



Combating Vaccine Hesitancy in Healthcare

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President, Immunize South Dakota
January 9, 2025*

About Immunize South Dakota

FIRST, WHO IS ISD?

OUR MISSION is to improve immunization rates through connection, education, and advocacy.

OUR VISION is to eliminate suffering from vaccine-preventable diseases.





IMMUNIZE SD

BUILDING CONNECTION THROUGH COMMUNITY

SEPTEMBER 26, 2023

IMMUNIZE
SOUTH DAKOTA



SOUTH DAKOTA IMMUNNEWS



IMMUNIZE
SOUTH DAKOTA

online & in-the-know



Make sure they are up to date on all recommended vaccines.

SPRING into action



Aunt Sally

- WIFE
- MOM
- ~~MICROBIOLOGIST~~
- ~~DOCTOR~~
- ~~VACCINE EXPERT~~



Will your kid pass the test?



VACCINES for THE WIN

Don't let preventable illnesses sideline them!

Get all recommended vaccines before going back to school.

A World Without Vaccines...

What Would That Look Like?

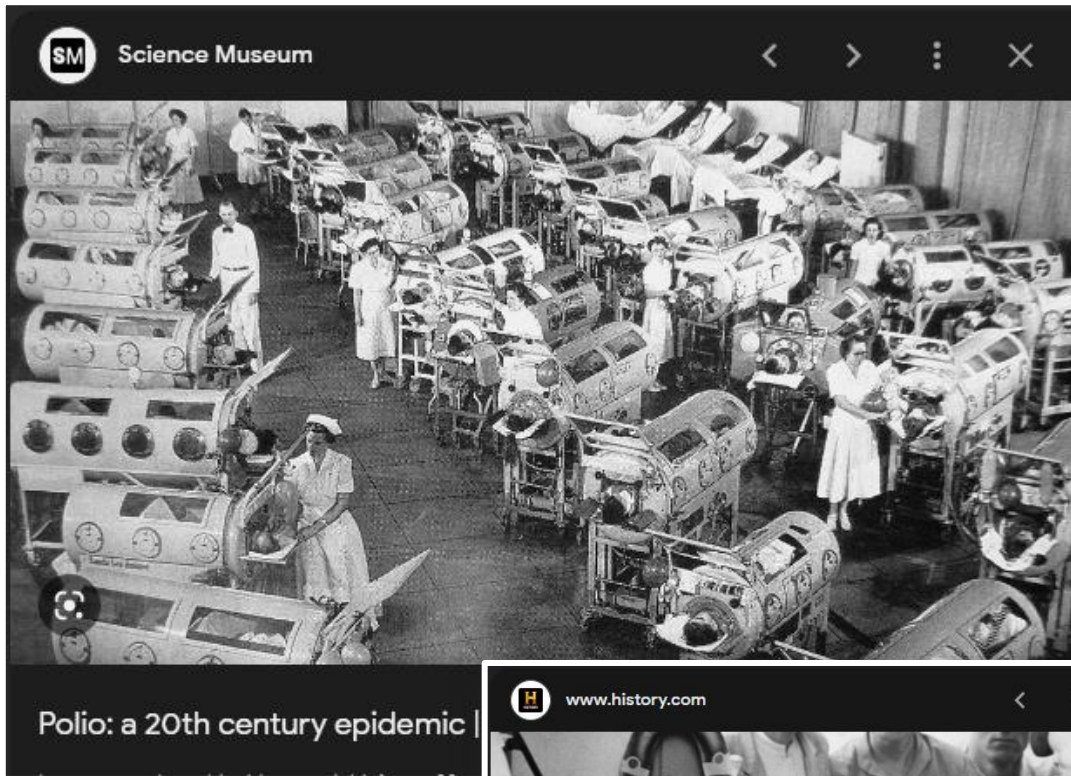
Tales from 1918: The battle against the influenza pandemic in Schenectady

By Jeff Wilkin | July 4, 2020

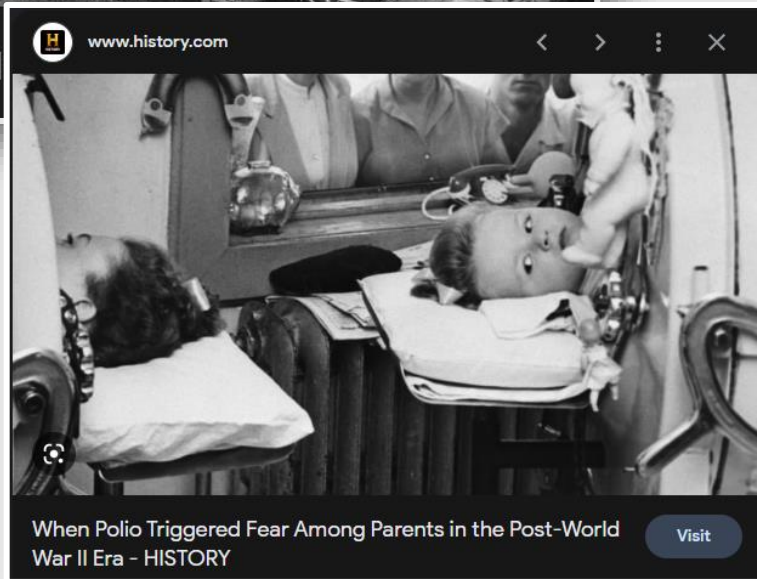


PHOTOGRAPHER: PHOTO COURTESY LIBRARY OF CONGRESS

A nurse takes a patient's pulse in the influenza ward at Walter Reed Hospital, Washington, D.C. in 1918 or 1919.



Polio: a 20th century epidemic |



When Polio Triggered Fear Among Parents in the Post-World War II Era - HISTORY

Visit



Polio cases drop by 99.9% - WHO

Visit

CBS News



Polio vaccine: A look back

The College of Physicians of Philadelphia



History of Vaccines | The College of Physicians of Philadelphia

Visit



My polio-stricken mother's advice to parents: immunize your kids - STAT

Visit

Let's Not Forget We Were Just There....

THE CONVERSATION

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During a COVID-19 surge, 'crisis standards of care' involve excruciating choices and impossible ethical decisions for hospital staff

Published: December 22, 2021 8:13am EST

Amid measles outbreak in MN, health officials issue new vaccination guidance

By Rob Olson | Published October 1, 2024 6:35pm CDT | Health | FOX 9 |

The Brief

- In 2024, there have been 51 confirmed measles cases in Minnesota. Of those, 50 were unvaccinated children.
- The majority of the cases have been reported in Hennepin County.
- The MDH's new guidance allows children to get the MMR vaccine as soon as a month after their first dose.

What are they saying?

The health department is urging parents to get their children vaccinated as soon as possible. The new guidance allows for children to get their second measles, mumps, and rubella (MMR) vaccine as soon as a month after the first dose.

Whooping Cough Cases Rise In U.S. Following Pattern Seen Worldwide

By Joshua P. Cohen, Senior Contributor. Joshua Cohen is a Boston-based writ... Follow Author

Sep 10, 2024, 10:07am EDT

Public health experts are sounding the alarm as whooping cough cases increase nationwide. Numbers have quadrupled as of week 33, reported on August 17, 2024, compared to the same time period in 2023, per the United States Centers for Disease Control and Prevention.

Thus far this year, more than 10,800 pertussis cases have been confirmed by health departments across the U.S., according to CBS News. It is the largest surge since 2012. The Washington Post reports that from January 2023 through May 2024 whooping

NEWS

First South Dakota measles case in nine years appears in Rapid City

Makenzie Huber South Dakota Searchlight

Published 8:14 a.m. CT July 19, 2024 | Updated 8:14 a.m. CT July 19, 2024

The first case of measles in South Dakota in nine years was reported Thursday by the state Department of Health.

Measles is a highly contagious viral disease that can cause health complications, especially in children younger than 5 years old.

Cases of Vaccine-Preventable Diseases in SD

Year-To-Date as of December 10, 2024

17,871 cases of Influenza

16,632 cases of COVID-19

258 cases of Pertussis

24 cases of Varicella

24 cases of Hib

1 case of Measles

1 case of Mpox

1 Meningococcal

1 case of Hep A

Evolution of Vaccine Hesitancy

Vaccine Hesitancy Among Top Ten Threats to Global Health



Ten threats to global health in 2019

Vaccine hesitancy – the reluctance or refusal to vaccinate despite the availability of vaccines – threatens to reverse progress made in tackling vaccine-preventable diseases. Vaccination is one of the most cost-effective ways of avoiding disease – it currently prevents 2-3 million deaths a year, and a further 1.5 million could be avoided if global coverage of vaccinations improved.

Vaccine Hesitancy Isn't New...



An 1802 engraving, *The Cow-Pock—or—the Wonderful Effects of the New Inoculation* plays on the fears of a crowd of vaccinees. ©The Trustees of the British Museum

Vaccine Hesitancy Isn't New...But it is Easier to Share With a lot of People



Easily and Rapidly share
with 21 sites.

An 1802 engraving, *The Cow Pock—or—the Wonderful Effects of the New Inoculation* plays on the fears of a crowd of vaccinees. ©The Trustees of the British Museum



Disinformation Dozen Profit from Misinformation



Joseph Mercola
Osteopath
physician
Sells dietary
supplements
and false cures
as alternatives to
vaccines
Author



Sayer Ji
Runs alternative
health website –
membership
fees
Co-founder of
Stand for Health
Freedom – hosts
events



Rashid Buttar
Osteopath
physician
Claims to be
board certified
by several
entities, (all of
which are listed
as "questionable
organizations"
by Quackwatch)



Sherri Tenpenny
Osteopath
physician
Book Author
Sells
supplements,
apparel,
memberships
National speaker



**Ty & Charlene
Bollinger**
Run a network of
accounts that
market books
and DVDs about
vaccines, cancer
and COVID-19



**Robert F.
Kennedy Jr.**
Founder of
Children's Health
Defense
Author
Sells
merchandise



**Christiane
Northrup**
Obstetrics and
gynecology
physician
Author
National Speaker
Sells beauty
products,
supplements



Kelly Brogan
Practices
"holistic
psychiatry"
Sells a range of
books and
courses

Robert F. Kennedy Jr.

- If the Senate confirms Robert F. Kennedy Jr. as health and human services secretary and Dave Weldon as director of the Centers for Disease Control and Prevention, it would elevate two prominent vaccine critics to the highest levels of U.S. health policymaking.
- Continues to publicly question whether vaccines cause **autism**.
- In his book, *The Real Anthony Fauci* he says:
 - that vaccinating children with **COVID vaccines** is “**unethical**”
 - that both **hydroxychloroquine** and **ivermectin** work to treat COVID
 - that the **hepatitis B vaccine** “did not reduce hepatitis B”
- On July 6, 2023, while appearing on a popular podcast, he said “**no vaccine is safe and effective.**”
- Said that the Covid-19 vaccine was “**the deadliest vaccine ever made**”
- On the “Health Freedom for Humanity” podcast in 2021, when asked how parents should respond to the CDC’s immunization schedule, he encouraged people to join him in **telling strangers not to vaccinate their babies**.
 - He stated, “When I see somebody on a hiking trail carrying a little baby, I say to him, ‘**Better not get him vaccinated.**’ If he hears it from 10 other people, maybe he won’t do it, maybe he will save that child.”



(Offit, 2025a&b)



“It’s really easy to scare people.
It’s really hard to unscare them.”

- Dr. Paul Offit

Importance of Vaccines

Vaccines are a critical component of the battle against emerging and re-emerging infections.

Pathogens are not bound by national borders, and local and international movement of people can rapidly spread infections.

Increasing urbanization results in large, dense populations, raising the likelihood of infectious disease transmission and outbreaks.

Climate change exposes new populations to vector-borne diseases and may alter the patterns and intensity of seasonal diseases.

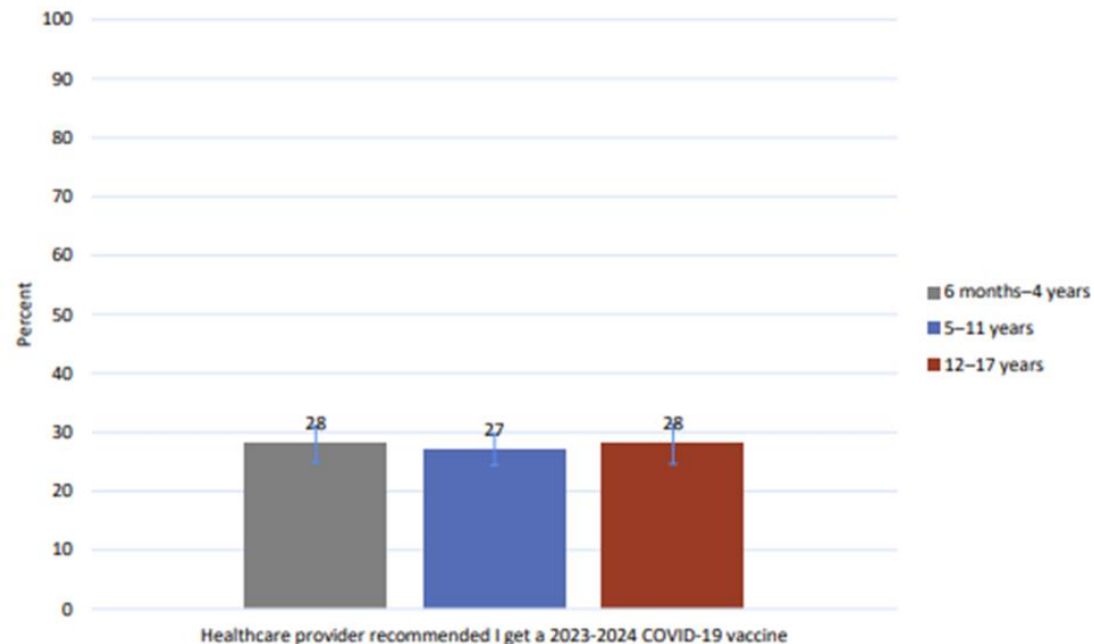
Infectious diseases are increasingly developing resistance to antibiotics and other antimicrobials. Preventing infection through immunization not only protects people against drug-resistant infections but also reduces their spread and the need for and use of antibiotics, thereby contributing to the battle against antimicrobial resistance.

Talking Points for Patients

Unintentional Bias

Key attitudes and experiences among parents of children ages 6 months through 17 years, December 2023 - *National Immunization Survey-Child COVID Module (NIS-CCM)*

COVID-19 Vaccination Key Attitudes and Experiences by Age Group Among Parents of Children Ages 6 Months–17 Years, NIS-ACM, December 2023



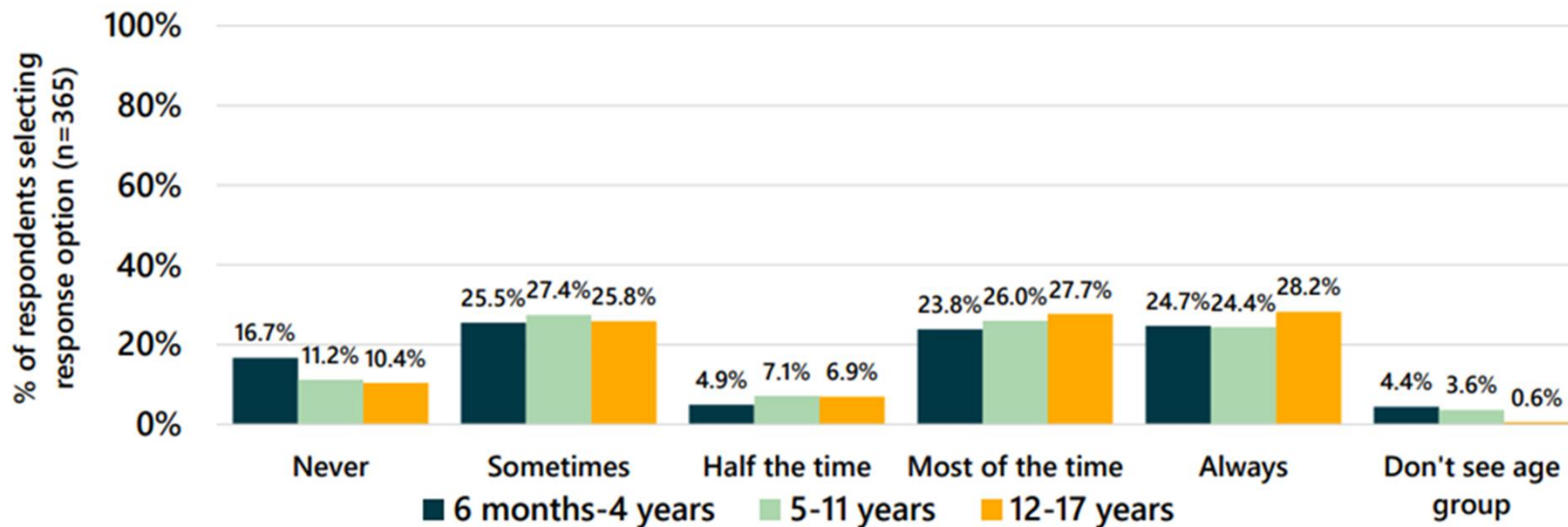
The December estimates are based on data collected November 26 through December 30 2023.

CDC. COVID-19 Vaccination Coverage and Vaccine Confidence Among Children. <https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive/children.html> Accessed May 30, 2024

Unintentional Bias cont'd.

Frequency of recommending on-site COVID-19 vaccination to eligible pediatric patients

Approximately the same proportion of providers reported recommending the vaccine sometimes, most of the time, and always.

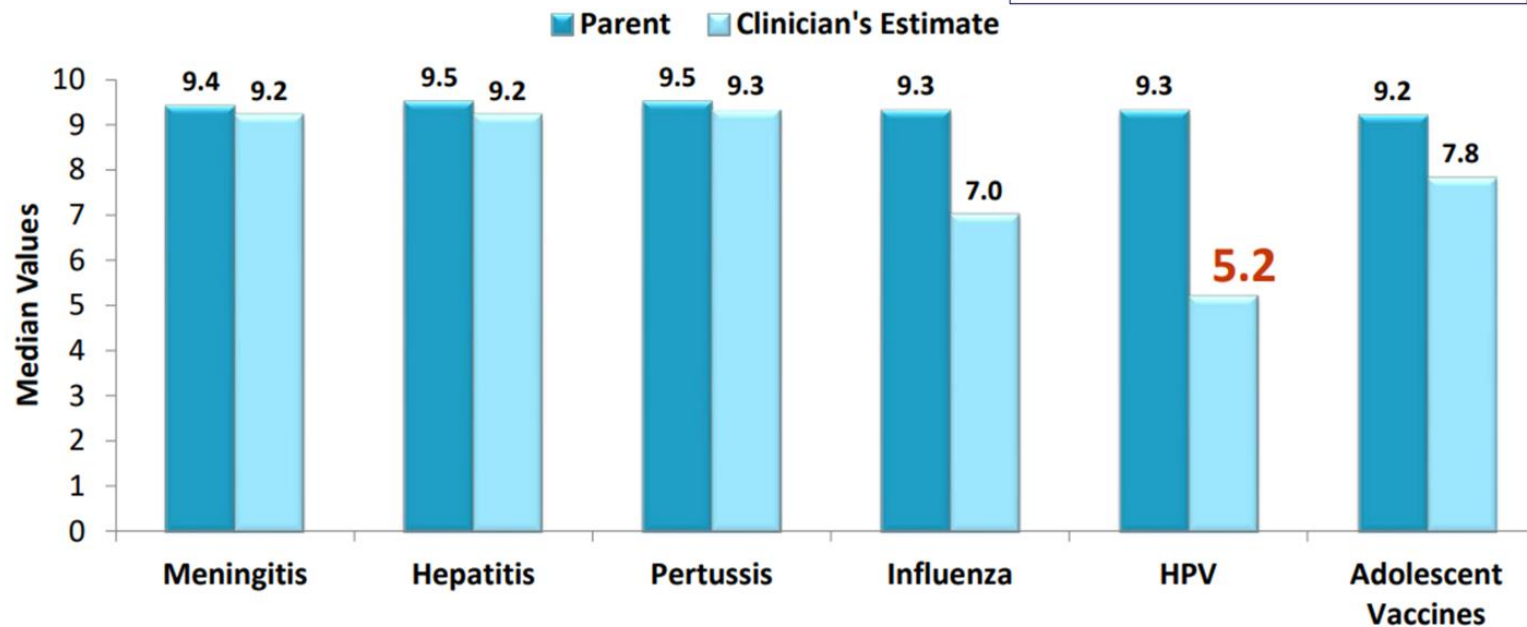


Unintentional Bias cont'd.



Clinicians Underestimate the Value Parents Place on HPV Vaccine

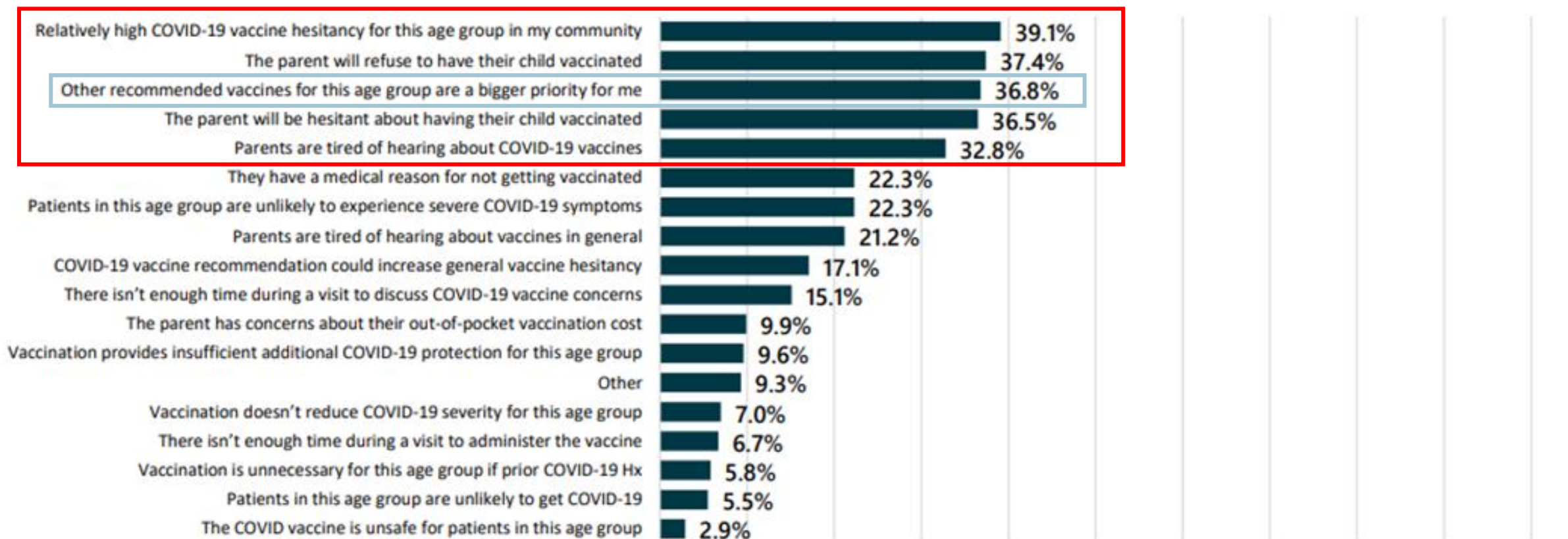
Unintentional Bias



Reasons reported for NOT recommending COVID-19 vaccine to eligible pediatric patients

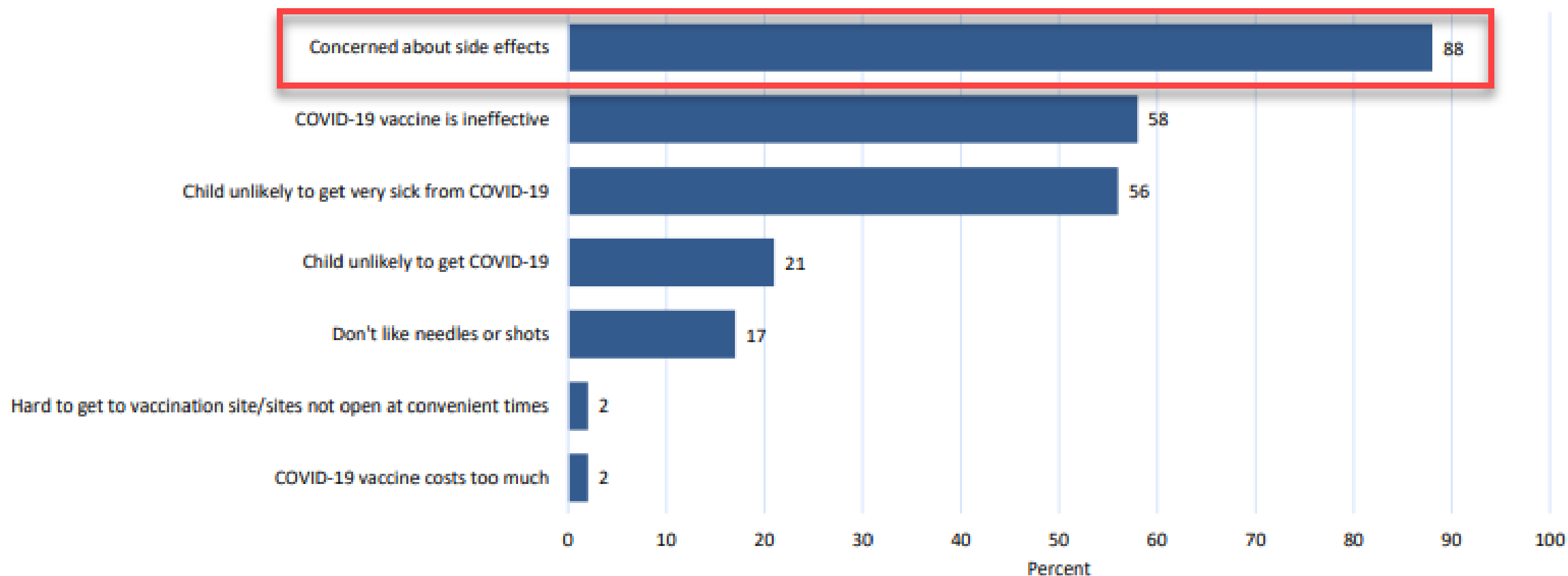
% of respondents selecting response option (n=345)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Key attitudes and experiences among parents of children 6 months-17 years, December 2023 - *National Immunization Survey-Child COVID Module (NIS-CCM)*

Reason for Not Getting the COVID-19 Vaccine Among Respondents with Unvaccinated Children Ages 6 Months-17 Years, NIS-CCM, December 2023



The December estimates are based on data collected November 26 through December 30.

CDC. COVID-19 Vaccination Coverage and Vaccine Confidence Among Children. <https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive/children.html> Accessed April 30, 2024

Perception

“You all said COVID-19 vaccines would be 95% effective in preventing disease. Now we need new vaccines and additional doses because you all lied.”



We aren't Always Vaccinating to Prevent 100% of Cases

Vaccines save lives and help keep people out of the hospital. They are not always effective at preventing all infections, but there is extensive data showing that vaccines prevent severe illness, hospitalization and death.

When is Not Achieving 100% Not Good Enough?

How many things are 100%?

- Value of Seatbelts:
 - In 2023 **91.9% of people use seatbelts**
 - Wearing a seat belt is the most effective way to prevent injury or death in crashes for adults and older children.
 - Among drivers and front-seat passengers, seat belts reduce the risk of death by **45%** and cut the risk of serious injury by **50%**.

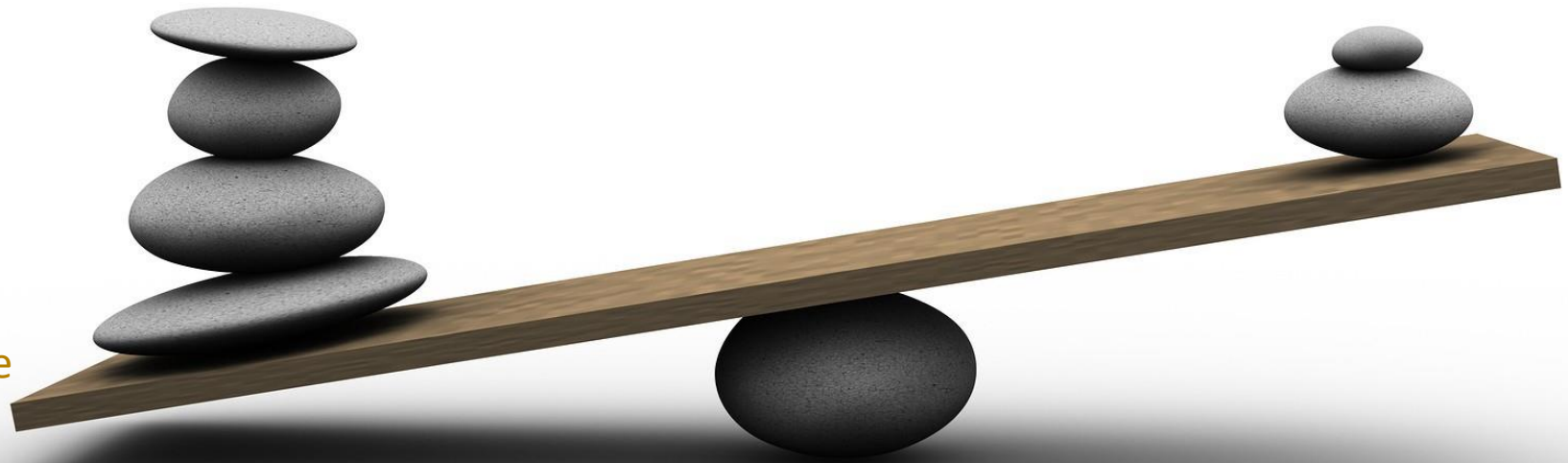
100%



The Flu Vaccine Doesn't Work....

30-60%

0%
Unvaccinated

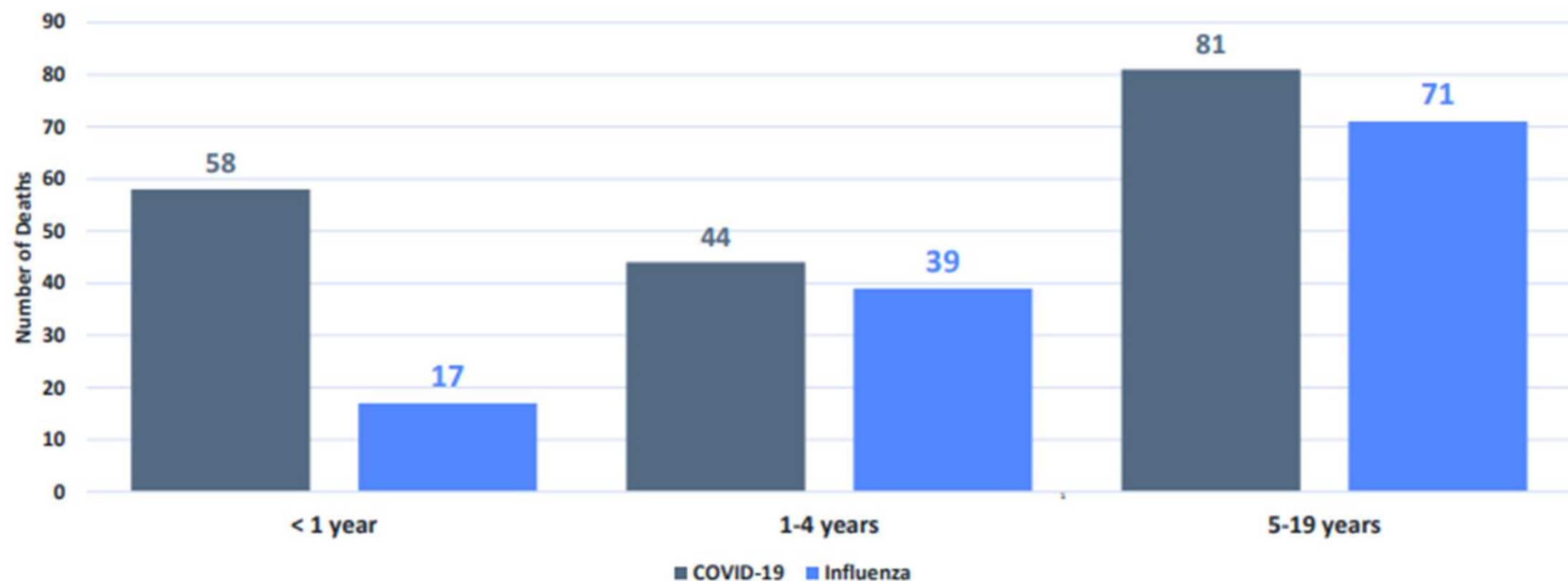


Additional Benefits:

- Reduces the amount of time the individual is ill
- Less time away from work/school
- Reduces severity of symptoms
- Makes hospitalization and death unlikely

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Total number of COVID-19 and Influenza-associated deaths^{1,2} in 2023, by age group, United States



¹ Provisional data

² Underlying cause of death

Source: Centers for Disease Control and Prevention, National Center for Health Statistics. National Vital Statistics System, Provisional Mortality on CDC WONDER Online Database. Data are from the final Multiple Cause of Death Files, 2018-2022, and from provisional data for years 2023-2024, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Number of deaths includes influenza codes (J09-J11) or COVID-19 code (U07.1) as the underlying cause of death. Accessed at <http://wonder.cdc.gov/mcd-icd10-provisional.html> on June 5, 2024

Note: Estimates of pediatric influenza deaths reported to CDC can be found here: <https://www.cdc.gov/flu/weekly/index.htm>. Estimates will vary due to differences in reporting methods and timeframes used.

Other pediatric vaccine preventable diseases: Annual hospitalizations per 100,000 population prior to vaccine recommendation compared to COVID-19

	Hepatitis A ¹	Varicella ² (Chickenpox)	Vaccine-type Invasive Pneumococcal Disease ³	COVID-19 ⁴	
Age	5–14 years	0–4 years	0–4 years	6 months–<18 years	
Time period	2005	1993–1995	1998–1999	2022–2023	2023–2024
Hospitalization Burden (Annual rate per 100,000 population)	<1	29-42	40 ⁵	6 months– 4 years: 74 5–11 years: 17 12–17 years: 24	6 months– 4 years: 50 5–11 years: 10 12–17 years: 13

¹ <https://www.cdc.gov/mmwr/preview/mmwrhtml/ss5603a1.htm>

² Davis MM, Patel MS, Gebremariam A. Decline in varicella-related hospitalizations and expenditures for children and adults after introduction of varicella vaccine in the United States. *Pediatrics*. 2004;114(3):786-792. doi:10.1542/peds.2004-0012

³ Centers for Disease Control and Prevention (CDC). Direct and indirect effects of routine vaccination of children with 7-valent pneumococcal conjugate vaccine on incidence of invasive pneumococcal disease—United States, 1998-2003. *MMWR Morb Mortal Wkly Rep*. 2005 Sep 16;54(36):893-7. PMID: 16163262.

⁴ COVID-NET data October 2022 – September 2023 and October 2023 – May 2024. COVID-19 rates have not been adjusted for reason for admission. COVID vaccine first introduced in 12-17 years in May 2021; in 5-11 years in November 2021 and in 6 months – 4 years in June 2022

⁵ Vaccine-type invasive pneumococcal disease annual rate for children <5 years in 1998-1999 was 80 per 100,000, of which about 50% were hospitalized.

Pediatric vaccine preventable diseases: Deaths per year in the United States prior to vaccine recommendation compared to COVID-19

	Hepatitis A ¹	Meningococcal (ACWY) ²	Varicella ³	Rubella ⁴	Rotavirus ⁵	COVID-19 ⁶
Age	<20 years	11–18 years	5–9 years	All ages	<5 years	6 months–19 years
Time period	1990–1995	2000–2004	1990–1994	1966–1968	1985–1991	2023
Average deaths per year	3	8	16	17	20	1–4 years: 44 5–19 years: 81

¹Vogt TM, Wise ME, Bell BP, Finelli L. Declining hepatitis A mortality in the United States during the era of hepatitis A vaccination. *J Infect Dis* 2008; 197:1282–8.

²National Notifiable Diseases Surveillance System with additional serogroup and outcome data from Enhanced Meningococcal Disease Surveillance for 2015–2019.

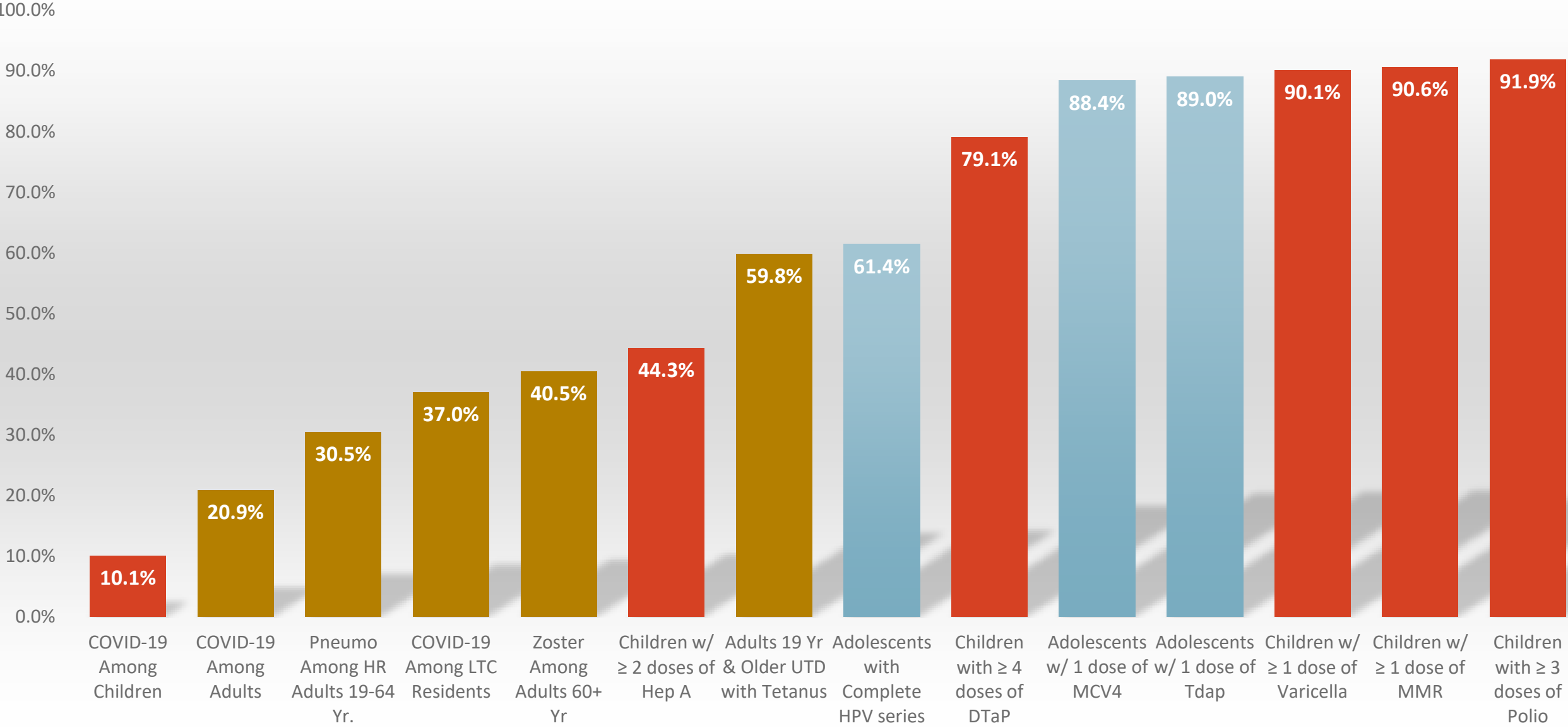
³Meyer PA, Seward JF, Jumaan AO, Wharton M. Varicella mortality: trends before vaccine licensure in the United States, 1970–1994. *J Infect Dis*. 2000;182(2):383–390. doi:10.1086/315714

⁴Roush SW, Murphy TV; Historical comparisons of morbidity and mortality for vaccine-preventable diseases in the United States. *JAMA* 2007; 298:2155–63.

⁵Glass RI, Kilgore PE, Holman RC, et al. The epidemiology of rotavirus diarrhea in the United States: surveillance and estimates of disease burden. *J Infect Dis*. 1996 Sep;174 Suppl 1:S5–11

⁶<http://wonder.cdc.gov/mcd-icd10-provisional.html> on May 14 2024. COVID vaccine first introduced in 12–17 years in May 2021; in 5–11 years in November 2021 and in 6 months – 4 years in June 2022

Immunization Rates



Things You Can Do

Educate

<https://www.immunizesd.org/>

<https://www.sdfamiliesforvaccines.org/>

<https://vaccinateyourfamily.org/>

<https://www.voicesforvaccines.org/>

<https://www.familiesfightingflu.org/>

<https://www.cdc.gov/vaccines/index.html>

Vaccines are the simplest way to keep your family healthy and well.



- Vaccines protect your whole family from many diseases.
- Vaccines boost your immune system, giving you immunity. Immunity is the body's way of preventing disease.
- Like any medication, vaccines can have mild side effects, but these usually go away within a day or two.
- The most common side effects include a low-grade fever and redness and swelling where the shot was given.
- Though you should follow the vaccine schedule, a vaccine series does not need to be started over, regardless of the time that has passed.

The Importance of Community Immunity

Vaccines not only keep individuals healthy, they also help keep communities healthy.

Diseases can travel quickly through a community and make a lot of people sick. However, when enough people are vaccinated against a certain disease, the germs can't travel as easily from person to person, and the entire community is less likely to get the disease. This is known as "community immunity" or "herd immunity".

WHAT ARE MY VACCINE CHOICES?

BE VACCINATED

Become immune to diseases without getting sick

- The benefits of getting vaccinated greatly outweigh any potential risks of the vaccine.
- You may experience mild side effects, but these will be short lived.
- Allergic reactions are very rare (one in a million)

BE A LITTLE VACCINATED

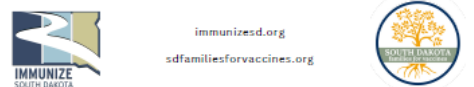
While getting some vaccines helps protect you from those diseases, you are still vulnerable to all the diseases you are choosing not to vaccinate against.

- Disregarding vaccination leaves you vulnerable to diseases and complications.
- Alternate schedules have not been tested for safety or effectiveness.

BE UNVACCINATED

The risks of being unvaccinated and vulnerable to diseases are well-known, and it is impossible to predict which diseases you will encounter or how severely they will affect you. There are a multitude of complications from vaccine-preventable diseases. Some include:

- Severe illness
- Birth defects
- Permanent disability
- Infertility
- Hospitalization
- Death




Vaccines are shots from your doctor or nurse that teach your body to spot bad germs and protect you. They might hurt a little at first, but that goes away.

Here are things you can do to help you feel calm when getting your shots.

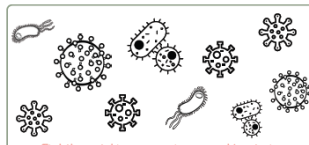
checklist

- Hold your parent's hand
- Bring a toy or stuffy
- Sing or hum a song
- Ask for a sticker after
- Remember, you are brave!



What are germs, anyway?

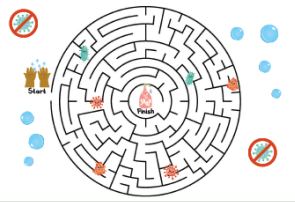
Germs are teeny tiny organisms that live in air, water, and dirt. They even live on and inside your body!



Find the matching germs, viruses, and bacteria. Color them the same color.

Along with getting your immunizations, washing your hands with soap and water for 20 seconds can help you fight off and not spread bad germs to others!

Help the hands avoid the germs and get to the soap safely!



Hand Washing Word Search

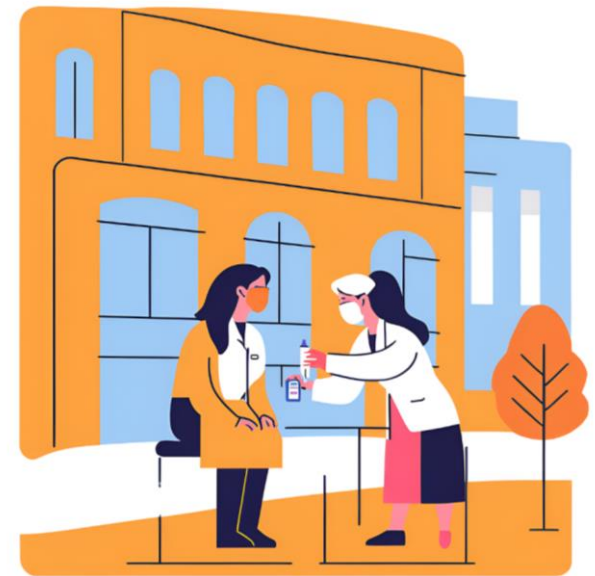
X	R	D	E	Z	T	O	W	E	L	H	B
S	W	I	K	W	J	S	G	L	C	H	K
O	M	S	B	A	C	T	E	R	I	A	U
A	C	E	M	T	W	Y	A	H	A	X	D
P	N	A	J	E	F	H	I	A	T	B	Z
B	E	S	G	R	H	F	K	N	S	T	D
B	A	E	K	X	E	I	C	D	M	O	X
S	W	U	I	T	A	N	H	S	G	V	Z
M	A	A	P	Q	L	G	Z	M	Q	N	M
U	S	K	C	C	T	E	C	L	E	A	N
Y	H	E	O	Z	H	R	T	D	I	R	T
L	X	P	H	B	Q	S	G	E	R	M	S

Water	Soap
Hands	Clean
Disease	Towel
Germs	Dirt
Health	Fingers
Wash	Bacteria

Increase access

Partner with churches, schools, community centers, or other community-centered organizations to offer pop-up clinics in communities and neighborhoods that lack resources.

This helps remove barriers to access and provides a convenient and trusted setting for families to obtain essential immunizations.



Other Strategies to Help Improve Rates

- Send reminders
- Avoid missed opportunities
- Recommend all vaccines the same way on the same day
- Give a **STRONG** presumptive recommendation
- Evaluate immunization rates
- Secure next vaccine appointment before patient leaves
- Implement standing orders



Day of Advocacy

at the Capitol

FEBRUARY 6, 2025



Please plan to join us for the [2nd annual Vaccine Advocacy Day](#) on Thursday, February 6, 2025, from 10:30 am to 1:00 pm. We will serve lunch while sharing vaccine information with our lawmakers. We hope you can help us be a vital presence in Pierre as our vaccination rates continue to decrease across the state.

As one person, you have the power to inspire, educate, and influence change. Together, we're an unstoppable force for good! Come have a fun day of learning, speaking up, and making history as we build our state's pro-vaccine movement to protect lives and futures.

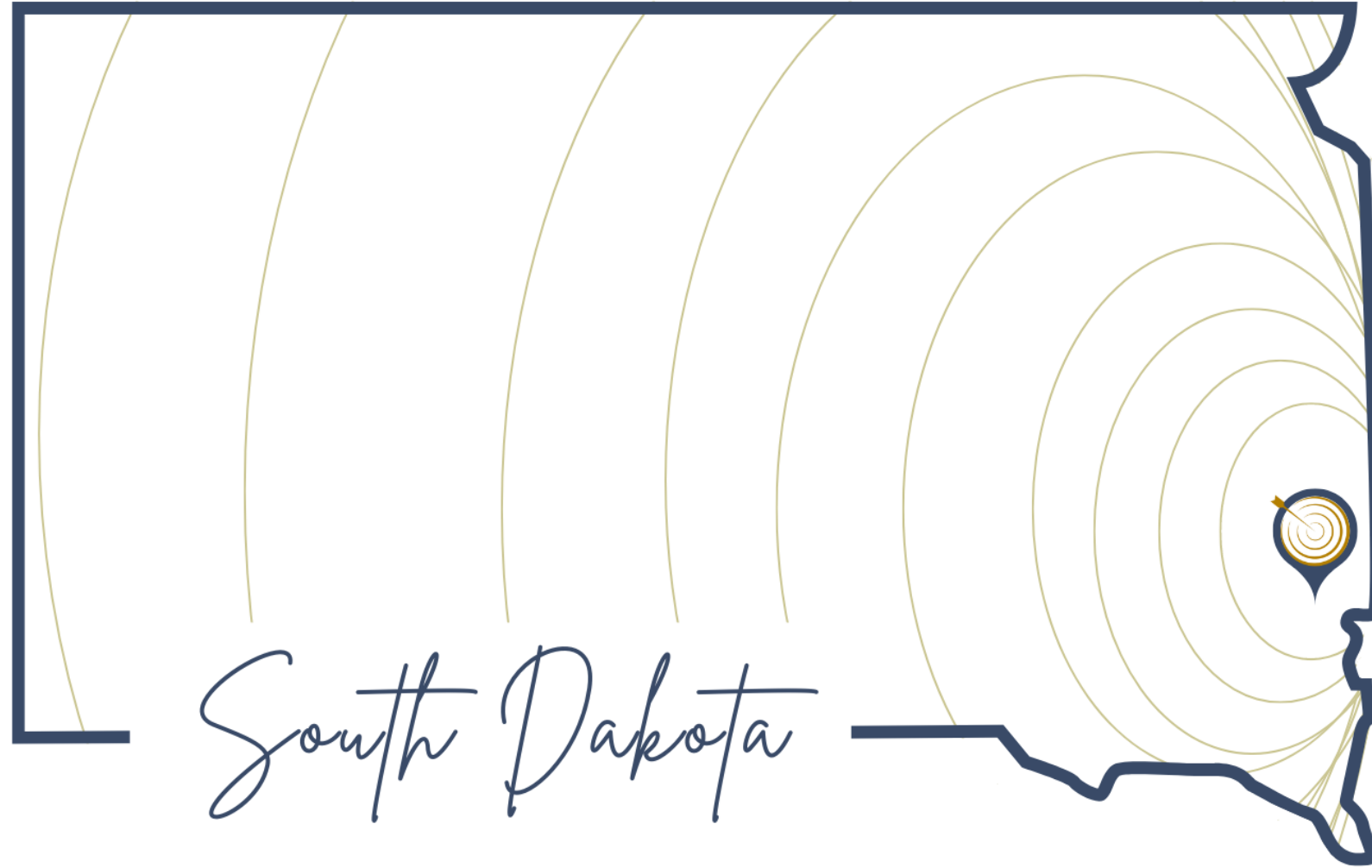


[Registration Link](#)

It takes a team!

ISD currently has 95 members from 43 organizations across 22 communities.

New members are always welcome!



Connect with ISD

Dani Gullickson, Executive Director



executivedirector@immunizesd.org



www.immunizesd.org



Facebook, Instagram, Twitter

[@ImmunizeSD](#)

References

1. World Health Organization. (2020). IMMUNIZATION AGENDA 2030. https://cdn.who.int/media/docs/default-source/immunization/strategy/ia2030/ia2030-draft-4-wha_b8850379-1fce-4847-bfd1-5d2c9d9e32f8.pdf?sfvrsn=5389656e_69&download=true
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