

Improving confidence in vaccines

A Guide to Framing Conversations

This resource is designed to support registered healthcare practitioners in discussing vaccination with patients, carers and parents.

Anti-vaccine messages

In almost every community there may be some individuals who have lower levels of trust and confidence in vaccines or may doubt or be hesitant about vaccination. Anti-vaccine messages are not new; however, the means of dissemination may be. False claims about the effects of vaccines in popular (social) media, on the internet and stories about bad outcomes claimed to be related to vaccines are compelling, whereas scientific studies can be difficult to assess and understand¹.

What is the evidence?

Immunisation is one of the biggest public health successes of the last century and over 2.4 million doses are administered in Scotland annually. Before vaccines were available, many children in the UK died from infectious diseases. Vaccines undergo years of extensive laboratory and clinical tests before being licensed for use. The JCVI in the UK will have rigorous discussions and interrogate relevant evidence prior to and following programme implementation, through joint working with the MHRA. Very serious events following immunisation are extremely rare and the dangers of vaccine preventable diseases are far greater than the risks associated with vaccines².

What can you do to improve vaccine confidence?

What healthcare practitioners say and how they interact with patients and caregivers can strongly influence vaccine acceptance. Research from Public Health England³ shows that healthcare practitioners remain the most trusted source of advice on immunisation.

The **C.A.S.E. model** can support you to respond to vaccination concerns effectively.

C	Corroborate, acknowledge concerns, and express understanding of where the concern might be coming from and validate that they are not alone in feeling this way.
A	About me, describe where you obtain your knowledge, discussions and articles read, or conferences attended and how you understand the data regarding the benefits, risks and burdens of the vaccine in question.
S	Science, present the facts, relay the information in a straightforward way and include points that are central to countering the claim.
E	Explain, explain your recommendation based on the facts, discuss why you feel strongly about the need to vaccinate and why you believe it is best for the patient.

Further Information

Healthcare registered practitioners can also help by directing patients and caregivers to accurate online information about immunisation, such as NHS Inform, and to be discerning of the information they read online, especially on social media. Practitioners can access reliable information at [NHS Education for Scotland](#) the [World Health Organisation](#) and [Health Protection Scotland](#). The official channel for professional NHS Information on immunisation, vaccines and service delivery in Scotland is [@NHSImmunistScot](#).

References

- 1 Jacobson RM1, Van Etta L, Bahta L. 2013 The C.A.S.E. approach: guidance for talking to vaccine-hesitant parents. *Minnesota Medicine* 96(4):49-50
 - 2 World Health Organisation, Europe, Vaccine and Trust Library <http://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/vaccination-and-trust-library#347348> Accessed May 2019
 - 3 Public Health England Offers Support to Vaccine Hero's, <http://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/vaccination-and-trust-library#347348> Accessed May 2019
-