

Getting Past the Push-Back: Building Vaccine Confidence in a Skeptical World

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AIM Chief Medical Officer, Moderator



Association of
Immunization
Managers

Housekeeping

- This session will be recorded, shared with AIM members and partners, and posted to the AIM website.
- Please take 30 seconds to complete the 3-question evaluation in the app at the end of the session.
- This session is followed by a short break and then the reception and happy hour in the Exhibit Hall.

Agenda

- Introductions
 - Michelle Fiscus, MD FAAP
 - Chief Medical Officer, AIM
- Speaker
 - Joe Smyser, PhD, MSPH
 - CEO, The Public Good Projects
- Speaker
 - Judy Klein
 - President, Unity Consortium
- AIM Vaccine Confidence Resources
- Q&A

Dr. Joe Smyser, PhD, MSPH CEO, The Public Good Projects

- Dr. Joe Smyser is the CEO of The Public Good Projects (PGP), a public health nonprofit, and publisher of PGN, a nonprofit health news service. PGP is a central figure in vaccine promotion and a leader in infodemiology. Infodemiology is the study of the spread of information, with the goal of improving public health. For the past five years, PGP has designed and managed Kaiser Permanente's national flu immunization campaign.
- For the past four years, PGP has led the US' largest social listening program tracking public vaccine discourse; Project VCTR is used by approximately 800 organizations. In 2020, PGP co-founded UNICEF's flagship social listening initiative for vaccine demand. In 2021, PGP co-founded a unit within UNICEF to respond in real-time to global polio outbreaks. In 2023, PGP co-founded the US' first social listening program tailored for health care providers with the American Board of Internal Medicine, serving all US boards of medicine, and the first social listening program tailored for public health practitioners with de Beaumont Foundation and ASTHO. Dr. Smyser holds a masters and doctorate in public health and performed his postdoctoral training at the CDC.



Judy Klein

Unity Consortium

- Judy is President and Founder of Unity® Consortium, bringing together organizations that share a desire to improve immunization coverage for adolescents and young adults (AYA). Judy has deep expertise in healthcare and immunizations and her passion lies in helping individuals to lead healthy lives by focusing on preventive healthcare and immunizations.
- Judy has leadership roles with organizations that advance these values including the National HPV Roundtable Steering Committee and the National AYA Information Center Advisory Committee. Judy was recently selected as the winner of the Vaughn Rickert Vaccine Research Award by the Society for Adolescent Health and Medicine and has published studies about improving immunization coverage for adolescents.





UNITY

United for adolescent vaccination

Parent and Teen Attitudes and Beliefs Regarding Vaccines for Adolescents

November 2023



Unity Surveys of Parents and Adolescents Methodology

- **Topics:**
 - Health attitudes and behaviors, including being vaccinated
 - Vaccination and vaccines perspectives
 - Vaccine sources of information
 - Decision-making on health and teen vaccinations
- **Surveys Fielded:** **Oct 2023**, Jun 2021, Feb 2021, Sept 2020, Oct 2016
- **Online, self-administered survey, selected from a large U.S. national panel, balanced for representation, conducted by Dynata**

N=507 Parents

Adult Parent or Guardian of at least one child
aged 13-18 living in the household

N=512 Teens

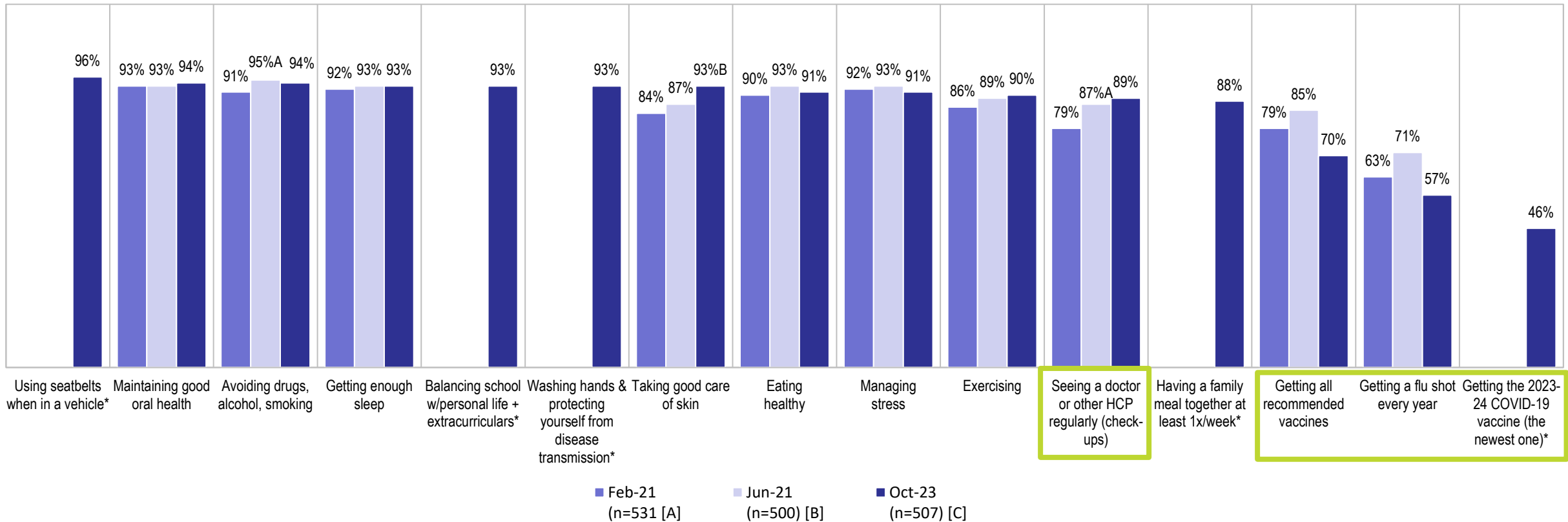
Grouped ages 13-15 and 16-18 years



Parents highly rate the importance of many health behaviors for their teens, across survey waves

Important Health Behaviors - Trended - Parents for Teens

(Base=Total Respondents; % Rating 4+5; 5=Very Important)

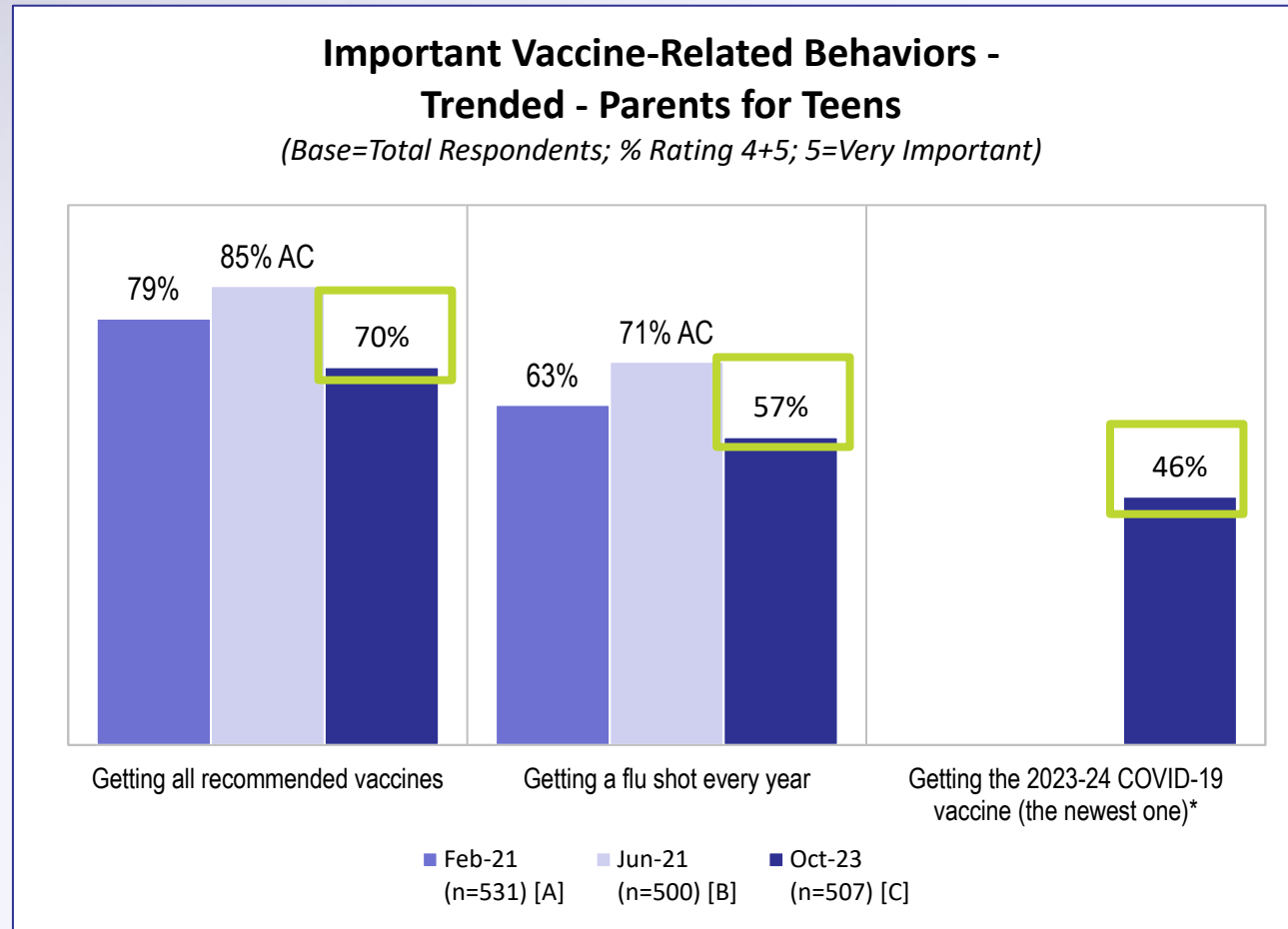


*Responses added in Oct-23

P10: Thinking about your (INSERT AGE OF SELECTED CHILD) year-old (INSERT GENDER OF SELECTED CHILD) child, how important do you think each of the following are for your teen to stay healthy?



However, relative to other health behaviors, parents rated vaccines for their teens as less important



*Response added in Oct-23

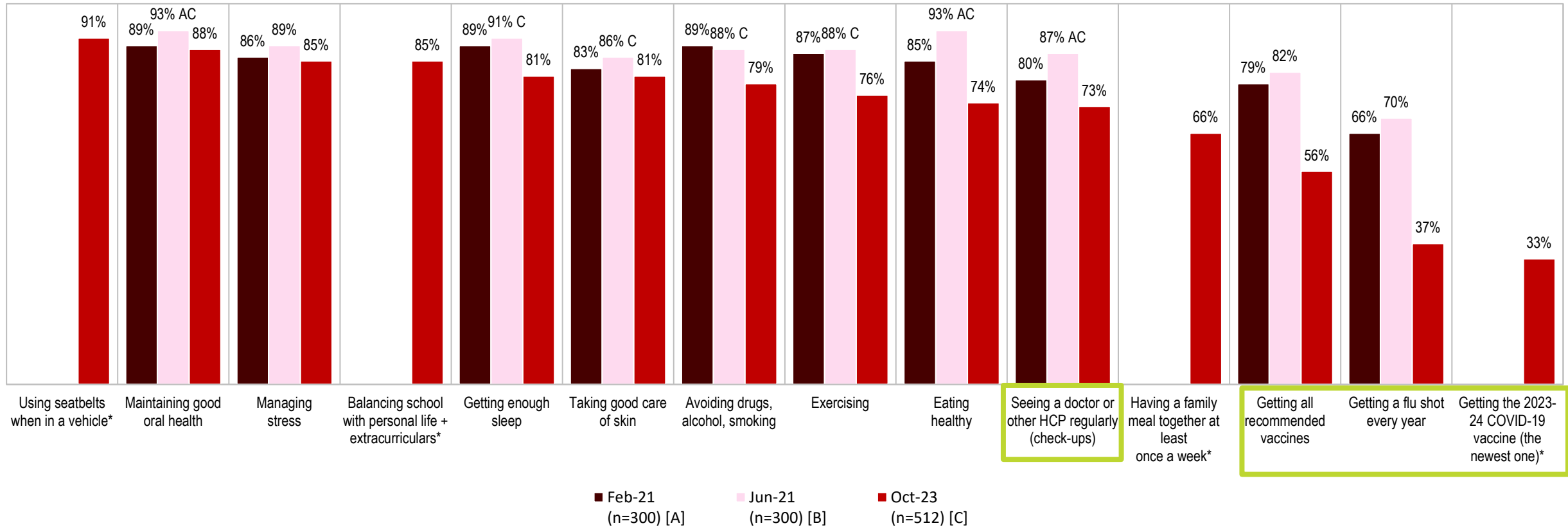
P10: Thinking about your (INSERT AGE OF SELECTED CHILD) year-old (INSERT GENDER OF SELECTED CHILD) child, how important do you think each of the following are for your teen to stay healthy?



Unlike Parents, Teens rate the importance of healthy behaviors lower in Oct-23, but still relatively high

Important Health Behaviors - Trended - Teens

(Base=Total Respondents; % Rating 4+5; 5=Very Important)

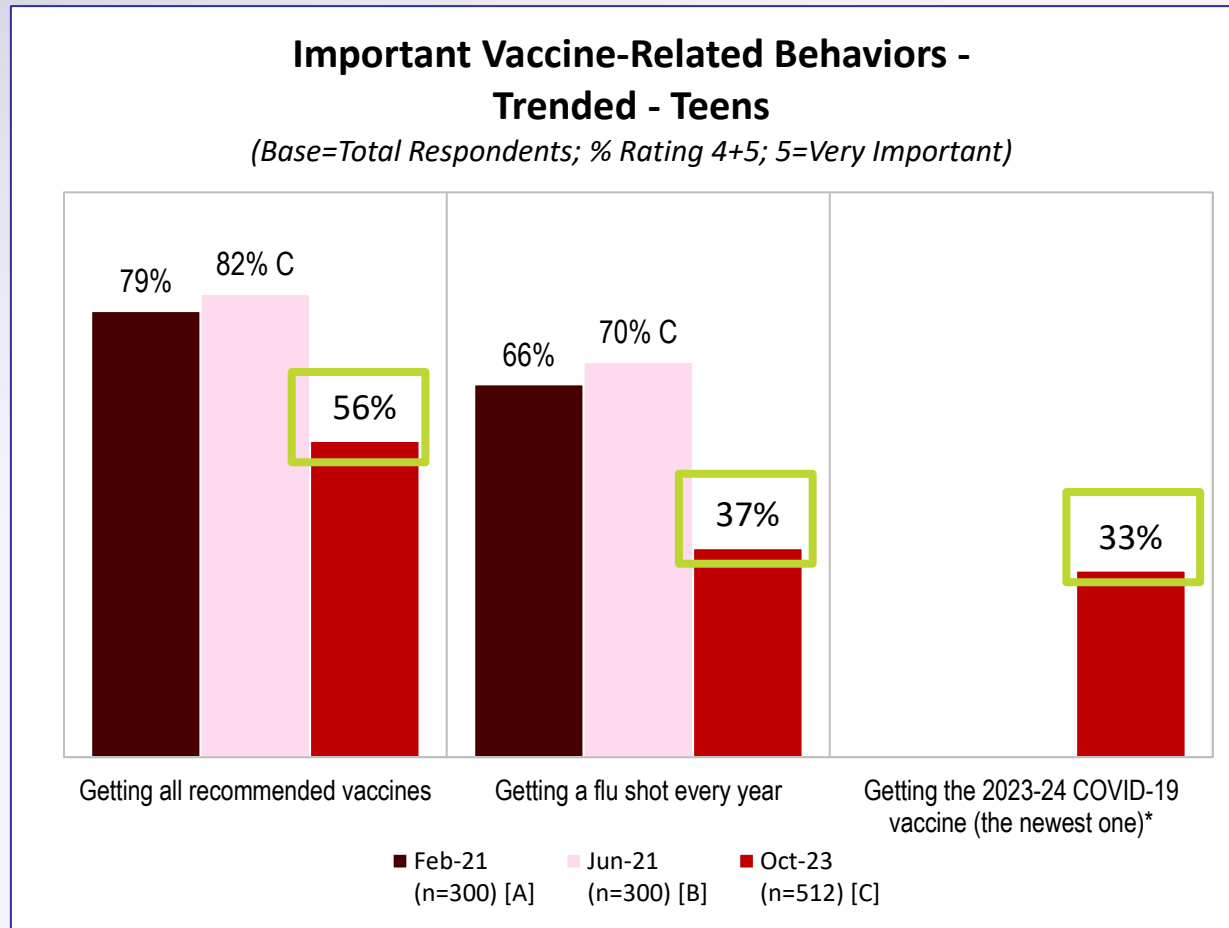


*Responses added in Oct-23

T10: How important are the following activities that you may do for your own health right now?



For teens, vaccine importance ratings decreased with time and were lowest of the health behaviors (lower than family meals!)



*Response added in Oct-23

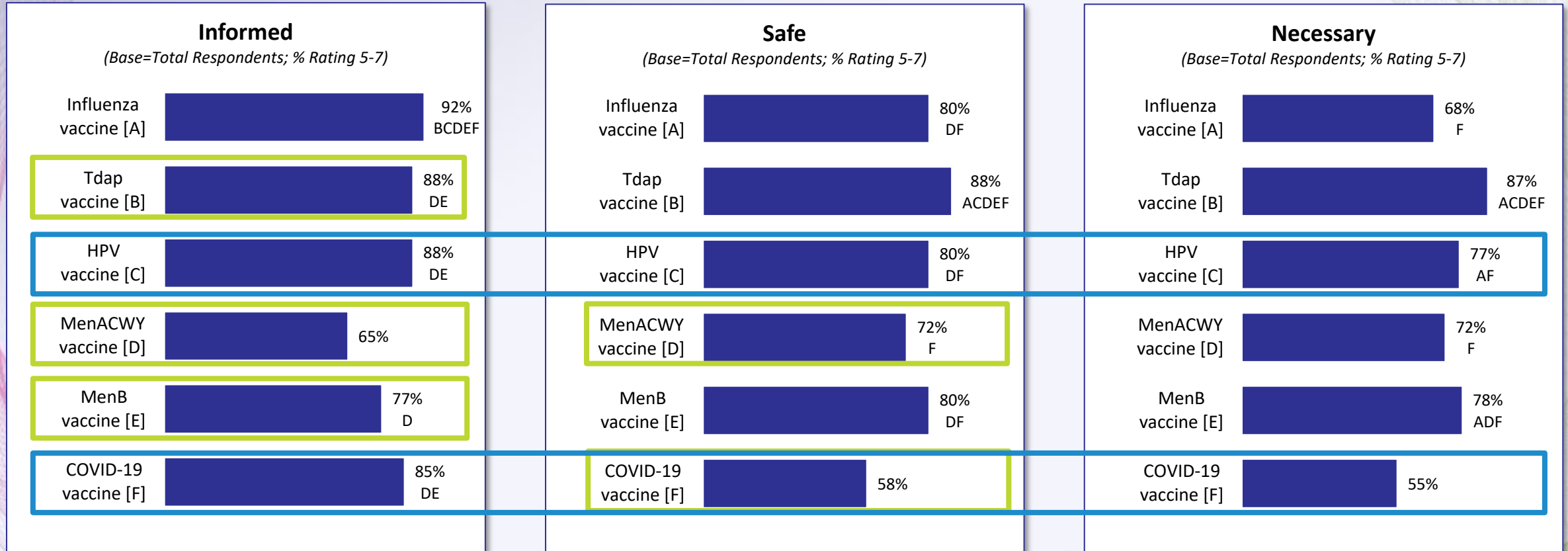
T10: How important are the following activities that you may do for your own health right now?



Parents generally feel informed about vaccines. Flu has higher informed/safe ratings though low necessity, Tdap and HPV have higher ratings for all, mening trails on being informed, and Covid is lowest on safety and necessity.

Parents' Perceptions of Specific Vaccines - 2023 Survey - Parents

(Total Respondents; n=507; % Rating 5-7 on Slider; Stat Testing Across Vaccine Types)



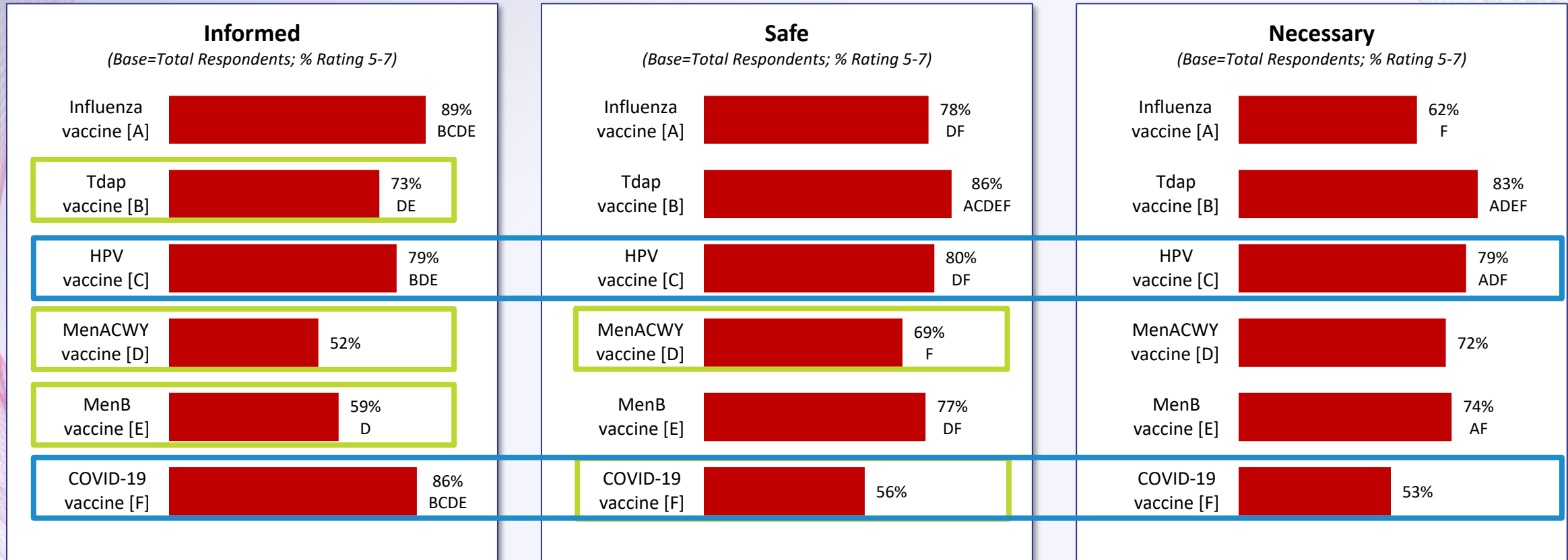
Q12: Move the round slider to the left or right – the closer the slider is to one end or the other indicates how closely that word describes how you feel about that vaccine. 2021/2022 Surveys not comparable; different scale was used.



Teens' perceptions are very similar to those of Parents. Significantly more Teens are informed about the flu vs. other vaccines, with Tdap and HPV highest in necessity and Covid lowest.

Teens' Perceptions of Specific Vaccines - 2023 Survey - Teens

(Total Respondents; n=512; % Rating 5-7 on Slider; Stat Testing Across Vaccine Types)



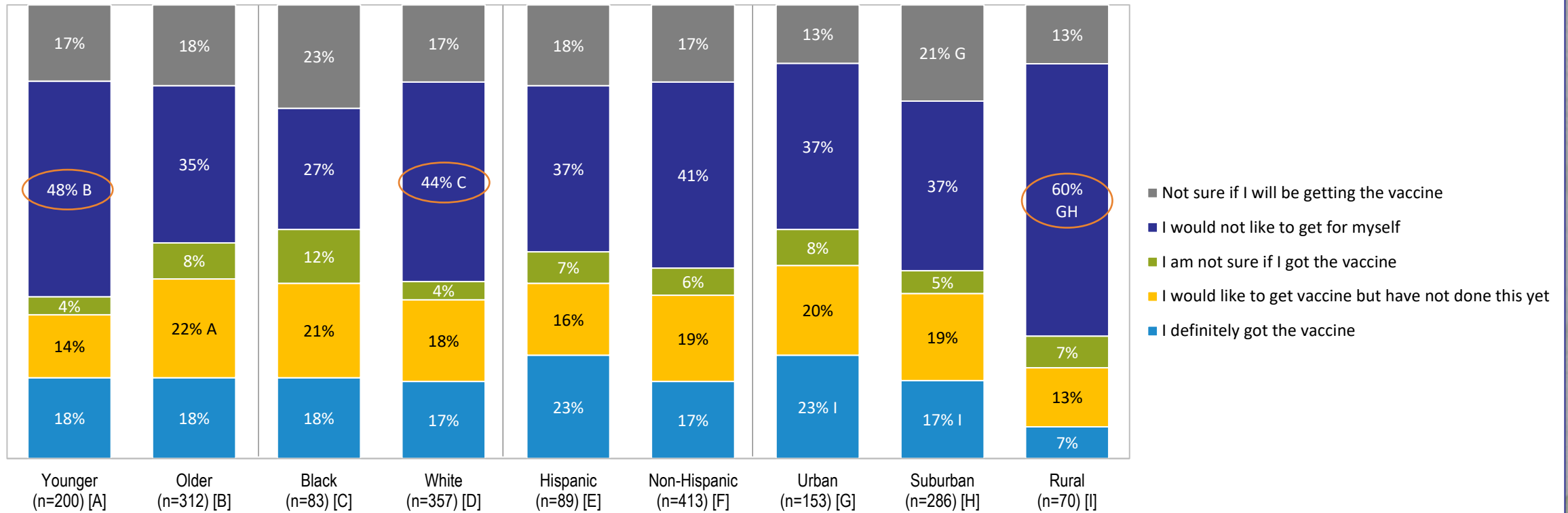
Q12: Move the round slider to the left or right – the closer the slider is to one end or the other indicates how closely that word describes how you feel about that vaccine. 2021/2022 Surveys not comparable; different scale was used.



Large proportions of Teens in each demographic segment (particularly younger, White and rural Teens) do not intend to get the COVID-19 vaccine.

COVID-19 Vaccine - Teens - 2023 Survey

(Base=Total Teen Respondents)



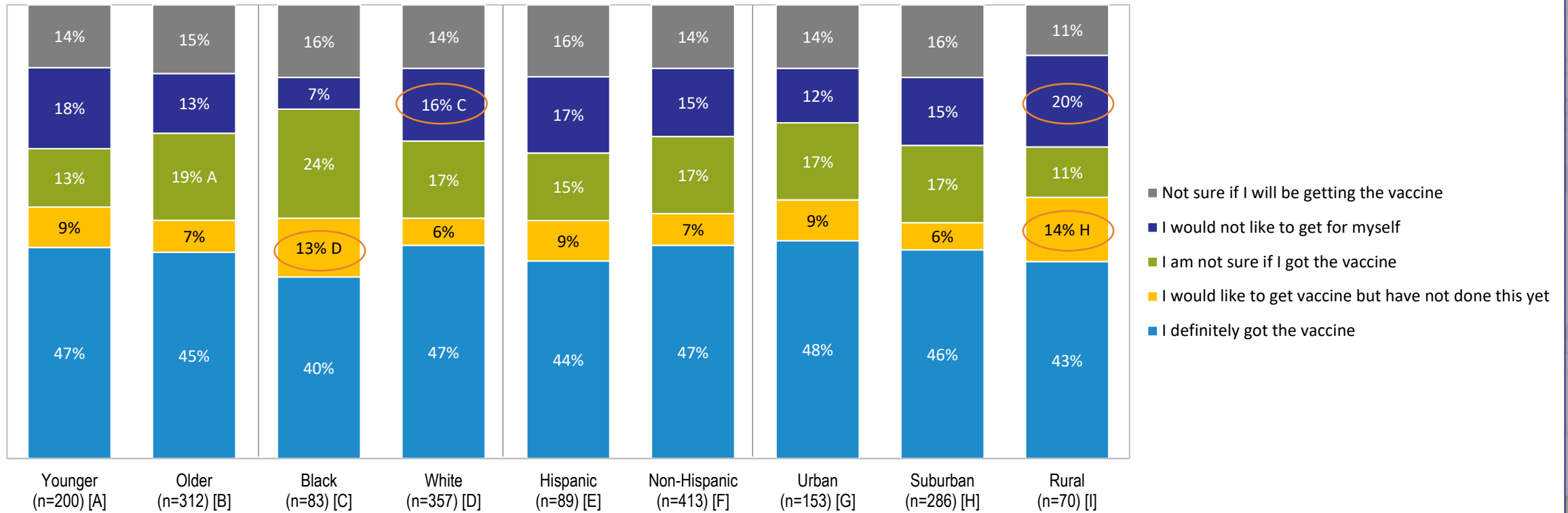
T15B: Please choose the statement that best describes you.



Across segments, most have received the HPV vaccine. There is large difference in Teens' intentions regarding HPV vs. COVID-19 vaccination by demographic segment.

HPV Vaccine - Teens - 2023 Survey

(Base=Total Teen Respondents)

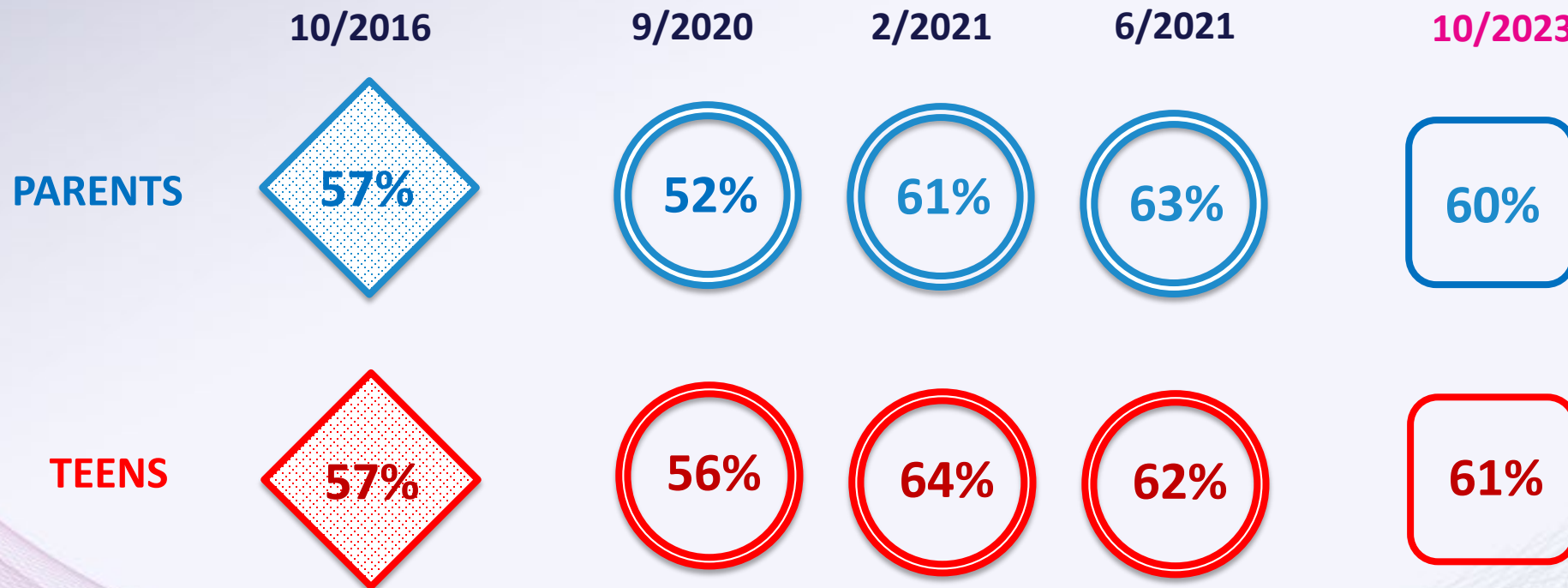


T17: Think about the HPV (human papilloma virus) vaccine that protects against multiple types of the virus. Please choose the statement that best describes you.



Parents and teen express ongoing concern about vaccine safety

I have some concerns about the safety of vaccines.



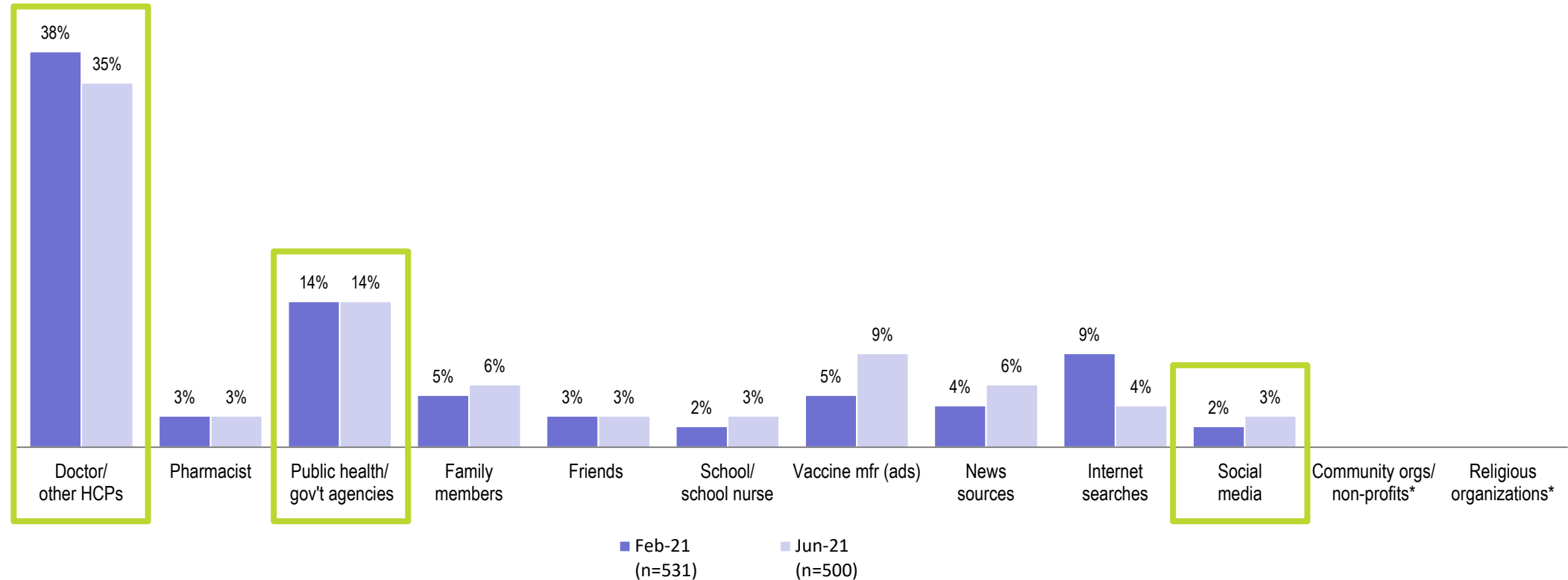
Q13. How much do you agree or disagree with the following statements?
 (% 4+5 on 5-point Scale; 5=Strongly Agree))



Parents have been saying that Doctors/HCPs are the most trusted, with public health/gov't a distant second, and social media least.

Information Sources - Trended - Parents

2021-2022 = Information Source that Matters Most (Single Response; Right Axis)



* The question was asked differently in the past, Responses first shown in 2023; Question not asked of Teens in prior to 2023

2023: Q20. How much do you trust vaccine information from the following sources? Feb 21/Jun 21: Where will you [or did you] go for information to make your decision about vaccinating your teen now that a COVID-19 vaccine is available for adolescents? Which ONE of these will matter [mattered] most to you when making your decision?



Findings Summary

- Most recently, parents rated vaccines for their teens as less important than other health behaviors
- Parents believe they are generally informed about vaccines, though being informed doesn't equal believing the vaccine is necessary:
 - Flu has higher *informed* and *safety* ratings, but lower on *necessity*
 - HPV vaccine is high on *informed*, and viewed as *safe* and *necessary*
 - The mening vaccines trail on *informed*, but higher on *necessity*
 - Covid is high on *informed* yet lowest on *safety* and *necessity*
- Doctors/HCPs continue to be the most trusted vaccine information source amongst Parents, with pharmacists and public health increasing in trustworthiness
 - Urban Parents are generally more trusting and rural Parents the least trusting
 - NE Parents are generally the most trusting and Southern Parents the least trusting
- Parents and teens are very aware of vaccine misinformation
 - The role of social media with respect to vaccine safety perceptions has moderated since the pandemic
- Parents and teen express ongoing concern about vaccine safety



Stay Informed and In-Touch with Unity

- ✓ **AIW23 Communications Planning Meeting | Tues. March 28th, 12:30-1 pm ET**
- ✓ **Adolescent Immunization Action Week 2023 | April 3rd - 7th 2023**



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AIM Vaccine Confidence Resources

- [Connecting the Dots: Vaccine Confidence](#)
- [Vaccine Confidence Toolkit Resource Guide](#)
- [Translating Vaccine Confidence Research into Practice](#)
- [An Innovative Community Partnership to Increase Vaccine Confidence and Access Webinar](#)
- [Episode 7: REACHing for Vaccine Equity Innovative Strategies to Build Vaccine Confidence in a Hispanic/Latino Community – Penn State College of Medicine](#)



Thank you!

- Please remember to complete the session evaluation in the conference app!
- See you at the reception in the Exhibit Hall!



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