

Childhood vaccine attitudes and information sources among Oregon parents and guardians

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PRESENTATION FORMAT: Oral Presentation

TOPIC/TARGET AUDIENCE: MCH section members, public health professionals, vaccine researchers, behavioral scientists

ABSTRACT:

Background: Oregon experiences the highest pediatric nonmedical vaccine exemption (NME) rate of any state in the U.S., and the Linn, Benton, and Lincoln County region experiences some of the highest NME rates in Oregon. These vaccine exemptions are worrisome, because they have been shown to pose a serious threat to herd immunity. We know that some parents question or object to vaccines, but we do not know why, or how they might change their beliefs and behavior.

Purpose :We sought to examine the underlying concerns and health beliefs of local parents who are reluctant to vaccinate their children. The ultimate goal is to shift vaccination habits by creating tools to improve communication between parents and providers.

Methods: We interviewed parents of children ages 0 to 11 years, divided into focus groups of five participants per group, split by stance ?vaccine supportive or hesitant. Our questions were constructed to probe immunology beliefs, information sources, social networks, and perceptions of vaccine efficacy/safety. We also conducted key informant interviews with local providers.

Results: This study is ongoing at the time of this writing (June 10, 2016). Results and conclusions will be available at the time of the OPHA conference.

OBJECTIVE(S): The presentation will demonstrate the sources of parental vaccine attitudes. The presentation will differentiate between information sources of vaccine-accepting and vaccine-hesitant parents.

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