



SKAI

Sharing Knowledge About Immunisation



THE UNIVERSITY OF
SYDNEY

A close-up photograph of a woman with dark hair, smiling warmly as she holds the hand of a baby. The baby is lying down, looking up at the woman. The scene is softly lit, suggesting an intimate and caring moment.

Developing strategies for communicating with hesitating parents in primary care

Challenging, sure.



But ...

... primary care providers
influence
vaccination behaviour

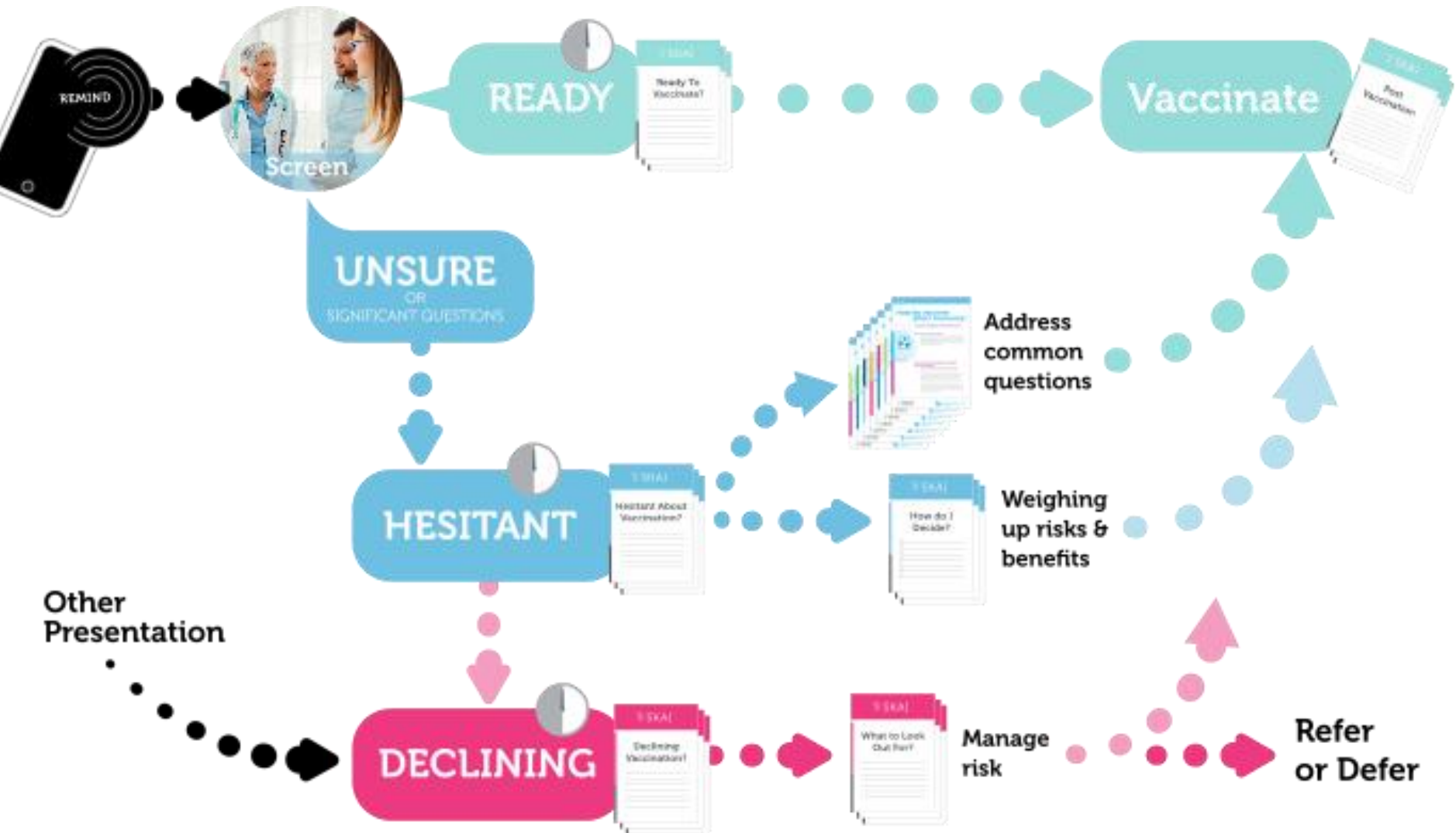
SO



**KEEP
CALM
AND
CARRY ON
VACCINATING**

Refutations to Anti Vaccine Memes

So we developed SKAI



Aims & Methods



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']

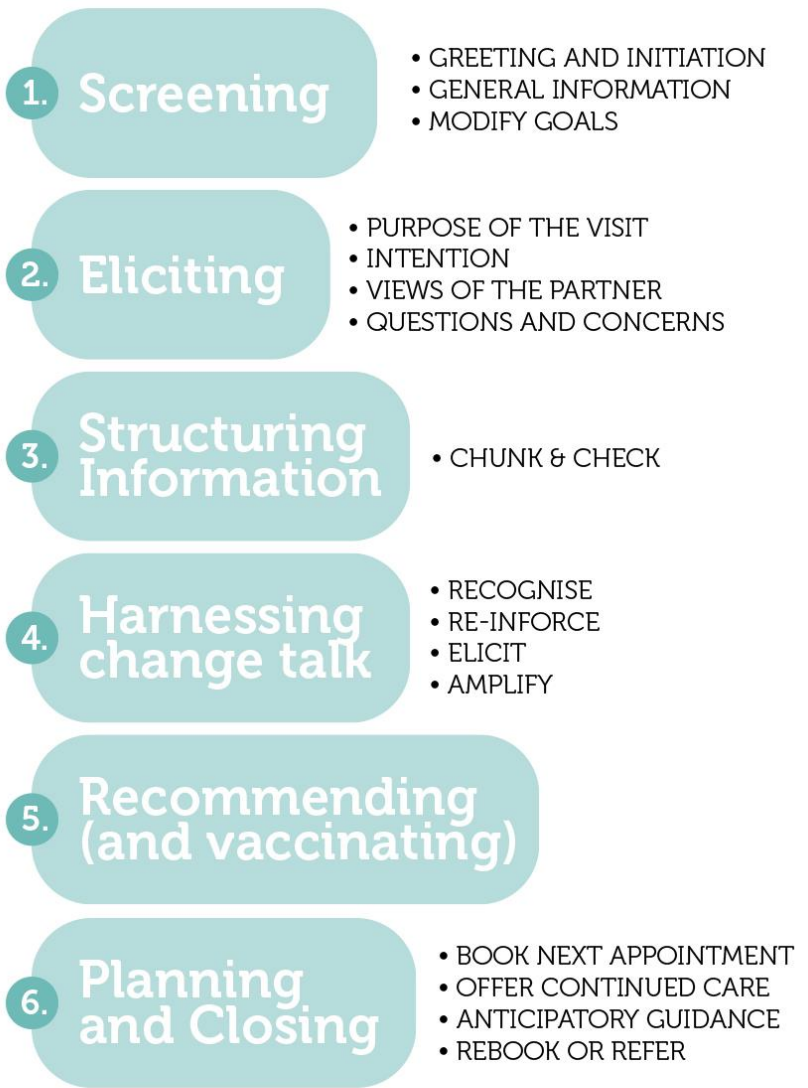
Mother: No I think that just we had a very difficult labour with her and she was born with an Apgar of three and – oh sorry, four, and after a minute she was Apgar nine, her score was nine. So all doctors we've seen said that she's okay but still –

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 ...





Acknowledgements

Team

Julie Leask, Nina Berry, Sue Randall, Jo Lander, Lyndal Trevena, Penelope Robinson USYD
Kristine Macartney NCIRS
Margie Danchin Murdoch Children's Research Institute
Tom Snelling Telethon Kids Institute
Paul Kinnersley Cardiff University
Holly Witteman University de Laval, Canada

Advisory Group

Terry Nolan University of Melbourne
Greg Rowles GP, Melbourne
Liz Marles RACGP
Karen Booth APNA
Catherine Hughes Light for Riley

Funding

Australian Government Department of Health
National Centre for Immunisation Research and Surveillance

Important contributors along the way

Harold Willaby, Kerrie Wiley, Melinda Hassall, Alex Henry, Cath Jackson, Greg Rowles, Helen Bedford, Francine Cheater, Nick Sevdalis, Annette Alafaci.

References

Background evidence

1. Jackson C, Cheater FM, Reid I. A systematic review of decision support needs of parents making child health decisions. *Health Expectations*. 2008;11:232-51.
2. Leask J, Chapman S, Hawe P, Burgess M. What maintains parental support for vaccination when challenged by anti-vaccination messages? A qualitative study. *Vaccine*. 2006;24(49-50):7238-45.
3. Leask J. How do general practitioners persuade parents to vaccinate their children? A study using standardised scenarios. *New South Wales Public Health Bulletin*. 2009;20(7-8):119-24.
6. Wiley KE, Steffens M, Berry N, Leask J. An audit of the quality of online immunisation information available to Australian parents. *BMC Public Health* 2017;17(1):76.
7. Trevena L, Zikmund-Fisher BJ, Edwards A, Timmermans D, Peters E, Lipkus IM, et al. Updated Chapter C: Presenting probabilities Update of the IPDAS Collaboration Background Document, 2012.
8. Shourie S, Jackson C, Cheater FM, Bekker HL, Edlin R, Tubeuf S, et al. A cluster randomised controlled trial of a web based decision aid to support parents' decisions about their child's Measles Mumps and Rubella (MMR) vaccination. *Vaccine*. 2013;31(50):6003-10.
9. Wallace C, Leask J, Trevena LJ. Effects of a web based decision aid on parental attitudes to MMR vaccination: a before and after study. *BMJ*. 2006;332(7534):146-9.
10. Nyhan B, Reifler J, Richey S, Freed GL. Effective messages in vaccine promotion: a randomized trial. *Pediatrics*. 2014;133(4):e835-42.
11. Meszaros JR, Asch DA, Baron J, Hershey JC, Kunreuther H, Schwartz-Buzaglo J. Cognitive processes and the decisions of some parents to forego pertussis vaccination for their children. *Journal of Clinical Epidemiology*. 1996;49:697-703.
12. Lewandowsky S, et al. Misinformation and its correction: continued influence and successful debiasing. *Psychological Science in the Public Interest* 2012. 13(3): p. 106-131.

References

Slide 3

1. Berry NJ, et al. When parents won't vaccinate their children: a qualitative investigation of Australian primary care providers' experiences. *BMC Pediatrics* 2017; 17(1).
2. Flanagan-Klygis EA, et al. Dismissing the family who refuses vaccines: a study of pediatrician attitudes. *Archives of Pediatrics & Adolescent Medicine* 2005; 159(10): 929-934.
3. Kempe A, et al., Physician response to parental requests to spread out the recommended vaccine schedule. *Pediatrics* 2015; 135(4): 666-677.

Slide 4

1. Chow M, et al. Parental attitudes, beliefs, behaviours and concerns towards childhood vaccinations in Australia: A national online survey. *Aust Fam Physician* 2017; 46(3): 145-51.
2. Smith PJ, et al. Association between health care providers' influence on parents who have concerns about vaccine safety and vaccination coverage. *Pediatrics*, 2006. 118(5): e1287-e1292.

Slide 5

1. Benin AL, et al. Qualitative analysis of mothers' decision-making about vaccines for infants: the importance of trust. *Pediatrics*, 2006; 117(5): p. 1532-41 Glanz DA, et al. A mixed methods study of parental vaccine decision making and parent provider trust. *Acad Pediatr* 2013; 13(5): 481-8
2. Gust, DA, et al. Parents with doubts about vaccines: which vaccines and reasons why. *Pediatrics*, 2008; 122(4): 718-725
3. Evans M, et al. Parents perspectives on the MMR immunisation: a focus groups study. *Br J Gen Pract* 2001; 51(472): 470-476.

Slide 6

1. Leask J, et al. Communicating with parents about vaccination: a framework for health professionals. *BMC Pediatrics* 2012; 12(1).
2. Heritage J, et al. Reducing patients' unmet concerns in primary care: the difference one word can make. *J Gen Intern Med*, 2007. 22(10): 1429-33.