



Making the connections Washington families need to be healthy.

THE IMMUNITY COMMUNITY: A COMMUNITY BASED STRATEGY FOR ADDRESSING VACCINE HESITANCY



Mackenzie Melton, MPH

January 30, 2018

Immunization Rates in WA: 2016-17

- **5.3%** of kindergarteners are exempt from one or more vaccines. This has decreased from 7.6%, but has flat-lined in the last four years.
- **8.2%** of kindergarteners are out of compliance, and this number has been increasing.
- **75.7%** of 3-year-olds are up to date.

About



- Partnership founded in 2008
 - Exceptionally high exemption rates
 - Needed creative, nimble strategies
 - Needed robust, well-evaluated research evidence
 - 2 major projects to date
- Partners include:
 - WithinReach
 - WA State DOH
 - Kaiser Permanente WA
 - WA Chapter of American Academy of Pediatrics
 - BestStart WA
 - Seattle Children's Hospital



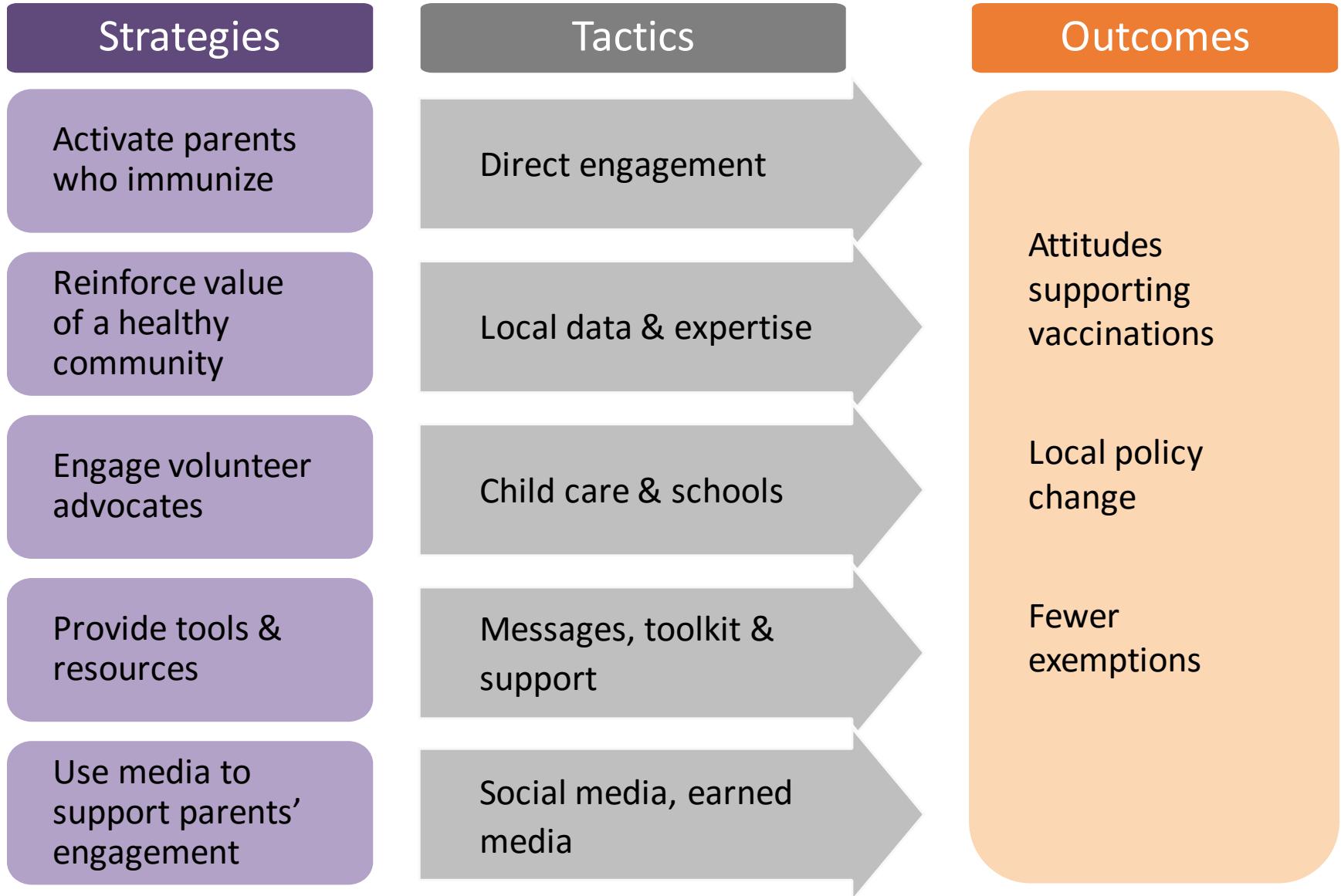
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Communities can influence vaccine hesitancy

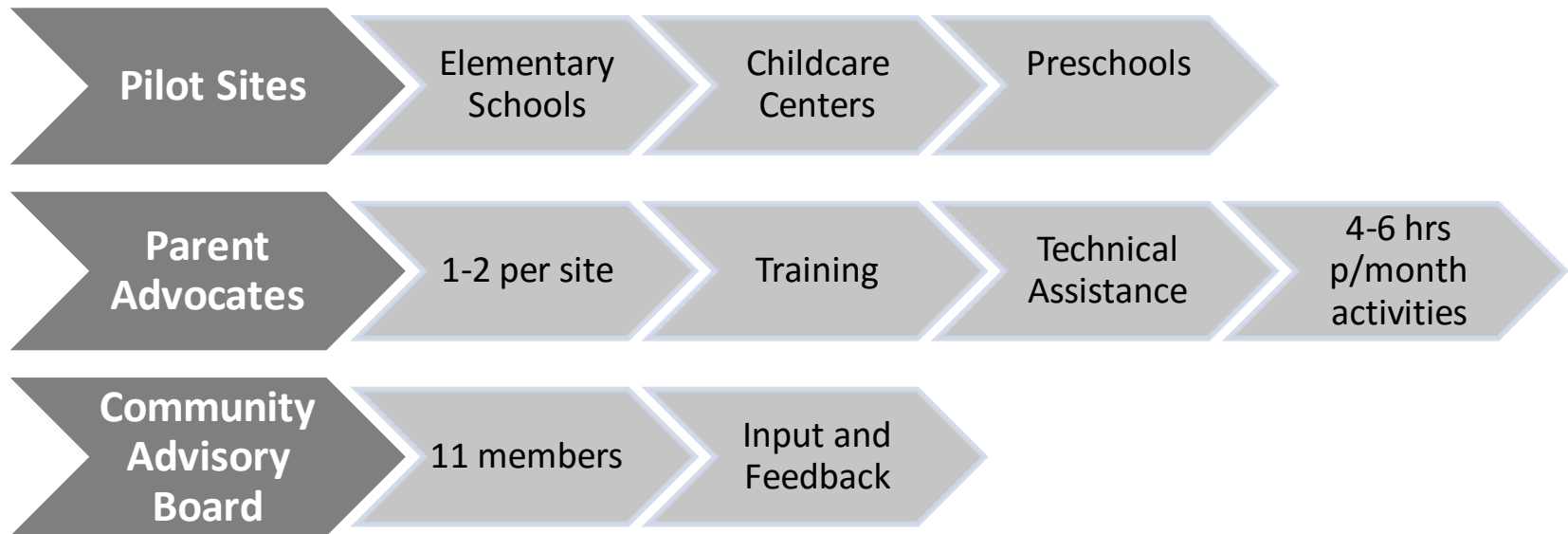
- Parents want to do what's best for their child.
- Parents gather information & form opinions through social networks.
- Most parents immunize their children.
- The voice of immunizing parents is unheard.
- Immunizing parents understand & recognize the value of a healthy community.
- When given compelling information, immunizing parents become activated!

Community Intervention



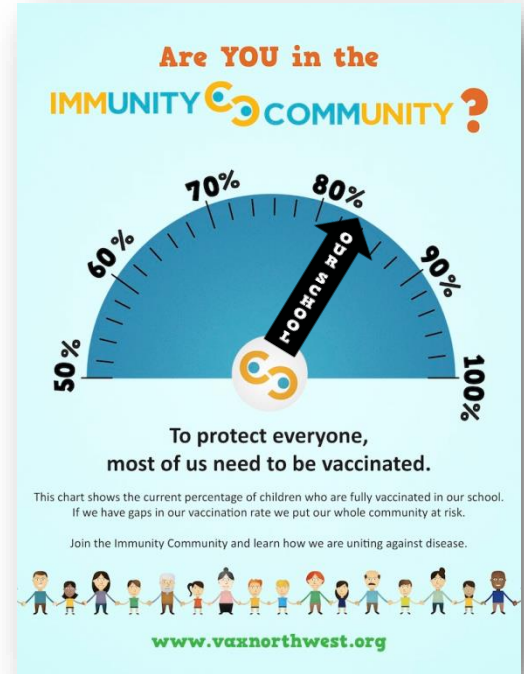
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Tools and Tactics

- Training & Technical Assistance
- Communications
- Materials





17 conversations



11 emails



2 events



11 dissemination of IC materials



5 meetings



30 planning activities



11 social media posts



Evaluation Aims

- Document the specific details of the intervention to facilitate the spread of the intervention
- Provide formative feedback for continuous improvement in each phase of the pilot
- Gather evidence that the intervention contributed to the desired outcomes
- Identify best practices and factors that contribute to successful implementation

Intended intervention outcomes (logic model)

Short term

Recruit/train sites and parent advocates

Sites take action to increase awareness

Parents more aware of immunization issues

Campaign messages reach community at large

Intermediate

Attitudes supporting vaccinations

Changed behaviors: Decreased refusal/delay, fewer exemptions

Local policy change: community level

Long term

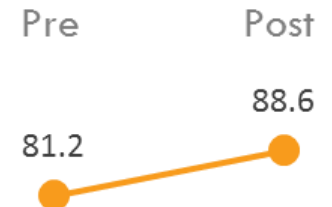
Improved immunization rates in targeted communities

Hesitancy not a major contributor for those not immunizing

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?



Successes & Lessons Learned:

- Success factors included:
 - Support from leadership and staff at sites
 - Responsive technical assistance from program staff
 - Having sites where parents are actively engaged in a shared community
- This intervention was resource intensive and we need to work to create a sustainable, low-cost model



NEWS AND FEATURES

When Science Won't Ease Vaccination Fears, This Washington Mom's Promising Method Just Might

A study reveals a possible community-based solution to the vaccine hesitancy conundrum.

BY MARIA DOLAN | FROM THE PRINT EDITION | NOVEMBER 2017

Facebook Twitter LinkedIn YouTube Health



Where Are We Now?

TIME Why Vaccine Skeptics Respond Better to Information Than Shaming



Getty Images

By ALEXANDRA SIFFERLIN April 17, 2017

TIME Health For more, visit TIME Health.

The majority of kids in the U.S. are vaccinated against infectious diseases. However, in recent years, some communities have seen drops in vaccine rates, causing pockets of outbreaks of serious diseases like the measles and mumps—outbreaks that could be

Results published in Health Promotion Practice journal

Hesitancy focus groups

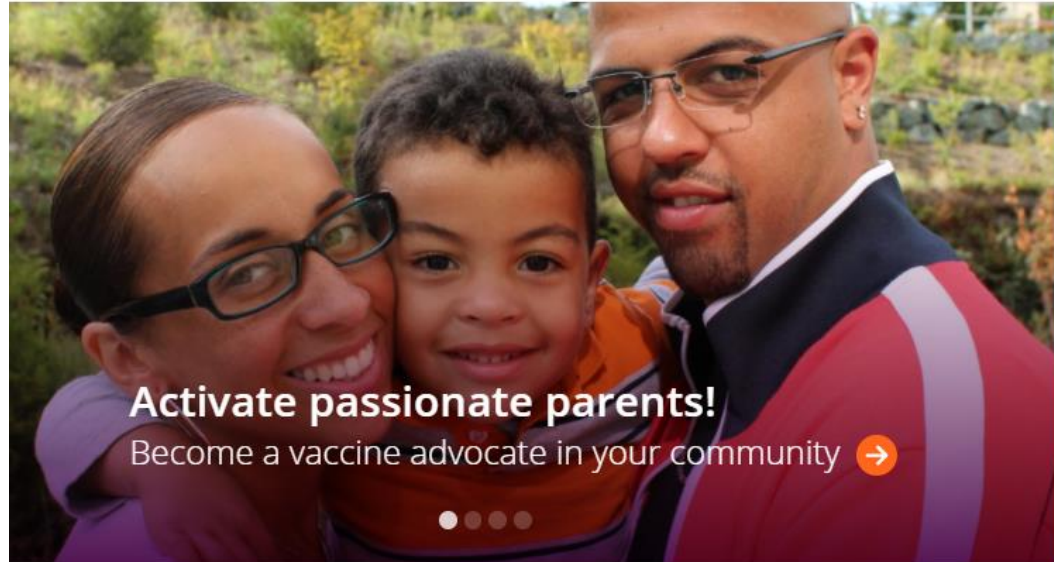
Prenatal hesitancy project(s)

Immunity Community website

ImmunityCommunityWA.org



ACTIVATE | EDUCATE | ENGAGE | PROTECT | NEWS | ABOUT



Activate passionate parents!
Become a vaccine advocate in your community →

Get vaccinated
Find a clinic near you

[FIND CLINIC](#)

Find your school's immunization rate

[GET RATE](#)



ACTIVATE

Passionate Parents

Are you passionate about keeping your family and community healthy? Check out our road-tested tools you can use to promote immunization in your community.

[LEARN MORE >](#)



EDUCATE

Professionals and the Media

Take a look at our free e-courses, upcoming events, and toolkits for health care workers, schools and more!

[LEARN MORE >](#)



ENGAGE

Community Partners

Learn about WithinReach's work stewarding the Vax Northwest Partnership and the Immunization Action Coalition of Washington.

[LEARN MORE >](#)



PROTECT

Our Community

By vaccinating, we can protect our community from diseases. Learn more about how vaccines keep us healthy and which vaccines you may need!

[LEARN MORE >](#)

THANK YOU!

For More Information:



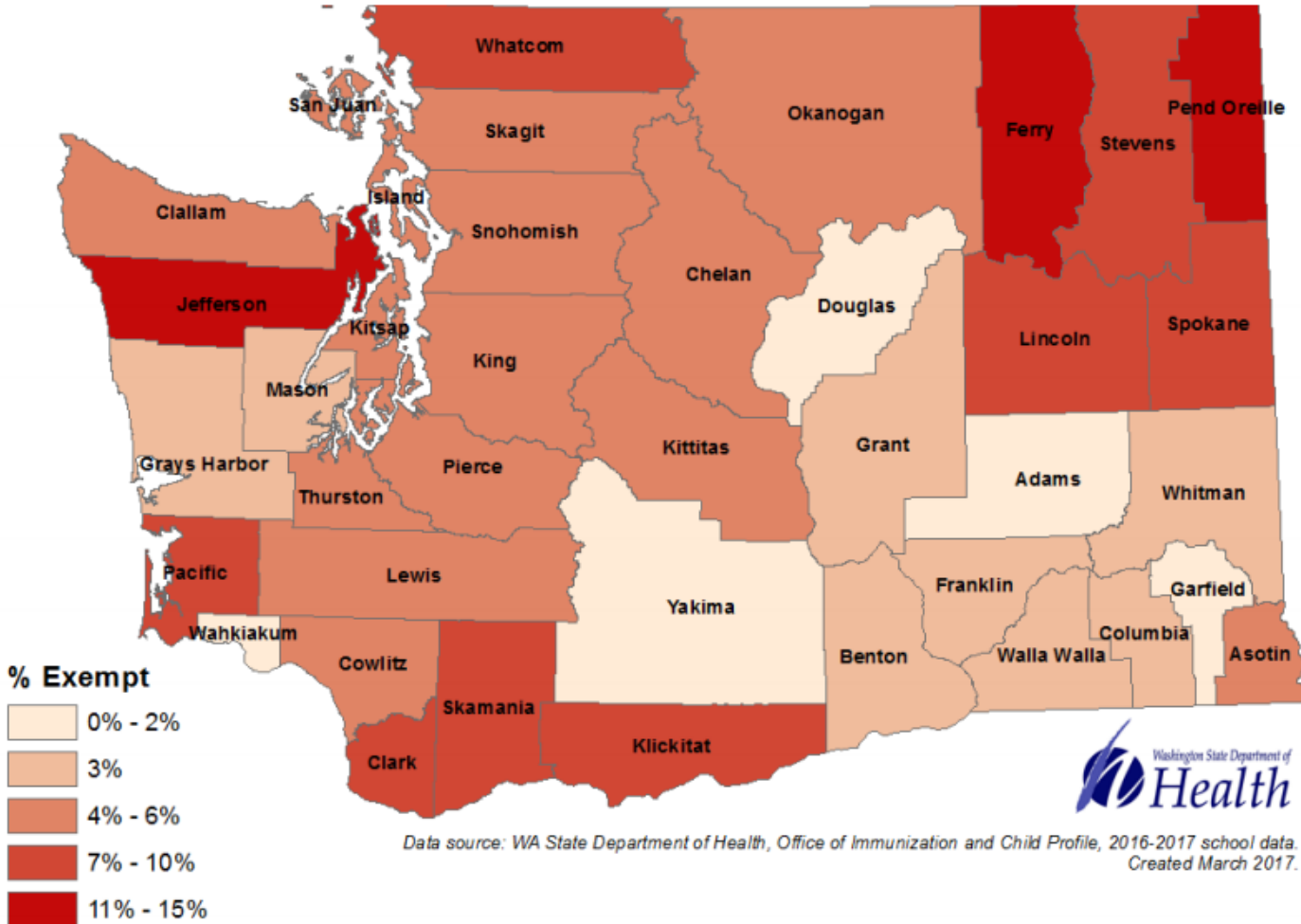
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www.immunitycommunitywa.org

Kindergarten Exemption Rates

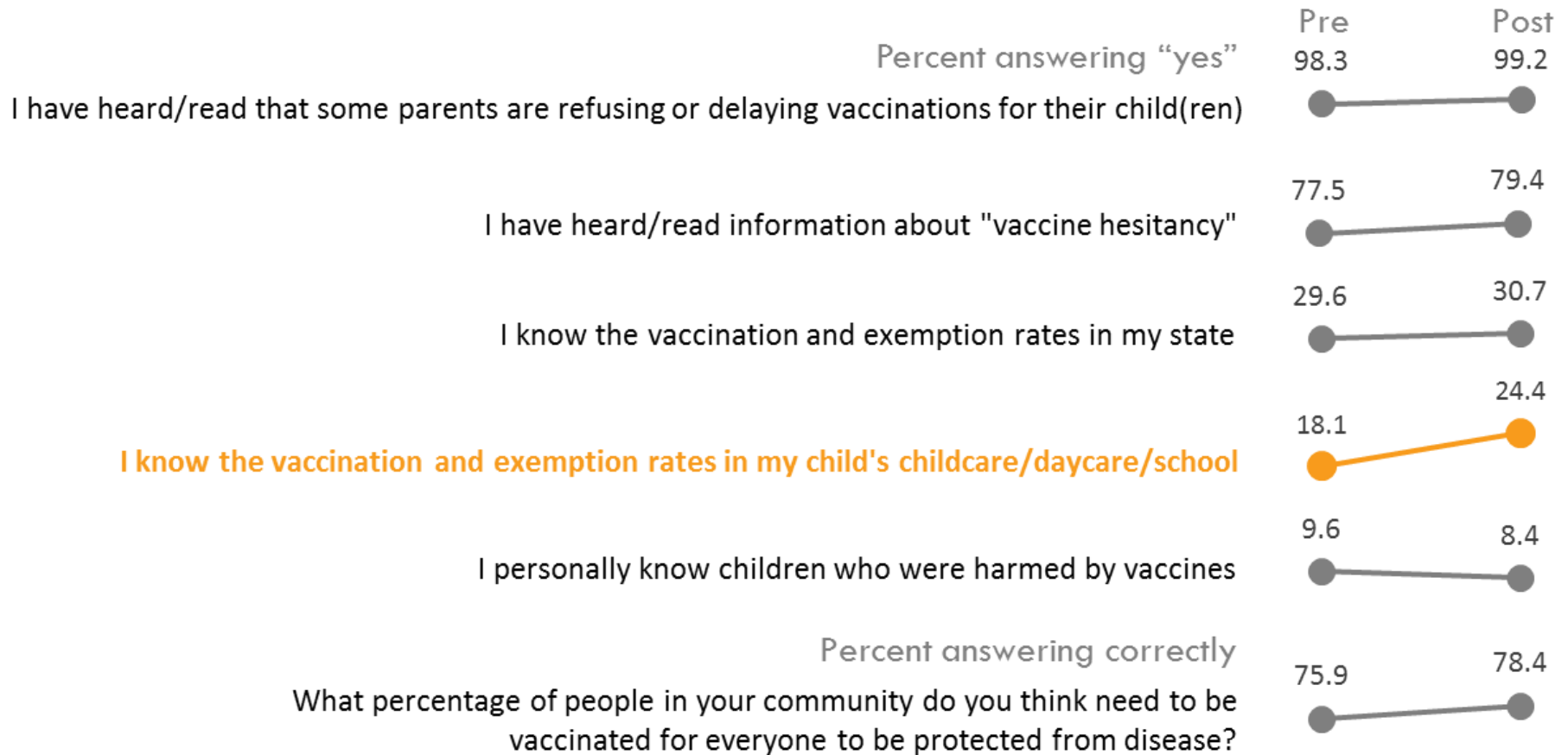
Kindergartners with school immunization exemptions by county Washington, school year 2016-2017



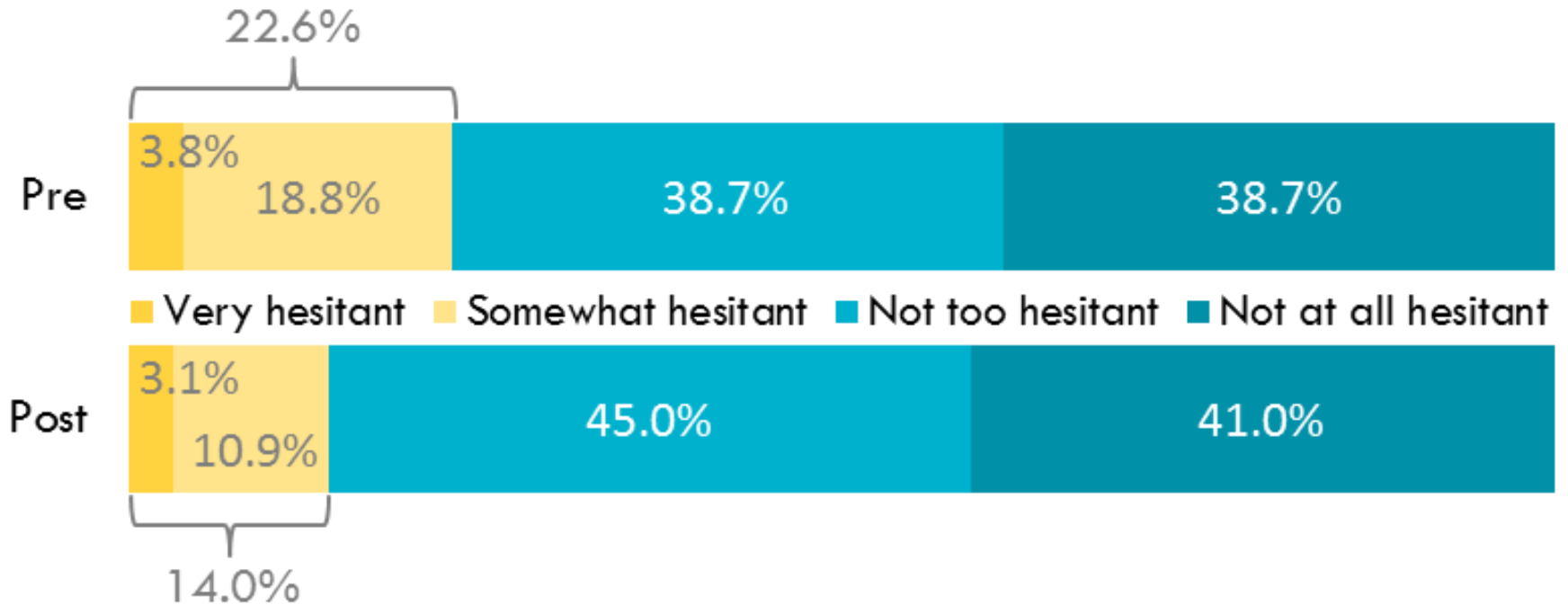
Data source: WA State Department of Health, Office of Immunization and Child Profile, 2016-2017 school data.
Created March 2017.



Parental knowledge of vaccine-related issues increased



Parental attitudes more supportive of vaccination



↑
38% decrease in parents
reporting vaccine hesitancy