SKAI
Sharing Knowledge About Immunisation

Nina Berry, Margie Danchin, Lyndal Trevena, Paul Kinnersley, Sue Randall, Jo Lander, Pen Robinson, and Julie Leask
Developing strategies for communicating with hesitating parents in primary care
Challenging, sure.

But ...
... primary care providers influence vaccination behaviour so
KEEP CALM AND CARRY ON VACCINATING

Refutations to Anti Vaccine Memes

SKAI

THE UNIVERSITY OF SYDNEY
So we developed SKAI

Screen

READY

Ready To Vaccinate?

Vaccinate

Address common questions

UNSURE

OR SIGNIFICANT QUESTIONS

Weighing up risks & benefits

HESITANT

How do I Decide?

Manage risk

DECLINING

Declining Vaccination?

Refer or Defer

Other Presentation
What did we see?

Solidarity & Involvement

"Then we can talk about some of your concerns"
"The options we have … are"
What did we see?

Confidence

"I am not concerned."
"I’d love to talk more about this."
I can see that is …
“deeply worrying" "unpleasant” “serious"
What did we see?

Validation

"that’s a reasonable suggestion"

"It would be worthwhile for you."

“I think it is worthwhile to do.”

"How horrible!”
What did we see?

Engagement

"I understand you’re here because you have some questions …"

"My advice is to immunise …"
Another clinical conversation

[Three quarters of way through consultation with ‘Amerita and Hosea’]

Mother: No I think that just we had a very difficult labour with her and she was born with an Apgar of three and – oh sorry, four, and after a minute she was Apgar nine, her score was nine. So all doctors we’ve seen said that she’s okay but still –

Dr: Oh so you have a nagging worry?

Father: Exactly

Mother: That’s the reason he asked you about the neurological things.

Father: That’s the reason ...
Build & Maintain the Relationship

1. Screening
   • GREETING AND INITIATION
   • GENERAL INFORMATION
   • MODIFY GOALS

2. Eliciting
   • PURPOSE OF THE VISIT
   • INTENTION
   • VIEWS OF THE PARTNER
   • QUESTIONS AND CONCERNS

3. Structuring Information
   • CHUNK & CHECK

4. Harnessing change talk
   • RECOGNISE
   • RE-INFORCE
   • ELICIT
   • AMPLIFY

5. Recommending (and vaccinating)
   • BOOK NEXT APPOINTMENT
   • OFFER CONTINUED CARE
   • ANTICIPATORY GUIDANCE
   • REBOOK OR REFER

6. Planning and Closing

Establish & Maintain Structure

SET AGENDA

RESPOND

PRIORITISE

SIGNPOST

RE-ORIENT
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Paul Kinnersley Cardiff University
Holly Witteman University de Laval, Canada

Advisory Group
Terry Nolan University of Melbourne
Greg Rowles GP, Melbourne
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Background evidence
References

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