

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 immunizations.



<p>IMMUNIZATIONS ARE...</p> <p>SAFE Getting an immunization is MUCH safer than not getting one. Children who are not immunized are 35 times more likely to catch measles than those who are immunized.</p> <p>EFFECTIVE Before immunizations were widely used, infectious diseases killed</p>	<p>thousands of people each year in the United States. Today most of these deaths are prevented by immunizations.</p> <p>IMPORTANT When you get immunized you build a protective shield around the health of our community, making all of us stronger.</p>	<p>ASK QUESTIONS!</p> <p>ASK your doctor what immunizations you or your child need.</p> <p>ASK your doctor for a copy of your immunization records.</p> <p>ASK how many kids are immunized at your child's day care or school.</p>
<p>BUNCOMBE COUNTY HEALTH & HUMAN SERVICES call (828) 250-5096 buncombecounty.org/vaccine</p>		<p>GET THE FACTS Check out these sites: cdc.gov/vaccines chop.edu/vaccine</p>



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.

Buttons for Front Desk Staff



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

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 **safe and effective.** A very small number of people may have mild reactions like a slight fever or sore arm. Research shows that

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
chop.edu/vaccine
buncombecounty.org/vaccine

BUNCOMBE COUNTY HEALTH & HUMAN SERVICES
MAHEC

Immunizations Infographic (Size 16" x 24")

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.

4 Questions (Size 8.5" x 14")

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 about Immunizations:

Do immunizations cause autism?
Studies show that there is no link between the MMR vaccine or thimerosal and autism. 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.

Are immunizations more dangerous for infants than the diseases that they prevent?
Today, parents may not have seen a case of a vaccine-preventable disease so they may wonder if they may believe that the risks of immunizing infants are more dangerous than protecting them.

Why does my child need all these immunizations at such a young age?
Childhood vaccine schedule is designed to provide protection at the earliest possible time for many of the most common and most serious diseases. There is no evidence that getting more than one vaccine at the same time is harmful to infants.

What are the side effects and risks of immunizations?
It is reasonable for parents to be concerned about the possible reactions or side effects of immunizations. However, the benefits of immunizations far outweigh the risks. Serious side effects are extremely rare. Most side effects are mild and short-lived. If you should share your own experience about the safety and reassurance of serious side effects like redness where a shot was given or fussiness after a vaccination and provide reassurance.

Tips for having conversations with patients about 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 talking with parents about immunizations visit: www.cdc.gov/vaccines or www.vaxcenter.org

Advise.
Tailor your advice to parents' by using the FAQ provided.
Offer written resources.
Allow time to discuss the pros and cons of immunizations.
Be willing to discuss parents' ideas.
End with at least one action you both agree on.

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 short **"Ask. Acknowledge. Advise."** conversation method is easy to remember and fits into the limited time offered during the office visit. This can be placed in a break room or in an office to remind healthcare providers that a few minutes can make a big difference.

Just a reminder...

Our records show that your child _____ is due for the following immunizations:

- Hepatitis B
- Diphtheria, Tetanus (DTaP)
- Measles, Mumps (MMR)
- Hepatitis A
- Chickenpox (Var)

Haemophilus Influenza



SCHEDULE AN APPOINTMENT FOR IMMUNIZATIONS TODAY

Immunization Reminder Postcards

This image can be used as a mailer or as an image for patient portals or in an email reminder to remind patients about immunizations.

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!"

*Using a first name only on the Hero Wall will not violate HIPAA requirements.

Short YouTube Videos for your waiting areas:

Why are Vaccines Important for Children?
<https://www.youtube.com/watch?v=7AtID2UPGHU>

What are the Dangers Associated with Vaccines?
https://www.youtube.com/watch?v=A9f0g5_fuYQ

What Happens If My Child Doesn't Get Vaccinated?
<https://www.youtube.com/watch?v=xBS-RHRdLgA>

When Should My Child Get Vaccinated?
<https://www.youtube.com/watch?v=9zzye5KLzGM>



Babies on the Move: Protecting Babies with Vaccination



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



Saver for your waiting areas:

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

WE NEED YOUR HELP TO IMPROVE OUR IMMUNIZATION RATES IN BUNCOMBE COUNTY!

Buncombe County Health and Human Services is happy to share any of the materials in this toolkit with you. Please consider joining us as we pilot these materials. All it takes is a simple and quick pre and post interview with our agency. We want to get at what's best for you, your practice and your patients.

Please contact us at (828) 250-5096 to get involved.