

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

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Vaccir

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

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Updat

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



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

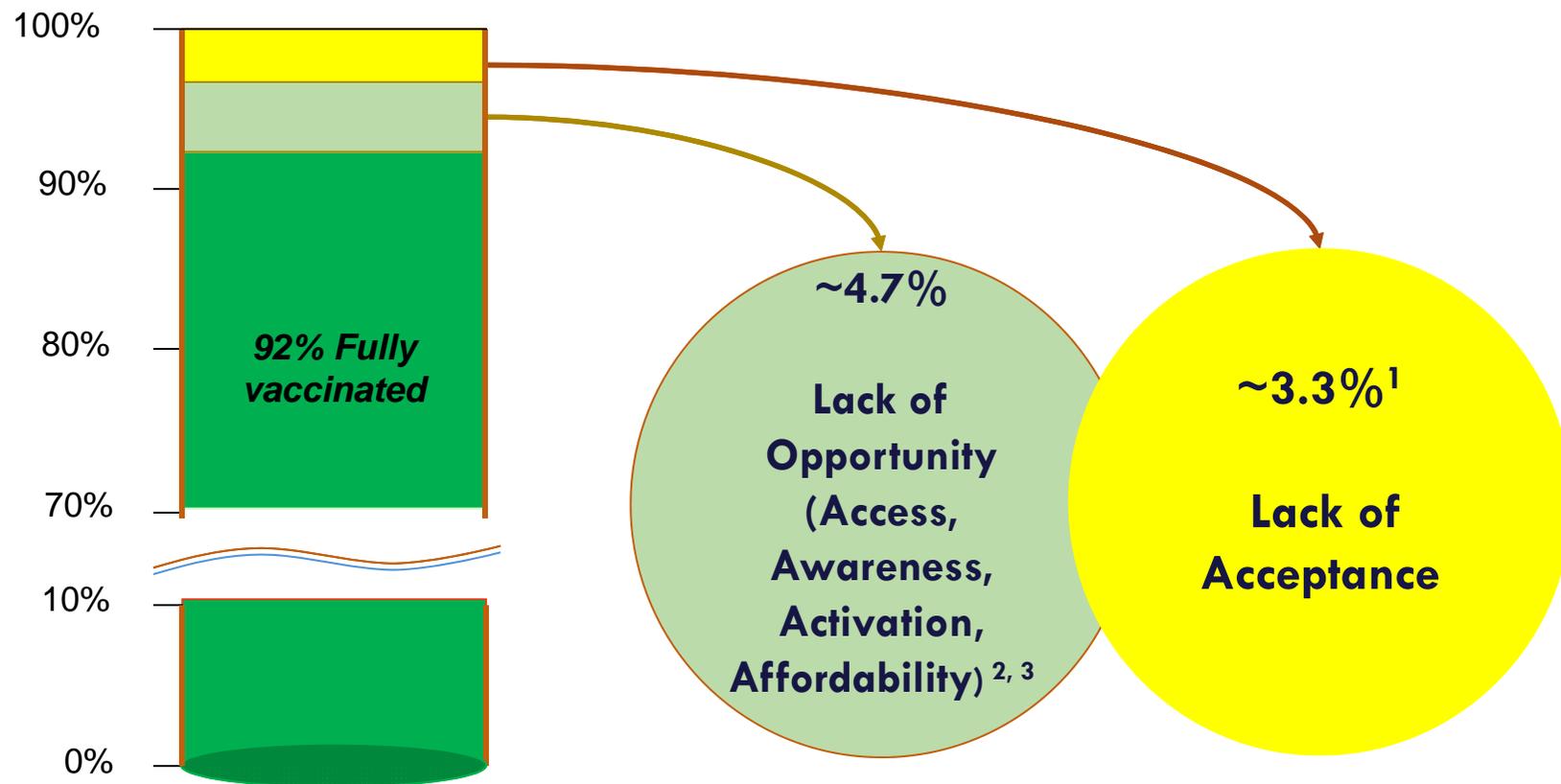
11:30 PM - 3 Sep 2014

1,278 1,115

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Coverage is stable with persistent gap



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

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

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

Vaccine acceptance is on a spectrum^{1,2}



No Concerns 48-57%^{3,4}

Concerns for 43-52%^{3,4}

- Minor 35-38%
- More highly hesitant 8-12%

Vaccine ingredients

Too many vaccines in the first 2 years

Weakening of the immune system

Specific vaccines ie MMR and autism

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 Costa-Pinto et al *Unpublished data* 2017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

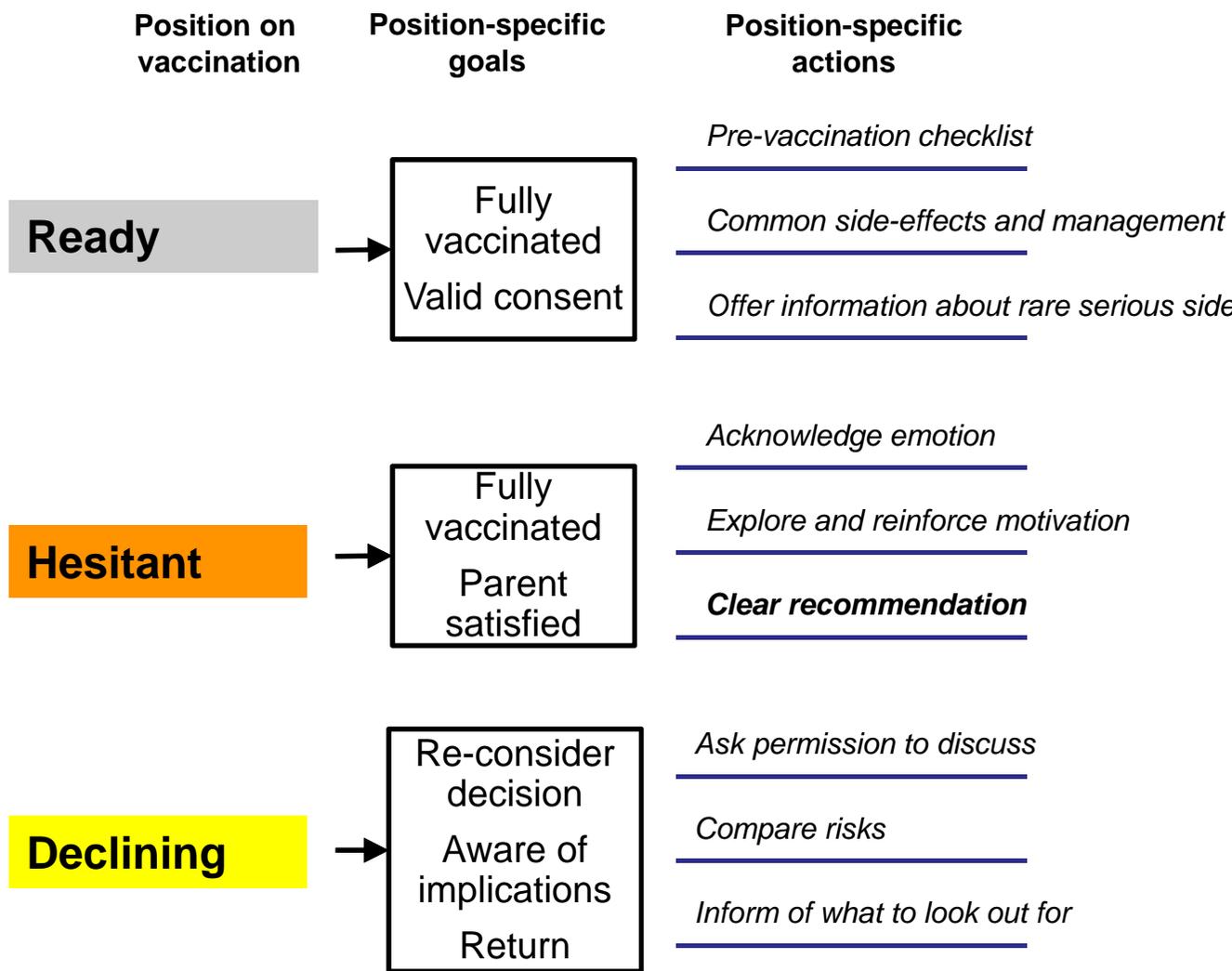
Want 'balance' and neutrality

Option for information on serious side effects

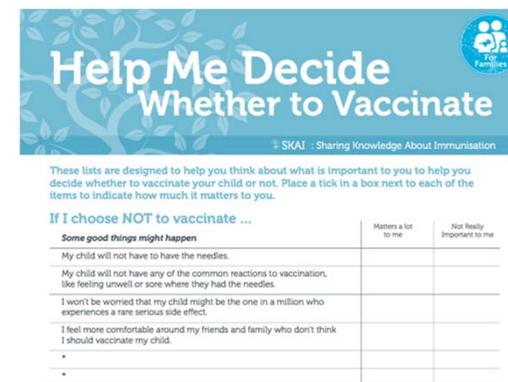
Want information on serious side effects

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



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?

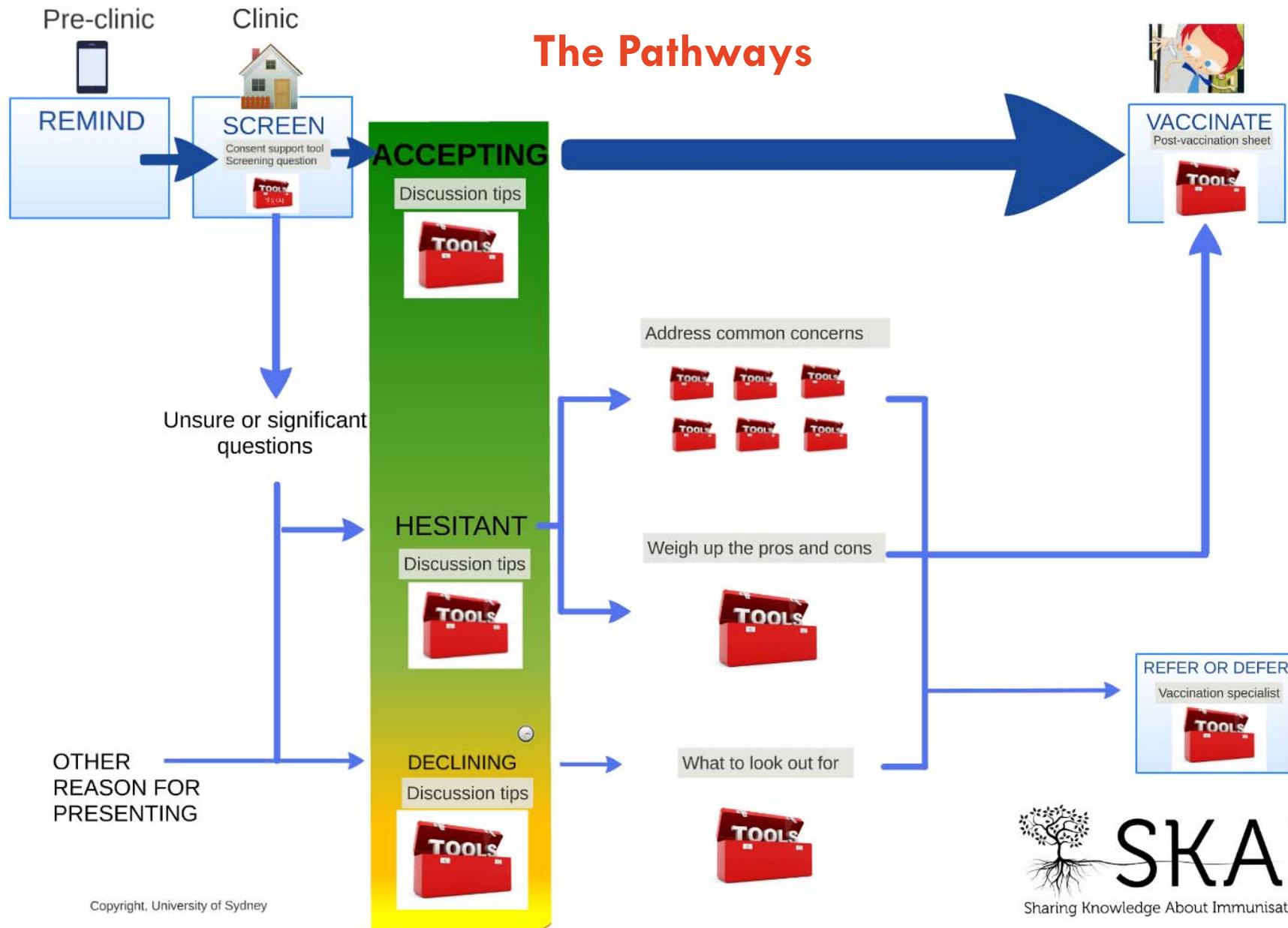
Vaccines Strengthen Natural Immunity

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!