

THE COLLEGE OF  
FAMILY PHYSICIANS  
OF CANADA



LE COLLÈGE DES  
MÉDECINS DE FAMILLE  
DU CANADA

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**Patient Education Committee:  
How to Communicate with Patients  
and Parents about Vaccination  
FMF 2019**



# Patient Education Committee

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# Faculty/Presenter Disclosure

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## At the end of this workshop, participants will be able to:

- **Learning Objective 1:** describe the spectrum of vaccine hesitancy
- **Learning Objective 2:** employ useful communication approaches when educating patients and parents about the benefits of vaccines in preventing serious illness
- **Learning Objective 3:** effectively address potential conflicts with patients and parents around recommended vaccines

## Immunization Discussions: Vaccine-Hesitant Mother

*“The test of learning... is whether your understanding of situations you encounter has changed, not whether you have learned a new fact.”*

*- Daniel Kahneman*

**What's vaccine hesitancy?**

**What NOT to do...**

**So... what SHOULD I do then?**

## Suggested online resources

### For providers

- Canadian Immunization Guide
  - <https://www.canada.ca/en/public-health/services/canadian-immunization-guide.html>
- Vaccine schedules
  - Search by province
- Vaccine eligibility criteria
  - Search by province
- Reporting Adverse Events Following Immunization (AEFI)
  - <https://www.canada.ca/en/public-health/services/immunization/federal-provincial-territorial-contact-information-ae-fi-related-questions.html#man>



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## Suggested online resources

### For patients/parents

- Immunize Canada (<https://immunize.ca>)
- Public Health Agency of Canada (<https://www.canada.ca/en/public-health/services/immunization-vaccines.html>)
- Centers for Disease Control and Prevention (<https://www.cdc.gov/vaccines/index.html>)
- Vaccine fact sheets
  - Search by province

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# Case 1

A parent brings in her 1-week-old newborn in for a newborn check, and the baby's two-year-old sibling comes along for the ride. You know the family well, and no particular concerns are identified with the baby. The two-year-old sibling has been vaccinated according to the recommended schedule, but mom is now wondering if she should do the same with the newborn, saying she's "heard things" about vaccines that she didn't know before.

# Case 1

## Questions:

- What is your initial response to Mom?

Mom tells you that an acquaintance of hers has told her that there are a lot of “toxins” like mercury, aluminum, and formaldehyde in vaccines, and that that “we” don’t know for sure that they’re safe.

- How do you address these fears?

## Case 2

Parents bring their 12-month-old in for a well-baby check. They have always been very concerned about vaccinations but have, reluctantly, followed the recommended schedule to date. The baby is due for MMRV at this time, but they are very concerned about this vaccine in particular because of the possibility of autism (from Dr. Wakefield's study) and are considering delaying that vaccine until baby is older. After discussion, they decline the MMRV (though they agree to the meningococcal vaccine) but say they'll consider it. They return to the clinic 1 month later for an unrelated concern (eczema) and the MMRV topic is broached again. They remain concerned about the link between MMR vaccine and autism.

# Case 2

## Questions:

- What is your initial response to the parents?
- What about parents' concerns regarding “toxins” like mercury, aluminum, and formaldehyde in vaccines, and their safety?
- How do you address these fears?

## Case 3

A 65-year-old man is seen in clinic for routine diabetes care. He is up to date with most of his vaccines (he got a tetanus/diphtheria/pertussis booster three years earlier after a fishhook incident), but has refused the flu shot every year. He is offered a pneumococcus-23 vaccine today but refuses, saying that he doesn't need it because "I never get sick." Upon further questioning it appears that another factor is a fear of needles. After discussion, he leaves without the vaccine. It is brought up again periodically (usually at flu-shot time), but he continues to decline until one year when he develops community-acquired pneumonia. He is treated as an outpatient, but accepts the vaccine when it is next offered.

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Session Name:

**“How to Communicate with Patients and Parents about Vaccination”**

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