

Health Communication

- So what is it you do again?

Vaccine safety misinformation

- In the news
- On the web



**Vaccines and Production
of Negative Genetic
Changes in Humans**

Satanic Rituals

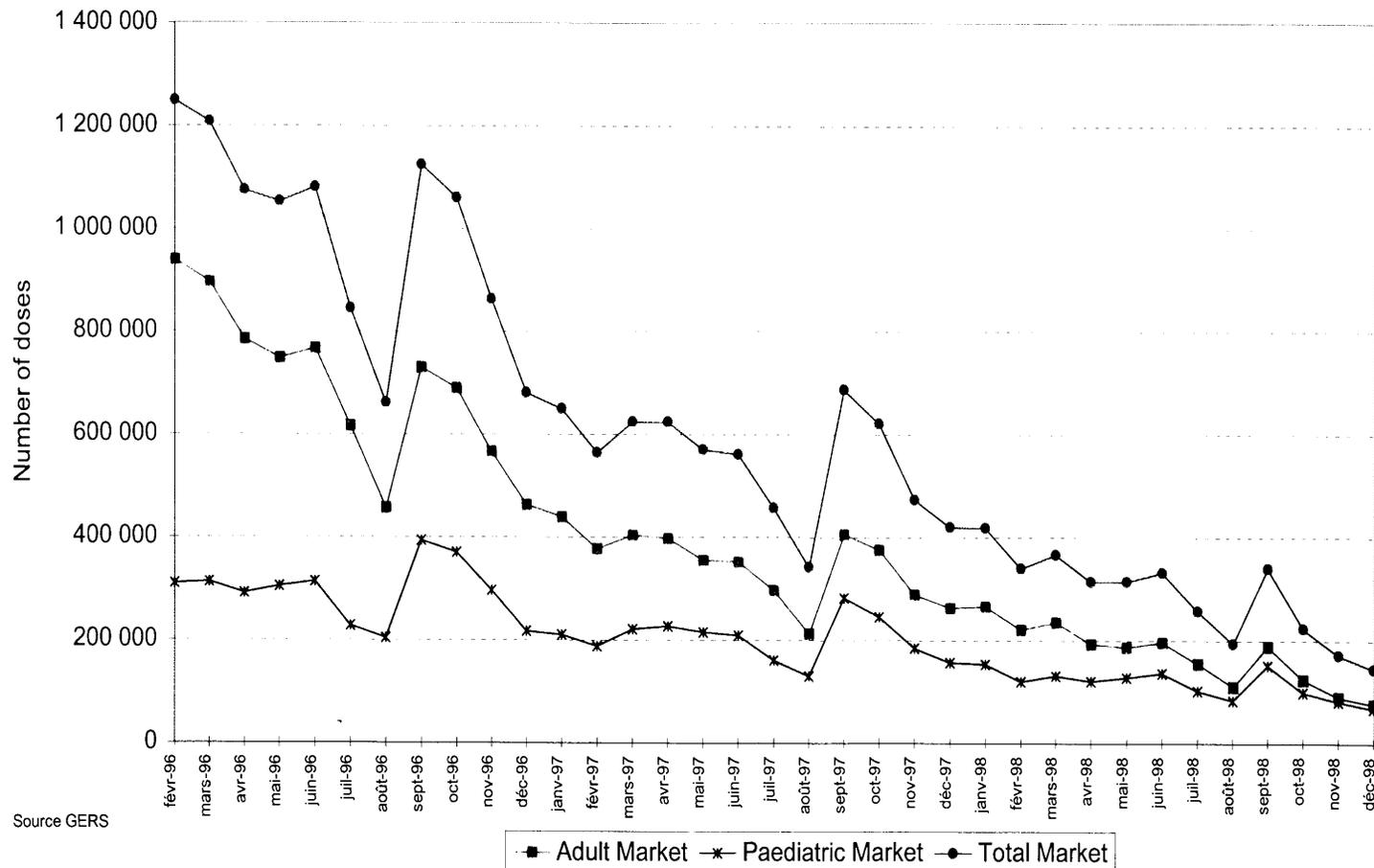
www.909shot.com

**Using Vaccination
to Increase Social
Control**



Does this matter?

HEPATITIS B VACCINES - PRIVATE MARKET
Monthly Sales in Volume



Why does this work?

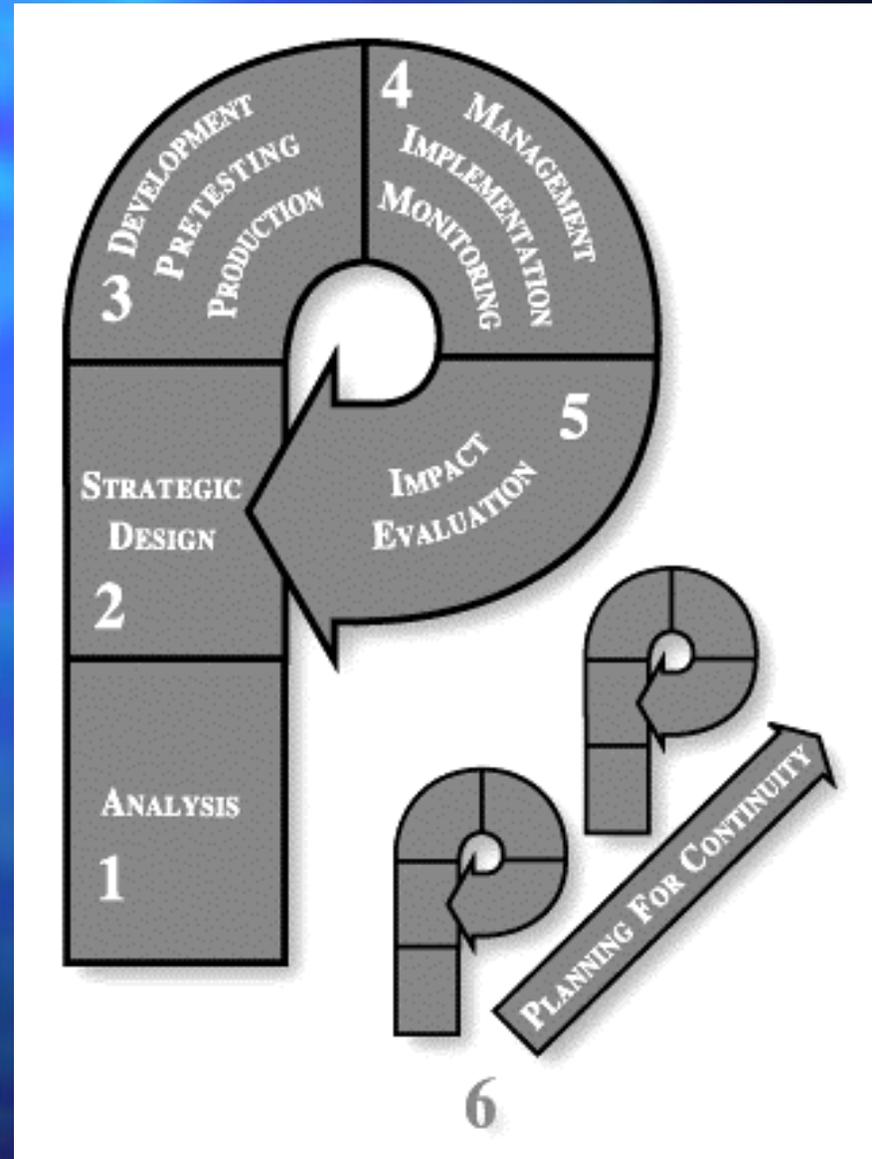
- Long-term vs. short-term perceived risk
- “Emocracy”

Why does this work?

- Whom do Americans of child-bearing age picture when they think of a "scientist"?



What to do?



Three-city study

- Houston, San Jose, and Kansas City
- Focus groups with parents of vaccine-age children
- Survey of providers that see these children and their parents

Two key points

- This is purposely NOT a representative sample: we set out to find parents and their pediatric care providers who were most likely to have thought a lot, based on media stories, about vaccine safety
- We are looking at concerns regarding all childhood vaccines, not only hepatitis vaccines

Locale choice

- Convergence of two analyses
- First: eight-month analysis of media databases to determine which cities received most extensive media coverage on childhood immunization safety

Further geographic targeting

- Second analysis: PRIZM database:
 - ❖ clusters U.S. population into 62 groups based on household composition, mobility, ethnicity, urbanization, and housing
 - ❖ clusters plotted nationwide at block level to characterize and segment the national population

And yet more targeting

■ Simmons Media Survey

- ❖ studies media use habits within the PRIZM database
- ❖ allows for selecting PRIZM clusters with high probability of particular media exposures
- ❖ we used this to identify clusters with higher than average probability of targeted habits

Clusters, meet cities

- Finally, cut clusters with targeted media habits to include only those with higher than average number of children <6
- This left eight clusters
 - ❖ these PRIZM clusters were well-represented in the three cities chosen in first analysis

Focus group recruitment

- All individuals were recruited from within the targeted clusters; screening questions used to ensure this
- Use of different types of clinical practices was an effort to capture concerns arising in a range of venues

Focus groups--basic information

- San Jose
 - ❖ recruited from Kaiser-Permanente immunization clinics
 - ❖ two groups June 20
- Kansas City
 - ❖ recruited from family practice clinics
 - ❖ two groups June 21
- Houston
 - ❖ recruited from primary pediatric care clinics of Texas Children's Medical Center
 - ❖ two groups June 30

Focus group findings

- Immunization safety a comparatively lesser concern
- Belief vaccine-preventable diseases largely eradicated
 - ❖ Leads to greater concern about vaccine “risks” vs. disease risk
 - ❖ But: “liver cancer” prevention resonates

Focus group findings

- Parents hear conflicting information and turn to various sources:
 - ❖ Pediatrician
 - ❖ Internet
 - ❖ Parenting magazines

Physician survey

- Administered in May and June
- 120 physicians total
- Participants:
 - ❖ internal medicine, family practice, pediatrics
 - ❖ all 3 cities
- Methodology
 - ❖ fax distribution with one follow-up and one reminder call
 - ❖ expected response rate 60-70%
 - ❖ responses coming in now

Physicians survey topics

- Discussion of vaccine issues w/patients
- Vaccine safety materials
- Questions fielded on vaccine safety
- Trends in patient vaccine refusal
- Sources of information for physicians on vaccine safety
- How to disseminate vaccine safety information to providers

Next?

- Complete and analyze focus groups
- Complete and analyze survey
- Strategize materials promoting vaccine use and explaining vaccine safety
- National Immunization Survey