TUESDAY, DECEMBER 8, 2015:
Equipping Pharmacists for Difficult Immunization Questions
WELCOME

Anthony Pudlo, PharmD, MBA, BCACP
Vice President, Professional Affairs
Iowa Pharmacy Association
Lori Parsons, MSN, RN
Executive Director
Iowa Immunization Coalition
Vaccine Hesitancy and Refusals in Iowa: What can you do?

Lori Parsons MSN, RN
Executive Director
Iowa Immunization Coalition
Why are we seeing vaccine hesitancy?

- Andrew Wakefield
- Dr. Sears
- Jenny McCarthy
- Radio Announcers
- TV personalities
- Chiropractors
- Clean Living
- National Vaccine Information Center
National Vaccine Injury Compensation Program

- Formed in 1988 so patients could have a means for determining if a vaccine caused an injury.
- Provides an injury list with specific illnesses associated with specific timeframes of injury.
- Provides a structure and ultimately a cap on claims being made against vaccine manufacturers
- Funded by every dose of vaccine sold
- HRSA manages the fund
Parental Delay or Refusal of Vaccine Doses, Childhood Coverage at 24 Months of Age, and the Health Belief Model (Public Health Rep., 2011; 126(Suppl 2): 135-146.

<table>
<thead>
<tr>
<th>Reasons for delaying/refusing</th>
<th>Only delayed</th>
<th>Only refused</th>
<th>Delayed and refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illness of their child</td>
<td>59.3 (±3.5)</td>
<td>30.1 (±7.1)</td>
<td>45.9 (±7.0)</td>
</tr>
<tr>
<td>Convenience</td>
<td>15.9 (±2.9)</td>
<td>10.7 (±4.6)</td>
<td>15.7 (±6.1)</td>
</tr>
<tr>
<td>Missed appointment</td>
<td>15.2 (±2.9)</td>
<td>2.7 (±1.3)</td>
<td>10.2 (±5.1)</td>
</tr>
<tr>
<td>Transportation problem</td>
<td>9.4 (±2.4)</td>
<td>1.7 (±1.4)</td>
<td>4.6 (±3.4)</td>
</tr>
<tr>
<td>Cost</td>
<td>9.3 (±2.0)</td>
<td>8.8 (±4.9)</td>
<td>9.0 (±3.4)</td>
</tr>
<tr>
<td>Too many shots</td>
<td>22.9 (±3.1)</td>
<td>44.7 (±7.3)</td>
<td>78.4 (±5.0)</td>
</tr>
<tr>
<td>Autism</td>
<td>20.4 (±2.8)</td>
<td>50.8 (±7.2)</td>
<td>57.1 (±6.8)</td>
</tr>
<tr>
<td>Vaccine effectiveness</td>
<td>17.2 (±2.6)</td>
<td>52.8 (±7.2)</td>
<td>58.7 (±6.8)</td>
</tr>
<tr>
<td>Vaccine side effects</td>
<td>17.0 (±2.6)</td>
<td>53.2 (±7.2)</td>
<td>66.5 (±6.3)</td>
</tr>
<tr>
<td>Heard or read bad things</td>
<td>19.5 (±2.8)</td>
<td>38.3 (±7.0)</td>
<td>47.0 (±7.1)</td>
</tr>
<tr>
<td>Other</td>
<td>15.0 (±2.5)</td>
<td>18.5 (±5.2)</td>
<td>26.8 (±6.3)</td>
</tr>
</tbody>
</table>
What’s going on in the Midwest?

- 19-35 months National Immunization Survey (CDC, 2015)
  - Iowa 71.3%
  - Nebraska 80.2%
  - South Dakota 76.3%
  - Minnesota 70.5%
<table>
<thead>
<tr>
<th>Vaccine</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tdap</td>
<td>86.0</td>
<td>87.6</td>
</tr>
<tr>
<td>MenACY (1 dose)</td>
<td>77.0</td>
<td>79.3</td>
</tr>
<tr>
<td>HPV Female</td>
<td>37.6</td>
<td>39.7</td>
</tr>
<tr>
<td>HPV Male</td>
<td>13.9</td>
<td>21.6</td>
</tr>
<tr>
<td>MMR</td>
<td>91.8</td>
<td>90.7</td>
</tr>
<tr>
<td>Hep B</td>
<td>91.3</td>
<td>91.4</td>
</tr>
<tr>
<td>Varicella</td>
<td>76.8</td>
<td>82.7</td>
</tr>
</tbody>
</table>
Making the Case for Vaccines: A new model for talking to parents about vaccines
Alison Singer, Autism Science Foundation

4-step Framework for Communicating Science: Making the CASE for Vaccines
Corroborate

Acknowledge the parents’ concern and find some point on which you can agree. Set the tone for a respectful, successful talk.
About Me

Briefly describe what you have done to build your knowledge base and expertise
Science

Provide what the science says
Explain/Advise

Give your advice to the patient/parent, based on the science.
Expand Opportunities to be involved in community efforts
Conclusion

Advocate!
Thank you

info@immunizeiowa.org
515.249.0853
www.immunizeiowa.org