

Engaging parents to advocate for immunizations : Results from an evaluation of the Immunity Community program



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WithinReach



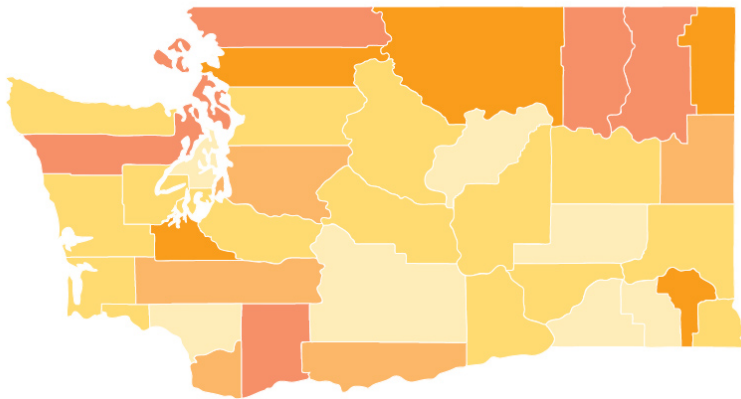
Presenting author: Clarissa Hsu, PhD, Assistant Investigators, Kaiser Permanente Washington Health Research Institute (KPWHRI)

Co-authors: Jennie Schoeppe, MPH Research Associate, KPWHRI, Mackenzie Melton, MPH, Immunization Project Coordinator, WithinReach

Background and program description

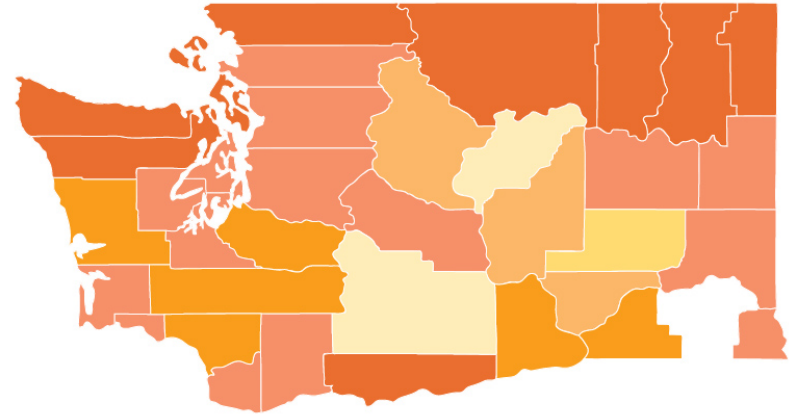
The problem – vaccine hesitancy

1999



<2% 2–2.9% 3–3.9% 4–4.9% 5–5.9% >10%

2010–2011



<2% 2–2.9% 3–3.9% 4–4.9% 5–9.9% >10%

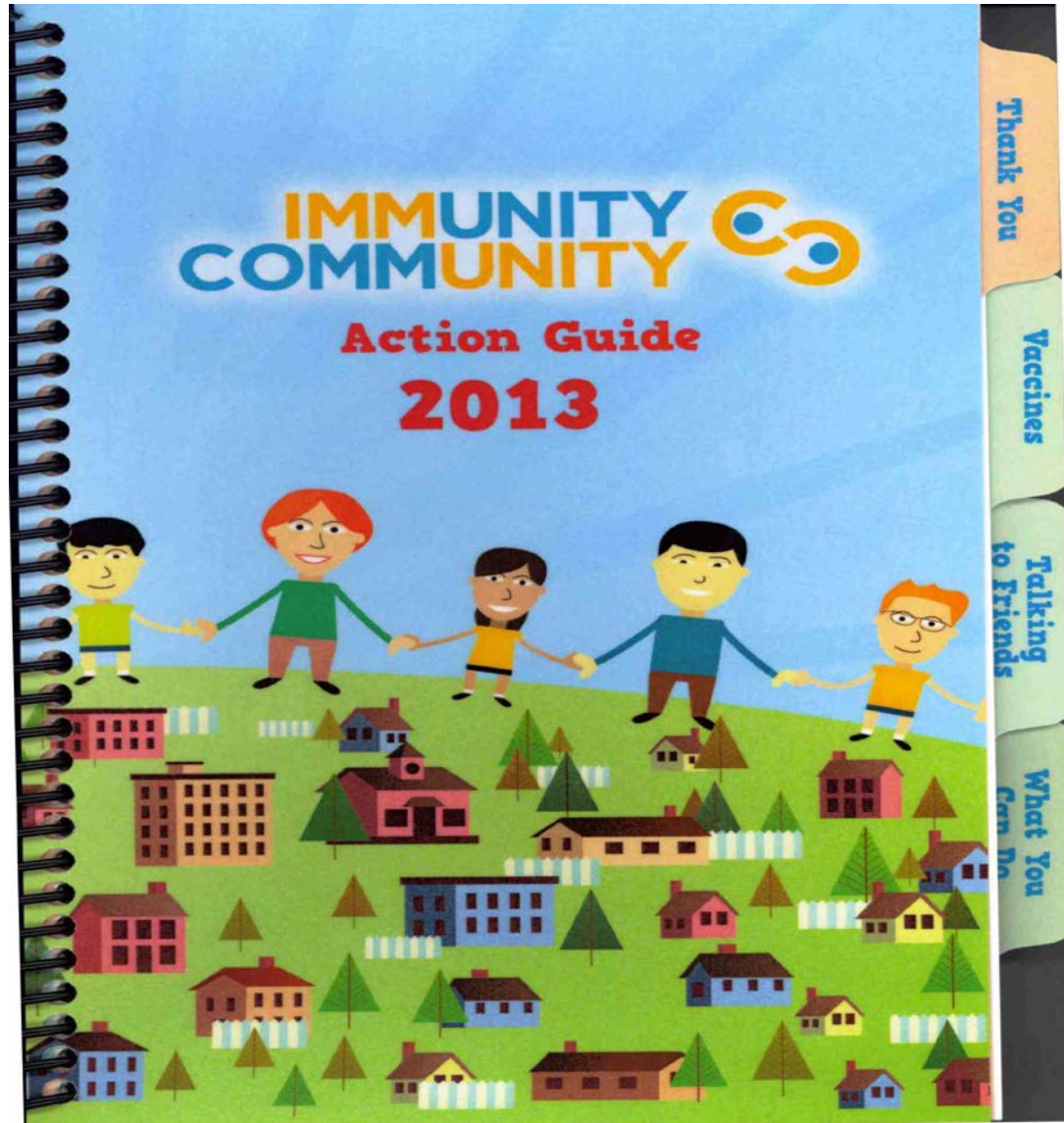
Immunity Community brand & logo



[www. immunitycommunitywa.org](http://www.immunitycommunitywa.org)

bc dc ideas

Parent Action Guide



Viral images



Evaluation findings

Evaluation activities

Observation & document review

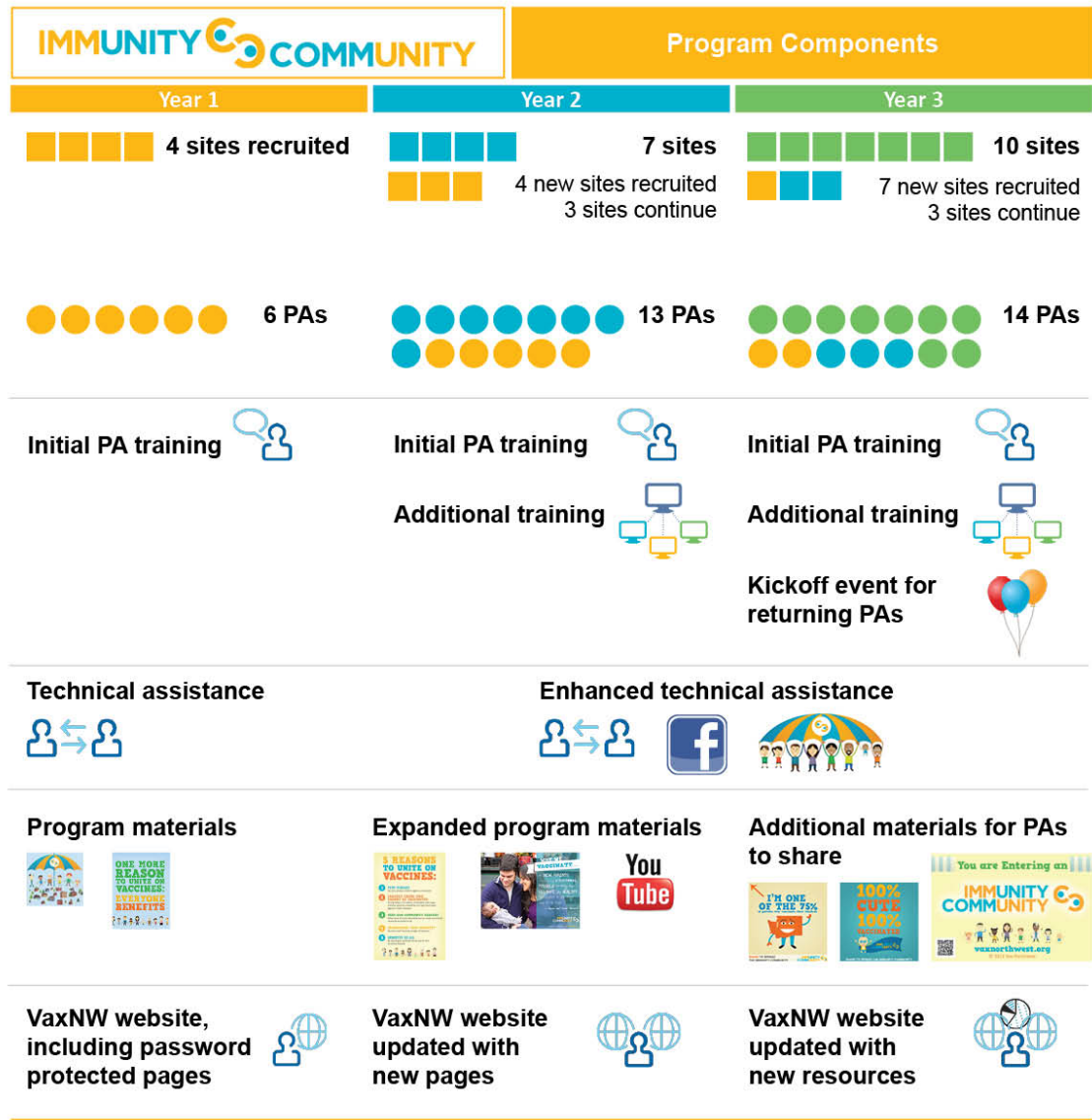
Activity & media tracking

Parent survey

Key informant interviews

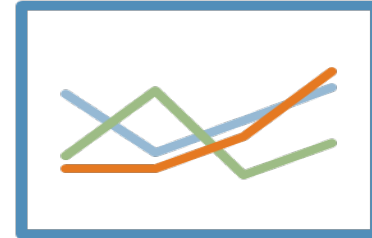
Parent focus groups

Successful implementation & expansion



Parent advocates take action to raise awareness

Sites monitor
vaccination rates



Educate parents

Generate
conversation via
social media





17 conversations



11 emails



2 events



11 dissemination of IC materials



5 meetings



30 planning activities



11 social media posts



Parental attitudes more supportive of vaccination

Percent agreeing or strongly agreeing with statement

I am concerned about other parents not vaccinating their child(ren)



Vaccines are given to children when they are too young



Individual people are responsible for choosing whether or not to vaccinate their child(ren)



Average rating

(1=not confident/concerned, 10=extremely confident/concerned)

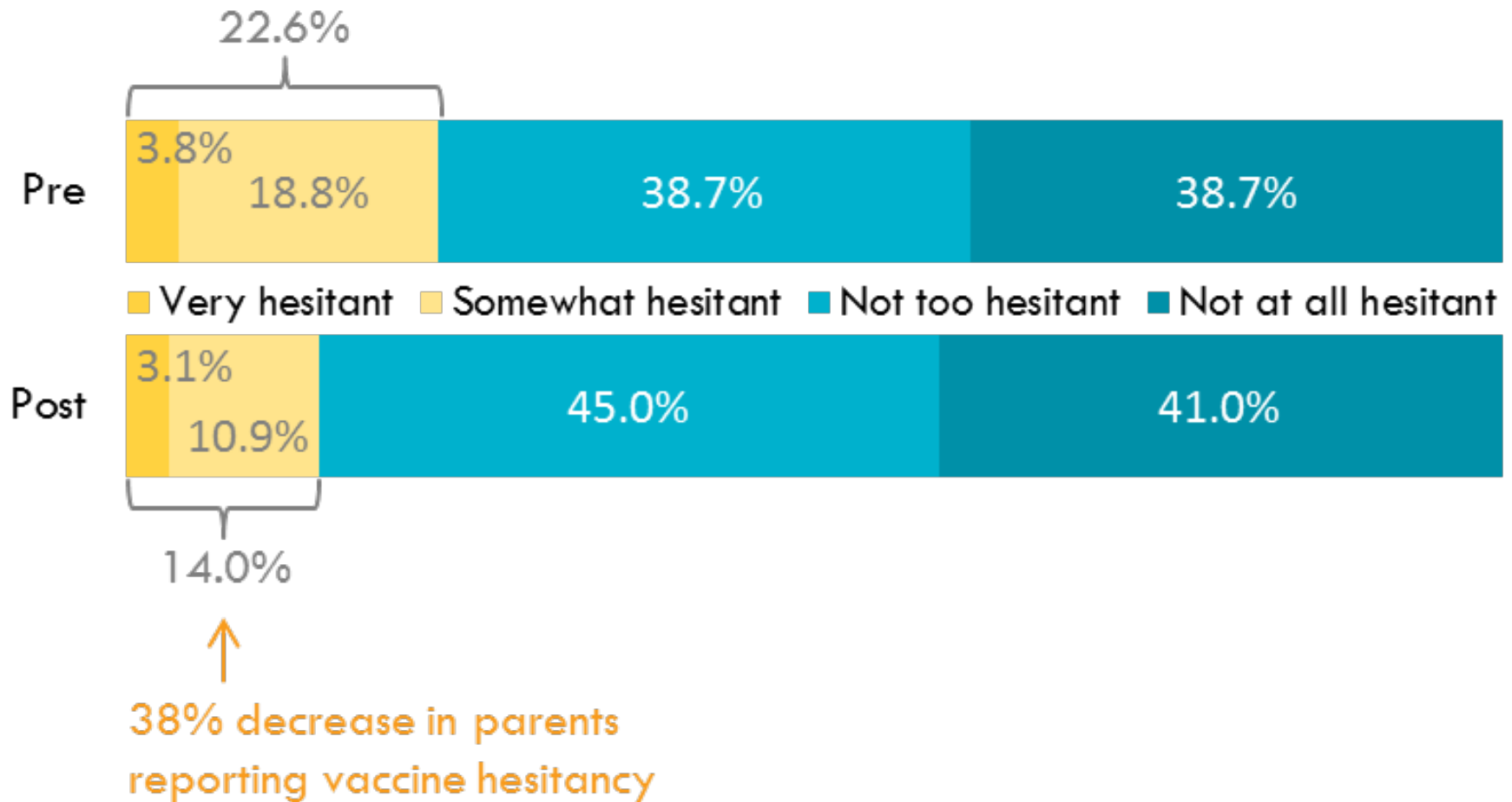
How confident are you that vaccinating your child is a good decision?



How concerned are you about the safety of vaccines?



Parental attitudes more supportive of vaccination



Messages reach community at large



TIME



Family Matters
By Bonnie Rochman

VACCINES

How Social Networks Influence Parents' Decision to Vaccinate

A small group of parent advocates is mobilizing "gentle propaganda" against vaccine naysayers

By Bonnie Rochman @brochman | April 15, 2013 | 0

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At her son's preschool near Seattle, Robin Haight is a foot soldier in the vaccine wars. She arranged for a pediatrician to speak about vaccines at the home of a school parent. She put up posters — she calls them “gentle propaganda” — that touted the importance of immunization in stopping the spread of disease. Her husband helped create a spreadsheet to track which children at the school are missing which vaccinations.

Some parents have said that Haight's provaccination message has no place at preschool, that it's disrespectful and patronizing, that the decision to vaccinate a child is nobody else's business. One mother got so emotional that she broke out in hives. But Haight thinks a conversation is critical, and the latest research published in the journal *Pediatrics* backs her up.

“I'm just trying to let people know that if you don't vaccinate your children, it might affect other children's health,” says Haight. “It directly affects a community of young children. How do we not talk about this?”

(MORE: Jenny McCarthy, Vaccine Expert? A Quarter of Parents Trust Celebrities)



Getty Images / Getty Images

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Parents Wary of Childhood Vaccines? Here's How to Persuade Them

Vaccines: They're Not Just for Kids (But Too Few U.S. Adults Are Getting Immunized)



Policy change with state-level impact



Community-level
policy change

OPEP (Organization of Parent Education Programs) adopted changes to risk management manual → Potential to impact 10,000 Washington state families

Lessons learned

Success factors

Organizational/
leadership support

Strong TA and
support from
program staff:
responsiveness,
resources and
materials

Site with culture of
active, engaged
parents



Challenges

Recruitment

Implementation

Replication &
sustainability



Acknowledgements

Program participants: Parent Advocates, site representatives, Vax Northwest representatives

Co-author/Program coordinator: Mackenzie Melton, MPH, Immunization Project Coordinator WithinReach

Group Health Foundation

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This report is based on research funded in part by the Group Health Foundation and the Bill & Melinda Gates Foundation.

The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation.

