

## Tools for Starting the Conversation:

### Be A Hero Tent Card:

This tri-fold tent card can be placed on a check-in desk or in the waiting room area. It is intended to prompt discussion around scheduling an immunization.



Buncombe County is at risk for a vaccine preventable disease outbreak. We have a VERY high number of unvaccinated people in our community. The more people who are immunized- the safer we all are.

If clients ask about the *Shield of Protection* or how to get immunized, here is what they need to know....

Immunizations are a *Shield of Protection* against dangerous diseases.

If you would like, I can arrange for you to get immunizations today while you are here, right after your appointment.

It is an easy way to get required back-to-school immunizations or ask the nurse any questions you might have about vaccines.

Would you like to go ahead and get immunizations today?

If clients are hesitant about getting immunizations, you can say: "Ok, well we do offer immunizations here in our clinic on a walk-in basis. Just let us know if you change your mind or have questions. Here is a card with our contact information"



### Buttons for Front Desk Staff:

Ask Me About the *Shield of Protection* buttons are for front desk staff. Buttons are supported by the talking points for staff.



### Talking Points for Front Desk Staff:

Handy talking points for front desk staff to better support the immunization effort.



### Information Card for Clients:

This card can be used as a take away for clients. It encourages parents to ask their doctor questions about risks vs. benefits of immunizations. The Immunization Clinic phone number is listed if clients have more questions.

## Tools for Starting the Conversation:

### Immunizations Infographic (size 16"x24")

This poster sized infographic can be placed in the waiting room or in the exam room. The content and color scheme of the infographic mirrors the 4 Questions Poster (below) and contains the most important bite-sized pieces of information.

# IMMUNIZATIONS ARE A SHIELD OF PROTECTION.

**WHY DOES MY DOCTOR RECOMMEND IMMUNIZATIONS?**

Simply put, **IMMUNIZATIONS WORK!**

In 1962 there were over 400,000 cases of measles in the United States in comparison to 1990 when there were almost NONE.

**ARE THESE DISEASES A THING OF THE PAST?**

**48,000** cases of whooping cough were reported in the United States in 2012.

These diseases are **still around.**

**ARE THESE DISEASES REALLY THAT SERIOUS?**

**YES...** if you are not immunized.

About **HALF** of all infants who get whooping cough are hospitalized.

**1 in 3 PEOPLE** who get measles have serious illness or death.

**WILL IMMUNIZATIONS MAKE MY CHILD SICK?**

Immunizations are **effective.**

A small number of people may have mild side effects like a slight sore arm.

Research shows that immunization is **safe.**

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getting one.

**HOW DO IMMUNIZATIONS PROTECT US?**

**OUTBREAKS HAPPEN** when people are not immunized.

Immunizations provide a **shield of protection** for our community.

**WHERE DO I FIND MORE INFORMATION?**

**TALK TO YOUR DOCTOR** or school nurse or call your local health department.

Find info at these websites:

- [cdc.gov/vaccines](http://cdc.gov/vaccines)
- [chop.edu/vaccine](http://chop.edu/vaccine)
- [buncombecounty.org/vaccine](http://buncombecounty.org/vaccine)

County Human Services  
Phone: 828-250-5096  
[buncombecounty.org/vaccine](http://buncombecounty.org/vaccine)

BUNCOMBE COUNTY HEALTH & HUMAN SERVICES  
In partnership with MAHEC

**A SHIELD OF PROTECTION FOR YOUR CHILD'S HEALTH!**

## 4 QUESTIONS

to ask your doctor or nurse about **Immunizations.**

Do immunizations work?

Are these diseases still around?

What are the risks vs. benefits of getting immunized?

What immunizations do I or my child need?

For more information call 828-250-5096 or go to [buncombecounty.org/vaccine](http://buncombecounty.org/vaccine)



### 4 Questions (size 8.5"x14")

4 Questions is intended to remind parents to ASK questions. The 4 Questions poster can be hung in the exam room or wherever patients will be speaking with doctors or nurses. The content reinforces the information found on the resource card, infographic and the Tips Sheet for Providers.

# Supporting Medical Providers: Productive Conversations about Immunizations...

## Talking with Parents about Immunizations:

This double-sided laminated guide is modeled after the CDC's *Guide to Talking with Parents About Immunizations*. The Q & A helps providers quickly respond to patient's most frequently asked questions. The algorithm on the opposite side supports the conversation through the Ask. Acknowledge. Advise. method- a proven way to efficiently address patient's questions and concerns.

### Talking with Parents

**Do immunizations cause autism?**  
Studies show that there is **no link** between the MMR vaccine and autism. Parents may not understand that their infant's health is their top priority. They may believe that the risks of immunizing infants are greater than the risks of preventable diseases without scientific evidence of a link.

**Are immunizations more dangerous for infants than the diseases they prevent?**  
Today, parents may not have seen a case of a vaccine-preventable disease. They may believe that the risks of immunizing infants are greater than the risks of preventable diseases without scientific evidence of a link.

**Why does my child need all these immunizations?**  
The childhood vaccine schedule is designed to protect vulnerable infants. There is no evidence that getting immunizations is more dangerous than the diseases they prevent.

**What are the side effects and risks of immunizations?**  
It is reasonable for parents to be concerned about immunizations are linked to chronic diseases such as autism. Parents should share your own experience about the safety of immunizations. Effects like redness where a shot was given or fever are common and usually go away quickly.

**Do immunizations cause autism?**  
"People who say the MMR vaccine causes autism must be on to something. Right?"

"Autism is an answer- I share with..."

"What are all these immunizations for? Are they really necessary?"

"I know you did I. But meningitis is a disease..."

"I'm not really comfortable with my 2-month old getting so many immunizations at once."

"There's immunizations that come from unclean sources..."

"I'm worried about the side effects of immunizations. I don't want my child to get any shots today."


"I'll wait until we can be still in together..."

"You don't really know if immunizations cause any long-term effects."

"We're not sure that immunizations are safe..."

### Tips for having conversations with patients about immunizations:

Given everything in the media—who wouldn't be confused about the safety of immunizations! Research shows that parents look to their medical providers for trusted information. A successful discussion about immunizations involves a two-way conversation, with both parties sharing information and asking questions. Take advantage of early opportunities such as the prenatal, newborn, 1-week, and 1 month visits to initiate a dialogue about immunizations. This gives parents time to read and digest reputable vaccine information and ask questions before the first and all future immunizations.



#### Ask.


Offer parents the recommended childhood immunization schedule.  
Ask what questions they have about the schedule. Use open-ended questions.  
Clarify and restate their concerns to make sure you understand.

#### Not hesitant (or planning to follow the recommended schedule)

#### Acknowledge.

Support parents' decisions to follow the recommended schedule.

- "Staying up to date on immunizations is the single most important thing you can do to protect your child from serious disease."
- "I think you've made a great decision."



#### Hesitant (or wanting to follow an alternative schedule)

#### Acknowledge.

Emphasize it is the parents' decision.  
Applaud them for wanting what is best for their child.  
Name the emotions you observe.  
Acknowledge risks and conflicting information sources.  
Be clear that you are concerned for the health of their child, not just public health safety.

- "Many parents have these same questions."
- "I know you want to do everything you can to keep your child safe, and so do I."
- "I'm here to help you have the information you need to make decisions that work for your family."
- "There are a lot of different opinions about immunizations."

#### Advise.

Encourage parents to get up to date on their own immunizations.  
Emphasize the importance of staying on schedule with future immunizations.  
Suggest parents think about whether people who care for their child are up to date on their immunizations.

For more information about taking with parents about immunizations visit:  
[www.cdc.gov/vaccines](http://www.cdc.gov/vaccines)  
[www.vaxnorthwest.org](http://www.vaxnorthwest.org)

## YOU ARE THE TRUSTED EXPERT!

A quick talk about immunizations can make a big difference in our community!



**Ask** parents if they have questions about immunizations.

**Acknowledge** that information in the media can be confusing. It is good to ask questions.

**Advise** based on your medical knowledge and concern for their child. What you think matters!




**Trusted Expert: Ask. Acknowledge. Advise.**

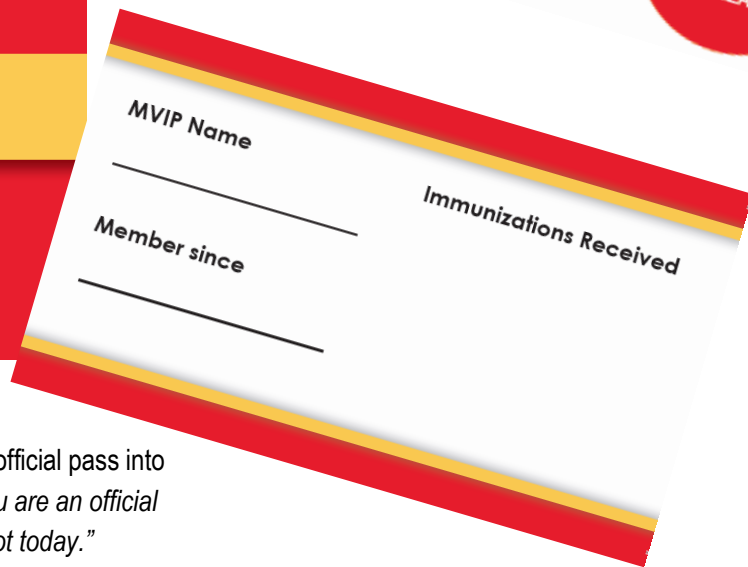
A reminder for clinical staff (especially doctors) that they can help protect our community with a short conversation about immunizations. The Ask. Acknowledge. Advise. Conversation method fits into the limited time offered during the office visit. This can be placed in a break room or in an office.

## Conversations with Children about Immunizations

Getting kids excited and invested when it comes to health...

### I'M A HERO Stickers

"Wow! You are now a part of the shield of protection so you get a special Immunization Hero sticker! You did a great job getting your immunization(s) today!"



### MVIP Card

MVIP (Most Valuable Immunized Person) Card is the official pass into the 'club of heroes'. "Here is your MVIP Card. Now you are an official immunization hero! Here are the immunizations you got today."

It is also intended to serve as a reminder to healthcare providers to record immunizations in NCIR.



### Immunization Hero Wall of Fame

The *Immunization Hero* half page sheet is for kids to write their first name on and post on the wall with the rest of the "heroes" so that they understand that they are joining the shield of protection along with other children– which is something to be proud of! The concept is similar to any number of fundraisers but this one is just for KIDS!

"You are now a *Immunization Hero!* Choose the hero that you like and put your name here so everyone can see that you joined the protective shield!"

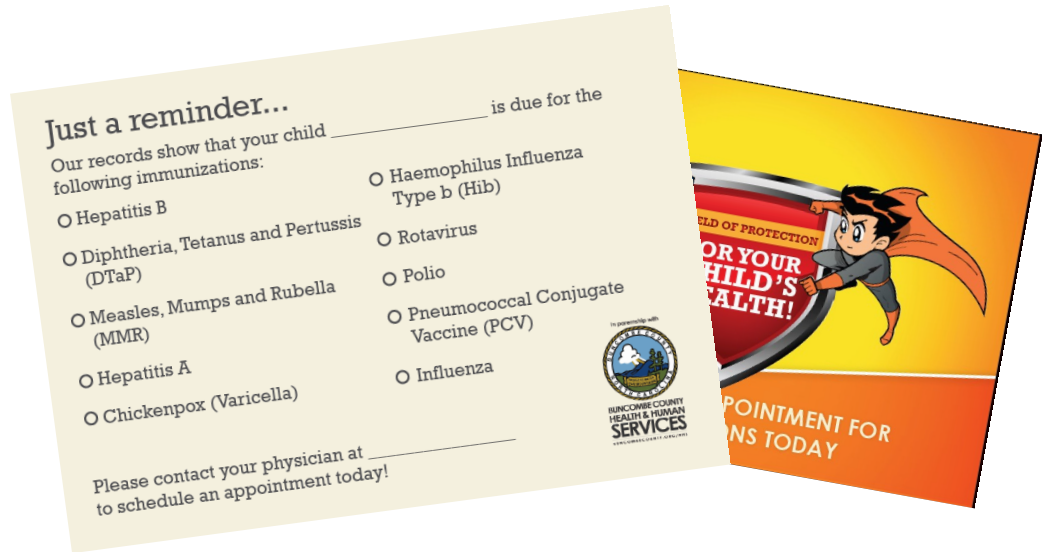


## Keep the Conversation Going:

### Tools for prompting immunizations appointments...

#### Immunization Reminder Postcards

These mailers are for practices that want to remind patients that vaccines are approaching. This can also be used as a stand alone graphic in an email to remind patients that they are due for immunizations.



#### Screensaver:

The screensaver can be put into rotation in closed circuit television networks or your networked pc screensaver rotation for additional visual prompts.

#### Babies on the Move: Protecting Babies with Vaccination



#### Vaccination: A Key Piece of the Puzzle 60-Second Spot



#### Videos for Closed Circuit Television:

These 60 second videos made by the CDC have been selected by staff as favorites. The CDC has a variety of videos to choose from. These can be put into the lobby television rotation. HHS can send these videos to you.