/> Diphtheria, tetanus, acellular pertussis (DTaP or Tdap) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Diphtheria tetanus (DT or Td) vaccine	<input type="checkbox"/>
<input type="checkbox"/> <i>Haemophilus influenzae</i> type b (Hib) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Pneumococcal conjugate or polysaccharide vaccine	<input type="checkbox"/>
<input type="checkbox"/> Inactivated poliovirus (IPV) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Measles-mumps-rubella (MMR) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Varicella (chickenpox) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Influenza (flu) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Meningococcal conjugate or polysaccharide vaccine	<input type="checkbox"/>
<input type="checkbox"/> Hepatitis A vaccine	<input type="checkbox"/>
<input type="checkbox"/> Rotavirus vaccine	<input type="checkbox"/>
<input type="checkbox"/> Human papillomavirus (HPV) vaccine	<input type="checkbox"/>
<input type="checkbox"/> Other _____	<input type="checkbox"/>

Example clipped from American Academy of Pediatrics Vaccine Refusal Form, which identifies patient, parent, name of person providing vaccine education and is signed/dated by parent.

Special Concern Regarding HPV Vaccine

Parental Concern: My child will believe they “have permission” to have sex if we allow them to get the HPV vaccine.

Fact: No increase in sexual activity or STIs in adolescent women receiving HPV vaccine.

Special Concern Regarding Influenza Vaccine

Patient Concern: “Every time I get a flu shot, I get the flu.”

Facts: Study showed the only difference between people getting the vaccine and getting placebo is a mild arm soreness for 1-2 days. There was no statistically increased rate of runny nose, fever, myalgia or malaise.*

**OH, YOU THINK THIS PRESENTATION
IS OVER?...**



**GUESS YOU DON'T WANT YOUR FREE
AUDIENCE PARTICIPATION MARKS... net**

How do YOU counsel patients, family members, neighbors, etc. about the reason for vaccines and why people should get them?

What difficulties do you have regarding vaccination counseling?

CONTACT INFO

Sarah Parrott

(816) 654-7429 work

sparrott@kcumb.edu

(913) 708-0995 voice or text

CALL ME



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