Addressing Vaccine Hesitancy: Intervening to Increase HPV Vaccine Uptake
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Objectives

- Understand the processes that help make vaccine acceptance the “default choice.”
- Understand the continuum of vaccine acceptance.
- Describe the main reasons for vaccine hesitancy.
- Learn a response strategy for addressing parental vaccine hesitancy.
Questions for Presenters?

- Ask questions using the Q&A window
- This webinar is being recorded
- Replays will be available

Frequently Asked Questions

1. Will I be able to get a copy of the slides after the webinar?
   Yes – a copy will be posted on the VICNetwork.org site

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Jennifer Sienko, MPH
Director, National HPV Roundtable, Communication and Public Engagement
Addressing HPV Vaccine Hesitancy

Intervening to increase HPV vaccine uptake

Jennifer Sienko, MPH
Director, National HPV Vaccination Roundtable, Communications and Public Engagement
Change systems
Change social processes
Change thoughts and feelings
THIS IS FASCINATING...

BUT WHY ARE YOU TELLING US THIS?
Poll:

What percentage of the parents in your practice, clinic, or office express concern over the HPV vaccine?

- Less than 5% (barely any)
- 5% - 15% (a few)
- 15% - 30% (close to a quarter or a third)
- 30% - 50% (an alarming number! Help!)
Poll:

How confident are you in your ability to effectively respond to HPV vaccine hesitancy?

☐ Is zero a confidence? I am very nervous about this issue.
☐ I am somewhat confident, but I could definitely use some practice.
☐ I am super confident! I’m just here for some pointers.
is the HPV vaccine live
is the hpv vaccine safe
is the hpv vaccine effective
is the hpv vaccine a live virus
is the hpv vaccine required
is the hpv vaccine worth it
is the hpv vaccine painful
is the hpv vaccine a series
is the hpv vaccine required for college
is the hpv vaccine fda approved

Human Papillomavirus (HPV) vaccine safety vaccines | Vaccine

Jan 30, 2018 - The HPV vaccine is very safe and effective at preventing human papillomavirus. There are three HPV vaccines approved for use in the United States.

Skip directly to search: How CDC Monitors the HPV Vaccine | Closer Look at the Safety of HPV Vaccines

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People also ask
What are the long term side effects of the HPV vaccine?
What are the side effects of having the HPV vaccine?
Is HPV safe?
How many times do you get vaccinated for HPV?

HPV vaccines prevent cervical cancer, global review confirms - CNN

Two HPV vaccines, Cervarix and Gardasil, protect against cervical cancer in young women, especially when they are 11-12. Two doses at the age of 11-12, followed by a third dose one year later, provide strong protection. When given after sexual debut, the second dose should be given 6 months after the first dose. Updated 7:01 PM ET, Tue May 8, 2018.
Asking questions or expressing concern does not equal vaccine refusal.
The continuum of Vaccine Acceptance

- Refuse all
- Refuse but unsure
- Accept some, Delay, Refuse some
- Accept but unsure
- Accept all

Vaccine hesitancy
I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet. I will not argue with strangers on the internet.

These are your patients, not strangers on the internet.
Routinely recommend cancer prevention
"How do you make the HPV vaccine recommendation and why do you say it that way?"

#HowIRecommend
How would you address a parent’s questions about the HPV vaccine?
What’s the best response that you have used or heard to address vaccine hesitant parents? (use the chat box to share)
sarcasm

/ˈsærkæzm/ 发音

noun

1. the use of irony to mock or convey contempt.
1. Start with compassion not judgement.
2. Use simple facts that address specific concern or question.
3. Avoid restating the myth or rumor.
4. Share personal experience
5. Reinforce vaccination as the norm in your clinic, practice or office.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solutions and Good Practice</th>
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<tbody>
<tr>
<td>Continued Influence Effect</td>
<td>Alternative Account</td>
</tr>
<tr>
<td>Despite a rotarion, people continue to rely on misinformation</td>
<td>Alternate explanation fills gap left by retracting misinformation</td>
</tr>
<tr>
<td>Familiarity Backfire Effect</td>
<td>Emphasis on Facts</td>
</tr>
<tr>
<td>Repeating the myth increases familiarity, reinforcing it</td>
<td>Avoid repetition of the myth; reinforce the correct facts instead</td>
</tr>
<tr>
<td>Overkill Backfire Effect</td>
<td>Simple, Brief Rebuttal</td>
</tr>
<tr>
<td>Simple myths are more cognitively attractive than complicated refutations</td>
<td>Use lower arguments in refuting the myth — less is more</td>
</tr>
<tr>
<td>Worldview Backfire Effect</td>
<td>Affirm Worldview</td>
</tr>
<tr>
<td>Evidence that threatens worldview can strengthen initially held beliefs</td>
<td>Frame evidence in worldviews-affirming manner by endorsing values of audience</td>
</tr>
<tr>
<td>Repeated Retraction</td>
<td>Affirm Identity</td>
</tr>
<tr>
<td>Strengthen rotarion through repetition (without reinforcing myth)</td>
<td>Self-affirmation of personal values increases receptivity to evidence</td>
</tr>
</tbody>
</table>

Stephan Lewandowsky, Ullrich K. H. Ecker, Colleen M. Seifert, Norbert Schwarz, and John Cook (17 September 2012)
Q: Is the HPV vaccine safe?

• The HPV vaccine is very safe.
• All vaccines, including the HPV vaccine, are intensely studied to make sure they are safe before they are licensed by the FDA and recommended for your child.
• Once in use, scientists in the U.S. and around the world constantly monitor for any sign that a vaccine might cause an adverse event.
• The CDC and FDA have reviewed the safety information available for the HPV vaccines and have determined that it is extremely safe.
• The parents in our clinic vaccinate to protect their kids from infections that can cause terrible diseases/I vaccinated my kid(s) against HPV to protect them from HPV diseases and cancer.
Q: Does the HPV vaccine work?

• The HPV vaccine works extremely well.
• We know from studies that since the vaccine was recommended, HPV infections in boys and girls have dramatically decreased.
• Fair warning, some people might try to trick you into thinking the vaccine doesn’t provide long-lasting protection, but we know that the vaccine works in the body for at least 12 years without becoming less effective.
• In fact, the vaccine works so well, that when given at (patient’s age), they only need 2 doses instead of 3.
• We strongly recommend the HPV vaccine in this clinic because HPV vaccination could prevent up to six cancers.
Q: I heard...<insert scary story>

• I can understand why you would be concerned after hearing that.
• If I didn’t know all the safety data and research showing the safety and benefits of HPV vaccination, I would be concerned too.
• The truth is, the HPV vaccine is... safe/works/is important for boys and girls.
• I’m glad you asked me this question. If you are looking for accurate information about the HPV vaccines, we use the CDC, the American Academy of Pediatrics, and the American Cancer Society websites.
• The information I am sharing with you is supported by research done here and around the world.
• Our entire team is dedicated to doing everything we can to protect your son/daughter and that includes giving routine vaccinations.
You’ve made vaccination the norm in your clinic, set up systems to facilitate action and reduce barriers, given a presumptive recommendation and answered questions and the parent still refuses... that’s OK!

Try again next time!
Answering the Questions Parents May Have

• Talking to Parents about HPV Vaccine (PDF)
• HPV Safety Factsheet (PDF)
• #HowIRecommend Video Series
• CMEs and CE Courses
• AAP HPV Champion Toolkit
• HPV Vaccination: Just the Facts for Parents – English and Spanish
• Don’t Wait to Vaccinate – English and Spanish

http://hpvroundtable.org/resource-library/#filter=.parents
https://www.cdc.gov/hpv/hcp/answering-questions.html
Poll:

Do you feel more confident in your ability to respond to HPV vaccine hesitancy than before this webinar?

- Yes! I learned what I need to know to address vaccine hesitancy!
- Somewhat. I learned some new things, but I’m still nervous.
- Not really. I was hoping for ...(put in the chat box a resource that would help you feel more confident)
YOU have the power to prevent 6 different cancers!
Thank You!

Jennifer Sienko, MPH
Director, National HPV Vaccination Roundtable, Communications and Public Engagement

www.hpvroundtable.org
Comments and Questions
Final Thoughts
Evaluation
Frequently Asked Questions

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Thank you for your support and your participation!

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