

Understanding How Parents Make the Decision to Delay or Skip Vaccinations

Educating & Engaging Providers:

- Use visits with providers as opportunities to educate and engage people
 - Utilize systems to assess and vaccinate at every visit (not just vaccine-related appointments)
 - Expand the Vital Signs program statewide
- Train providers on how to more comfortably and effectively work with someone who is hesitant about vaccination
- Give patients recommendations, practical tips, for how to read the information they are getting online critically – maybe this can begin at the OBGYN during pregnancy, when many parents are doing a lot of research and information gathering
- Promote vaccination at pharmacies to prevent the issue of needing to be an established patient at a clinic

Creative Engagement Strategies:

- Audio/visual media as opposed to text (i.e. YouTube, Ted Talks, podcasts)
- Social media (i.e. filter or sticker that says “I vaccinated my kid today;” similar to “I voted” stickers → Make it cool to immunize!)
- There have been very tailored comics and other media around opiates and that could be translated into vaccinations
- Certified vaccine educator program for people with a health background that can then be a resource for their own communities (similar to Vax Northwest’s Immunity Community program)
- Use 100th Anniversary of 1918 Flu Pandemic to create a campaign that reminds people of pre-vaccine past
- Leverage resources of and build trust with partners like faith-based organizations, tribal communities, and news organizations
- Advertising (i.e. TV/radio commercials, commercials during online videos, etc.) about vaccines; potentially costly
- Positive messages, fun ways to promote science (potentially involve the Pacific Science Center again)

Addressing Parental Hesitancy:

- Give info about vaccines before appointment so parents have time to think about it beforehand
- Community support/discussion groups; opportunities to get in groups with other parents

Involving Youth:

- Programs to engage kids at a young age (similar to school recycling programs)
- Pop-up clinic during school orientations – vaccine champion would be there to talk parents through any questions in a caring and knowledgeable environment that is not rushed