Evidence-based communication strategies: Our best shot at increasing vaccination rates?

Lia Pierson Bruner, MD and Tahmina Mohiuddin, MS3
2022 STFM Conference on Practice & Quality Improvement
September 13, 2022

<table>
<thead>
<tr>
<th>Common Barriers to Vaccination</th>
<th>Provider-level Barriers to Vaccination</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Access and cost (insurance)</td>
<td>1) Lack of health-care provider knowledge (which vaccines to recommend and how to recommend them)</td>
</tr>
<tr>
<td>2) Knowledge, attitudes, beliefs (distrust, perceptions)</td>
<td>2) Lack of time (management of acute and chronic illness takes priority over preventative services)</td>
</tr>
<tr>
<td>3) Health literacy (non-receipt of preventative services, language barriers)</td>
<td>3) Lack of vaccines (not all providers have full range of vaccines to offer)</td>
</tr>
</tbody>
</table>

Evidence-based strategies to USE to improve vaccination rates:

Communication strategies:
- **Presumptive** language that uses announcements
  “You are due for your shot today.” (opt-out approach)
- Use brief, unambiguous language that demonstrates your **STRONG RECOMMENDATION** (OR = 93.5 for HPV vaccine[^4])
- When faced with resistance, use **motivational interviewing** and ask for their concerns
  - Provide new information in the framework of the patients’ values without repeating misinformation
  - Focus on the disease being prevented
  - Tell personal stories and anecdotes

Other “action-ables” to increase vaccination rates:
- Vaccinate same day
- Employ standing orders and reminders/recalls in office
- Check vaccination status at every office visit

Strategies to AVOID that decrease vaccination rates or worsen outcomes:
- Participatory or conversational language.
  “What do you think about getting your shots today?” (opt-in approach) (OR = 17.5 for non-receipt[^11])
- Attempting to correct misinformation or myths (Reinforces patients’ beliefs)
- Lecturing patients with facts
- Asking a patient WHY they are hesitant (Makes them defensive)

Step-Wise Approach to Increase Vaccination Rates

---

[^4]: HPV vaccine
[^11]: non-receipt
References