

WHY VACCINES ARE IMPORTANT & HOW TO CONVEY THE MESSAGE

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OBJECTIVES

By the end of this session:

- 1. Attendees will be able to name three common vaccine myths**
- 2. Attendees will be able to name three reliable resources for vaccine information**

COMMON VACCINE MYTHS

1. GIVING TOO MANY VACCINES AT ONCE IS DANGEROUS
2. THERE ARE TOXIC INGREDIENTS IN VACCINES
3. VACCINES CAN GIVE CHILDREN A DISEASE
4. VACCINES CAN CAUSE AUTISM
5. VACCINES AREN'T THAT IMPORTANT

MYTH- GIVING TOO MANY VACCINES AT ONCE IS DANGEROUS

FACTS

- 1. Vaccines are given when babies are most at risk**
- 2. Babies do receive some protection from their mother BUT**
 - a. NOT against Tetanus, Hepatitis B or Hib
 - b. protection from mom usually only lasts a short time
- 3. The immune system is designed to respond to multiple germs in the environment and in vaccines**
- 4. Giving multiple vaccines at the same visit gets babies immunized earlier and with fewer visits and office fees**

MYTH- THERE ARE TOXIC INGREDIENTS IN VACCINES

FACTS

- 1. It's all about the dose**
 - a. Even water can be toxic at high enough levels
- 2. Vaccine ingredients are there for a reason**
 - a. Vaccine effectiveness
 - b. Protect from bacterial growth
- 3. Some ingredients are removed during manufacturing so only trace amounts remain in the vaccine**
- 4. All* childhood vaccines are now thimerosal free**
 - a. *except multi-dose flu vaccine

MYTH- VACCINES CAN GIVE CHILDREN A DISEASE

FACTS

1. This is extremely unlikely and nearly impossible!
2. Inactivated vaccines absolutely CANNOT make you sick
3. Live vaccines occasionally cause symptoms that mimic a mild expression of the disease- but this is actually proof that the immune system is working properly!
4. Sometimes people are exposed to disease near the time of their vaccination (eg. flu vaccine)
5. One exception is live oral polio vaccine which is no longer available in the U.S.

MYTH - VACCINES CAN CAUSE AUTISM



The science facts about

AUTISM AND VACCINES

WHAT STARTED THE RUMORS?



1998



Lancet published a paper by Dr. Andrew Wakefield, a dramatic study that found a connection between autism and vaccines

The Study Had Some Problems



Not based on statistics



No control group



It relied on people's memories



Made vague conclusions that weren't statistically valid

NO LINK WAS FOUND

So people started investigating his claims

Following Dr. Wakefield's study, here's what other more rigorous studies found

1999

a study of
500 CHILDREN
no connection was found

2001

a study of
10,000 CHILDREN
still found no connection

2002

a study from Denmark of
537,000 CHILDREN
found no connection

a study from Finland of
535,000 CHILDREN
once again found no connection

2012

A review of 27 cohort studies, 17 case control studies, 6 self-controlled case series studies, 5 time series trials, 2 ecological studies, 1 case cross-over trial covering over
14,700,000 CHILDREN

2005

A review of 31 studies covering more than
10,000,000 CHILDREN
Also found no connection

2004

Lancet released a statement **REFUTING** the original findings

NO LINK TO AUTISM WAS FOUND IN ANY CASE, IN ALL OF THE STUDIES.

“ They had conducted invasive investigations on the children without obtaining the necessary ethical clearances... picked and chose data that suited their case; **THEY FALSIFIED FACTS.** ”

VACCINE VILIFICATION SURVIVES



1/4 U.S. parents believe some vaccines **cause autism** in healthy children



There have been 0 credible studies linking vaccines to autism

1.8% of parents opt out of vaccines for **religious or philosophical reasons**

Recently an anti-vaccine religious community has seen measles outbreaks

Although declared eradicated in 2000...



France reported a massive measles outbreak with nearly 15,000 cases in 2011



The U.K. reported more than 2,000 measles cases in 2012

Before widespread vaccinations of babies



In the United States, whooping cough shot up in 2012
TO NEARLY 50,000 CASES



a new study concluded that



VACCINE REFUSALS

were largely to blame for a 2010 outbreak of whooping cough in California

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COMMON VACCINE MYTHS

Vaccines are ridden with toxic chemicals that can harm children



Thimersol, the chemical being referenced, does contain mercury. However, thimersol has been removed from scheduled vaccines and only resides in the seasonal flu vaccine.



The decision to not vaccinate my child only affects my child

Un-vaccinated children who contract a disease can infect infants yet to be inoculated, the small percentage of people whose vaccines did not take, and people with compromised immune systems.

Receiving too many vaccines at once can override a baby's immune system



Baby's immune systems are strong enough to defend from the day to day viruses and bacteria with which they come in contact; they can also handle the vaccines. Remember, vaccines use deactivated viruses in their ingredients.

Drug companies just do it to make profits

According to the WHO, estimated 2013 global revenues for all vaccines is around \$24 billion, which only accounts for approximately 2 - 3% of the total pharmaceuticals market.



VACCINES WORK!

Positive effects of vaccines

MYTH- VACCINES AREN'T THAT IMPORTANT

FACTS

- **Vaccine-preventable diseases are a threat**
 - Every year children get sick and some die
- **These are not mild illnesses**
 - amputation, paralysis, hearing loss, brain damage
- **Vaccinating one child impacts the whole community**
 - Kids and adults with immune suppression

CLEAR CHANNEL

My chickenpox
vaccine
protects my friend.



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RELIABLE IMMUNIZATION RESOURCES

- ★ Indiana Immunization Coalition
 - vaccinateindiana.org
- ★ Immunization Action Coalition
 - vaccineinformation.org
 - Parents, childcare workers
 - immunize.org
 - Health care professionals, program administrators
- ★ Centers for Disease Control and Prevention
 - cdc.gov/vaccines
- ★ PBS Vaccine and Immunity Video (approx. 2 min)
 - <http://player.pbs.org/widget/partnerplayer/2365317280/?w=768&h=473&topbar=true&chapterbar=true&autoplay=true>

EFFECTIVE COMMUNICATION STRATEGIES

1. Listen, listen, listen

- a. People long to be heard and understood
- b. Acceptance leads to influence

2. Acknowledge common goals and desires

- a. Rally around the child
- b. Express your desire for answers to tough questions

3. Be honest and genuine

- a. Know and explain the risks
- b. Respect the parent's authority

Resource: <http://www.cdc.gov/vaccines/hcp/patient-ed/conversations/downloads/talk-infants-color-office.pdf>

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