Significance and Background

- Parental refusal or delay of vaccinations are a significant factor in continued vaccine-preventable disease (VPD) outbreaks and is associated with higher rates of inpatient admission, emergency room visits, and death (McClure, Cataldi, & O'Leary, 2017).
- Routine immunization schedules had once successfully led to near elimination of many VPDs in the United States. Lack of familiarity with VPDs has caused some parents to begin neglecting the consequences of VPDs and turn their attention to the risks of vaccines themselves (Barrows, Coddington, Richards, & Altonen, 2015).
- Due to a highly effective vaccination and immunization schedule, Measles, a potentially life-threatening, highly-contagious, respiratory virus was declared eliminated in the United States in 2000. As of 2014, this was no longer true. According to the Center for Disease Control and Prevention (CDC), 1,250 cases of Measles have been reported this year alone (2019).
- Numerous individual studies have been conducted to determine effective interventions that result in parents feeling confident, unfraid, and knowledgeable about childhood vaccinations.

Purpose

- Present a review of the current literature on effective methods of education on the importance of vaccines and how to identify and address common concerns of vaccine-hesitant parents.

Methods

- A review of current literature was conducted using CINAHL and PubMed databases.
- Seventy articles were reviewed and eight were chosen for the purpose of this presentation.
- Only scholarly articles created within the last five years were utilized for this presentation.

Promoting Vaccinations Through Patient Education

Rhae Riddle
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Common Parental Concerns About Vaccines

<table>
<thead>
<tr>
<th>Safety</th>
<th>Freedom</th>
<th>Necessity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overloading the immune system</td>
<td>Do not trust the government, pharmaceutical companies, public health officials, or medical organizations</td>
<td>Vaccines do not work</td>
</tr>
<tr>
<td>Development of autism</td>
<td>May make the child sick</td>
<td>Disease is more natural</td>
</tr>
<tr>
<td>Long-term adverse reactions</td>
<td>Parents have the right to choose to immunize their child</td>
<td>Consequences of disease are not serious</td>
</tr>
<tr>
<td>Vaccine additives (aluminum, thimerosal)</td>
<td>Parents know what is best for their child</td>
<td>Vaccine preventable diseases no longer exist</td>
</tr>
<tr>
<td>May make the child sick</td>
<td>Religious, ethical, moral reasons</td>
<td>Not all vaccines are needed</td>
</tr>
<tr>
<td>Serious adverse reaction</td>
<td>(Edwards &amp; Hackell, 2016)</td>
<td>(Edwards &amp; Hackell, 2016)</td>
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</tbody>
</table>

Successful Methods for Improving Immunization Adherence Among Vaccine-Hesitant Parents

- Assess Personal Values and Beliefs
- Establish a Trusting Relationship
- Facilitate Communication
- Promote Parent Autonomy
- Educate
- When a Parent Continues to Refuse Vaccinations

Safety

- Nurses should ensure they are sharing positive information regarding vaccines
- Avoid judgement
- Provide empathy and understanding toward parental concerns
- Provide a welcoming and non-threatening environment
- Ask open-ended questions to identify specific concerns
- Utilize active listening
- Avoid attempts to persuade parents until thorough assessment of concerns is completed
- Provide availability to answer questions
- Reiterate understanding of parent concerns
- Ask permission to share information
- Assess and guide discussions based on the readiness of parent to change
- Address specific concerns only
- Utilize data from the Center for Disease Control and Prevention (CDC) if necessary
- Avoid over-utilization of data presentation as an educational tool
- Provide parents with readily available, reliable sources of information
- Inform parent of available resources to overcome potential financial barriers to adherence
- Remind parents that unvaccinated children are not permitted to attend school during a disease outbreak
- Document reasons for refusal in patient chart and revisit issue in all future healthcare appointments

Educational Resources

- www.cdc.gov/vaccines/programs/vfc/index.html
- www.cdc.gov/vaccines/vac-gen/5ishment.html
- https://www.cdc.gov/vaccines/hcp/index.html

Conclusion

- As patient advocates, nurses play a significant role in assuring healthy child outcomes. There are numerous reasons why a parent may choose to not get their child vaccinated. A "one-size-fits-all approach" to educating and influencing parents to vaccinate their children is ineffective and neglects to address the specific concerns parents may have. Establishing trust and facilitating communication through support, understanding, and patience is essential when influencing parent decisions to vaccinate their child. Additionally, adapting educational methods and materials to the needs of the parent aids in the decision-making process. Further research is indicated to provide concrete guidelines for determining the appropriate interventions to the common causes for parental hesitancy towards vaccines.

References