

Immunization Hot Topics!

Giving a Strong Recommendation for Vaccines Issue 2 of 5



Studies consistently show that a strong provider recommendation is the single best predictor of vaccination!

A variety of sources provide vaccine safety information, and parents have many options regarding where to seek it. With so much information available, and sometimes incorrect information, learning the facts before making health decisions is very important. This can be stressful for patients and/or parents. Therefore, it is a standard of care that providers make a strong recommendation for each and every vaccine to every single patient!

- Parents may be interested in vaccinating, yet still have questions
 - Solicit and welcome questions
- A question from a parent does not mean they are refusing or delaying
 - Acknowledge the risks and benefits
- Take the time to listen to their questions to help you give an effective response
 - Address their specific question and avoid overwhelming them with information that was not asked
- Emphasize why you believe immunizations are important to help patients and parents feel secure in their decision
 - Have personal stories available
 - Use “I believe” statements

Keep your patients protected against vaccine-preventable diseases. Give a strong provider recommendation for vaccines!

Make the CASE* for Vaccines!

Corroborate

- Acknowledge the parent's concern and find some point on which you can agree; set the tone for a respectful, successful talk

About Me

- Describe what you have done to build your knowledge base and expertise

Science

- Relay what the science says

Explain/Advise

- Explain your advice to the patient, based on the science

*Developed by Alison Singer, MBA, Autism Science Foundation

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Resources

"Sources and Perceived Credibility of Vaccine-Safety Information for Parents" *Pediatrics*. May 2011, Vol 127(1):
http://pediatrics.aappublications.org/content/127/Supplement_1/S107

"The Architecture of Provider-Parent Vaccine Discussions at Health Supervision Visits" *Pediatrics*. December 2013, Vol 132(6):
<http://pediatrics.aappublications.org/content/132/6/1037?sid=ba03bbea-cd5e-4d35-a365-f25e8dc6bf4f>

"Effective Messages in Vaccine Promotion: A Randomized Trial" *Pediatrics*. April 2014, Vol 133(4):
<http://pediatrics.aappublications.org/content/133/4/e835?sid=1f35fd4c-df50-4d24-8474-9cab64cc975f>

"Vaccine Hesitant Parents" American Academy of Pediatrics:
<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/vaccine-hesitant-parents.aspx>

"Parent and Provider Perspectives on Immunization: Are Providers Overestimating Parental Concerns?" *Vaccine*. January 23, 2014, Vol 32(5): <https://www.ncbi.nlm.nih.gov/pubmed/24315883>

"Announcements Versus Conversations to Improve HPV Vaccination Coverage: A Randomized Trial" *Pediatrics*. January 2017, Vol 139(1):
<http://pediatrics.aappublications.org/content/early/2016/12/01/peds.2016-1764>