

Leading with the Values: An Intervention in a vaccine- hesitant community

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Immunisation Alliance of WA



Katie, 34

Mum of 2
Cooby local

I homebirth

**I use cloth nappies
and**

I immunise

FIND OUT WHY:

facebook.

i.immunise
.org.au



ImmunisationAlliance WA



Background to I Immunise Campaign

How my experiences led me to design “I Immunise” – lifestyle/values (Kahan on CC).

Immunisation Alliance secured funding

Advocacy risks polarisation, but need alternative *within* alternative!

Four Types of “Freo” parents

1. Rusted on anti-vaxers.
2. Fence-sitters and hesitant parents / carers.
3. In-the-closet vaxers
4. Out-and-proud vaxers

Andrew, 33

Freo local

I use cloth nappies

I eat wholefoods

and

I immunise

FIND OUT WHY:

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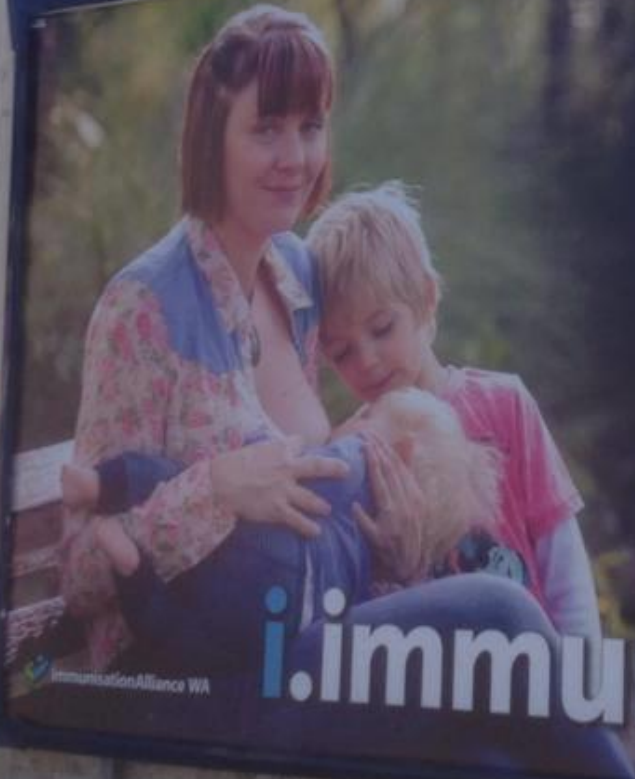


Immunisation Alliance WA




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Leela, 36
Hilton local
I breast-feed
I use homeopathy, and
I immunise

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Rachael



In making the decision whether to immunise our child, we wanted to prioritise her best interests, rather than respond to fear or misinformation. Just as we did when choosing to home birth. Just as we did when taking her to the Cranio-Sacral Osteopath from three days old, supporting her with Chinese herbs and naturopathic remedies, ...

[More →](#)

January 29, 2014

Leela



My babies were born small, both under 2.785kg. I breastfeed, use probiotic powder, and rely on homeopathics for both protection and remedy. I treat my children very empathically, like they are little humans with self-determination and individual rights, because they are and they have. Before I was a parent, I had many idealistic notions of ...

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January 29, 2014

Renée



Some parts of modern society aren't great. Plastic packing and convenience food are too pervasive, and our suburbs should be designed for people instead of cars. We resist this by growing our own food and keeping chickens who eat our scraps. It's important that my daughter Saskia has some link to where our food comes ...

[More →](#)

January 29, 2014

Katie



Justine



Andrew



Impact

- 9000 visitors to website (June)
- Radio, TV, newspapers
- WA glossy parenting mag, national alt health mag.
- Online articles on academic and parenting sites.
- Facebook (viral; Pinky McKay – 9K views)
- An AVSN supporter's graffiti became media story.
- Farmers' Market stall.



HEALTHY COMMUNITIES

ADVERTISING FEATURE



WHY IT'S WISE TO IMMUNISE

Jessica Nico

BACKING FOR VACCINATION

MANY Fremantle residents see themselves as living an alternative lifestyle.

For some, part of this alternative lifestyle does not include immunising children.

But the Immunisation Alliance of WA, based in Success, has launched the new I Immunise campaign with half a dozen local families who consider themselves 'alternative' yet still immunise their children.

The campaign, which was launched in Fremantle this month, came about after Fremantle was labelled one of the worst areas in the country for number of vaccinated children.

Alex Hyndman and his partner Renee Hiller, from Hilton, are one such family who have put their support behind immunisation despite their lifestyle.

Mr Hyndman said they used cloth nappies, planted their children's placentas, use solar panels, believe in sustainable industries, compost and keep chickens, but he still believes in immunising their children.

"We don't want our kids to

get sick from preventable disease, we trust that Australia's medical system is run by experts who have our best interest in mind and we are fortunate that we live in a country where vaccinations are free," he said.

"Being a part of the program has taught us a lot more about vaccination and starts conversations with lots of our friends.

"Our daughter, who is in school, is fully vaccinated so there's an 85 per cent chance she's immune to whooping cough and higher for most other diseases, but there are five weeks until our baby is old enough to get his first dose and in that time we're worried he may catch something, especially as so many in our community choose not to vaccinate."

Coolbellup mum Katie Attwell saw how prevalent opposition and scepticism of vaccinations was among her peer-group mothers, which inspired the I Immunise campaign.

"We want to start a conversation so that people stop assum-

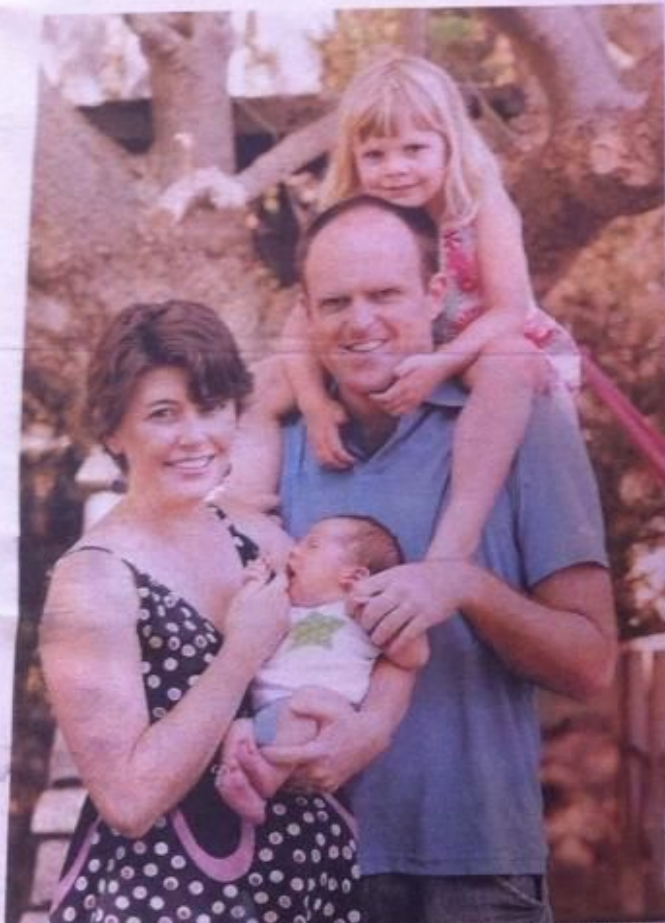
ing that to live an ethical lifestyle means that you should doubt vaccines," she said.

"Herd immunity is real, it's essential and I'm concerned about the vulnerability of people in our community. We live in a society that until recently has been free of many vaccine-preventable diseases and immunising our children is recognition that we only enjoy freedom from disease if we all participate."

Visit www.iimmunise.org.au for more information. To take part in an I Immunise survey, visit www.surveymonkey.com/s/I_Immunise_2014.

HERD IMMUNITY

Occurs when a significant portion of the population (accepted as around 95 per cent) are vaccinated against a particular disease, which provides a degree of protection for those who are too young to be immunised or who have their immune systems compromised.



Renee Hiller and Alex Hyndman, of Hilton, with children Saskia (4) and Archie (10 days). Picture: Martin Kennealey

Evaluation

- \$20,000 Sanofi Vaxigrant funded qualitative interviews pre and post campaign; most significant change.
- Online survey 27 Jan (launch day) – 8 April.
- Website and separate promotion
- 350 participants
- Separated into “alternative lifestyle” and control; and those who saw campaign prior to completing survey, and those who didn’t.

Reflections / Where to from here?

- ACIR coverage stats deal in too-small figures.
- Supporting / empowering and INFORMING advocacy.
- Whether identity/ values-based approach is fruitful – formation of views within ‘alternative’ identity.
- Is it counter-productive to draw attention to ‘the problem’ (Kahan) or do different standards apply when hesitancy is dominant discourse... limit the psychic pressure to conform.
- “Conversation” part of the problem? (Polarisation)

Where to from here? (cont'd.)

Qualitative research shows campaign brought ppl out of closet, but didn't capture effects of this.

“I was never ashamed of making the decision. But in terms of feeling very comfortable around if somebody asked me whether or not I immunised, I definitely feel more comfortable to say yes. Yes, here are my reasons why I am comfortable about it, have you checked this out, and so on.” – Research participant, post campaign.

How to measure discursive impact (gradual / over time)?

The next project...

- Hesitant communities / communities of hesitancy.
- Discourse, lifestyle, ideology.
- How is hesitancy formed, sustained and resisted within communities?
- International collaborators?

Acknowledgements

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- Sanofi Vaxigrants