

THE ROAD TO VACCINE ACCEPTANCE

- Number of vaccines given to young children
- Side effects and adverse health events (including misunderstandings including association with autism)
- Vaccine safety (harmful ingredients; insufficient safety testing)
- Vaccine efficacy
- Mandatory childhood vaccines
- Pain at vaccination

Remember that questions and concerns are an opportunity for discussion. Don't interpret them as defiance or the intent to delay or refuse a vaccine.

Be aware of common concerns and misperceptions



Identify barriers that prevent vaccination



- Accessibility to vaccination services
- Vaccination costs
- Distrust of vaccine
- Distrust of provider administering vaccination
- Perceived need of vaccine
- Gaps in knowledge – such as how vaccines work or about vaccine-preventable diseases
- Misinformation

Needle-related pain is a common concern for people of all ages. Though recommendations to reducing pain varies between age groups, pain in adults can be minimized with the following recommendations:

- During vaccine administration have the patient sit upright, implement breathing techniques (such as asking the patient to hold their breath)
- Avoid reassurances that convey that the experience will not be painful
- If it is safe and appropriate, suggest a topical anesthetic, such as liposomal lidocaine, amethocaine, or lidocaine-prilocaine. Apply these topicals 20 to 60 minutes before injection or right before vaccination

Address pain



Communicate risks



Effective risk communication must be individualized to the patient's/parents' concerns. Always disclose the potential risks of diseases and benefits of vaccines in an honest, evidence-based, and intelligible manner

Activation strategies encourage individuals that intend to get vaccinated to do so. Patient reminders are a useful method to increase vaccination across all ages. Phone calls, automated messages, and postcards are examples of successful activation opportunities. Immunizers and support staff can also activate patients during face-to-face interactions. Screening patients can help the pharmacy staff provide appropriate vaccine recommendations, education, and where vaccination services may be found.

Activation strategies

Healthcare workers will primarily encounter vaccine-accepting patients. Acknowledge this population's behaviors. To further promote vaccination and recognize the patient's vaccination decisions, remember to commend vaccine acceptors' actions.

Acknowledge acceptance



Implement an appropriate intervention



While healthcare providers use various strategies to promote vaccine uptake, an intervention's success is not contingent on whether a patient chooses to vaccinate or not. Instead, immunizers should measure an intervention by its ability to meet the patient's expectations and by the provider's patience and empathy. Keep trying.