

# VACCINE HESITANCY AND HPV VACCINE

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# Disclosure

- I have no relevant financial relationships with the manufacturers of any commercial products and/or provider of commercial services discussed in this CME activity
- I do not intend to discuss an unapproved/investigative use of a commercial product/device in my presentation.

# OBJECTIVES

- Understand the importance of vaccines
- Understand the underlying causes of parents refusing HPV vaccine
- Become knowledgeable of the best approaches to discuss HPV immunization concerns with parents

# IMPACT OF VACCINES

- One of 10 most important Public Health initiatives in history
- 3 million deaths/year in children prevented
- Saves money by preventing medical complications, loss of income

# IMPACT OF VACCINES

- Routine Childhood Immunizations 2009 cohort
- Prevents
  - 42,000 early deaths
  - 20 million cases of disease
- Saves
  - \$13.5 billion direct costs
  - \$68.8 billion societal costs

# IMPACT OF VACCINES

DISEASE	20 <sup>TH</sup> CENTURY ANNUAL MORBIDITY	2010 REPORTED CASES	% DECREASE
DIPHTHERIA	21,053	0	100
PERTUSSIS	200,752	21,291	89
TETANUS	580	8	99
POLIO	16,316	0	100
MEASLES	530,217	61	>99
MUMPS	162,344	2,528	98
RUBELLA	47,745	6	>99
CRS	152	0	100
HFLU	20,000 (EST)	270	99
SMALL POX	29,005	0	100

# VACCINE REFUSAL

**Love them. Protect them.**  
***Never inject them.***  
**There are NO safe vaccines!**

Shaken Baby Syndrome  
Chronic Ear Infections  
Death  
SIDS  
Seizures  
ADD  
Allergies  
Asthma  
Autism  
Diabetes  
Meningitis  
and polio are caused by adverse reactions to vaccine poisons.



Go to: [VaccineTruth.com](http://VaccineTruth.com)  
or call Vaccination Liberation: 1-888-249-1421

**AUTISM SCIENCE DIGEST**  
The Journal of AutismOne



WHAT IS THE  
SPECIAL  
APPROACH  
TO THE  
TREATMENT  
OF  
AUTISM  
AND  
HOW  
CAN  
WE  
HELP  
OUR  
CHILDREN  
THROUGH  
POTENTIAL  
THERAPIES  
AND  
MEDICAL  
TREATMENT  
STRATEGIES?

RESEARCH AND  
TREATMENT  
STRATEGIES  
FOR  
AUTISM  
AND  
OTHER  
NEUROLOGICAL  
DISORDERS



**JENNY  
MCCARTHY**  
ON THE AUTISMONE  
GENERATION RESOLVE  
CONFERENCE

# HESITANCY vs. REFUSAL

- Acceptance group
  - 70%
  - Interested in vaccine information
  - High trust level
- Hesitant group
  - 30%
  - Interested in vaccine information
  - Want to trust
- Anti-vaccine group
  - 1%
  - NO Interest in vaccine information
  - NO trust



# DEMOGRAPHICS

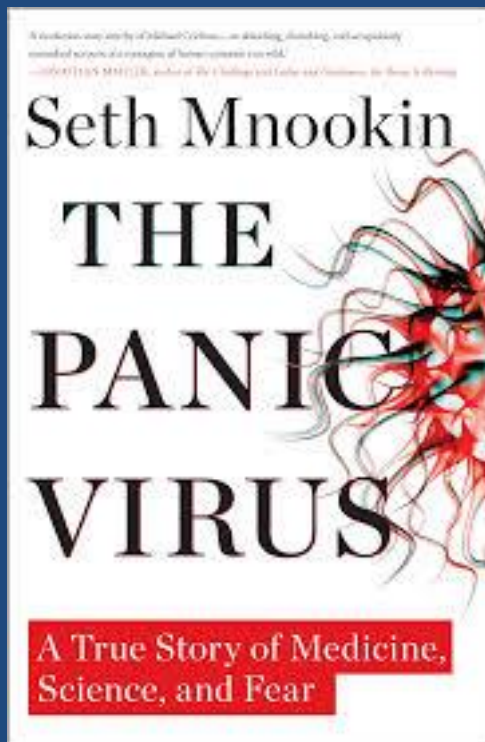
- White
- Female
- 30 years of age or older
- More than 1 child
- Higher income
- More educated



# PARENTAL CONCERNS

- Too Many 36%
- Autism 30%
- Fevers 30%
- Unsafe ingredients 25%
- Not tested enough 15%
- Causes the disease 15%

# COMMON DENOMINATOR



# FEAR

- Consumerism
- Vaccine success
- Lack trust in “Big Pharma”
- Lack of trust in public health/ government
- Lack of trust in science
- Alternative medicine
- Media
- Misinformation

# ADOLESCENT IMMUNIZATIONS

Vaccine	Kansas	US average
Tdap	92.2%	84.6%
Meningococcal	55.9%	77.8%
HPV#1 (F)	39.9%	57.3
HPV#2 (F)	29.9%	47.7%
HPV#3 (F)	21.0%	37.6%
HPV#1 (M)	25.1%	34.6%
HPV#2 (M)	19.3%	23.5%
HPV#3 (M)	NA	13.9%

# ADOLESCENT VACCINE REFUSAL

- National Immunization Survey 2008-2010
- Reasons parental refusal Tdap and Menactra
  - Not recommended
  - Not necessary
  - Lack of knowledge
  - Don't know

# HPV HESITANCY

- Reasons parental refusal
  - Vaccine not needed
  - Lack of knowledge
  - Daughter not sexually active
  - Safety of vaccine

# PROVIDER RECOMMENDATION

	2008	2010
Tdap	46.9%	50.0%
Menactra	28.6%	35.8%
HPV	46.8%	52.4%



# PERCEIVED PROVIDER BARRIERS

- Concerns about financing issues
- Concerns about parental attitudes
- Logistical difficulties
- Safety of HPV vaccine
- Uncertainty of the need

# OTHER FACTORS

- Infrequent preventative care visits
- School entry requirements

# WHAT CHANGES PARENTS MINDS?

- Health Care Provider
  - Most important Source
  - Must recommend
- More information
  - Handouts
  - Web site
  - IOM Report questions effectiveness of these
  - Knowledge not predictor of vaccinations (2014)

# MESSAGING

- Message
  - Evidence from CDC on MMR and Autism
  - Text information from VIS
  - Images of children with diseases
  - Dramatic narrative from fact sheet
- Result
  - Corrected misconception- no change in refusal
  - No change
  - Increase concerns about autism from vaccines

# WHAT CHANGES PARENTS MINDS?

- Health Styles Survey 2009
  - 82% reported health care provider most trusted source of vaccine information
  - 79% reported vaccines were important
  - 79% vaccines were safe
- One additional factor not mentioned
  - Recent epidemics
  - News medias reporting of these

# CHANGING PERCEPTIONS

- University of Michigan National Poll
  - 34% Parents think vaccines more of a benefit than 1 year ago
  - 25% parents think vaccines safer than 1 year ago
  - 35% parents are more supportive of childcare/school vaccine requirements than 1 year ago
- California law revoking personal belief exemption

# TALKING TIPS

- The parent wants what is best for the child
- Understand this is an emotional issue
- Make sure you know which “fear” the parent has
- Don’t assume scientific evidence is understood or very effective
- Understand the importance of anecdotes

# TALKING TIPS

- Listen
- Take time
- Welcome questions
- Don't interrupt
- Don't be offended
- Don't be judgmental
- Be honest
- Correct misconceptions/Provide information
- Speak without using medical jargon
- Respect parental authority



# TALKING TIPS

- Participatory vs. Presumptive Initiative
- Participatory
  - Are we going to do shots?
- Presumptive Initiative
  - We will do 3 shots today is that ok?
- Aggressive pursuit
  - Toll on providers

# HPV TALKING TIPS

- Have nurses begin the conversation (presumptive)
- Cancer Vaccine
- Gain vs. Loss messaging
- Waiting is Risky
- Most effective at 11-12 years age
- Bundle with other vaccines
  - Don't use terms required and recommended
- Schedule rechecks

# COMMON ANSWERS

- HPV vaccine doesn't encourage sexual activity
- HPV related cancers occur in 1:160 children
- Safety monitored 3 different databases
- No deaths, No ovarian failure, no neurological problems
- May cause local redness, soreness, dizziness, syncope, nausea, headache

# HOW DO WE IMPROVE RATES

- Providers
  - Educate
  - Eliminate Barriers
- Parents
  - Anti-cancer vaccine
  - Safety
  - De-emphasize sexual transmission
- System
  - Vaccine access in state