



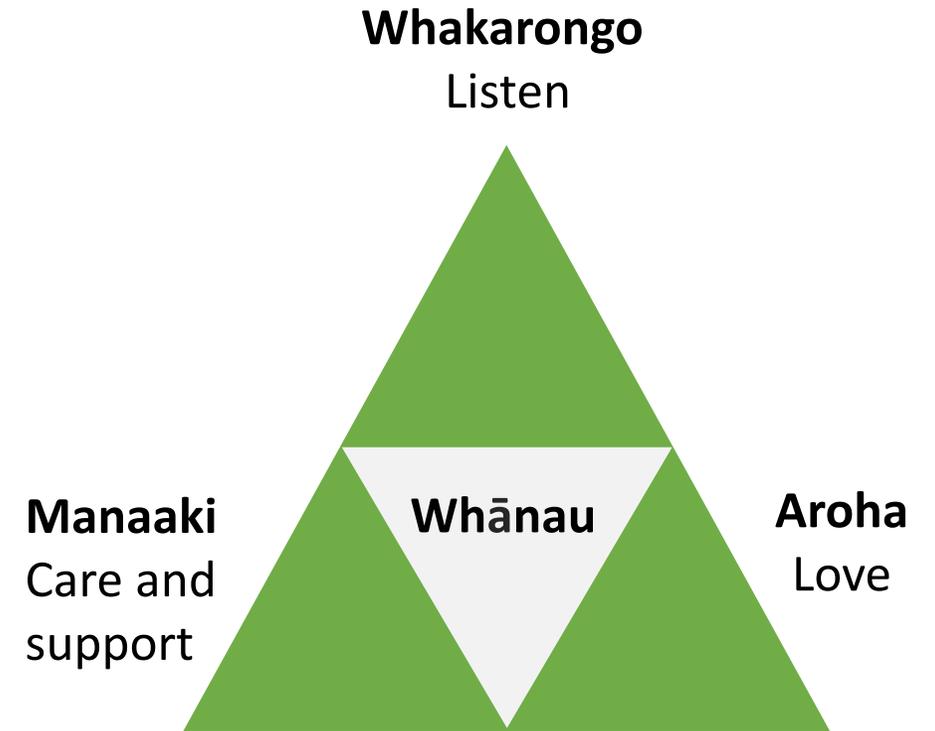
Let's talk about immunisation

Andrea Teahan
Immunisation Education Facilitator

Talking about immunisation

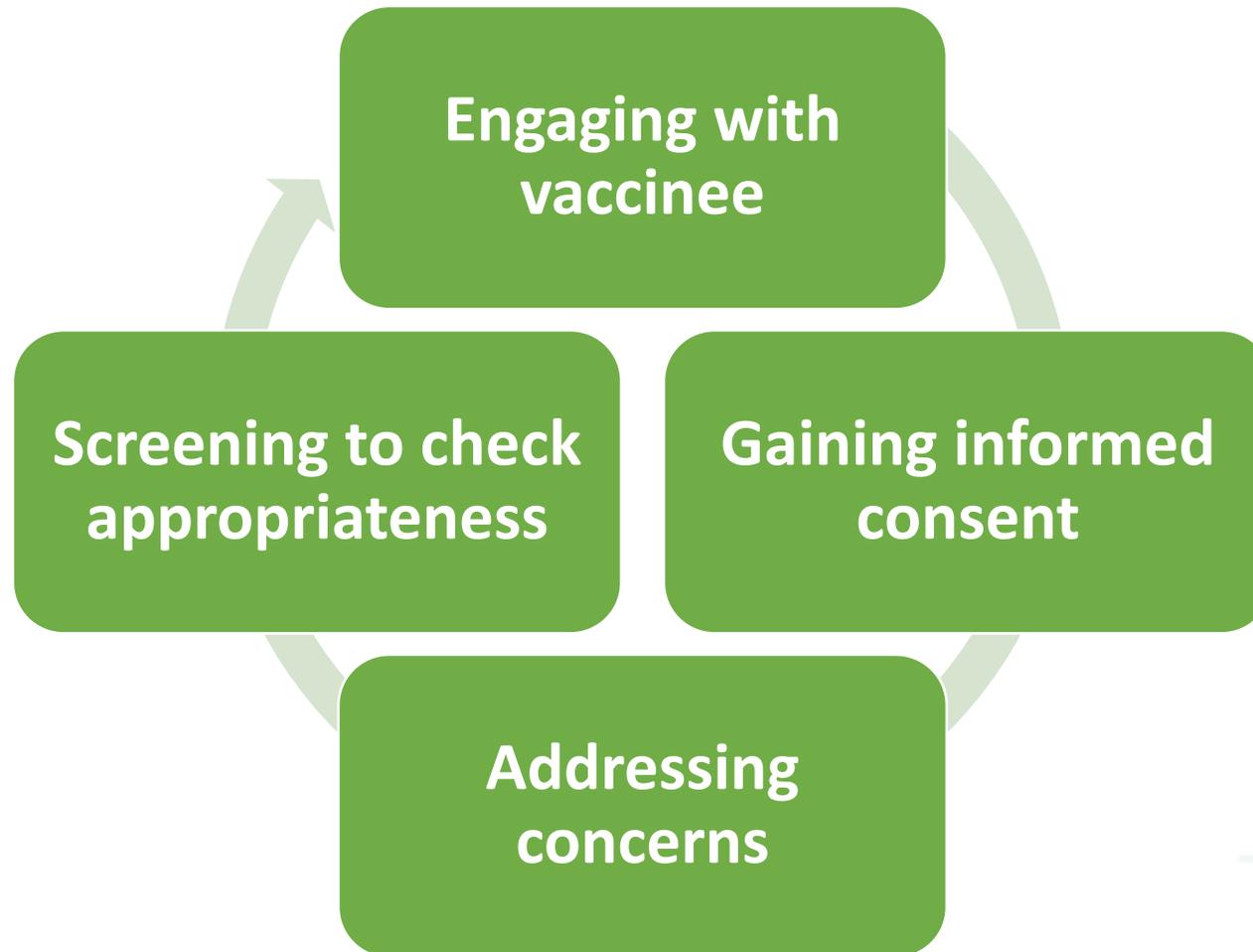
Consider there are many world views around wellbeing, and how you might approach whānau and other cultures on this topic.

- **Whakarongo:** acknowledge fears and concerns – connect as a parent/your own experiences
- **Manaaki:** respect and empathy rather than challenge their beliefs
- **Aroha:** consider discussing immunisation as a way to protect and preserve future generations



Courtesy of Denise Tahuri: Niho Taniwha model

What do we need to communicate as vaccinators?



What do whānau want/need to know?

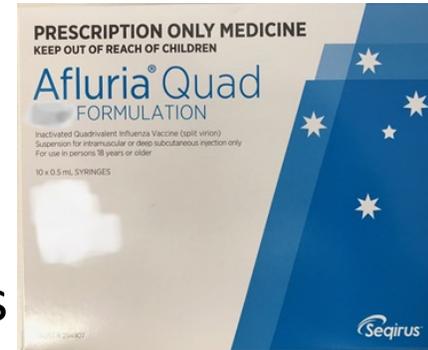
- Why are we being offered a vaccine ?
- What information do we need to know?

- Our baby/pēpi is being offered a 'new' vaccine ? Why ?
- What other information do we want/ need to know?

Hapū wāhine

- **Influenza (Afluria® Quad)**

- Funded annually anytime during every pregnancy to prevent serious complications
- Route/site: IM/ deltoid



- **Tdap (Boostrix®)**

- Diphtheria, tetanus & acellular pertussis
- Route/site: IM/ deltoid
- **Timing: from 2nd trimester** each pregnancy to protect newborns



- **Immunisation in pregnancy**

- **Active** immunity for mum
- **Passive** immunity for baby

Coverage needs to be increased!



Fundamental components of informed consent:

For every vaccination event obtain informed consent

That they have a choice/options

Why they are being offered the treatment/ procedure

The probable benefits, risks, side-effects, failure rates and alternatives, and the risks and benefits of not receiving the treatment

What is involved in what they are being offered

Finish with an *immunisation recommendation*

Understand the specific concerns

- Not every parent has the same concerns
- Ask what they are worried about
- Ask them to describe what they already know about disease risk and vaccine benefit
- Correct misconceptions

Be attentive to their concerns!



Stay on message

“Vaccines are very safe and effective, and serious disease can occur if your child is not vaccinated.”

- ie, in all the studies almost all measles occurred in unvaccinated people
- Consequences for others . . .

Altruism – unvaccinated children put others at risk

If you are unsure of the answer– call 0800 IMMUNE or website



Addressing a myth: HPV example

Core facts

- The HPV virus causes a range of cancers as well as genital warts.
- **We now have a vaccine with a very good safety profile that can prevent many cases.**

Warning

- There are myths circulating on the Internet, Facebook, twitter... about the safety of this vaccine.
- **These are untrue.**

Alternative explanation

- **Sometimes when something occurs after a vaccine, people blame the vaccine.**

Fact

- **Evidence indicates HPV vaccine has a very excellent safety profile.**

MMR and autism

Core facts

- **Measles mumps and rubella can be very serious diseases and MMR vaccine has prevented millions of cases.**

Myth

- Fraudulent research that received a lot of media attention led to the myth that MMR vaccine causes autism.
- **This is not true.**

Alternative explanation

- Sometimes when something occurs after a vaccine, people blame the vaccine.

Fact

- **Lots of scientific research shows MMR vaccine is very safe.**

Where to get more information?

- www.immune.org.nz
 - Ministry of Health - immunisation
 - 0800 IMMUNE: 0800 466 863
 - NCIRS – National Centre for Immunisation Research & Surveillance
 - CHOP – Children’s Hospital of Philadelphia
- <https://www.chop.edu/centers-programs/vaccine-education-center>
- Vaccine Safety Net sites
 - SKAI (Sharing Knowledge About Immunisation)
 - www.healthed.govt.nz





Thank You