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

Using Vaccination to Increase Social Control

www.909shot.com

NATIONAL VACCINE INFORMATION CENTER
Does this matter?

HEPATITIS B VACCINES - PRIVATE MARKET

Monthly Sales in Volume

Number of doses

Source GERS

- Adult Market
- Paediatric Market
- Total Market
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
PRIZM clusters, San Jose
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