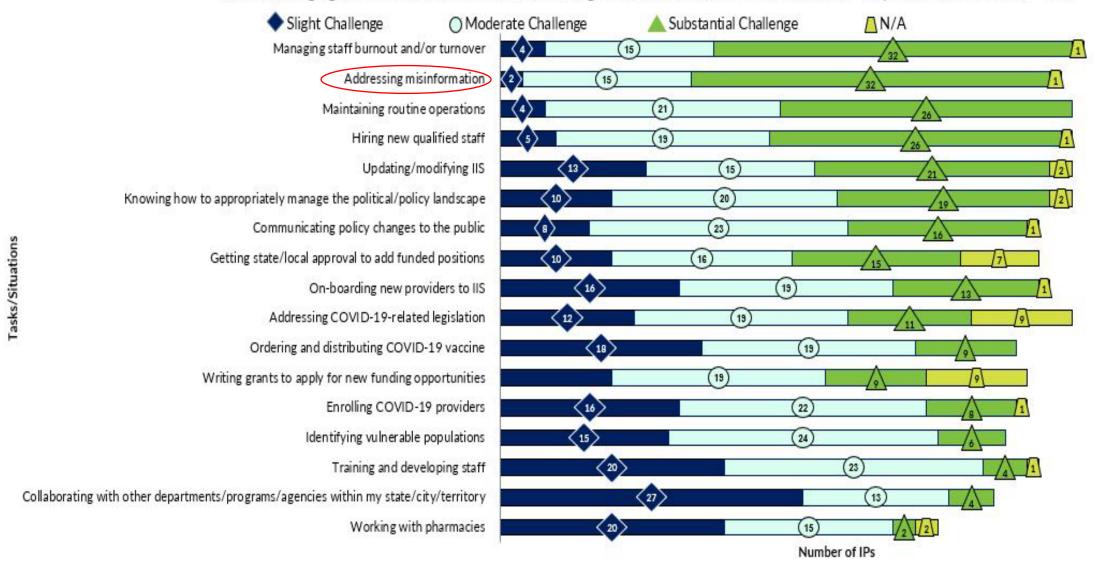
# Strengthening Vaccine Confidence: Refreshing our Conversations about Child and Adolescent Vaccinations



### For calendar year 2021, indicate how challenging it was to address the following tasks/situations related to the COVID-19 pandemic:

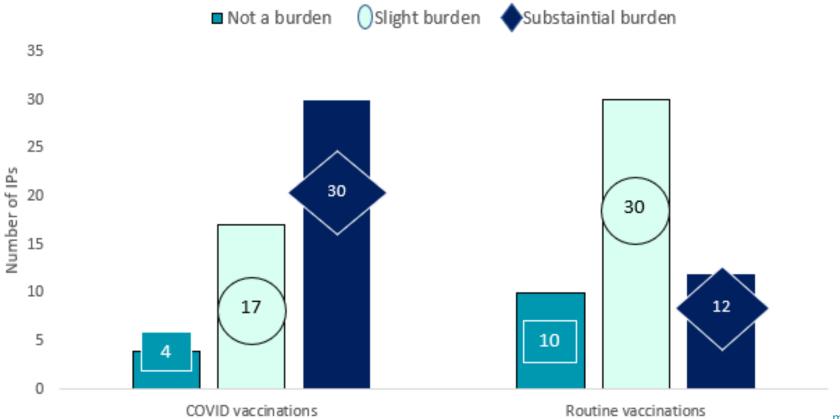
How challenging it was for IPs to address the following tasks/situations related to the COVID-19 pandemic, CY 2021 (n = 53)



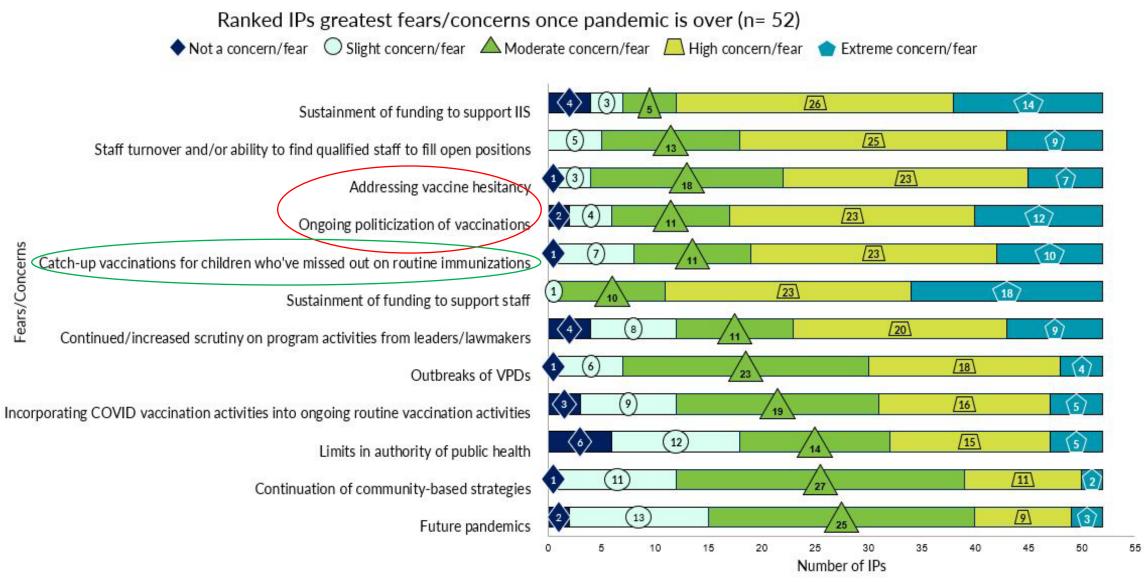
#### **Vaccine Hesitancy / Confidence**

In calendar year 2021, how much of a burden was it to your IP to address issues related to vaccine hesitancy/confidence?

> Perceive burden by IPs to address issues related to vaccine hesitancy/confidence, CY 2021



#### Indicate how you rank your greatest fears/concerns once the pandemic is over:



### Agenda

- Welcome & Introductions
- Speaker presentations
- Q&A (~15 min)
- Closing (~5 min)



Julie Sweetland, Ph.D.
Senior Advisor, FrameWorks Institute

## New conversations on childhood immunizations

Julie Sweetland, PhD, Senior Advisor



#### Today I'm sharing the work of a team

Patrick O'Shea, PhD

Mia Assar Nana Baffoe Luis Hestres, PhD Jennifer John, PhD, MSW Abby Rochman Kirsten Vierra

#### Conducted in partnership with the American Academy of Pediatrics



Reframing the Conversation about Child and Adolescent Vaccinations

Patrick O'Shea, PhD, Principal Researcher, FrameWorks Institute

Jennifer John, PhD, MSW, Associate Director for Quantitative Research, FrameWorks Institute

Mia Asssar, Senior Researcher, FrameWorks Institute

Nana Baffee, Research Analyst, FrameWorks Institute

Kristin Vierra, MA, Quantitative Researcher, FrameWorks Institute

JANUARY 2023



#### FrameWorks is on a mission...

to advance the nonprofit sector's capacity to **frame the public discourse** on social and scientific issues

Limiting vaccine requirements for children the aim of proposed legislation

## Bill advances to let California teens get vaccinated without parental consent

#### Defense bill rolls back Pentagon's Covid vaccine mandate

If enacted, the military will no longer kick out troops for refusing the shot.

Idaho lawmakers introduce bill to make it a misdemeanor to administer mRNA vaccines

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descriptive research

reframing research

## how people think now

### how to spark new thinking

#### Our multi-method approach queried over 9500 ordinary Americans

descriptive research



Expert Interviews
Literature Review



In-Depth
Interviews with Public

reframing research



Tool Design



Peer Discourse Sessions



On-the-Street Interviews



Controlled Survey Experiments

#### Examples of communications outcomes we tested for



A vaccine is effective if it prevents a vaccinated person from getting seriously ill with the disease.



We, as a society, are responsible for making sure that all children get vaccinated.



We should set up federally funded vaccination centers that operate year-round in every community in the U.S.

policy preferences

# our project is about changing the cultural surround sound



#### Say less of this

benefits outweighing risks

low rates of uptake

protection from disease

how vaccines fight disease

#### More of this!

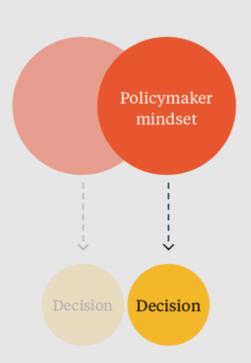
benefits to the common good

our responsibility for access

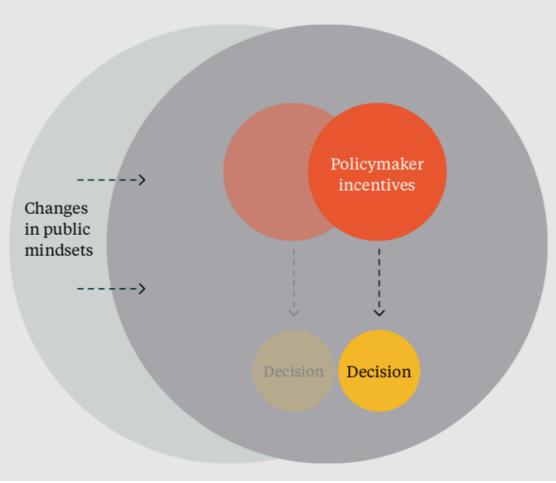
preparation for healthy childhood

how immune systems prepare themselves

#### Policy is changed either via a change in a policymaker's mindset,



#### or when public mindsets create pressure on a policymaker to make a different decision.



# our project is about changing the cultural surround sound



#### **Less of this**

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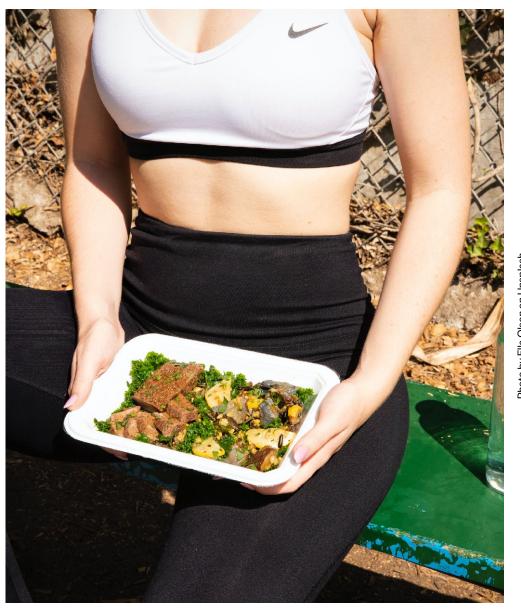
preparation for healthy childhood

how immune systems prepare themselves

#### **Key recommendation**

# Talk about the benefits of vaccination for the common good.

### people think about health in highly individualistic ways



# to make the case for a public response, we need to talk in terms of public health



#### **Less of this**

Vaccines are not only safe, they are highly effective, protecting your children from dangerous, disabling, and even deadly diseases. To keep ourselves, our children, and our loved ones safe, we need all families to vaccinate their kids. Talk to your doctor if you have questions.

#### More of this!

In {state name} we have a proud tradition of looking out for each other. We take seriously our responsibility to the common good. It's important we translate that into making sure that everyone —especially children — has full access to vaccination services.

#### **Key recommendation**

# Talk about improving vaccination access as a preventive public

health measure.

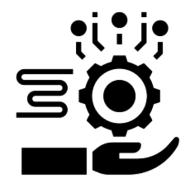
people don't see the practical barriers to getting kids vaccinated



#### It matters how we talk about what "we" should do



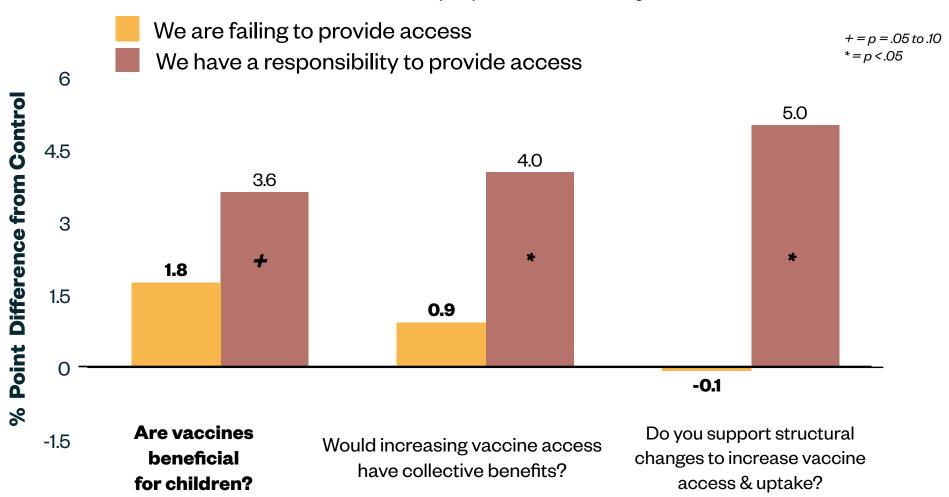
We are failing to provide access



We have a responsibility to provide access

#### Emphasizing collective responsibility for access built greater support

Selected results from 2022 national survey experiment on framing childhood vaccines



#### **Less of this**

Across the nation, health care providers are getting more and more questions from families about whether vaccinations are safe for their children. Doctors, nurses, and researchers agree: the answer is yes, in general, vaccinations are safe and effective. (Some children have severe allergies or immune system conditions that make them the rare exception to the rule.)

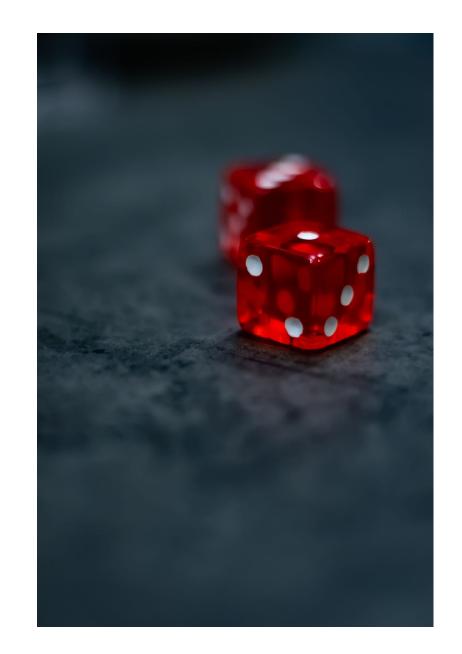
#### More of this!

Across the nation, health care providers are hearing more and more stories from families about practical difficulties in keeping up or catching up on routine immunizations. Issues range from insurance coverage to the ability to attend multiple appointments. We have a responsibility to make vaccinations for children affordable and accessible.

#### **Key recommendation**

# Talk more about the long-term child wellbeing that vaccines promote.

# people think about vaccines in terms of risk - reward



right now,
the 'rewards'
are intangible
for the public



### Framed with 'protection from disease'

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases.

### Reframed with 'preparation for development'

Vaccinations prepare children's immune systems to recognize and resist contagious diseases, keeping them healthy so they can keep growing, learning, and thriving.

#### **Key recommendation**

# Shift the focus from vaccines fighting disease to the immune system preparing itself.

Photo hv Kevin Schmid on I Insulash

When we rely on **military language**, people conclude that any transmission of disease indicates a failure of the vaccine.



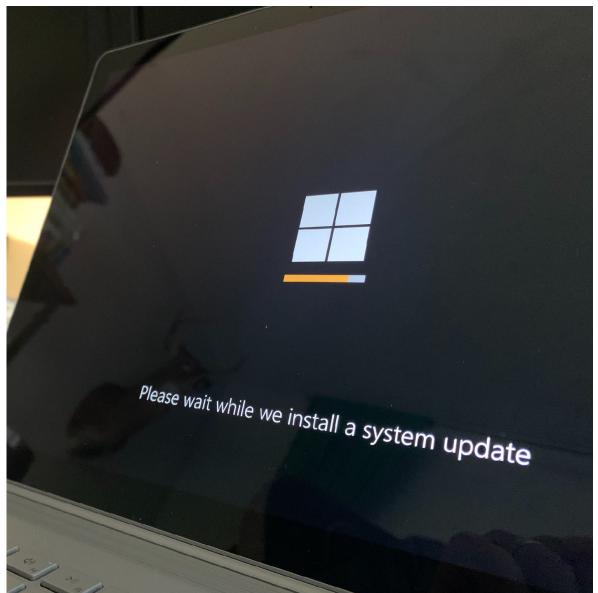
Photo by Sharon McCutcheon on Unsplash

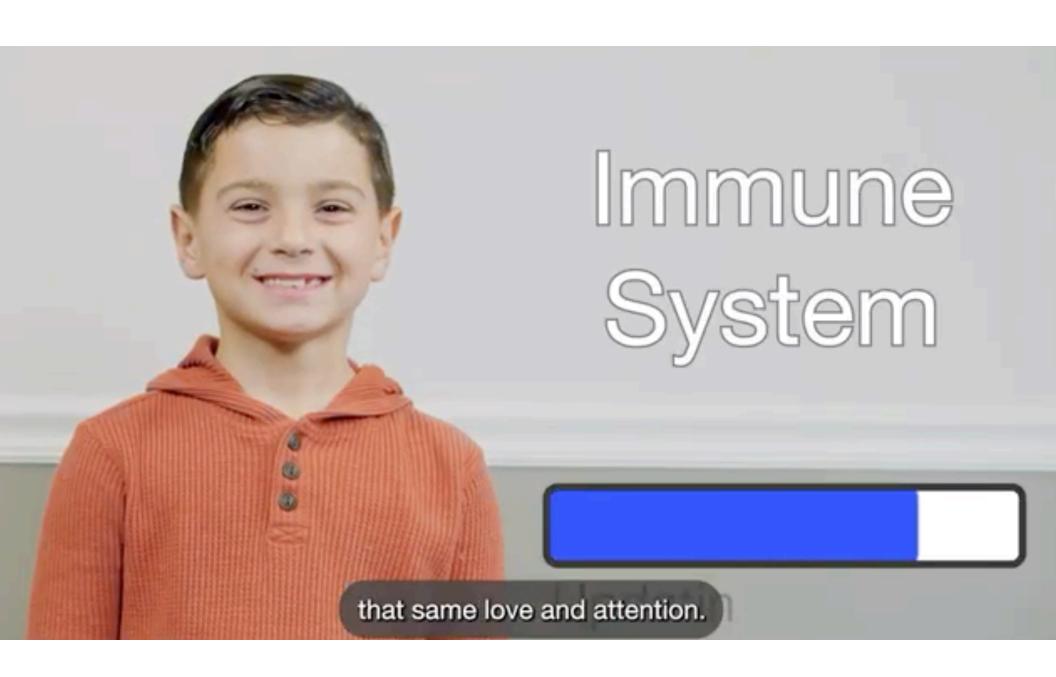
When we compare childhood vaccines to **medicine**, we heighten people's concerns about side effects.



## When we compare vaccinations to computer updates,

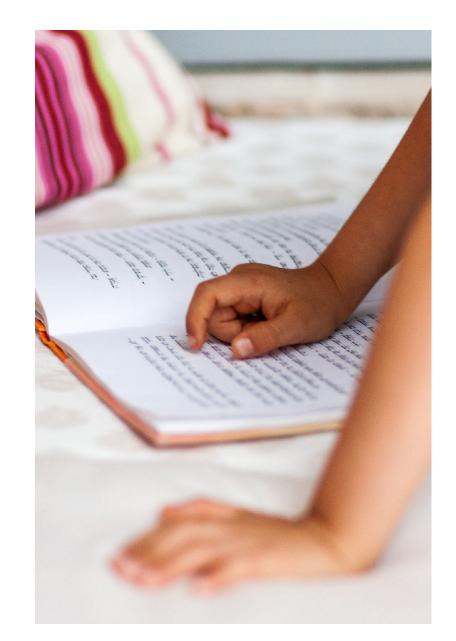
we call up productive associations like prevention, ongoing maintenance, and protection against "network" threats.

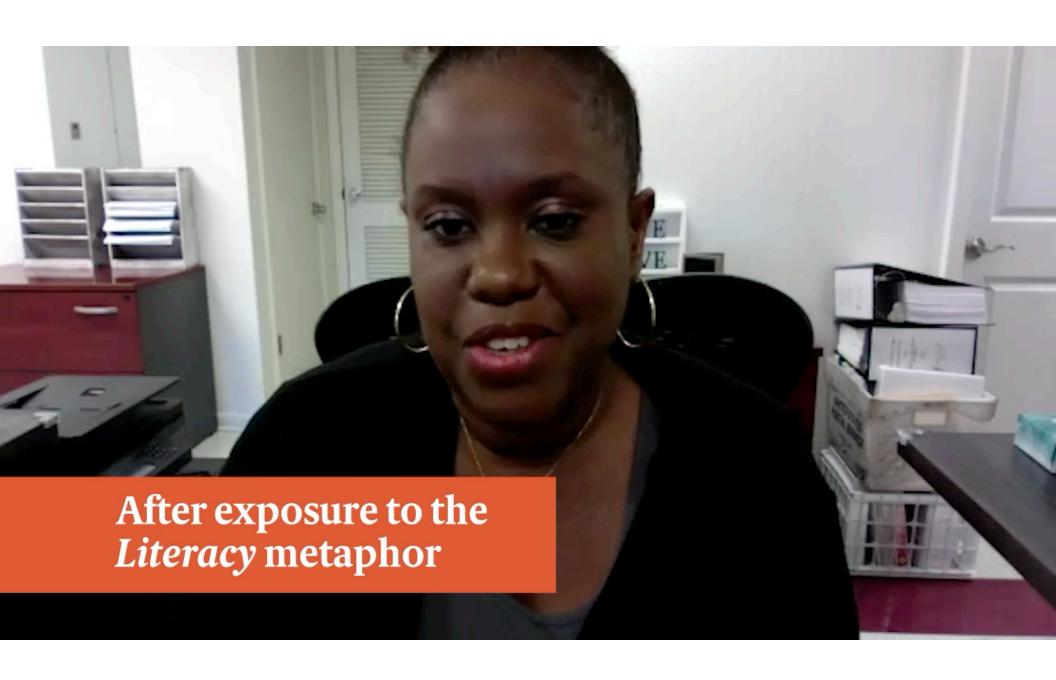




## When we compare gaining immunity to gaining literacy,

we tap into beliefs that the ability to read benefits both individuals and society, and that it's best to gain literacy in childhood.





#### **Less of this**

benefits outweighing risks

low rates of uptake

protection from disease

how vaccines fight disease

#### More of this!

benefits to the common good

our responsibility for access

preparation for healthy childhood

how immune systems prepare themselves

#### What's ahead

Full report available now

Motivational interviewing toolkit available now

Advocacy & outreach toolkit in the works

Outreach to AAP chapters, other peer organizations

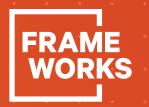
...and more!



## Thank you! Let's continue the conversation.

jsweetland@frameworksinstitute.org

@jsw33ts





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#### Thursday, June 8 | 12-1 PM ET

#### **Using Qualitative Research to Increase Vaccination Access** and Uptake in Under-Immunized Communities

- Learn about rapid evidence-based qualitative research methods that can provide insight on how to build confidence in routine vaccinations among under-immunized communities.
- Dr. Brett Craig and Siff Malue Nielson, from the World Health Organization Regional Office for Europe, will share how to:
  - Design and conduct rapid qualitative research with different under-immunized communities.
  - Better understand communities' routine vaccination drivers and barriers.
  - Use qualitative research results and strategies to develop community-tailored interventions that increase vaccine confidence, access, and routine vaccination uptake.

#### **REGISTER HERE**

### **REACHing for Vaccine Equity Podcast**

- New, limited series podcast (8 total) featuring the work of iREACH recipients!
- **Episode 3** highlights the work of Presbyterian Community Health
- Subscribe to the podcast on Apple Podcasts or Spotify or listen on the AIM website.



### Thank you!

**Questions?** Reach us at info@immunizationmanagers.org