

## 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.



### Buttons for Front Desk Staff:



### 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.

### 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.



### 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 about Immunizations: FAQs

**Do immunizations cause autism?**  
Studies show that there is **no** link between the MMR vaccine or thimerosal and autism. Reassurance that you understand that their infant's health is their top priority and yours is important. Putting children at risk of preventable diseases without scientific evidence of a link between immunizations and autism is a risk you can't take.

**"People who say the MMR vaccine causes autism must be on to something. Right?"**  
"Autism is a complicated condition for many families and answers- including me. But well designed and conducted share with you show that MMR vaccine is not a cause of autism."

**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 immunizations are more dangerous than protecting them with immunizations. There is no evidence that getting more than one vaccine at the same time will harm a vulnerable infant.

**"What are all these immunizations for? Are they really necessary?"**  
"I know you didn't get all these immunizations when you did I. But we were both at risk of serious diseases like meningitis. Today, we're lucky to be able to protect children with immunizations."

**Why does my child need all these immunizations at such a young age? Is it safer?**  
The childhood vaccine schedule is designed to provide protection at the earliest possible time against serious diseases. There is no evidence that getting more than one vaccine at the same time will harm a vulnerable infant.

**"I'm not really comfortable with my 2-month old getting so many immunizations at once."**  
"There's no proven danger in getting all the recommended immunizations today. Any time you delay a vaccine you are vulnerable to disease. It's really best to stay on schedule. We can give some immunizations today and come back in two weeks for the rest. What is your biggest concern?"

**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 immunization. However, the risk of serious disease is much greater than the risk of side effects. Reinforce how rare immunizations are linked to chronic diseases such as autism, asthma, or diabetes. To reinforce how rare immunizations are linked to chronic diseases such as autism, asthma, or diabetes. To reinforce how rare immunizations are linked to chronic diseases such as autism, asthma, or diabetes. To reinforce how rare immunizations are linked to chronic diseases such as autism, asthma, or diabetes.

**"I'm worried about the side effects of immunizations. I don't want my child to get any shots today."**  
"I'll worry if your child doesn't get immunizations today. Most of them, including pertussis, still infecting children in the U.S. We can look at the V and talk about how rare serious vaccine side effects are."

**"You don't really know if immunizations cause any long-term effects."**  
"We have years of experience with immunizations and that cause long-term harm. I understand your concern that the risk of disease is greater than any risks posed by immunizations will get your baby off to a great start for a long healthy life."

### 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 diseases."
- "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](http://www.cdc.gov/vaccines)  
[www.vaxnorthwest.org](http://www.vaxnorthwest.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)

Please contact your provider to schedule an appointment.

FOR YOUR CHILD'S HEALTH!

SCHEDULE AN APPOINTMENT FOR IMMUNIZATIONS TODAY

## Immunization Reminder Postcards

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

HHS Immunizations Campaign: PILOT Materials 9.14

2

## 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](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



### Screensaver for your waiting areas:

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