Tapping into motivations and reducing barriers: Evidenced-based strategies for talking with West Virginians about immunization

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WestVirginiaUniversity.

Public Interest Communication Research Lab

WVU Public Interest Communication Research Laboratory (PIC Lab)

- Public interest communication (PIC) merges theory and practice by examining the development, implementation, and evaluation of science-based strategic communication efforts to achieve and sustain publics' attitudinal and/or behavioral changes regarding a public interest issue.
- The WVU PIC Research Lab unites social and behavioral scientists to research:

WV Joint Interagency Task Force on COVID-19 (JIATF)

- Unified command system appointed by Governor Jim Justice
- In partnership with WV Department of Health & Human Resources and other state agencies and community organizations
- Within the JIATF is the Joint Information Center (JIC)
  - **Partnerships** for coordinated strategic communication
  - Evidence-based, data-driven communication tailored to West Virginians and targeted toward specific populations' wants and needs

Learning Objectives

1. Describe the attitudes, perceptions, and beliefs that influence vaccine confidence.

2. Apply social and behavioral science to effectively talk with patients and communities about immunization.

Pair & Share

Why do you think people choose to get vaccinated (or approve it for those they care for)?

Why do you think people choose not to get vaccinated (or do not approve it for those they care for)?

Vaccine Hesitancy & Confidence

Vaccine Hesitancy

The SAGE Working Group on Vaccine Hesitancy:

- Delay in acceptance or refusal of vaccination despite availability of vaccination services
- Vaccine hesitancy is complex and context specific
- Varies across time, place, and vaccines
- Influenced by factors such as complacency, convenience, and confidence

The Strategic Advisory Group of Experts on Immunization (SAGE) is charged with advising WHO on overall global policies and strategies, ranging from vaccines and technology, research and development, to delivery of immunization and its linkages with other health interventions.

Source: MacDonald NE; SAGE Working Group on Vaccine Hesitancy. Vaccine hesitancy: Definition, scope and determinants. Vaccine. 2015 Aug 14;33(34):4161-4. doi: 10.1016/j.vaccine.2015.04.036. Epub 2015 Apr 17. PMID: 25896383.

Vaccine ~~Hesitancy~~ Confidence

Vaccine confidence

- The extent to which individuals are motivated or willing to get vaccinated
- Vaccine **confidence** is complex and context specific
- Varies across time, place and vaccines
- Influenced by factors such as perceived risk, access, safety, effectiveness, opinions of important others

MacDonald NE; SAGE Working Group on Vaccine Hesitancy. Vaccine hesitancy: Definition, scope and determinants. Vaccine. 2015 Aug 14;33(34):4161-4. doi: 10.1016/j.vaccine.2015.04.036. Epub 2015 Apr 17. PMID: 25896383.

Vaccine Acceptance Continuum

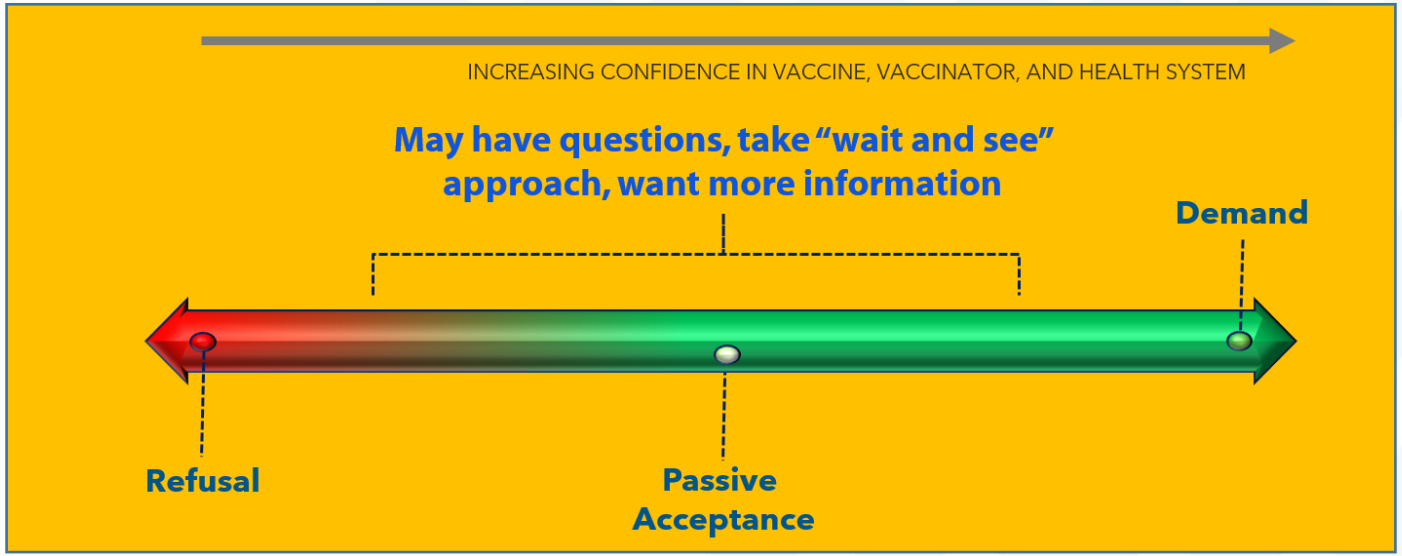


Image adapted from: https://www.cdc.gov/vaccines/acip/meetings/downloads/slides-2020-10/COVID-Cohn-508.pdf

Attitudes, Perceptions, & Beliefs that Influence Vaccine Confidence

Immunization intentions are shaped by...

Attitudes

- **affective attitudes** (positive or negative emotions), **instrumental attitudes** (perceived outcomes of vaccination)

Norms

- **subjective norm** (pressure from one's network), **descriptive norm** (belief one's network is choosing vaccination)

Perceived Control

- **perceived behavioral control** (belief in own control over behavior), **self-efficacy** (confidence they can do it)

Perceived Threat

- **perceived severity** (of the risk/disease), **perceived susceptibility** (of encountering the risk), **negative emotions**

Perceived Efficacy

- **self-efficacy**, **response efficacy** (confidence that the behavior, i.e. vaccination, will protect from the risk/disease)

Information Source & Channel

- **credibility**, **trust**

Data-driven Translational Science to Boost Vaccine Confidence

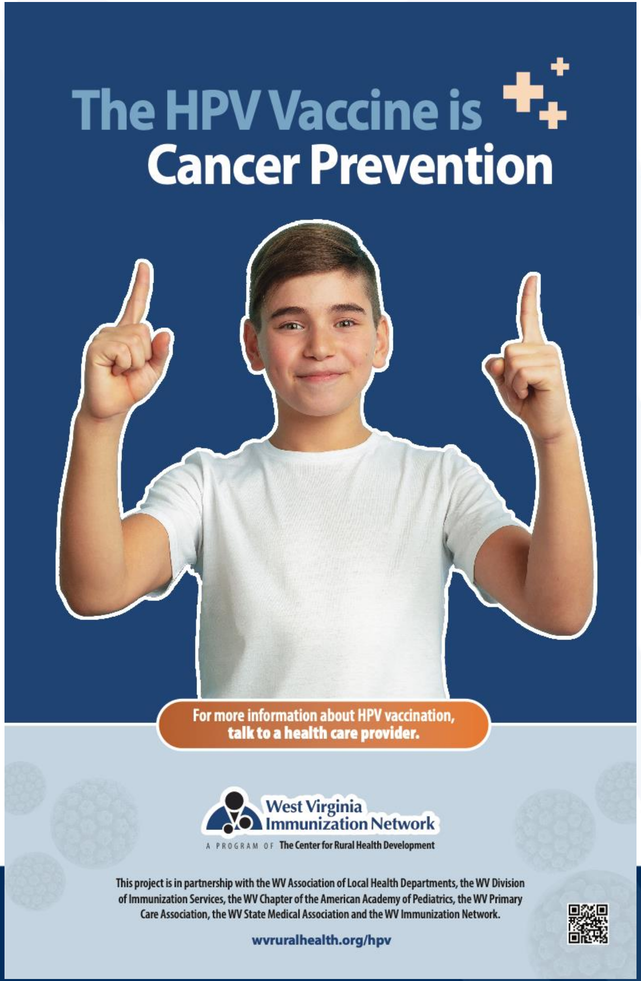
To understand risk/health beliefs, perceptions, attitudes, behaviors, we used mixed-methods social science:

- **Quantitative inquiry**
  - Statewide surveys, particular population surveys, message/appeal testing experiments
- **Qualitative inquiry**
  - Focus groups, in-depth interviews, intercept interviews, direct observation, social sentiment analysis

- Grounded in risk/crisis communication science & behavior change theory

A few examples…


The HPV Vaccine is Cancer Prevention
For more information about HPV vaccination, talk to a health care provider.
West Virginia Immunization Network
A PROGRAM OF The Center for Rural Health Development
This project is in partnership with the WV Association of Local Health Departments, the WV Division of Immunization Services, the WV Chapter of the American Academy of Pediatrics, the WV Primary Care Association, the WV State Medical Association and the WV Immunization Network.
wvruralhealth.org/hpv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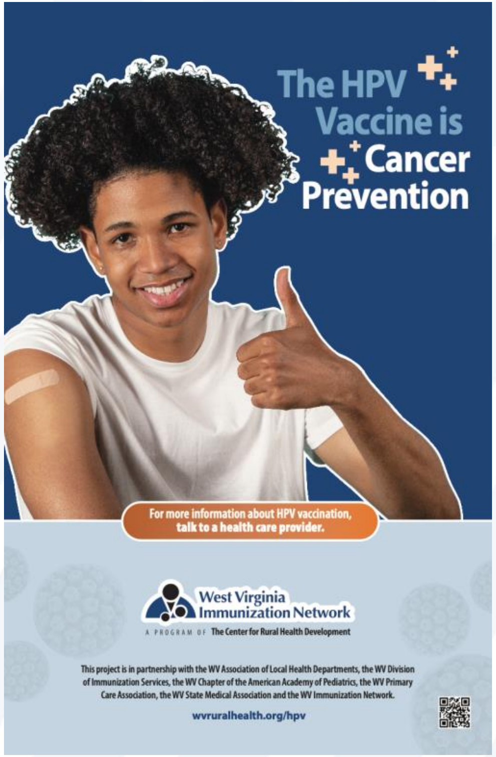
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Get ready to go back-to-school.

Make sure your preteen or teen is up to date on his or her vaccinations for the upcoming school year.

Routine vaccinations can be given at the same time as COVID-19 vaccination.

Children who are eligible to receive the COVID-19 vaccine can get it at the same visit as other childhood and adolescent vaccines.

Plan ahead for multi-dose vaccinations.

Some vaccinations need more than one dose to be fully effective.
The cancer-preventing HPV vaccine, for example, is:
Two doses for 9-14 year olds OR Three doses for teens 15 or older

How to get preteen and teen vaccines.

Preteen and teen vaccines are low or no cost.

- ✔ Most health insurance plans cover preteen and teen vaccinations.
- ✔ Vaccines for Children (VFC) program provides vaccines for children 18 years and younger who are uninsured, underinsured, Medicaid-eligible, American Indian, or Alaska Native.

Adolescents can receive vaccines at their:

- ✔ Health care provider's offices;
- ✔ Community health centers;
- ✔ Local health departments;
- ✔ At most school-based clinics; and.
- ✔ Pharmacies (for some vaccines, a prescription may be needed).

For more information about HPV vaccination, talk to a health care provider.

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Sources: Centers for Disease Control and Prevention, American Academy of Pediatrics, and American Cancer Society

HPV Vaccination: Protecting Preteens and Teens from Future Cancer

Human papillomavirus (HPV) can lead to certain types of cancers. Infections from HPV often do not have any immediate symptoms or warning signs. Here's why it's so important to get your preteen or teen vaccinated against HPV.

HPV vaccination is cancer prevention.

HPV can cause cancers of the penis, anus, cervix, vagina, vulva, and throat, including the tongue and tonsils.

The HPV vaccine is effective at preventing the types of HPV that can lead to cancer.

Infections with HPV types that cause most HPV cancers have dropped 86% among teen girls since the HPV vaccine became available.

Anyone can get cancer from HPV infection.

HPV causes almost all cervical cancers in women.

More than 4 out of every 10 cases of cancer caused by HPV occur among men.

Vaccinating preteens and teens against HPV now prevents cancer later.

HPV vaccination prevents new HPV infections but does not treat existing HPV infections.

HPV vaccination works best when given before exposure to the virus.

HPV vaccination is safe, effective, and provides lasting protection against HPV.

When to get protected:

The ideal age for HPV vaccination for boys and girls is 9-12 years or older.

Boys and girls who receive the HPV vaccine prior to age 15 only need two doses. If starting after age 15, the HPV vaccination is given in three doses.

For more information about HPV vaccination, talk to a health care provider.

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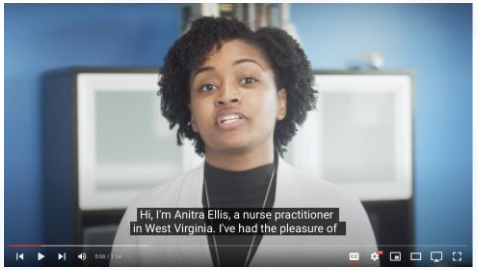
Sources: Centers for Disease Control and Prevention, American Academy of Pediatrics, and American Cancer Society


YouTube
Search
COVID-19
VACCINE QUESTIONS
Answered by WV Experts
Play (k)
0:01 / 1:24


Hi, I'm Anitra Ellis, a nurse practitioner
in West Virginia. I've had the pleasure of


Hi, I'm Dr. Marina Galvez Peralta. I am a
pharmacist and pharmaceutical scientist in


Hi, I'm Dr. David Hess. I am a primary care
physician in West Virginia and have been

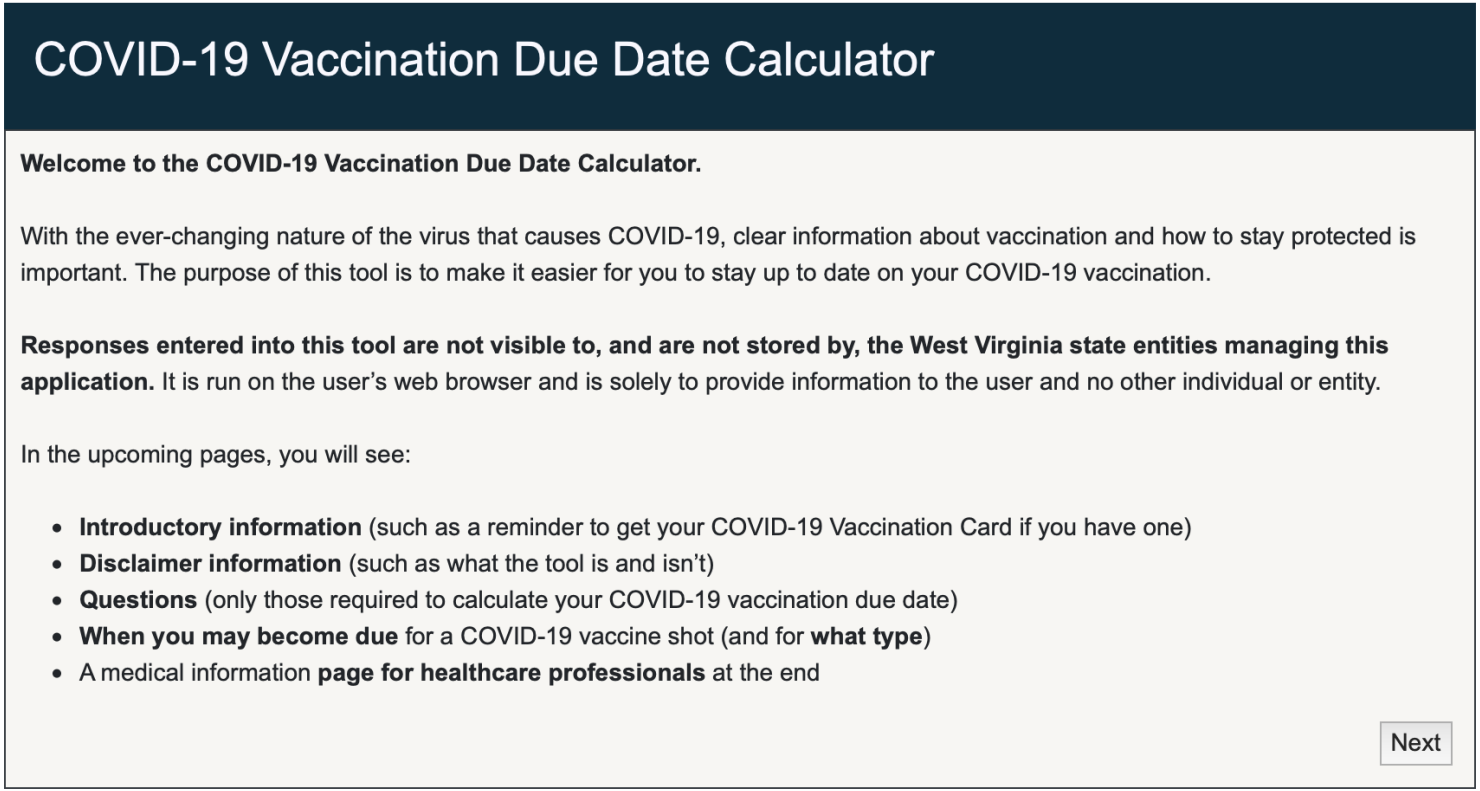
COVID-19 VACCINATION

Due Date Calculator

Available online at
vaccinate.wv.gov

WEST VIRGINIA
Department of
Health & Human
Resources

Step 1: Visit Vaccinate.WV.gov & scroll down



Step 2: View Welcome/Disclaimer

COVID-19 Vaccination Due Date Calculator

This calculator is a tool that can be used to determine when you may be due for a COVID-19 vaccine. To do so, please fill in the following information for yourself (or, if you are the authorized guardian/caregiver using this tool for someone else, fill it in that person's information).

If you have had any previous COVID-19 shots, please have your COVID-19 Vaccination Card handy.

The tool's questions will ask about:

- birthdate,
- type and number of COVID-19 shots received (if any),
- whether you are considered moderately to severely immunocompromised, and
- the date of the most recent COVID-19 shot

This will let the tool calculate for you if/when you may be due for a COVID-19 vaccin
additional information about what type of vaccines are recommended based on vari
end of the tool.

This is meant as an individual education tool and not to replace licensed medical de
change, so please check back periodically.

More information about the purpose and limitations of this tool is next.

CVDD Calculator Disclaimer

This tool is a product of the WV Governor's Joint Interagency Task Force for COVID-19 and the WV Department of Health and Human Resources' Bureau for Public Health.

This tool is based on U.S. COVID-19 vaccination guidelines and was last updated Wed, May 11, 2022.

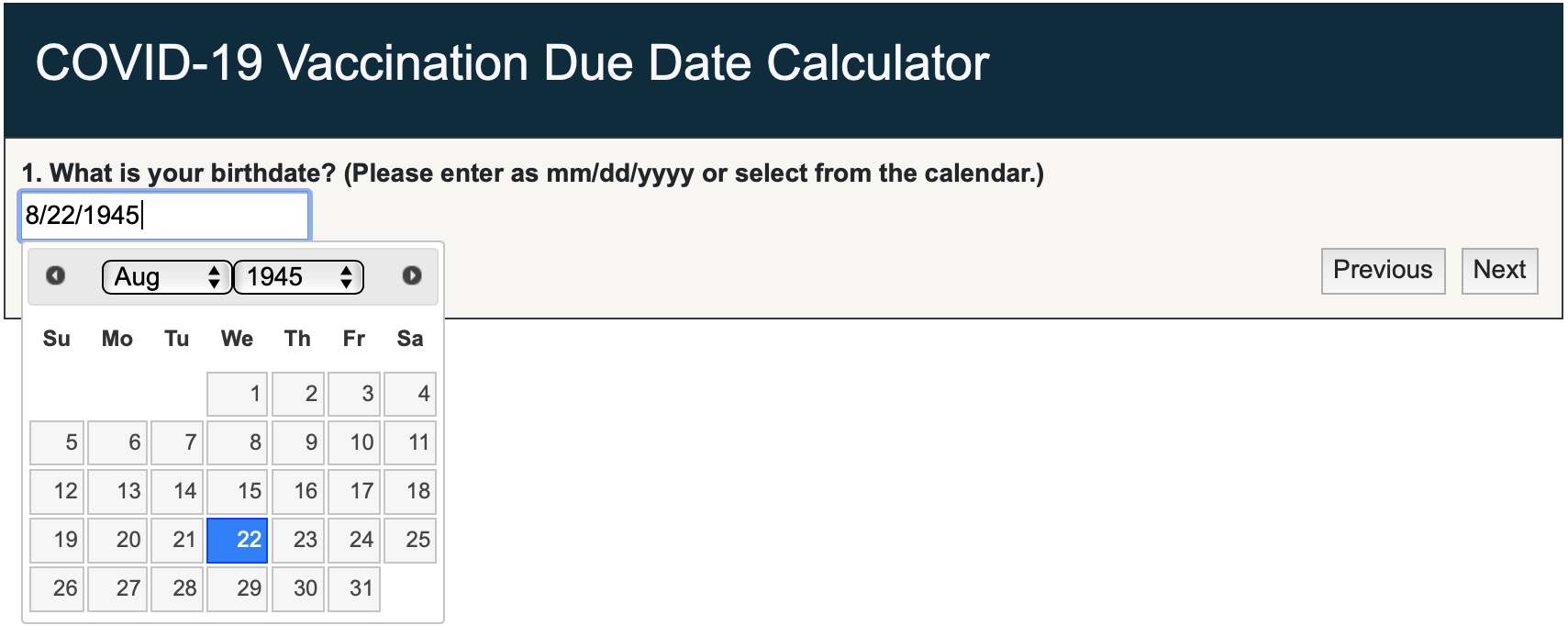
The information contained in this product is not intended to be, nor should it be used as, a substitute for the exercise of professional judgement by a licensed healthcare provider.

This tool does not account for all possible medical situations. The West Virginia state partners who manage this tool have strived to use best efforts to accurately convey immunization recommendations for COVID-19 vaccines, but cannot guarantee whether it is outdated, incomplete, or accurate in all cases.

This tool is to be used as a method **for individuals to simplify and customize complex medical information** in a general way to determine when the user may be due for another shot to stay up to date on COVID-19 vaccination, and it does not constitute, or substitute for, licensed medical practice.

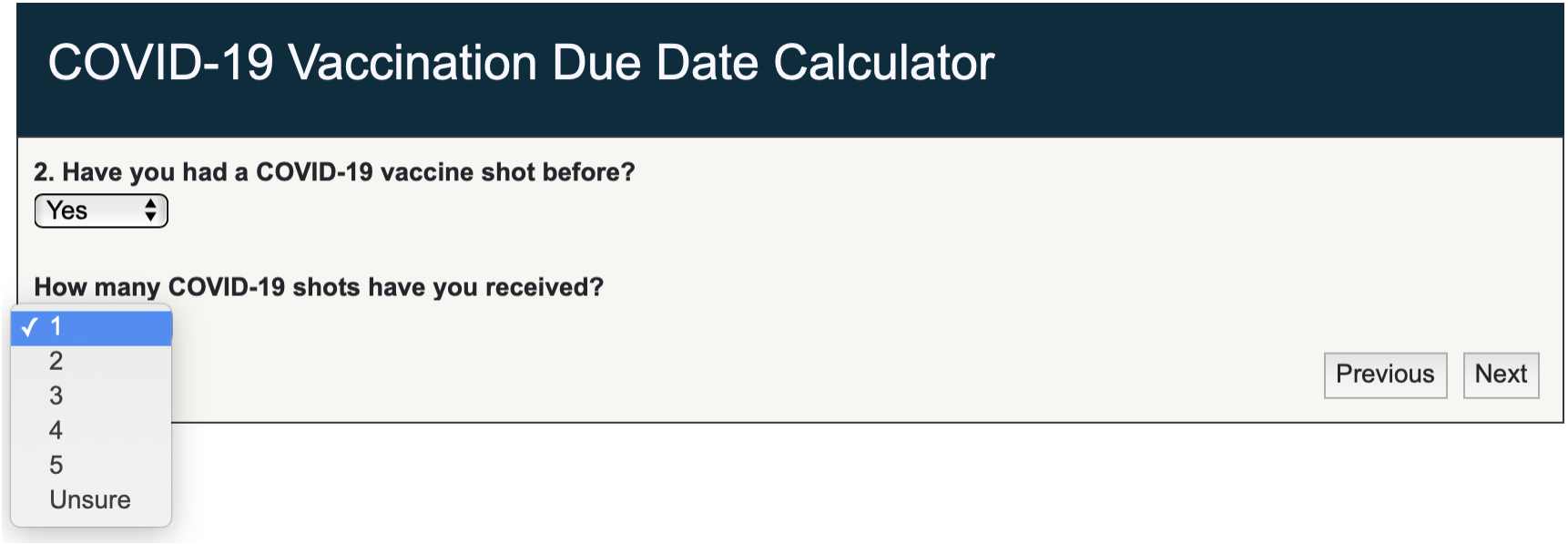
Previous Next

Step 3: Make Selections



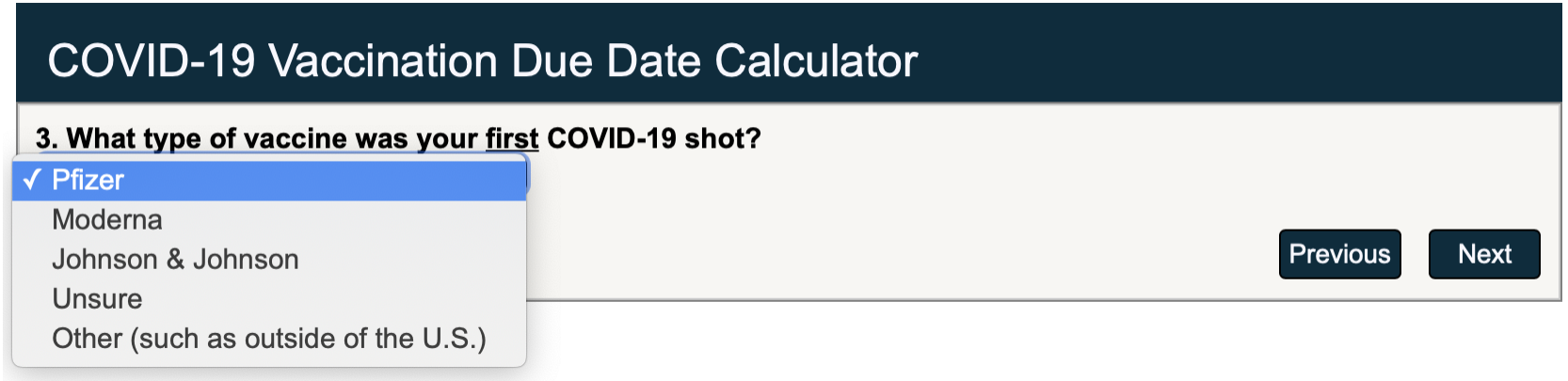
Birthdate

Step 3: Make Selections



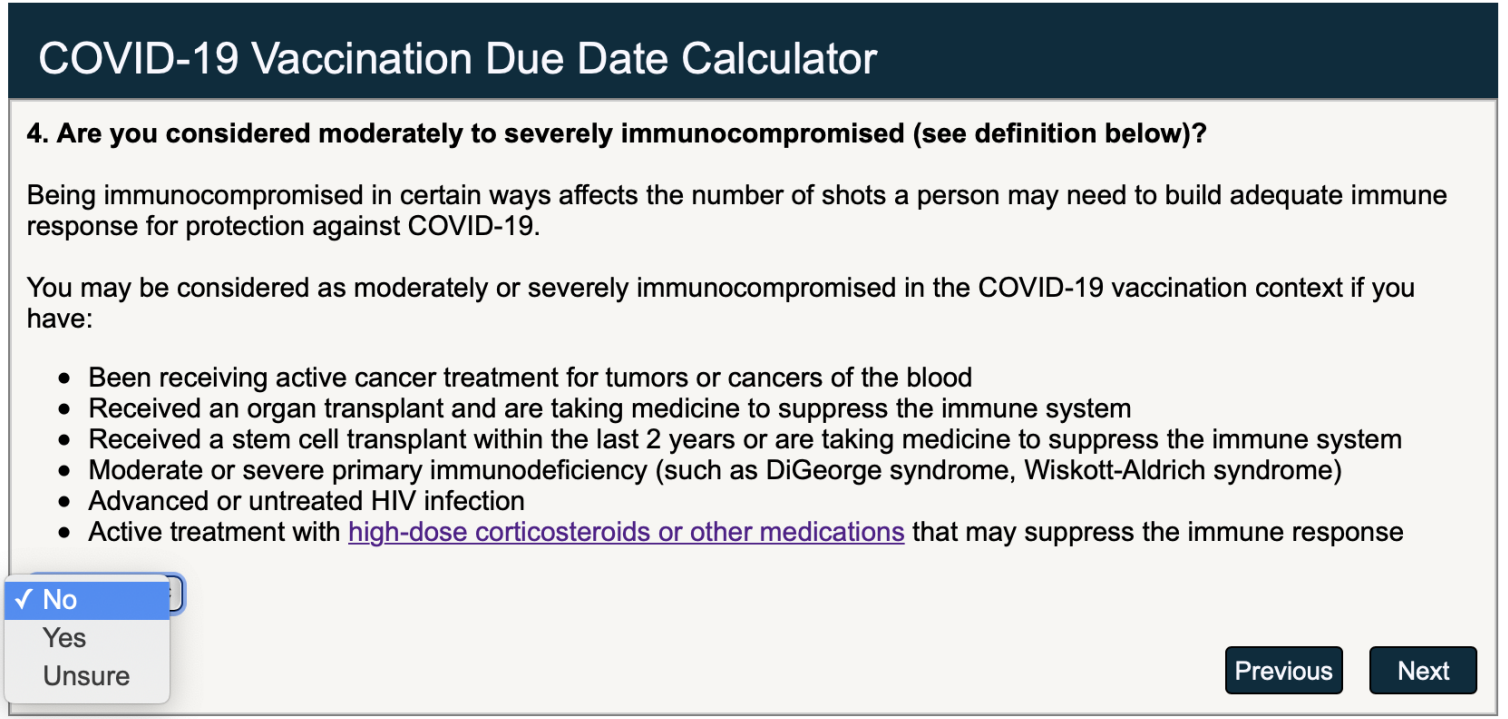
Previous COVID-19 Shots (if any)

Step 3: Make Selections



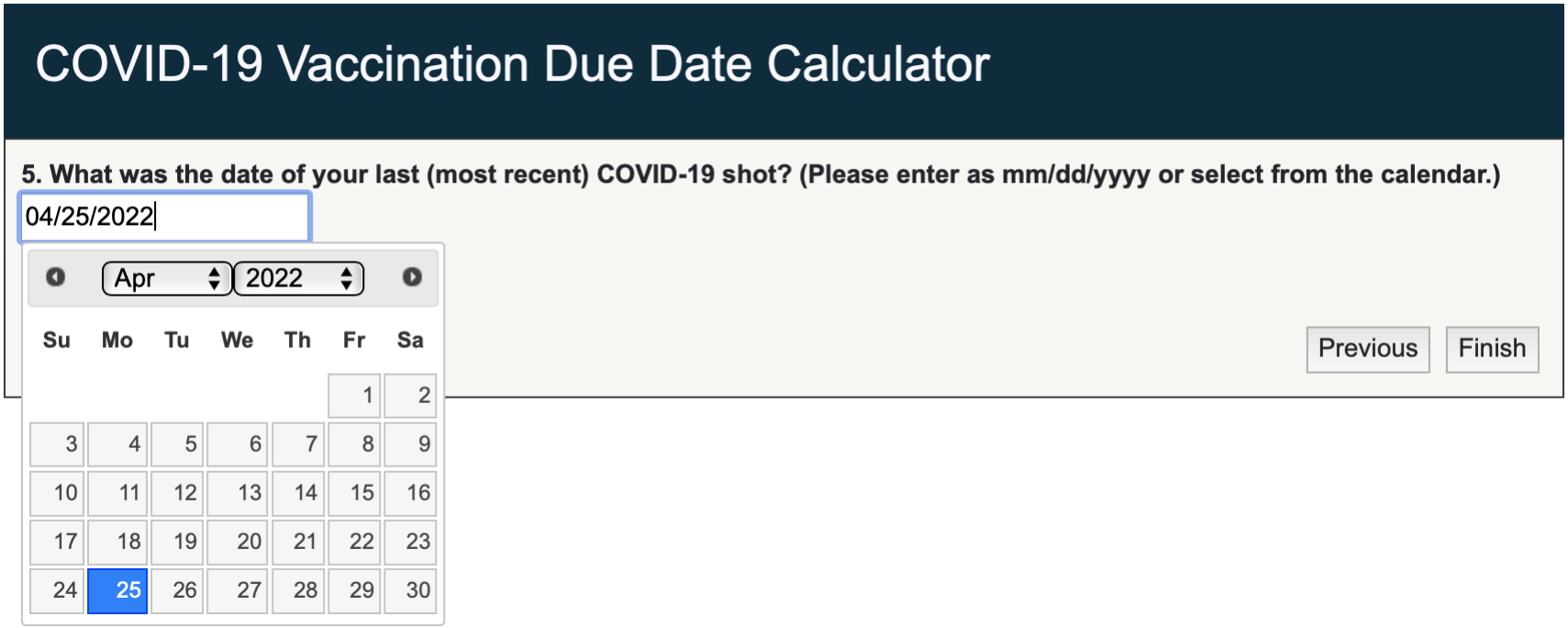
FIRST COVID-19 Vaccine Type

Step 3: Make Selections



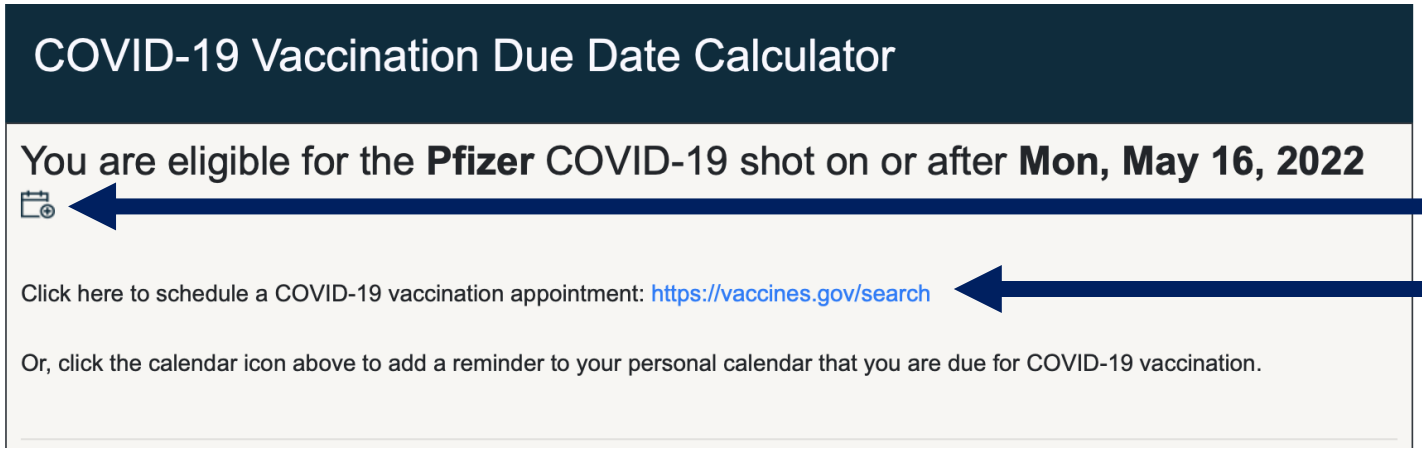
Immunocompromised

Step 3: Make Selections



Most Recent COVID-19 Shot

Done! Get Your Due Date, Type & Stay Up-to-Date

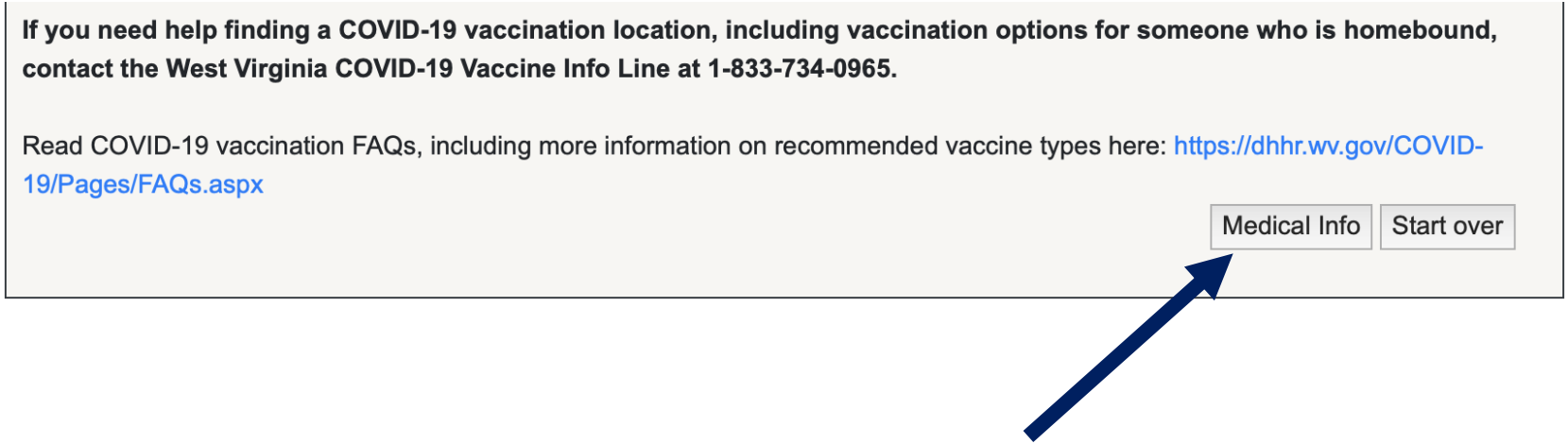


Personal Calendar Reminder

Schedule Vaccination

Find Out When You Become Due for a Shot – and for What Type of COVID-19 Vaccine

BONUS: New “Medical Info” Page for Health Providers (or anybody who wants more in-depth info)



Click this button for a page that provides a summary of entries, clinical considerations & info links

Medical Info (Summary & Clinical Considerations)

COVID-19 Vaccination Due Date Calculator

To return to the previous page to review prior information, schedule a vaccination appointment, or add a vaccination reminder to your personal calendar, please click the browser Back button.

Summary information

- DOB = August, 22, 1945
- First Vaccine Type = Pfizer
- Number of Doses = 2
- Immunocompromised = No
- Most Recent Shot = April, 25, 2022

Date Calculated: Sun, September 25, 2022
Recommended Vaccine Type: Any available (mRNA rec

See below for vaccination schedule table and links r
type of COVID-19 vaccines.

COVID-19 vaccination schedule for people who are not moderately or severely immunocompromised*

Primary series vaccine manufacturer	Age group	Number of doses in primary series	Number of booster doses	Interval between 1st and 2nd primary doses	Interval between primary series and booster dose
Pfizer-BioNTech	5–11 years	2	1†	3 weeks	At least 5 months†
Pfizer-BioNTech	12 years and older	2	1†	3-8 weeks‡	At least 5 months†
Moderna	18 years and older	2	1†	4-8 weeks‡	At least 5 months†
Janssen	18 years and older	1	1†	NA	At least 2

†All people ages 5 years and older should receive 1 booster dose of a COVID-19 vaccine. Some adults may receive a s
dose:

- Adults ages 18-49 years: Those who received Janssen COVID-19 Vaccine as both their primary series dose and b
may receive an mRNA COVID-19 booster dose at least 4 months after the Janssen booster dose.

LINKS/RESOURCES:

For a calendar view, scroll down here (and scroll down even further for the schedule for those who are moderately or severely immunocompromised): https://bit.ly/C19CDCcalview

For more detailed information about the immunization schedule and dosing, go here: https://bit.ly/C19CDCSchedDosing

For summary clinical considerations, go here: https://bit.ly/C19CDCSummaryConsid

For the full Interim Clinical Considerations for Use of COVID-19 Vaccines Currently Approved or Authorized in the United States, go here: https://bit.ly/C19cdcClinicalConsiderations

Read COVID-19 vaccination FAQs in WV here: https://bit.ly/C19VaxFAQ

For more information about COVID-19 shots in West Virginia, visit https://vaccinate.wv.gov

FDA FACT SHEETS:

Pfizer (Comirnaty and Pfizer-BioNTech COVID-19 Vaccine) Fact Sheets: Click Here

Moderna (Spikevax and Moderna COVID-19 Vaccine) Fact Sheets: Click Here

J&J (Janssen/Johnson & Johnson COVID-19 Vaccine) Fact Sheets: Click Here

Start over

Best practices for vaccine communication

What to avoid…

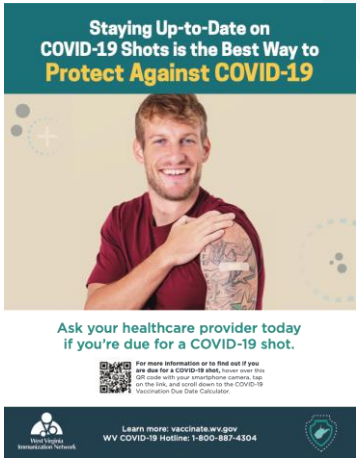
- Do not repeat rumors or misinformation
- In responding, if the negative is false, the positive is true – frame positively
- Use “Yes, and…” (rather than “but”)
- No overt persuasion, or even the perception of it – just the fact
- No fear, guilt, shame appeals (not a hint of judgement)

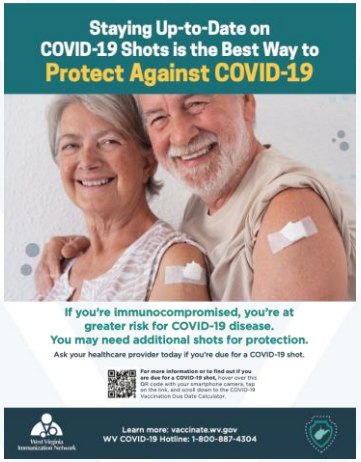
Best practices for vaccine communication

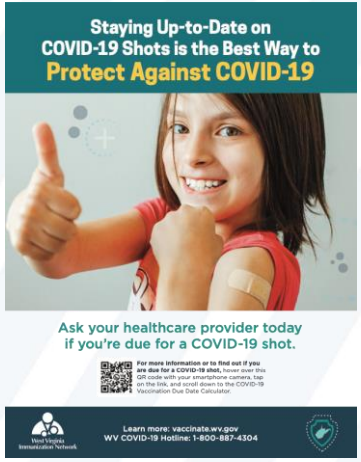
What to focus on!

- Start from a place of empathy and understanding
  - Listen and respond to patient questions
- Enhance confidence in vaccine **safety**
- Know that it may take more than a single conversation
- Give your **strong recommendation**
  - Showcase motivating benefits
  - Remove barriers or perceived barriers
- Wrap-up conversation with openness and a call-to-action
  - Underscore hope, optimism, trust, and confidence

Sneak Peek of COVID-19 Vaccine Provider Toolkit (here today!)







Thank you!

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