

# RACP Congress 2017

## Addressing Vaccine Hesitancy and Rejection in the Clinical Encounter: the SKAI Project

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# SKAI

Sharing Knowledge About Immunisation





# **SARAH Collaboration: Support And Resources to Assist Hesitant parents with vaccination**



## **Acknowledgements**

**Presented on behalf of the team:**

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The University of Sydney



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# Donald Trump Has Long Linked Autism to Vaccines. He Isn't Stopping Now That He's President.

Laura Entis

Feb 17, 2017



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Among the conspiracy theories in regular rotation by President Trump is his insistence there is a connection between autism and vaccines.

He's made this discredited link — a theory based and popularized on a now-debunked and retracted study by Andrew Wakefield — via speeches, tweets, even the Republican debate stage.



**Donald J. Trump** ✓

@realDonaldTrump

 Follow

I am being proven right about massive vaccinations—the doctors lied. Save our children & their future.

11:30 PM - 3 Sep 2014

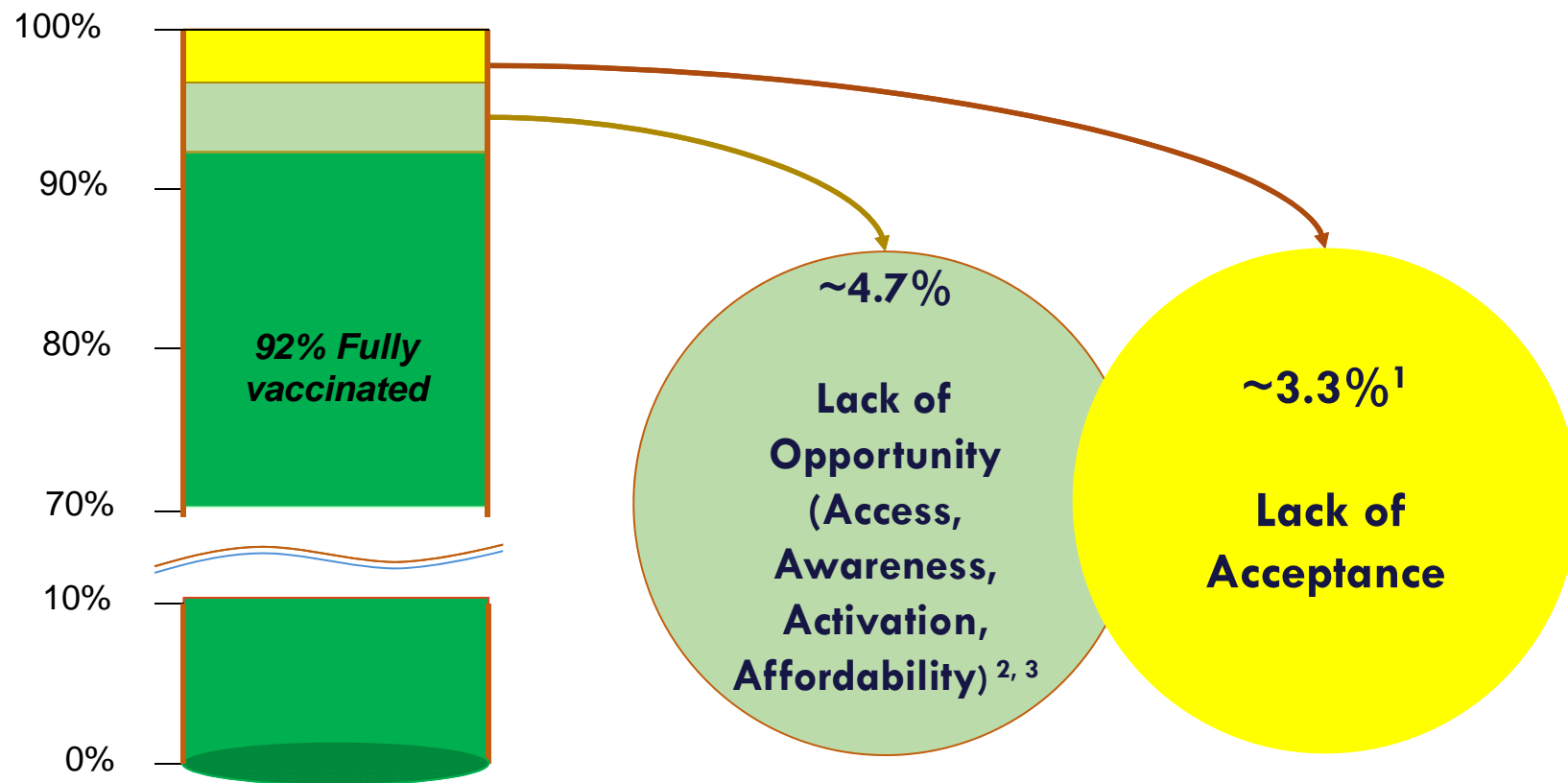
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## Coverage is stable with persistent gap

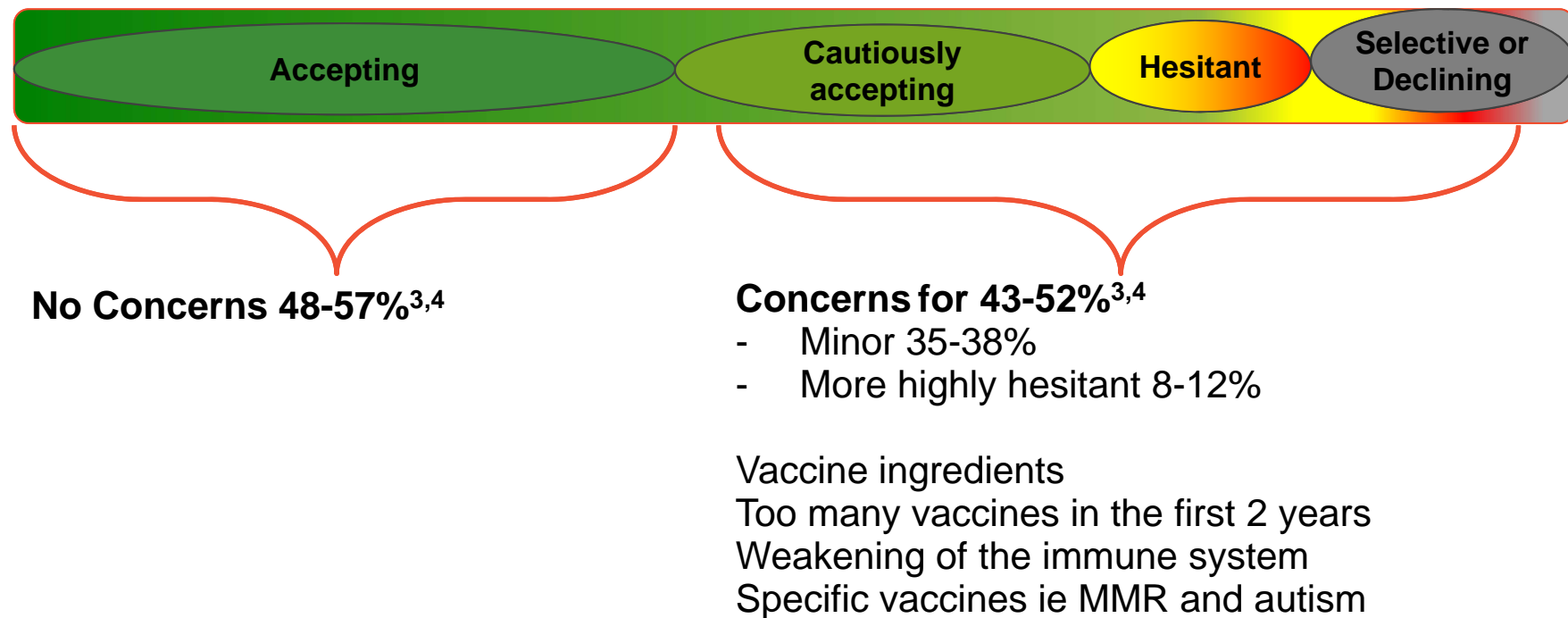


<sup>1</sup> Beard FH et al. Trends and patterns in vaccination objection, Australia, 2002–2013 *Medical Journal of Australia* 2016; 204 (7):275

<sup>2</sup> Thomson A et al. (2016) *Vaccine*. 34;1018-1024.

<sup>3</sup> Senn A. Human rights and capabilities. *Journal of Human Development*. 2005;6:151-66.

## Vaccine acceptance is on a spectrum<sup>1,2</sup>



1. Benin AL. et al *Pediatrics* 2006
2. Leask et al *BMC Pediatrics* 2012
3. Chow et al *Aust Fam Physician* 2017
4. Costa-Pinto et al *Unpublished data* 2017

## Vaccine decision making

- Fears about vaccination may lead to rejection of some or all vaccines
- Healthcare providers (HCPs) are identified as most trusted source of vaccine information: GPs, nurses and paediatricians
- Good communication can motivate a hesitant parent towards vaccine acceptance, whilst poor communication can contribute to rejection of vaccines and marginalize cautious parents
- Clear need and desire for training and resources to increase vaccine knowledge and communication in primary and secondary care

## Strategies and Resources for primary care



**We aim to improve vaccine decision-making and acceptance of vaccination amongst parents of children aged 5 years or less in Australia**

We hypothesize that the integration of the SKAI system and resources into primary health care in Australia can arrest the development, or reverse, vaccine refusal amongst vaccine hesitant parents.



## Methods

- The **SKAI Package** has been built on the **Vaccine communication Framework (VCF)** and involves:
  - Identifying parental position on vaccination
  - Strategies and resources tailored to parental needs based on their level of hesitancy (Leask et al *BMC Pediatrics* 2012)
- There are 4 phases of development of the SKAI package
  - **Phase 1: develop and formatively evaluate the SKAI resources**
  - Phase 2: Integrate SKAI into primary care immunisation clinic flows
  - Phase 3: RCT to assess the efficacy of SKAI to *reduce decisional conflict among vaccine-hesitant parents*
  - Phase 4: Scale-up and implement SKAI into clinical practice in Australia



## Methods – Phase 1

### **Phase 1: intervention development and evaluation of resources**

- follows the Medical Research Council's guidelines for Developing Complex Interventions
- Studies conducted included
  - 3 SARAH Investigator workshops in Sydney
  - 26 in-depth Provider Interviews with general practitioners and immunisation nurses - barriers to vaccine discussions
  - 11 focus groups with parents
  - 16 stakeholder interviews
- Led to the **Sharing Knowledge About Immunisation (SKAI) Package** which includes
  - Three communication pathways stemming from parental positions
  - Parent and provider resources tailored to each position

## 11 parent focus groups

Identified what resources and approach parents wanted tailored to degree of hesitancy

Provided feedback on the SKAI resources

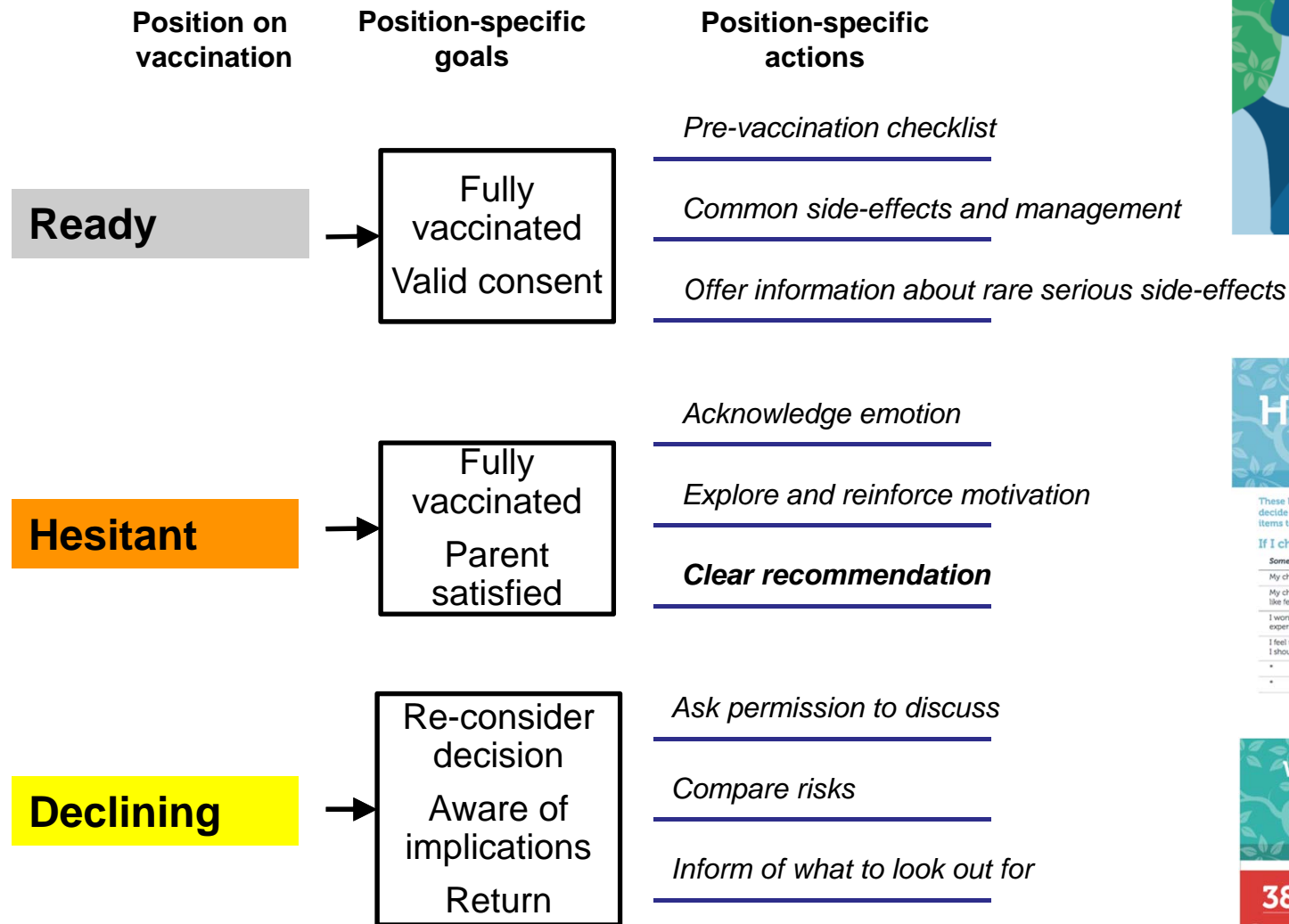


**Parents in all groups had questions about vaccination or vaccines – even those who had screened as ‘unquestioning acceptors’**

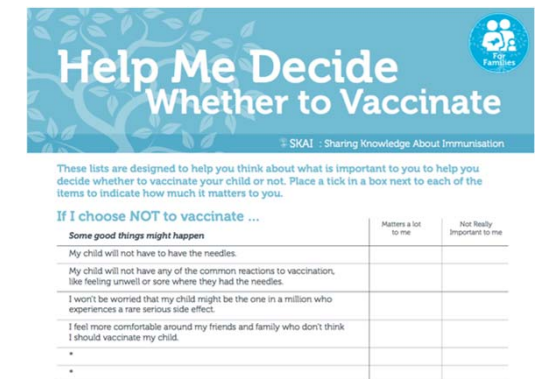
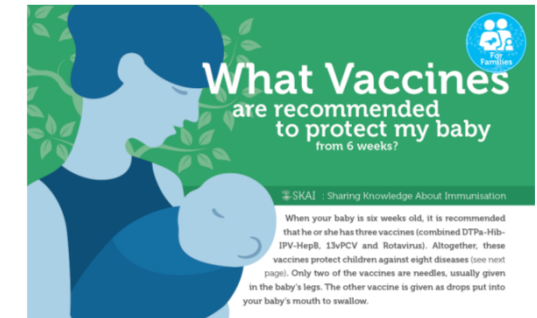
1. Process begins in pregnancy
2. Want control over *level of detail* in information
3. Want to feel more prepared to manage common reactions
4. Trust and relationship with provider crucial

Prefer to read more about pros		Want 'balance' and neutrality
Option for information on serious side effects		Want information on serious side effects
		Links to more in depth information/evidence

# The SKAI Package



## Position-specific resources



Based on  
 Leask J, Kinnersley P, Jackson C, Cheater F, Bedford H, Rowles G. Communicating with parents about vaccination. A framework for health professionals. *BMC Pediatrics* 2012;12:154.

## The SKAI Resources

Five  
knowledge  
tools for the  
hesitant

### What about autism?

Many large studies have found  
vaccines do not cause autism

### What is in vaccines?

All ingredients in vaccines  
are tested for safety

### Why is the schedule the way it is?

Vaccines are timed to protect children

### How do vaccines affect immunity?

Vaccines Strengthen Natural Immunity

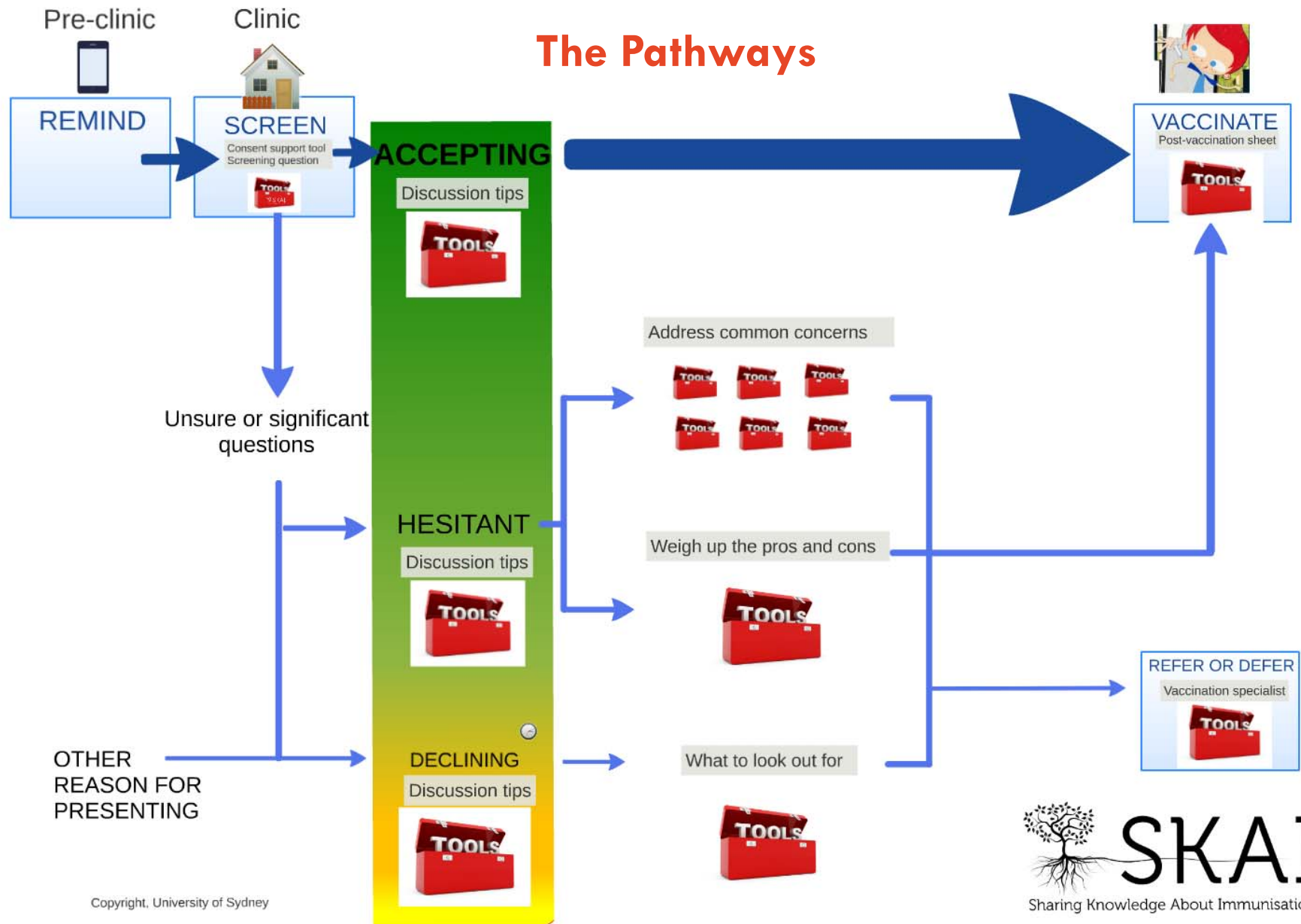
### How are vaccines shown to be safe?

Vaccines are carefully tested



Available at

<http://www.ncirs.edu.au/research/social-research/sarah-project/>



## Summary

- The SKAI package aims to **optimise the frequency and effectiveness of vaccine discussions between health care providers and parents to**
  - Maintain high immunisation coverage rates in Australia
  - Ensure ongoing confidence and trust in the National Immunisation Program
- Vaccination is increasingly complex and **vaccine hesitancy needs to be acknowledged and addressed by providers as part of their practice**
  - Clinicians find vaccine refusal very challenging
  - Primary care encounters are highly influential
  - Recommendations are important

## Summary

- SKAI applies clinical expertise and evidenced-based communication science to build an effective system **to support vaccination discussions in Australia for the first time**
  - Navigate the tensions between the public health goal of full vaccination and parental satisfaction and trust
- The next steps
  - SKAI training: develop a curriculum for training health professionals to use the SKAI resources
  - Integrate of the SKAI system into primary care immunisation practice prior to evaluation in an RCT



Thank you!