



Vaccine Communication with Parents: Best Practices

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Video

https://www.medscape.com/viewarticle/882865?src=par_cdc_stm_mscpedt&faf=1



Five Strategies

- Build trust
- Use science and anecdotes
- Remember your important role in the vaccine decision
- Participatory versus presumptive approach
- Realize that success comes in many forms



Talking with Parents about Vaccines for Infants



Assume Parents Will Vaccinate

State which vaccines the child needs to receive

“Your child needs three shots today.”

or

“Your child needs DTaP, Hib, and Hepatitis B shots today.”



Give Your Strong Recommendation

If parents express concerns, then share your strong vaccine recommendation

“I strongly recommend your child get these vaccines today...”

“...These shots are very important to protect him from serious diseases.”

or

“...I believe in vaccines so strongly that I vaccinated my own children on schedule.”





Listen to and Respond to Parent's Questions

Seek to understand parents' concerns and provide requested information

- Parents simply want *your* answers
- Acknowledge the parent's concerns
- Share what you know

What if Parents Refuse to Vaccinate?

- Continue the conversation
- Share resources
- Record refusal

If You Choose Not to Vaccinate Your Child, Understand the Risk and Responsibilities



If you choose to delay some vaccines or reject some vaccines entirely, there can be risks. Please follow these steps to protect your child, your family, and others.

With the decision to delay or reject vaccines comes an important responsibility that could save your child's life, or the life of someone else.

- When you call 911, ride in an ambulance, visit a hospital emergency room, or visit your child's doctor or any clinic.
 - Tell the medical staff that your child has not received all of the vaccines recommended for his or her age.
 - Keep a vaccination record easily accessible and share it with the clinician.

Telling healthcare professionals your child's vaccination status is essential for two reasons:

- When your child is being evaluated, the doctor will need to consider the possibility that your child has a vaccine-preventable disease (VPD); while uncommon, VPDs still occur.
- The people who help your child can take precautions, such as isolating your child, so that the disease does not spread to others.
 - One group at high risk for contracting disease is infants, who are too young to be fully vaccinated.
 - Other people are those with weaker immune systems, such as some people with cancer and transplant recipients.

Before an outbreak of a vaccine-preventable disease occurs in your community:

- Talk to your child's doctor or nurse to be sure your child's medical record is up to date regarding vaccination status.
- Inform your child's school, childcare facility, and other caregivers about your child's vaccination status.
- Be aware that your child can catch diseases from people who don't have any symptoms.

Wrapping Up the Conversation

- Success come in many forms
- Agree on an action item, such as:
 - Scheduling another appointment or
 - Encouraging the parent read additional information you provide them



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Activity

- Use the five (5) research-based strategies and the [Talking to Parents about Vaccines for Infant](#) resource



- Work together to determine how you, as health care professionals, would address the questions presented
- Select someone to take notes
- Select someone as your group's spokesperson