



**Washington
Association for
Community Health**
Community Health Centers
Advancing Quality Care for All



Supporting Vaccine Confidence for Childhood Immunizations

June 20th , 2022

Host: Karie Nicholas

Welcome



Mic

Please mute when not speaking.



Camera

Cameras are encouraged.



Reactions

Interact and raise your hand with reactions.



Chat

Participate in polls and discussion in the chat.

As we get started, please enter your preference for breakout room topics:

- Developing the Message
- Creating a pro-vaccine organization
- Creating media

*This meeting is being recorded.
Slides and a recording will be made available.*

Background and learning Objectives

- ❖ Dr. Gretchen LaSalle – will focus on clinical approaches to stopping vaccine hesitancy from taking hold and organizational approaches to addressing missed opportunities for vaccination
- ❖ Boost Oregon – will talk about creating a pro-vaccine culture, positive messaging and community outreach strategies
- ❖ Thurston County Media Services – will talk about resources and strategies for creating your own, in-house video to deliver a pro-vaccine message to your patients



What is the message for people who have concerns?

Host: Karie Nicholas

AN OUNCE OF PREVENTION

**PREVENTING VACCINE HESITANCY BEFORE IT STARTS AND
DECREASING MISSED VACCINATION OPPORTUNITIES**



GRETCHEN LASALLE, MD FAAFP

Family Physician - Multicare Rockwood Clinic
AAFP Vaccine Science Fellow

Clinical Assistant Professor - WSU Elson S. Floyd
College of Medicine

Author: *Let's Talk Vaccines – A Clinician's Guide to
Addressing Vaccine Hesitancy and Saving Lives*



DISCLOSURES

- Royalties paid for authorship of *Let's Talk Vaccines: A Clinician's Guide to Addressing Vaccine Hesitancy and Saving Lives*, published 2019 by Wolters Kluwer Press
- Fellowship paid for by an unrestricted grant to the AAFP from Merck, Sharpe, & Dohme Corporation
- Consulting fees paid by MultiCare for work on vaccine-related research funded by a grant from Merck, Sharpe, & Dohme Corporation
- Compensated for updating the SHOTS app for STFM and for creating enduring CME for the AAFP





OBJECTIVES

- Review factors that go into the development of vaccine hesitancy
- Consider preemptive approaches to help prevent hesitancy from taking hold
- Examine clinic and organizational approaches to address missed vaccination opportunities



WHAT FACTORS PLAY INTO THE DEVELOPMENT OF VACCINE HESITANCY?



DISTRUST OF MEDICAL
AND SCIENTIFIC
COMMUNITIES



FEAR AND ANXIETY



WIDESPREAD
MISINFORMATION



WHAT ACTIONS CAN WE TAKE TO PREVENT MISTRUST?

- Get rid of paternalistic approach to the doctor-patient relationship
- Avoid medical jargon - use plain and simple language
- Be transparent about what we know and what we don't know
- Representation matters – people are more likely to trust people that look like they do, come from the neighborhoods they come from, speak the same language, etc.



FIGHTING FEAR AND ANXIETY

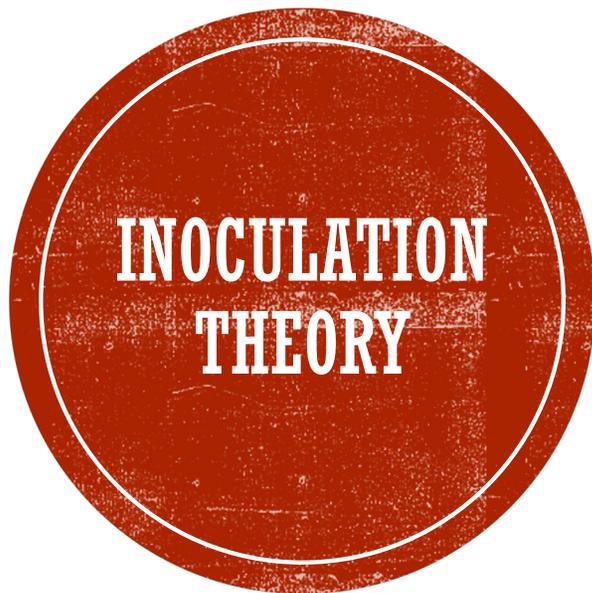
- Emotions are powerful
- Anti-vaccine propaganda plays on our fears and anxieties, especially those of new parents
- We need a preemptive and coordinated approach when trying to keep patients from falling victim to fearmongering



PRE-BUNKING VS DEBUNKING

- We must be able to address concerns that are raised, BUT...
- Debunking runs the risk of triggering
 - The “Continued influence effect”
 - Psychological resistance – if seen as an attack against values and ideologies with which misinformation resonates
- Preventive medicine is the best medicine





INOCULATION THEORY

- Proposed by social psychologist William McGuire in the 1960s
- Teaches us how to strengthen existing attitudes/beliefs and resist attempts at persuasion.
- Achieved by exposing people to weaker versions of counter-arguments to help develop resistance to stronger persuasion.
- Works in much the same way a vaccine introduces a person's immune system to a weakened form of a virus so that they can recognize and fight off attacks from future exposures.

INOCULATION THEORY IN ACTION

- “Becoming a parent brings with it lots of big decisions regarding choices for your health and the health of your baby.”
- “As you are making the choice to vaccinate yourself and your child, you are likely to come across information that will try to create fear and anxiety around vaccines.”
 - “You may see information by fake “experts” that try to make you doubt what your own trusted medical provider is telling you.”
 - “They may suggest that there is a conspiracy to hide information from you.”
 - “They may try to make you think that there is some great controversy in the medical community about the safety of vaccines when there is not.”
- “Watch out for these tactics. They are meant to manipulate you into making a decision that actually increases the risk to you and your child.”
- “You can always reach out if you have questions or if there is anything I can do to help you make sense of what you are reading or hearing. My job is to support you and give you the information and tools you need to help you make the best decisions you can for your health and the health of your baby.”



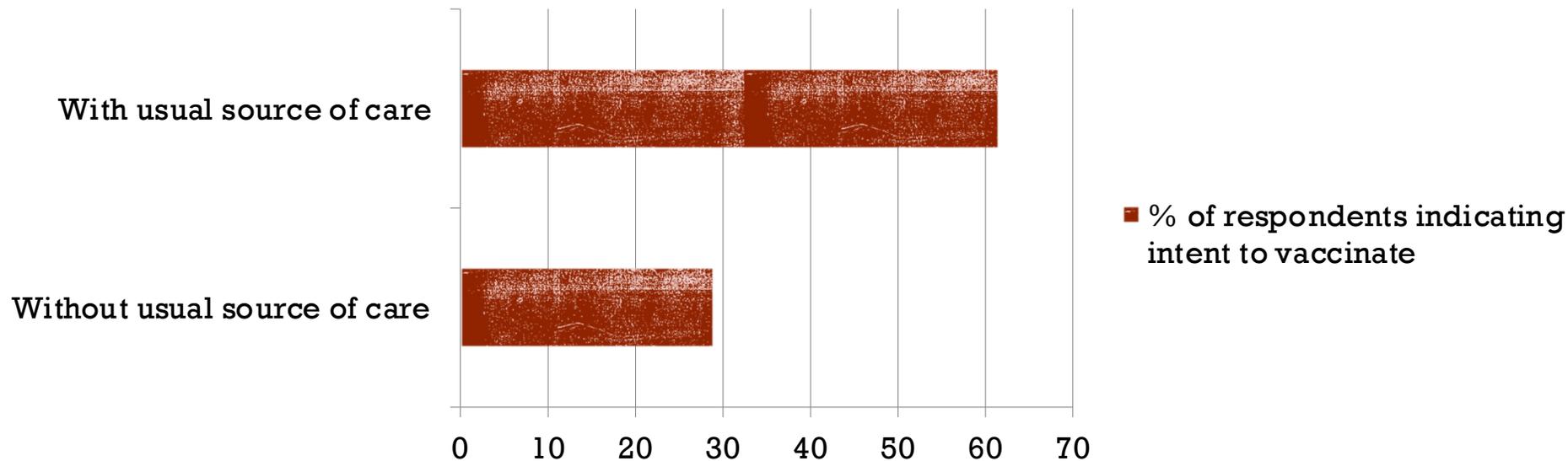
**POSITIVE
MESSAGING
WORKS BETTER
THAN
NEGATIVE**

- In a study looking at vaccine messaging about influenza and pertussis, results showed...
 - Messaging about vaccine safety was effective
 - Focusing on how maternal vaccines protect the health of the baby was effective
 - Negative messaging about bad outcomes of illness in pregnancy was less effective
- Why is fear and anxiety an effective tool for the anti-vax community and not for the medical community?



**OURS IS A RELATIONSHIP BUILT
ON TRUST AND CARING**





INTENT TO VACCINATE AGAINST COVID-19 IN THOSE WITH AND WITHOUT A USUAL SOURCE OF CARE

Data from 2020-2021 AAFP Vaccine Science Fellowship vaccine confidence survey



HOW DO WE REACH THOSE WITHOUT A USUAL SOURCE OF CARE?

- The Internet, News, and Social Media can be used to our advantage
- Partner with the media
- Drown out the misinformation
- But remember...
 - Don't repeat false claims
 - Don't get sucked into a back and forth with anti-vaxxers
 - Don't tolerate rude or threatening behavior
 - Be respectful and professional



TO HELP PATIENTS DETECT MISINFORMATION & DISINFORMATION, TEACH THEM TO DO THE FOLLOWING:

- Check the source:
 - Look for not-for-profit, university-based, disease-specific, or government-funded sites
 - Mayo Clinic, The American Cancer Society, WHO, NIH, CDC, etc.
 - Research the author
 - What are their credentials?
 - Check critiques of their work – is their work mainstream or fringe?
- Check their references
 - Do they frequently refer back to themselves?
 - Do they cite articles/journals that haven't followed rigorous research standards?

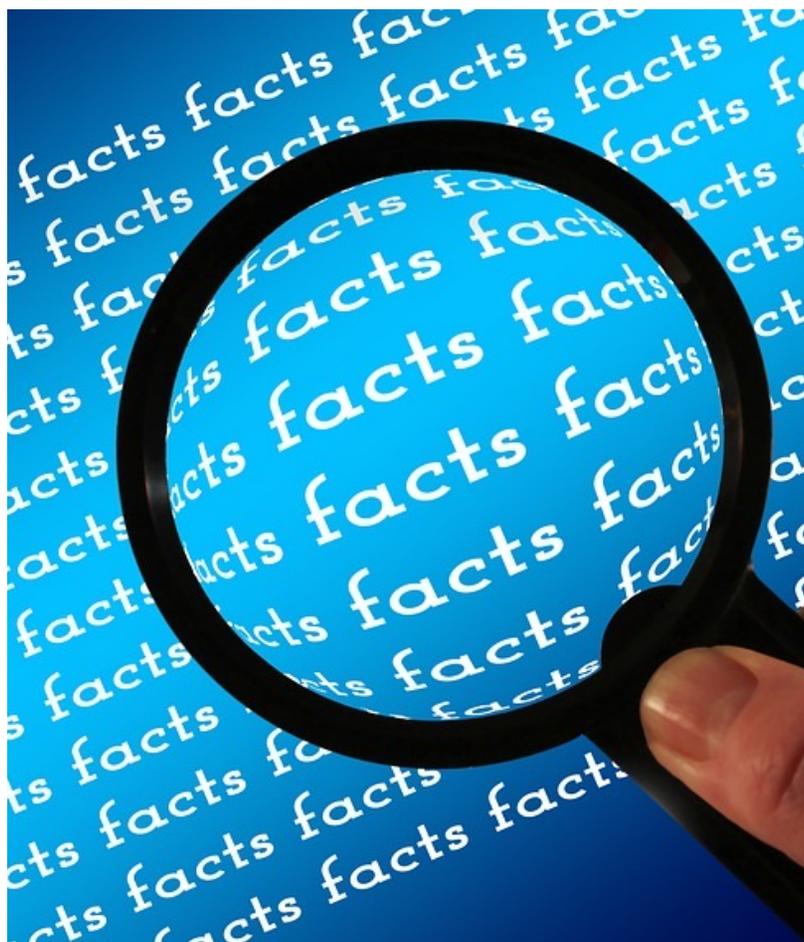


DETECTING MISINFORMATION (CONT.)



- **Check the date:**
 - Science is constantly changing – make sure you are working with the most up-to-date information
- **Check for conflicts of interest:**
 - Is the site trying to sell you something?
 - Does the author profit in any way?
- **Don't put all your eggs in one basket:**
 - One study cannot prove or disprove a scientific "truth"
 - Make sure to read other studies on the same topic
- **If it sounds too good to be true, it probably is**





DETECTING MISINFORMATION (CONT.)

- **Fact check:**
 - Snopes.com
 - FactCheck.org (includes SciCheck)
 - Politifact.com
 - Sciencebasedmedicine.org
 - Detector de Mentiras (Lie Detector, Spanish language)





- Give your pro-vaccine messaging early and often
- Use Inoculation Theory to prepare your patients/parents for what they may encounter as they read about vaccines
- Avoid mentioning specific anti-vax claims
- Focus on informing them about general tactics that anti-vaccine sites/information will use
- Teach patients how to identify misinformation
- Use positive messaging, not scare tactics
- Use your trusted voice to share reliable information

IT'S NOT ALL VACCINE HESITANCY — GOING AFTER THE LOW HANGING FRUIT

- Vaccination opportunities are frequently missed
- We can decrease the chance of this happening by:
 - Using a team-based approach
 - Teach your team to use the Presumptive Approach and to Bundle recommendations
 - Making vaccine status a “vital sign”
 - Vaccinating at every opportunity
 - Scheduling vaccines given in series
 - Taking advantage of technology
- Find creative ways to close care gaps
 - Flu clinic example





THANK YOU

Email: Gretchen.Lasalle@multicare.org

Website: www.gretchenlasallemd.com

Twitter: [@GretchenLasalle](https://twitter.com/GretchenLasalle)

Instagram: [@gretchenlasallemd](https://www.instagram.com/gretchenlasallemd)



How to create a pro-vaccine organization

Host: Karie Nicholas



Washington Association for Community Health

**Supporting Vaccine Confidence for Childhood
Immunizations: A Workshop**

June 20, 2022

Introduction



Nadine Gartner, J.D.

Founding Executive Director of Boost Oregon

Disclosures: **None**

Objectives:

- Learn to use messaging that supports vaccine confidence
- Learn to create a pro-vaccine culture
- Learn to partner with diverse community organizations



Who We Are



Boost Oregon is a parent-led, independent nonprofit organization that empowers people to make science-based vaccine decisions for themselves, their families, and the community.

We envision a world where people's health decisions are rooted in science.

Informed people. Healthy communities.

Why do people hesitate to vaccinate?

1. Cognitive Biases

2. Internalized misinformation

3. Miscalculation of risk

4. Political/social/religious identity

FEAR



LOVE

1

Changing Culture from Fear to Love



Immunization as an act of love.

BOOST OREGON | 6

1

Lead with Love & Empathy

Do not tell people what to do.

Ask questions & be curious.

Provide evidence-based information without judgment.

Do not use scare tactics.

Aim for confident, positive acceptance.

Connect emotionally.

Share YOUR story.



BOOST OREGON | 7

How to Counter Misinformation

Always start by asking questions.

Empathize with their concerns and applaud their skepticism.

Don't try to change their minds. Do try to facilitate an informed decision.

Give them an out. Be patient.

Encourage them to look it up:

Search “debunk . . .”

Tips for Clinics



Organized records

Personalized reminders

Communications about safety protocols

Incentives

Creative alternatives: curbside, home visits, pop-ups, etc.

Comfort measures for needle-phobia

Normalizing Vaccine Uptake

- Buttons for staff & visitors
- Flyers/posters decorating your space
- Talk about it positively at every chance



Community Partners

Identify Potential Partners

- Clinics
- Pre & Post Natal Classes & Support Groups
 - Places of Worship
- Civic Organizations (libraries, schools, Head Starts)
 - Cultural & Community Centers
- Businesses (toy stores, grocery stores, yoga studios)



Factors to Consider

- Trust
- Familiar (other services received)
- Accessible (ADA-concerns & transportation)





www.boostoregon.org
facebook.com/boostoregon
Twitter: @boostoregon
Instagram.com/boostoregon
Tiktok.com/boostoregon

Q & A Part 1

- ❖ What dynamics to consider/watch-out for in community outreach, such as gaining the communities trust on phone-calls and in community events?
- ❖ Do you have any multi-lingual (Spanish, Ukranian) or culturally specific examples of how to overcome hesitancy (ie. African American mistrust of a new vaccine and historical use of AA peoples as "guinea pigs" to test new medical innovations)?



Resources and planning for creating your own media

Host: Karie Nicholas

Making Media

Deborah Vinsel, CEO
dvinsel@tcmedia.org

 Thurston
Community Media
www.tcmedia.org

Purpose

Why is your media message necessary? Are there other resources for the same information?

Purpose of your message

- Educate / Inform
- Entertain
- Persuade / discourage
- Encourage action

Outcome: what do you want the receiver to do

Outcome



Who are you talking to?



Audience

Audience

Age of Audience

Cultural Considerations

Education

Socioeconomic Conditions

Speak English



Audience

Use language appropriate to your audience

- "Get your shots so you don't get sick."
- "Vaccinations protect you from infectious diseases."

For a mixed audience - write for a 5th grader.



Medium/Media

What is the best medium for the message / audience?

- video
- audio
- brochure
- book
- social media post
- email or text
- refrigerator magnet

Messaging

Break complex information into smaller messages that are focused on a specific point



Messaging

- FOR EXAMPLE:



- CDC recommends 16 different vaccinations for children from birth to age 18 on a specific schedule based on their age.
- There's a recommended catchup schedule if you start late - better late than never.
- A different approach is used when medical conditions need to be considered, and possibly contraindicated so the vaccine would not be given at all.
- And new vaccines like COVID that are available to certain age groups but not others and may or may not include boosters

Messaging

- FOR EXAMPLE:



- CDC recommends 16 different vaccinations for children from birth to age 18 on a specific schedule based on their age.
- ❖ There's a recommended catchup schedule if you start late - better late than never.
- A different approach is used when medical conditions need to be considered, and possibly contraindicated so the vaccine would not be given at all.
- And new vaccines like COVID that are available to certain age groups but not others and may or may not include boosters

Messaging

Language

- Try to avoid jargon and acronyms
- Take cultural differences into consideration
- Write in the active voice
 - *Passive: Vaccinations can be received at community clinics*
 - *Active: Vaccinations are available at community clinics*

Messaging

About Pictures

- A picture is worth 1000 words
- When using video or stills, use the audio to provide information that is not in the image



Production Resources

Colleges & Tech Schools

- Digital media production, E-journalism, broadcast programs, media arts
- Will often partner with local organizations
- Good source for interns!
- WA State Board for Community & Technical Colleges - www.sbctc.edu

Production Resources

Commercial Providers

- Commercial production companies
- Broadcast TV stations
- Advertising/marketing agencies
- Cost rule of thumb: \$1000 completed minute

Production Resources

- Public, Educational, Governmental Cable Channels & Media Centers (PEG)
 - Production facilities and distribution platforms
 - Access to equipment and training
 - Not found in every community
 - www.allcommunitymedia.org - Community Media Directory



Distribution

- On-line
 - Social Media, Websites
 - Keep video short – less than 3 minutes is advised
- Medical Office monitors – make files/DVDs available to providers to run in their lobbies and put on their websites
- Cable / Broadcast
 - PEG channels – channel time (if available) is usually free
 - Commercial Cable Channels – \$60- \$100 per minute
 - Broadcast channels - cost ?

What's in your media production toolbox

Mobile Devices -
Cellphones and
tablets are powerful
production tools.

- Apps for iPhones and Android phones
 - ✓ iMovie,
 - ✓ FilMiC Pro,
 - ✓ Videoshop Video Editor,
 - ✓ Open Camera, etc.
 - ✓ Some are available for both iOS and Android

DLSR cameras

- Many shoot video
- Lots of on-line apps available for editing
- Also shoot stills
- Variety of lenses

Video Cameras

What's in your media production toolbox

On-line production tools:

- DaVinci Resolve – free editing software
- ZOOM – you can record a ZOOM in High Definition
- Animation apps:
 - [vyond.com](https://www.vyond.com)
 - [animaker.com](https://www.animaker.com),
 - [renderforest.com](https://www.renderforest.com)

What's in your media production toolbox

- Stabilizers – keep your shots steady
 - Gimbals, tripod mounts etc.



What's in your media production toolbox

Lighting

- Keep light source in front of you

Ring lights



Utility Lights



Project
Management

Question:
What is a camel?

Project Management

Answer:

A horse by committee?

Make sure everyone involved agrees on the concept, format, message and distribution plan
BEFORE you create the media.

Breakout Rooms

We will be moving you into breakout rooms with three different topics for further discussion:

- Developing the message
- Creating a pro-vaccine organization
- Creating media



Thank you for attending!
Please fill out our satisfaction survey.
The link will be provided in the chat.

Contact:
knicholas@wacommunityhealth.org