

Top 10 Takeaway's from...

Addressing and Overcoming Barriers to Vaccine Hesitancy: Positive Messaging for Patients

- ✓ A vaccine reduces the recipient's chance of acquiring diseases or suffering complications caused by a target pathogen (e.g., human papillomavirus (HPV) vaccine reduces the risk of cervical cancer).
- ✓ Because most vaccine-preventable diseases are spread through personal contact, vaccination also protects non-vaccinated individuals by promoting community (or "herd") immunity.
- ✓ Recommendation from a healthcare professional is the strongest predictor of whether patients get vaccinated.¹
- ✓ Providers should assess the vaccination status of all patients at every clinical encounter, clearly recommend needed/indicated vaccines, administer vaccines to (or refer) eligible individuals, and document vaccine receipt.
- ✓ Adult patients and parents/caregivers of children may be concerned about vaccine safety, efficacy, scheduling, or necessity, and providers should be prepared to dispel myths and answer questions about immunization.
- ✓ A vaccine-positive message should reiterate that vaccines are
 - 1) effective
 - 2) safe
 - 3) well-studied
 - 4) necessary
- ✓ Extensive review indicates that recommended vaccines are very safe and that serious adverse events from immunization are rare.^{2,3}
- ✓ Analysis of studies of more than 1.2 million children has found no link between childhood vaccines and autism-spectrum disorders.⁴
- ✓ Vaccines undergo extensive testing in healthy individuals before they are licensed, and the US FDA licenses a vaccine only if the product is found to be safe and effective and that the benefits of use outweigh the risks.
- ✓ Immunization rates can be improved with educational materials, standing orders for non-physician personnel to administer vaccines, ongoing office-level assessment, and reminder systems. Vaccine registries such as the Illinois Comprehensive Automated Immunization Registry Exchange (I-CARE) enable providers to track and record vaccines for their patients, improve vaccination rates through reminder systems, and allow registered healthcare providers to share immunization records of Illinois residents with other providers statewide.

Sources:

¹National Vaccine Advisory Committee. *Public Health Rep* 2014;129:115-123.

²Institute of Medicine. *IOM Report on Adverse Effects of Vaccines: Evidence and Causality*. IOM Press, 2011.

³Maglione MA, et.al. *Safety of Vaccines Used for Routine Immunization in the United States. Evidence Report/Technology Assessment No. 215. AHRQ Publication No. 14-E002-EF. Agency for Healthcare Research and Quality; July 2014.*

www.effectivehealthcare.ahrq.gov/reports/final.cfm.

⁴Taylor LE, et.al. *Vaccine* 2014;32:3623-3629.