

SD Parent Forums: experts and parents talking about vaccine safety & autism

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Why Parent Forums?

- Counter anti-vaccine sentiments in the media and online
- Offer parents access to experts
- Offer factual and scientific evidence about vaccines and autism
- Understand parent concerns
- Address misinformation directly

Benefits of a Parent Forum

- Offer alternative venue to reach parents outside usual public health outreach activities
- Provide opportunity to promote respectful communication about vaccines & autism
- Allows parents to ask questions and be informed

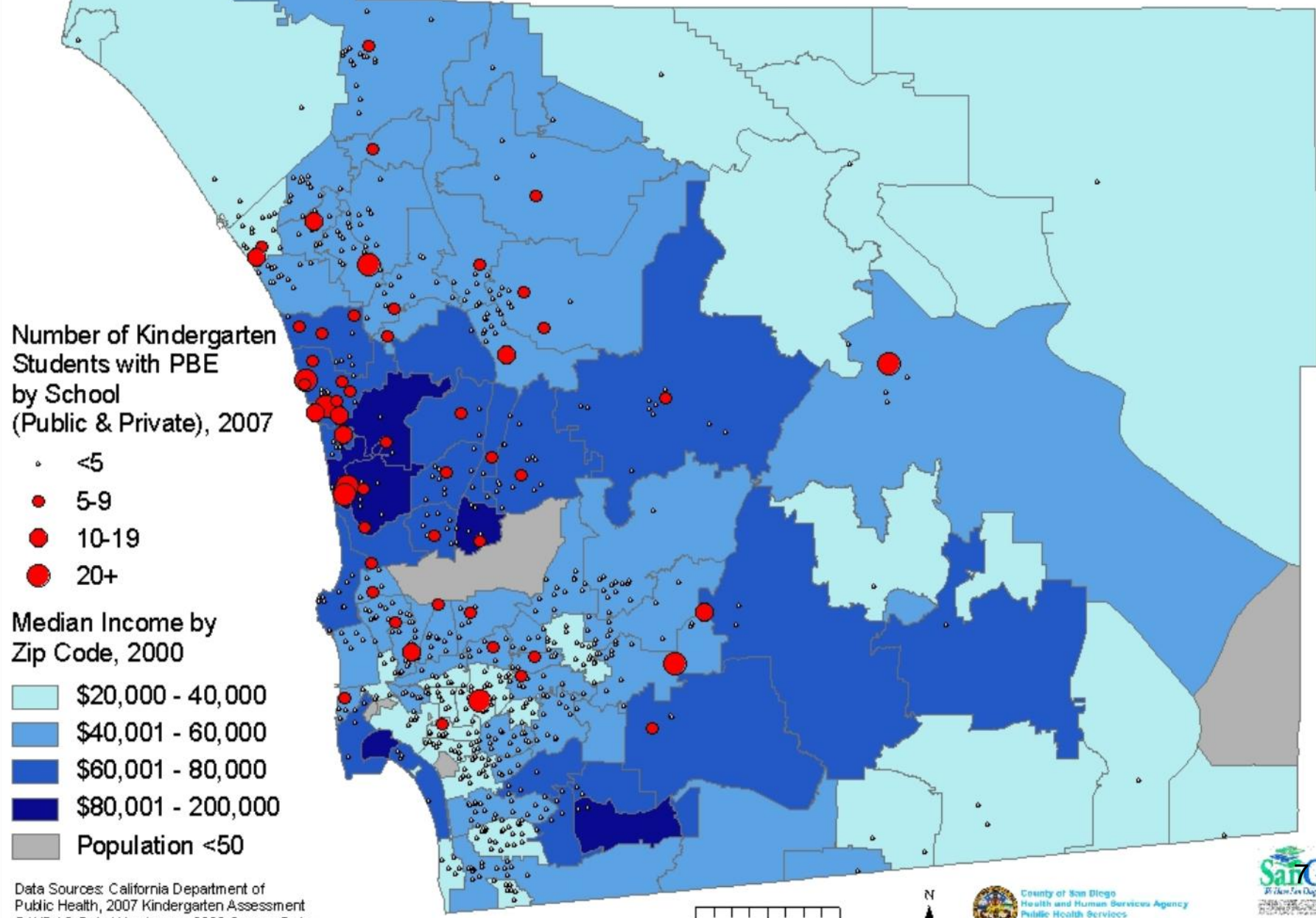
Planning the Forums

- Located a free and accessible venue geographically convenient to targeted population
- Invited local experts for individual presentations
- Promotion of the event
- Unique features at each event

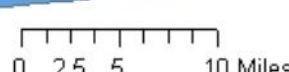
Choosing the Location for the Parent Forum

- Area with higher number of parents opting out of some or all vaccines (Personal Belief Exemptions)
- Area demographics—predominately Caucasian neighborhoods, higher income bracket, educated and affluent families/parents.

San Diego County Personal Belief Exemptions (PBE) among Kindergarten Students by School and Median Income by Zip Code



Data Sources: California Department of Public Health, 2007 Kindergarten Assessment
SANDAG Data Warehouse, 2000 Census Data
Map Date: June 4, 2008



County of San Diego
Health and Human Services Agency
Public Health Services
Community Epidemiology



Where held?

- YMCA gymnasium
- County Library
- Community Wellness Center
- Hospital Conference Room
- Public Health Center

The Message

- Title: **“Everything you wanted to know about the safety of childhood vaccines but were afraid to ask”**
- Presentations:
 - ***Should I vaccinate my child?***
 - ***New facts about the causes of Autism, its Biological Basis and Early identification***

The experts/professionals

- Mark Sawyer, MD
- Eric Courchesne, PhD



Parent Panel

- ❑ Parent of quarantined infant
- ❑ Parent of high risk child with asthma
- ❑ Parent of child who contacted meningitis
- ❑ Pediatrician with local practice

Promoting the Forums

- Email distribution – to everyone and everywhere more than once
- Post to websites
- Share information at community meetings
- Ask colleagues to share the message
- Distribute in Spanish as well

Event Flyers

The San Diego Immunization Coalition
Invites you to a PARENT FORUM addressing:

“Everything you wanted to know about the
safety of childhood vaccines
but were afraid to ask!”

Date: Thursday, May 21, 2009
Time: 5:30 p.m. – 6:00 p.m. Registration
Program starts promptly at 6:00, concluding at 7:30 p.m.
Location: Encinitas Public Library
540 Cornish Dr., Encinitas, CA 92024

SPEAKERS:

- **Mark Sawyer, MD**, Professor of Clinical Pediatrics and a Pediatric Infectious Disease Specialist at the UCSD School of Medicine and the Rady Children's Hospital in San Diego
- **Eric Courchesne, PhD**, Professor of Neurosciences at the UCSD School of Medicine and Director of the UCSD Autism Center of Excellence
- **Donald Miller, MD**, a pediatrician at North County Health Services

This is a FREE Community Event. Light refreshments will be provided.

RSVP: Joyce Morgan (email: joyce.morgan@sdcounty.ca.gov) - (fax: 619/692-5677) - (Tel: 619-692-8388)
For directions to the Encinitas Public Library, pl. see following website:
www.sdcl.org/location_EN.html

The forum is brought to you by the Education and Outreach Committee of the San Diego Immunization Coalition (SDIC).



Everything You Want to Know about the Safety
of Childhood Vaccines but are Afraid to Ask!

A Free Community Event On

Childhood Vaccines



Featured Presenters:

Mark Sawyer, M.D., Professor of Clinical Pediatrics and a Pediatric Infectious Disease Specialist at the UCSD School of Medicine and Rady Children's Hospital in San Diego

Eric Courchesne, Ph.D., Professor of Neurosciences and Director of the UCSD, Autism Center of Excellence

DATE :

Tuesday, February 16, 2010

TIME :

5 - 7 p.m.

LOCATION :

Palomar Medical Center
First Floor, Graybill Auditorium
555 East Valley Parkway
Escondido, CA 92025

**PALOMAR
POMERADO
HEALTH**
SPECIALIZING IN YOU



Light refreshments will be provided. Registration is required. Please call The HealthSource at 800.628.2880 or visit www.pph.org and click on "Classes & Events."

This forum is sponsored by the San Diego Immunization Coalition (SDIC) and the following agencies:



Event Flyers



Presenting a Parent Forum to address:

"Everything you wanted to know about the safety of Childhood Vaccines but were afraid to ask!"

Date: Wed, Oct 14th

Time: 5:00 pm - 7:00 pm

Location: The City Heights Wellness Center
4440 Wightman Street, Suite 200
San Diego, CA 92105



Featured Speakers:

- o **Mark Sawyer, MD** Professor of Clinical Pediatrics and a pediatric Infectious Disease Specialist at the UCSD School of Medicine and the Rady Children's Hospital in San Diego.
- o **Eric Courchesne, PhD**, Professor of neurosciences and Director of the UCSD, Autism Center of Excellence.

This is a free community event. Light refreshments will be provided.
For more information please call 619-321-2920

Bring your child's immunization record to be reviewed and entered into the San Diego Immunization Registry

The Forum is brought to you by the San Diego Immunization Coalition (SDIC) and the following agencies:



Announcing a **FREE** Community Event on Childhood Vaccines:

"Everything you wanted to know about the safety of Childhood Vaccines but were afraid to ask!"

Date: Tuesday, April 27, 2010

Time: 6:00 pm - 8:30 pm

Location: County of San Diego
South Region Public Health Center
690 Oxford Street
Chula Vista, CA 91911



Presenters:

- o **Mark Sawyer, MD** Professor of Clinical Pediatrics and a pediatric Infectious Disease Specialist at the UCSD School of Medicine and the Rady Children's Hospital in San Diego.
- o **Eric Courchesne, Ph.D.**, Professor of Neurosciences and Director of the UCSD Autism Center of Excellence

LIMITED SEATING! Please call: 619-688-0178 to reserve your spot!
Light refreshments will be provided
Translation services (English/Spanish) will be available

This event is sponsored by The San Diego Immunization Coalition (SDIC) and the following agencies:



National Infant Immunization Week
Love them. Protect them. Immunize them.
April 24-May 1, 2010



Media Outreach

(through partners)

- Calendar item in newspapers
- Use on-line calendars (local venues: KPBS, San Diego Parents Magazine)
- Create and send Press Release
- Media Advisory
- Radio and TV interviews – Dr. Sawyer
- Interview Parents/Attendees
- Create PSA's for Spanish Radio

Parent Forum 4/27/10





Welcome to the Parent Forum

“Everything you wanted to know about the safety of Childhood Vaccines but were afraid to ask!”



Welcome to the Parent Forum

4/27/10

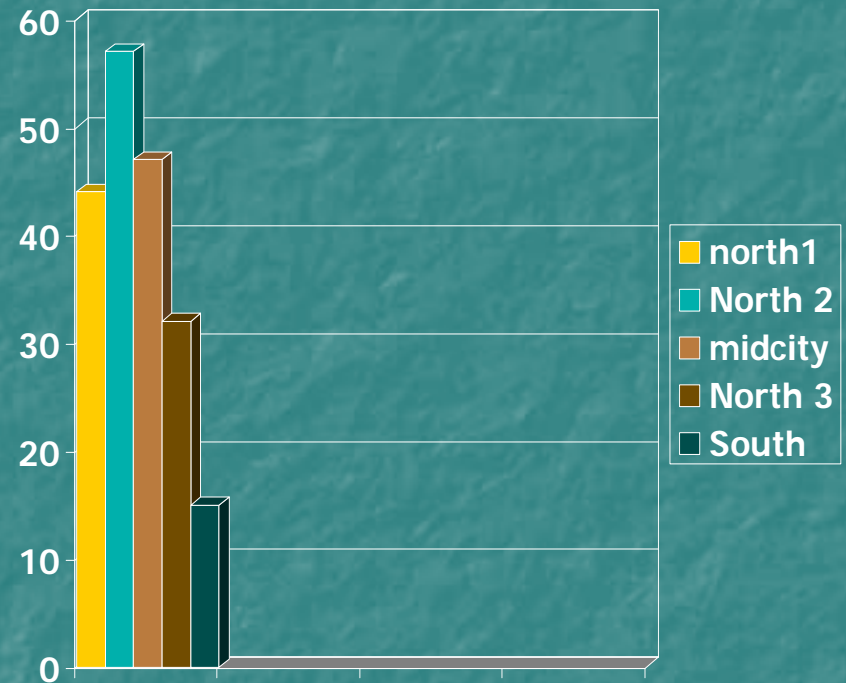
Facts about Autism

- **1 in 100 babies will develop autism**
- THIS RATE MAY NOT HAVE CHANGED OVER THE PAST 50 TO 70 YEARS (Burgher et al., 2009).
- **More accurate estimates of true rates due to improvement in Dx and better epidemiology**
- **highly heritable disorder**
 - genetic copy number variations involved
 - including rare genetic mutations
- **symptoms begin during the first years of life**

Dr. Courchesne on autism...

Attendees & Demographics

- North County 1 – White/higher income area **47 attendees**
- North County 2 – white/higher income area **57 attendees**
- Mid city area – multi-ethnic (Somali, Hispanic and White) **45 attendees**
- North County 3 Inland – multi ethnic **37 attended**
- South Region –Latino, white, Asian **15 attended**

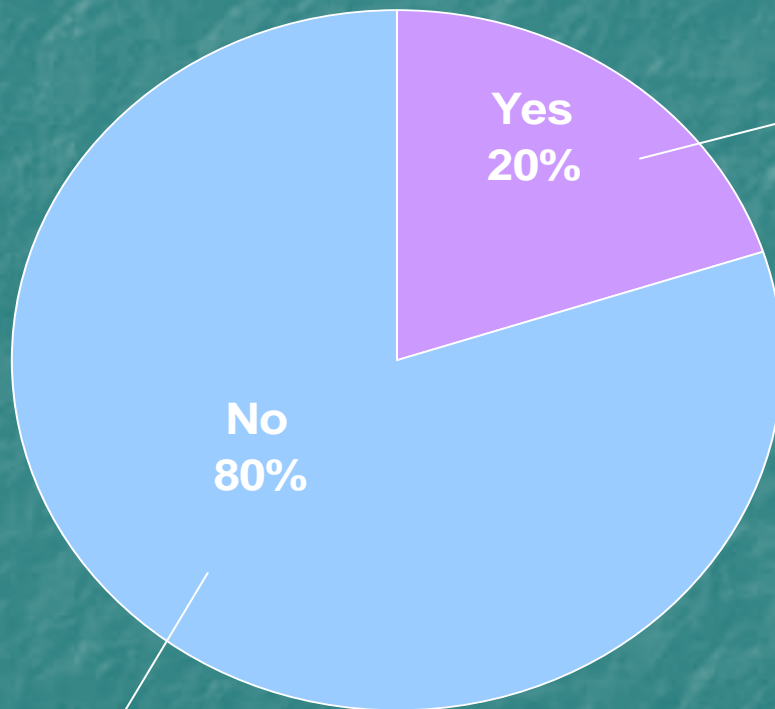


Total attendees - 201

Evaluation Questions

- How did you hear about the parent forum?
- **Have you ever delayed or not received vaccines (for your child) because of concerns about safety or side effects?**
- Have your opinions about vaccines changed after attending this forum?
- **Speakers – informative and helpful?**
- What motivated you to attend this forum?
- **Would you be interested in attending a similar event in the future?**

Have you ever delayed or not received vaccines (for your child) because of concerns about safety or side effects?



What vaccines?

-“Most have been delayed, don’t have records with me”

-“Hep B, Polio (only delayed 3 months), also only had the 1st and 2nd dose of Rotavirus vaccine but not the 3rd due to a severe case of diarrhea after the 2nd dose. Pediatrician recommended not for my daughter”

-“Chose kindergarten vaccines at 5 years instead of recommended 4 years”

“No, but split them up”

“No, but I wanted to and seriously considered it”

Evaluation Questions

- Would you be likely to recommend future events such as these to a friend?
- **What was the most valuable aspect of the forum?**
- What was the least valuable aspect of the forum?
- **What is your zip code?**
- Was the registration process easy
- **Please provide any comments or suggestions**

Added Value

- Invited parents to share their stories
- Utilized videos during registration
- Created a display board on vaccines
- Set up a table of materials
- Video taped the sessions
- Invited media to the event
- Posted Q & A to the SDIB website

For the experts – Share what you know

- Answer the questions --- there is no dumb question!
- If you don't know --- say it!
- As the expert – know your stuff!
- Have resource's to share – websites, articles, facts, figures
- Make yourself available to the audience

You to can do this!

- Seek out local experts
- Seek out parents willing to share their stories
- Work with and build partnerships
- Try it out--- start where you are comfortable
- Start the conversation

The Cost of a Forum

- Staff time: how many hrs and how many needed to participate (Hrs x \$)
- Speakers prep time, presentation time and travel and honoraria (Hrs x \$)
- Advertising – email, PSA's (\$1200 for 4 radio spots), printing, banner printing, materials
- Refreshments – depends on # of people
- Translation services

Impact of a Parent Forum



Priceless!

San Diego Immunization Coalition