



School of Public Health and Community Medicine

Examining the availability of dialogue-based resources to support healthcare providers engagement with vaccine hesitant individuals

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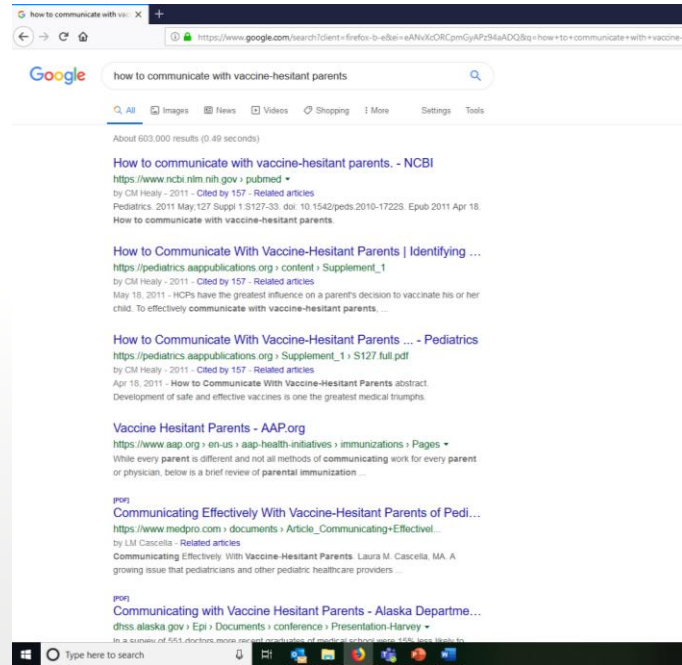
@hollyseale

Co- authors: Josh Karras, Eve Dube, Margie Danchin, Jess Kaufman

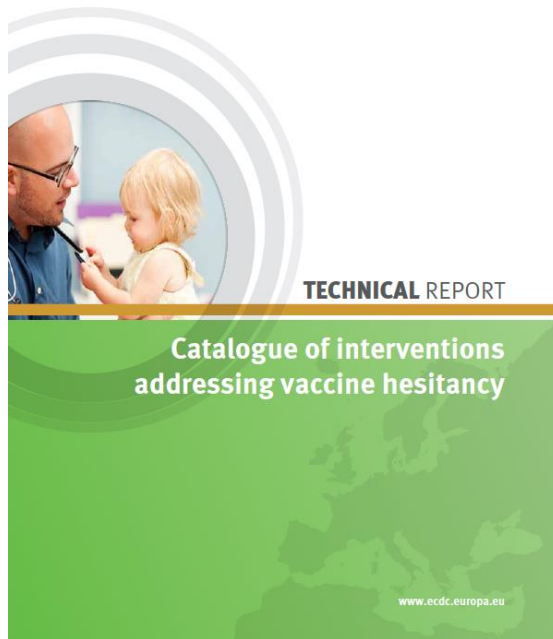
COI statement

Funding from vaccine companies: bio-CSL/Sequiris, GSK and Sanofi Pasteur

- Investigator driven research
- Education grants
- Travel costs
- Attendance at scientific meetings

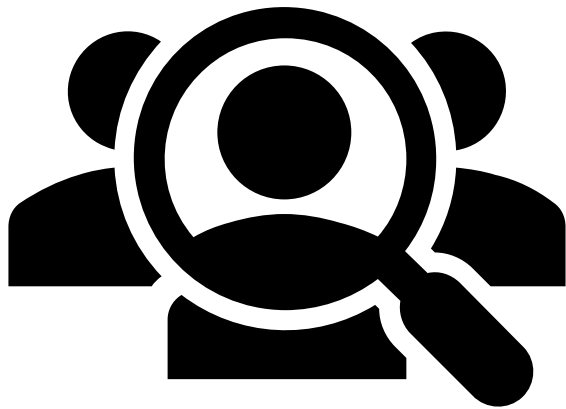


Methods



- Multiple studies address effectiveness
- No understanding of what is publicly and freely available to providers
- Scoping review: to explore the current landscape regarding the availability of online dialogue- based interventions which aim to support vaccination conversations.
- Focus: interventions/tools that for training and/or supporting different communication approaches
- Developed: 2003 onwards
- Search strategy: Technical report plus google search plus targeted review of health department websites
- Examined: components, language, funding, evidence of effectiveness, ease of access, guidance provision, other issues impacting on use.

Results



- 32 dialogue-based interventions- 3 excluded as they could not be traced to source
- 13/29 developed in last 5 years
- 10/29 available only as a journal paper
- 4/29 focused on certain population groups or vaccines. Examples: newborn immunisation, communicating with teenagers who are hesitant about the HPV vaccination
- Participatory techniques covered by these interventions included active listening, positive reinforcement, education, acts of sympathy, reasoning and motivational interviewing.
- Failure to provide action cues/signposts to guide providers on how to maximise the usefulness of the resources.

Results: Ease of accessibility/Mode of delivery



- Common to find valuable resources located on the fifth to tenth page of database or internet search entries
- Disguised under seemingly non-descript and nonspecific titles
- Websites required further clicks to find resource
- In some instance= had to scroll through the page to identify the correct information and in some instances, without the use of search boxes to assist with narrowing the material.
- PDFs, journal papers, websites, CD Roms
- Journal papers- information as part of methodology
- 8/29 did not work on a mobile device
- 4/29 required the user to pay
- Only 6/29 were found to have been evaluated
- Language- English only*

Could we be doing better?

- The communication skills of doctor decline over time- ongoing training opportunities needed
- Easily accessible resources- that can be used prior to and during a consultation
- Well document that people don't go past pg. 5 of search
- Multiple clicks and additional trawling= time of provider
- Modes of delivery= pay per access/CD Rom/journal paper
- No signposts/break down of the different approaches= technical jargon
- Proposed solution- Portal
 - Link to resources
 - Background materials about hesitancy
 - Guidance about selecting appropriate strategy/bundle of strategies
 - Opportunity for knowledge exchange/community of practice
 - Available in other languages



The Collaboration on Social Science and Immunisation (COSSI)

Network is open to researchers, health care providers and postgraduate students

Further information:
<http://www.ncirs.org.au/COSSI>



Improving Vaccine Confidence, Demand and Uptake

Collaboration on Social Science and Immunisation (COSSI) workshop

PART 1 - Responding to vaccine critics

Monday 28th October (Day 1)

- Morning** Introduction to dealing with Vocal Vaccine Critics
- Afternoon** Strategies for interacting with the media
- Evening** Welcome cocktail party (optional)

Tuesday 29th October (Day 2)

- Morning** Vaccine communication techniques to address concerns with parents, pregnant women, adults and at-risk groups

End of Part 1

Book now:

www.trybooking.com/BDSPZ

Date: 28 - 31st October 2019

Location: University of Sydney, Sydney, Australia

Registration options: Part 1 only, Part 2 only, or Both

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PART 2 - Developing & using practical strategies to target under-vaccination

Tuesday 29th October (Day 2 continued)

- Afternoon** Engaging with communities and applying the WHO Tailoring Immunisation Programs (TIP) approach

Wednesday 30th October (Day 3)

- Morning** Applying the COM-B framework to understand vaccination barriers and behaviours
- Afternoon** Using qualitative and quantitative methods to understand and measure vaccine hesitancy or barriers

Thursday 31st October (Day 4)

- Morning** Behaviour change interventions that work: examples and strategies for development
- Afternoon** Measuring impacts: strategies for sustainable and equitable monitoring and evaluation

End of Part 2