Strengthening Trust in Vaccinations

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ImmunizeAR
ARKANSAS IMMUNIZATION ACTION COALITION

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Disclosures

I have no relevant financial disclosures.

Objectives

At the end of this presentation, learners will:

- Understand why and how vaccines are approved and recommended
- Discuss vaccines with patients and colleagues with more confidence
- Recognize trusted messengers within your community

Vaccines save lives!

Why are vaccines important?

- Vaccines save lives
- Some people can’t get vaccines, so they depend on others to get vaccinated to protect them
- Some vaccines are required for school or work

Vaccines protect against diseases

Different vaccines work in different ways, but every vaccine helps the body's immune system learn how to fight germs. It typically takes a few weeks for protection to develop after vaccination, but that protection can last a lifetime. A few vaccines, such as those for tetanus or seasonal flu, require occasional booster doses to maintain the body's defenses.

https://www.cdc.gov/vaccines/parents/why-vaccinate/vaccine-decision.html

Vaccines are safe

Before a new vaccine is ever given to people, extensive lab testing is done. Once testing in people begins, it can still take years before clinical studies are complete and the vaccine is licensed.

After a vaccine is licensed, the Food and Drug Administration (FDA), CDC, National Institutes of Health (NIH), and other federal agencies continue routine monitoring and investigate any potential safety concerns.

CDC and the FDA take great care to make sure that a vaccine is safe both before it is licensed and after the public begins using it. Making sure that all vaccines are safe is a top priority for CDC.

https://www.cdc.gov/vaccines/parents/why-vaccinate/vaccine-decision.html

Why do people *not* get vaccines?

- Misinformation
- Vaccines are a victim of their own success
  - We see less people suffer and die from diseases because of vaccines
- Lack of trust in public health
- Lack of accurate information or not informed
- Lack of easy access

What can we do?

- Address misinformation
- Discuss importance of vaccines for protecting patients from harmful diseases
- Develop relationships with your patients
  - You are a trusted messenger!
- Inform patients of vaccine recommendations
  - Provide resources that are easy for patients to understand
- Develop relationships with local providers (including health units, physician offices, pharmacies, etc) and know where to recommend for patients to receive vaccines

Vaccine Approval Process

Definitions

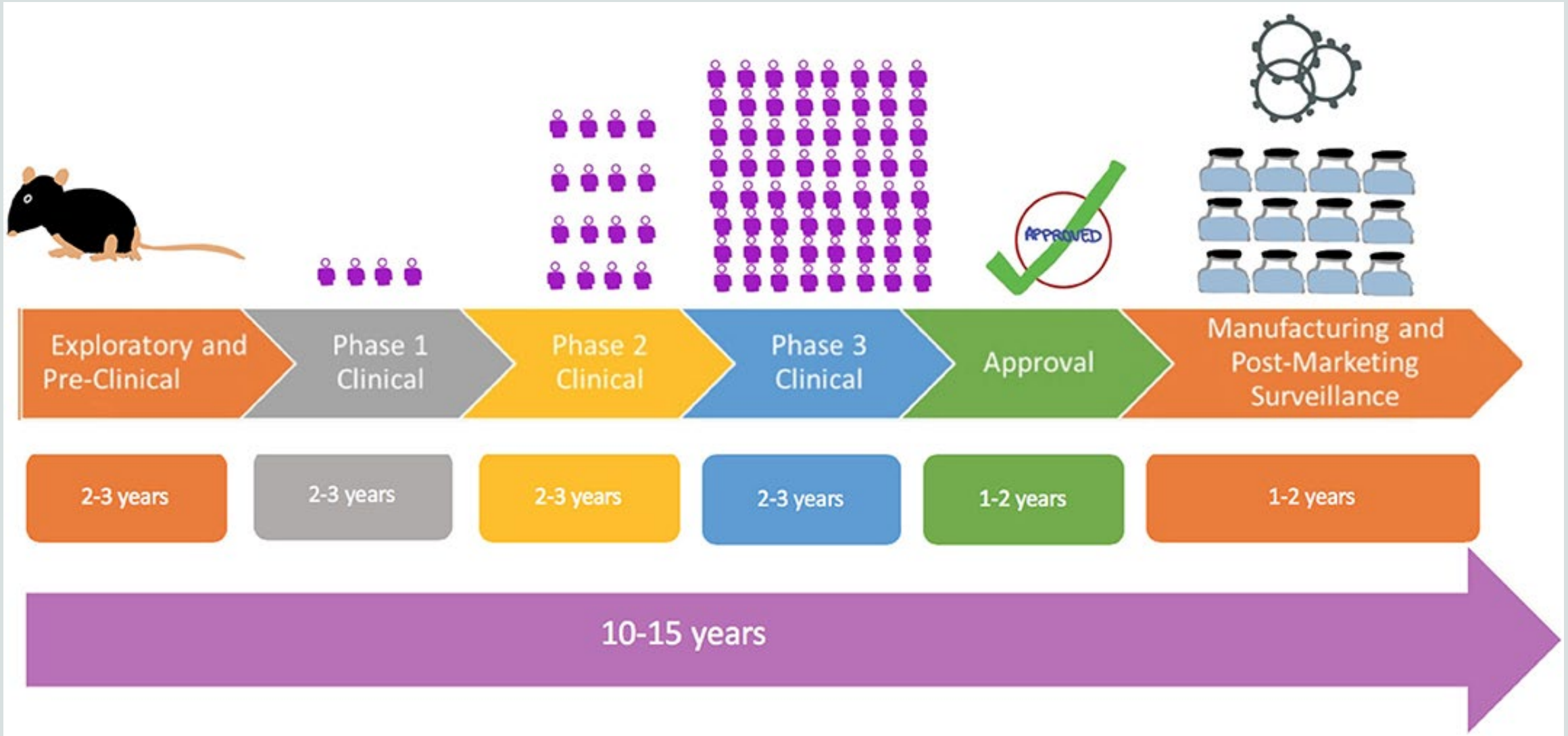
- **FDA: The U.S. Food and Drug Administration**
  - The regulatory authority that has oversight of the safety, effectiveness, and quality of vaccines that are used in the United States.
- **CBER: FDA's Center for Biologics Evaluation and Research**
  - Ensures that FDA's rigorous scientific and regulatory process are followed by those who pursue the development of vaccines.
- **VRBPAC: FDA's Vaccines and Related Biological Products Advisory Committee**
  - Provides input on scientific data to look at safety, effectiveness, and use of the vaccine.

Vaccine Approval Process

General Stages of Vaccine Development

- Research and discovery
- Proof of concept
- Testing the vaccine
  - Clinical Trials (phases 1-3)
- The manufacturing process
- Approving the vaccine
- Recommending the vaccine for use
- Monitoring safety after approval

https://www.cdc.gov/vaccines/basics/test-approve.html



Citation: Sharma O, Sultan AA, Ding H and Triggle CR (2020) A Review of the Progress and Challenges of Developing a Vaccine for COVID-19. *Front. Immunol.* 11:585354. doi: 10.3389/fimmu.2020.585354

Vaccine Recommendation Process

Definitions

- **CDC: U.S. Centers for Disease Control and Prevention**
  - Sets the U.S. adult and childhood immunization schedules based on recommendations from the Advisory Committee on Immunization Practices (ACIP).
  - Monitors safety data after vaccines are approved and recommended.

- **ACIP: CDC's Advisory Committee on Immunization Practices**
  - A group of medical and public health experts who develop recommendations for use of a vaccine in the United States.

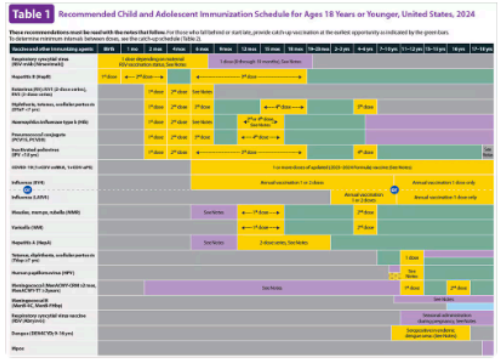
CDC Immunization Schedules

For Healthcare Providers

Child and Adolescent Schedule

Recommended vaccination schedule for ages 18 years or younger

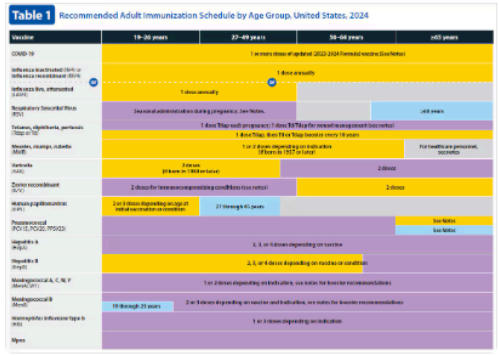
Birth to 18 Years



Adult Schedule

Recommended vaccination schedule for ages 19 years or older

19 Years or Older



https://www.cdc.gov/vaccines/schedules/index.html

Important note….

Insurance plans are **not required** to pay for vaccines if they are administered outside of the CDC guidelines.

NOTE: FDA approval and package inserts may not be the same as CDC guidelines.

If you prescribe and/or administer an immunization outside of CDC guidelines…

- Please document the clinical reason for prescribing outside of guidelines
- Counsel the patient on why you recommend it
- Counsel the patient that they may have to pay out of pocket

Example

Three RSV vaccines approved and recommended for adults ages 60 years and older.

	Abrysvo **Pfizer**	**Arexvy** **GSK**	**mRESVIA** **Moderna**
FDA-approved use (for older adults)	• Ages 60 years and older	• Ages 60 years and older • Ages 50-59 years who are at increased risk of LRTD caused by RSV	• Ages 60 years and older

ACIP/CDC Recommendations (for older adults)	• One single dose for:
	  • Adults ages 75 years and older
	  • Adults ages 60-74 years who are at increased risk for severe RSV disease
		• One single dose for:
		  • Adults ages 75 years and older
		  • Adults ages 60-74 years who are at increased risk for severe RSV disease
			• One single dose for:
			  • Adults ages 75 years and older
			  • Adults ages 60-74 years who are at increased risk for severe RSV disease

NOTE: These vaccines are NOT recommended by ACIP/CDC for use in older adults under the age of 60 years.

Recommending Vaccines

Trusted Messengers

The message is important... but the person who delivers the message is also very important!

YOU ARE A TRUSTED MESSENGER!

YOU have the opportunity to help save lives.

Strong Recommendations

A strong recommendation from a healthcare provider is important!

Patients are more likely to choose to vaccinate if their healthcare providers make a **strong** recommendation for vaccination.

If a vaccine is *recommended* but not *required*…

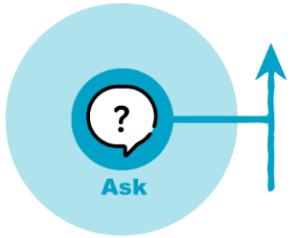
It is important for people of all ages to receive all recommended vaccines.

Consider…

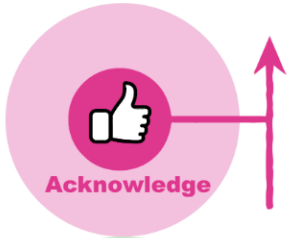
- Who is a trusted messenger for you?
- Who is a trusted messenger for your friends and family?
- Who is a trusted messenger for your patients?

Vaccine Hesitancy

The 4-A Approach to Vaccine Conversations



"What is your main concern?" Encourage the person to be specific and name what they are most hesitant about. "What is the thing that concerns you most…can you tell me more about it?"



Recognize that the person you are talking to already has knowledge. "It's clear you've really looked into this."

Affirm that it is OK to have questions. "That's a great question, I heard that too so I looked into it."

Get permission to share some facts. "Can I share with the facts…" OR "Can I get you some credible sources so your research helps you make an informed decision?"

https://www.voicesforvaccines.org/toolkits/

Vaccine Resources
&
Helpful Links

Vaccine Resources

- https://www.voicesforvaccines.org/science/
- https://www.cdc.gov/vaccines/parents/why-vaccinate/vaccine-decision.html
- https://vaccinateyourfamily.org/
- https://www.immunize.org/
- https://www.cdc.gov/vaccines/schedules/index.html
- https://www2a.cdc.gov/vaccines/childquiz/
- https://www.archildrens.org/blog/questions-about-school-vaccinations
- https://www.immunizear.org/

VACCINATE YOUR FAMILY

Immunize.org

voices for vaccines — credible vaccine information for families, from families

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

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References

- https://www.cdc.gov/vaccines/events/niam/hcp/key-messages.html
- https://www.cdc.gov/vaccines/parents/why-vaccinate/vaccine-decision.html
- https://www.cdc.gov/vaccines/basics/test-approve.html
- https://www.fda.gov/vaccines-blood-biologics/development-approval-process-cber/vaccine-development-101
- https://www.fda.gov/vaccines-blood-biologics/development-approval-process-cber

Thank you!

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