

# Immunization Project with Wisconsin Immunization Neighborhood

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Image: Heather Hazzan, *SELF Magazine*

# Project Overview

Goal: Create a project that helps WI immunization providers advocate and discuss vaccines with parents. And provide resources that engage and encourage parents/patients to vaccinate and advocate for vaccinations.



Provider Perception Survey



Provider Toolkit



Science Saturday with WARF





## Measuring Provider Perceptions of Vaccine Hesitancy

The goal of this survey is to collect information from Wisconsin immunization providers regarding their perceptions of patients/parents vaccine attitudes to assist in the development of advocacy materials to improve vaccine confidence, recommendation practices, and Wisconsin's vaccination rates.

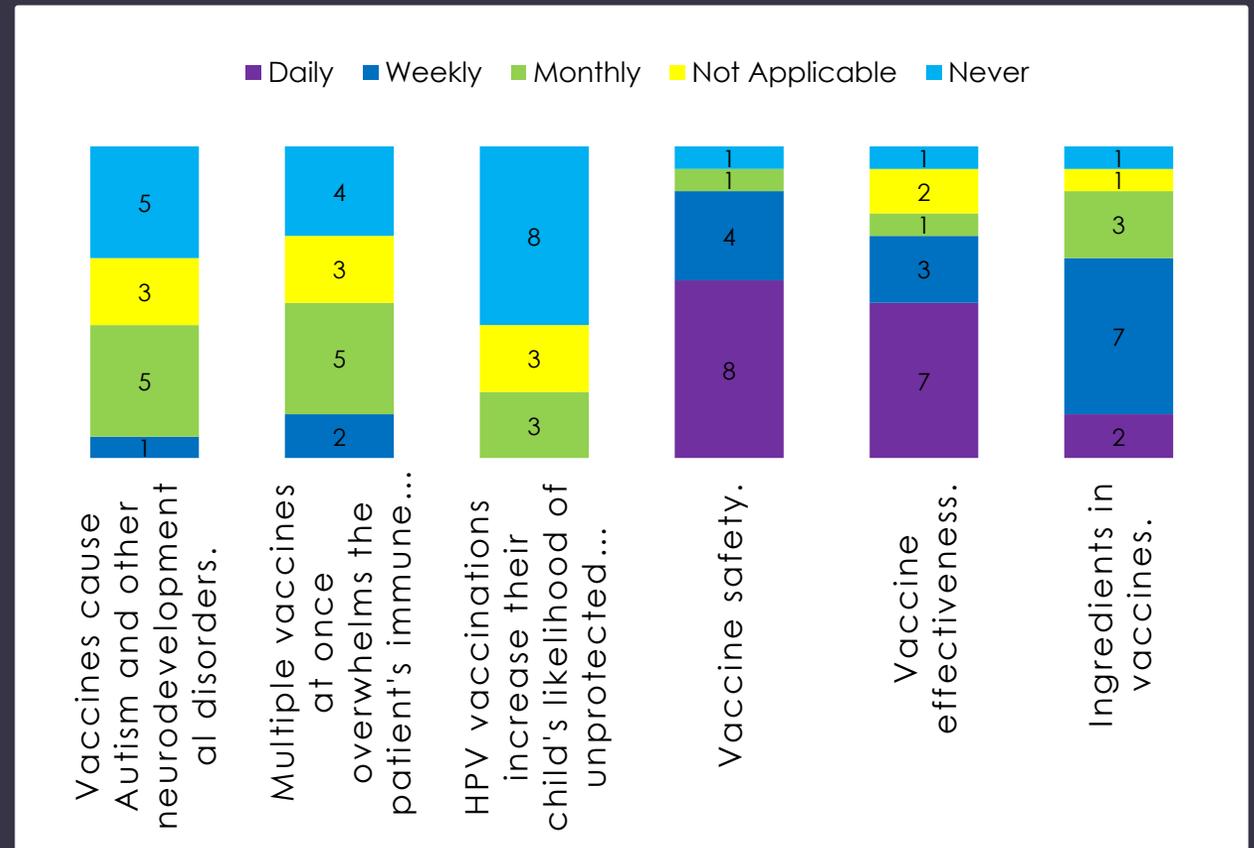
\* Required

# Provider Perception Survey Results

- 14 responses.
- 21% of physicians reported that they saw only adults, no children in their practice;
- 50% of physicians reported they mostly saw adults but did see some children;
- 21% reported they saw about an equal number of children and adults in their practice;
- 7% reported that they only saw children.

# Provider Perceptions Survey Results

- Most of the respondents said that they encountered vaccine hesitancy either daily or weekly.
- COVID-19 vaccines surfaced as a hot topic in the responses.
- The top four sources' physicians identified were social media (10), internet/internet search engines/internet news sites (7), online blogs (4), and non-traditional practitioners (4).



# Immunization Provider Toolkit:

## The C.A.S.E. Method - Talking with Vaccine Hesitant Parents



### Parents Trust the Advice of Their Child's Primary Care Provider.

- 98% of parents follow the advice of their pediatrician.
  - Of these, nearly 95% reported following their pediatrician's advice completely.<sup>1</sup>

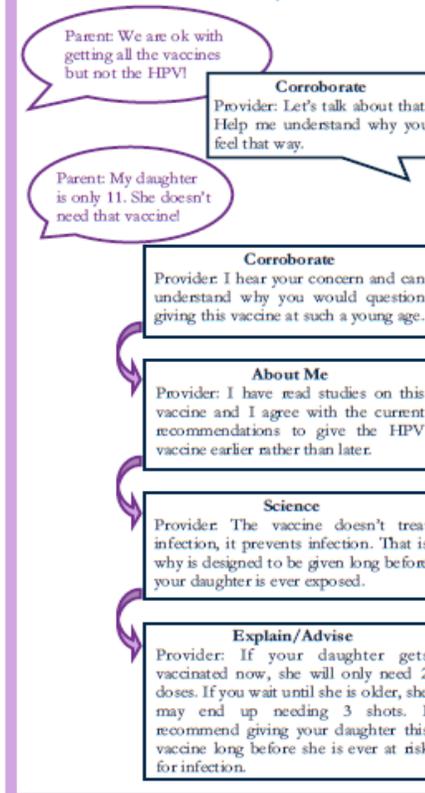
The C.A.S.E. Method, designed by Alison Tepper Singer, founder of the Autism Science Foundation, helps immunization providers address questions from vaccine hesitant parents. The C.A.S.E. Method includes these four conversational pieces:

<p><b>1) Corroborate</b> Acknowledge the patient or parents' concern. Find a point on which you can agree. Set the tone for a respectful, successful talk.</p> <p><b>Ways to Corroborate:</b></p> <ul style="list-style-type: none"> <li>I have had other parents ask me this too.</li> <li>I used to wonder that as well.</li> <li>I think that we can both agree that...</li> </ul>	<p><b>2) About Me</b> Describe how you have built your knowledge base and expertise on vaccines and vaccination.</p> <p><b>Ways to Discuss About Me:</b></p> <ul style="list-style-type: none"> <li>I have spent a lot of time studying vaccines and vaccinations.</li> <li>I consider vaccinating children one of the most important parts of my job.</li> <li>I have dedicated my life's work to protecting people from vaccine-preventable illnesses.</li> </ul>
<p><b>3) Science</b> Describe and discuss what the science says.</p> <p><b>Ways to Talk About Science:</b></p> <ul style="list-style-type: none"> <li>The evidence shows that vaccines are safe and effective.</li> <li>This vaccine protects your child by...</li> <li>Dozens of studies have been done on this. Here's what we know about...</li> </ul>	<p><b>4) Explain/Advise</b> Based on science, give advice to the patient or parent.</p> <p><b>Ways to Advise:</b></p> <ul style="list-style-type: none"> <li>I am (or my children are) vaccinated.</li> <li>I recommend this vaccine to all eligible patients.</li> <li>Vaccinating protects your child from serious illnesses. Your child needs these vaccines.</li> </ul>

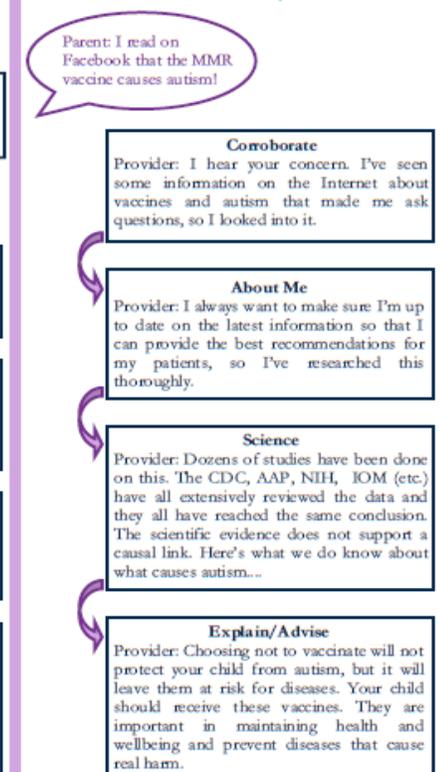
The C.A.S.E. Method is not just about providing information, education, data or facts. As their primary care provider, you have the knowledge, the good relationship with your patients, their trust, and they want to follow your recommendations.

## Using the C.A.S.E. Method

### HPV Vaccine Hesitancy:



### MMR Vaccine Hesitancy:



#### Sources:

- Mosley, K. L., Freed, G. L., & Gould, S. D. (2011). Which sources of child health advice do parents follow? *Clinical Pediatrics*, 50(1), 50-56.
- Making the Case for Vaccines. Autism Science Foundation
- Working with Vaccine-Hesitant Parents using the C.A.S.E. Approach. R. Jacobson
- Answering Parents' Questions about HPV Vaccine. CDC

# Immunization Provider Toolkit:



## Responding to Common Concerns About Vaccinations

Parents want to be heard and respected. They seek credible information and want to make the healthcare decisions for their child. As their child's healthcare provider, you provide more than just information and facts. You have your standing with parents and the passion you hold for your advice. Here are some ways to provide advice to parents while discussing common vaccination concerns:

There are too many shots, too soon.  
OR  
I want to spread out the vaccines so that they don't overwhelm my child's immune system.

**Provider:** I hear your concern that your child is getting more vaccines than you did as a child/too many vaccines that will overwhelm their immune system. This has been a common concern in my practice, so I went through the CDC schedule. I learned that technology has improved allowing us to use smaller pieces of the virus, meaning the vaccines today have fewer parts of the virus to stimulate the immune system than we used previously. I feel confident that the vaccine schedule is safe. It provides more protection against more diseases, letting children live longer, healthier lives. I vaccinated my own children and recommend all patients follow the CDC schedule.

**Resource to discuss or give to parents:**

*Too Many Vaccines? What You Should Know*

<https://media.chop.edu/data/files/pdfs/vaccine-education-center-to-many-vaccines.pdf>

I'm worried about the ingredients in vaccines.

**Provider:** I hear your concern about the ingredients in vaccines and other parents have shared that concern with me also. As part of my continuing education I have attended conferences and read papers on vaccinations. Vaccine ingredients have been studied and each vaccine ingredient plays an important role in either making the vaccine or ensuring that it is safe and effective so it will protect your child from vaccine-preventable illnesses. It is safer for your child to receive vaccines than it is for them to get the illness that these vaccines prevent and that is why I recommend that they get vaccinated.

**Discussion Resources:**

<https://www.cdc.gov/vaccines/parents/ingredients.html>

<https://www.fda.gov/vaccines-blood-biologics/safety-availability-biologics/common-ingredients-us-licensed-vaccines>

I want to vaccinate my child on an alternative schedule.

**Provider:** You and I both want your child to be safe and healthy. I've read through the recommendations carefully and follow the CDC schedule in my practice because it is designed to protect children when they are most vulnerable to the diseases vaccines prevent. Non-standard schedules that spread out vaccines or start when a child is older do not provide protection against serious illnesses when infants and young children are most at risk for the diseases. I always recommend that children receive their vaccinations as scheduled and think this is one of the best ways that I can help them to stay healthy.

**Resource to discuss or give to parents:**

*Child Immunization Schedule: Why is it like that?*

<https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Child-Immunization-Schedule-Why-Is-It-Like-That.aspx>



## Common Concerns Continued

Most people who get a disease have been vaccinated against it.

**Provider:** I can understand why you might think this as it certainly seems that way. I have looked into why this is. Most people are vaccinated yet no vaccine is 100% effective. In an outbreak, the number of vaccinated people who get a disease will be greater than the number of unvaccinated people simply because the number of unvaccinated people is so small. The percentage of vaccinated people getting the disease will be tiny, whereas the percentage of unvaccinated people getting the disease will be high. Vaccination remains the best way to protect ourselves and the community from these vaccine-preventable diseases.<sup>1</sup>

**Resource to discuss or give to parents:**

*Personal Belief Exemptions for Vaccination Put People at Risk. Examine the Evidence for Yourself.*  
<https://www.immunize.org/catg.d/p2069.pdf>

Sometimes the vaccine information I read on the Internet scares me.

**Provider:** There is a lot of information on the internet. I've seen some pieces of information that made me ask questions too. As part of my training, I have learned to sort through information on the Internet with a skeptical eye. Research has shown that there is a relationship between disinformation campaigns on social media correlating with doubts about vaccine safety and decreased vaccination rates.<sup>2</sup> Here are some reliable sources of information that I would recommend using for vaccine information.

**Resource to discuss or give to parents:**

Wisconsin Immunization Neighborhood's *Reliable Sources of Vaccine Information* handout.

I just don't want to talk about it anymore.

**Provider response to vaccine-hesitant parents:** I can see this means a lot to you and we both want your child to be healthy and happy. Let's revisit this once you have had a chance to think more about vaccination.

**Provider response to vaccine-refusal parents:** We both want your child to be healthy. I am sorry that we disagree on how best to do that today. Let's continue this discussion at the next visit.

**Recommendations:**

Take a guiding style, not a directive style.  
Work to establish trust. Don't try to solve the problem.

Explore doubts and interests. Do not argue or debate. You are there to listen to their concerns. Reflect on what they are telling you.

If the parent is done talking about vaccines, end the conversation for that visit.

Conversations that guide the parent to explore their reasons for hesitancy can help increase confidence and trust in vaccines. The goal of these conversations is to move someone to a "yes" for acceptance.<sup>3</sup> Conversations about vaccines do not only happen at one visit. Speak about vaccines and the benefits of vaccination at every visit.

Sources: 1. *Quick Answers to Tough Questions*. IAC, 21 Wilson, St., Wisconsin. C. Social media and vaccine hesitancy. BMJ Global Health 2020;5:e004206. 2. *Conversations to Build Trust in Vaccines*. WHO

# Immunization Provider Toolkit:



## Responding to Concerns About the COVID-19 Vaccine

Misinformation surrounding SARS-CoV-2 and COVID-19 has been widespread and with the introduction of COVID-19 vaccines, that misinformation has raised safety and efficacy concerns for patients. Here are some ways to provide advice when responding to concerns about the COVID-19 vaccine:

**The vaccines were developed too fast. Concerns had to be cut so they can't be sure they're safe.**

**Provider:** I hear your concern that the COVID-19 vaccines were developed faster than we are used to as it usually takes years to release new vaccines. I have reviewed and read up on the timeline and development of the COVID-19 vaccines. To help end the pandemic, researchers did speed up some processes. They combined phases of the clinical trials, got more resources from the government for development and testing, and received an Emergency Use Authorization.<sup>1</sup> However, they did not skip any of the key safety steps in the process. Just like all vaccines, the COVID-19 vaccines have been tested for safety and effectiveness and continue to be studied even now. It is safer for you to receive the COVID-19 vaccine than it is for you to get COVID-19 and that is why I recommend that you get vaccinated.

### Resource to discuss or give to patients:

*COVID-19 Vaccine Safety*  
<https://www.dhs.wisconsin.gov/publications/p02872.pdf>

**COVID-19 vaccines did not go through the full testing and review process so they only received an EUA from the FDA.**

**Provider:** I hear your concern that the COVID-19 vaccines got approved too quickly. I read through the information about the vaccines and the EUA. An EUA helps provide products faster during a public health emergency. For an EUA, clinical trials must be completed and the vaccine manufacturer must submit their data from the development and testing process. Scientists and public health experts review the data for the vaccine's safety and effectiveness and decide whether the potential benefits of a product outweigh the potential risks. Vaccines that receive an EUA have been thoroughly tested and reviewed by experts.<sup>2</sup> It is safer for you to receive the COVID-19 vaccine than it is for you to get COVID-19 and that is why I recommend that you get vaccinated.

### Resources to discuss or give to patients:

*Video—What is an EUA?*  
<https://youtu.be/jGkwaESsGBO>

*Emergency Use Authorization for Vaccines Explained*  
<https://www.fda.gov/vaccines-blood-biologics/vaccines/emergency-use-authorization-vaccines-explained>

*The Path for a COVID-19 Vaccine from Research to Emergency Use Authorization*  
<https://www.fda.gov/media/143890/download>



## COVID-19 Vaccine Concerns Continued

**mRNA technology is just too new and we don't know enough about it!**

**Provider:** COVID-19 vaccines are new and I know that can feel scary; however, I have read up on mRNA technology and researchers have been studying and working with mRNA vaccines for decades. mRNA vaccines have been studied before with other illnesses and have been used in cancer research.<sup>3</sup> These vaccines have been held to the same safety and effectiveness standards as all other types of vaccines and I recommend that you receive the COVID-19 vaccine.

### Discussion Resource:

*Understanding mRNA COVID-19 Vaccines*  
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/mrna.html>

**I'm worried the vaccine will change my DNA!**

**Provider:** I hear your concern and some of my other patients have had this concern as well. I have read up on how the mRNA vaccine works and this is how I think of it... Think about your cell as a ball of jello and the nucleus of your cell, where your DNA is stored, as a ping-pong ball. The mRNA information can enter the jello part of the cell; however, that hard coating of the ping-pong ball does not allow the mRNA to enter the nucleus, thus the DNA is protected. Soon after the cell "reads" the instructions from the mRNA, it breaks it down and gets rid of it without it ever getting in the nucleus. I received this same vaccine and am recommending it for my patients.

### Resource to discuss or give to patients:

*How mRNA COVID-19 Vaccines Work*  
[https://www.cdc.gov/coronavirus/2019-ncov/downloads/vaccines/COVID-19-mRNA-infographic-G\\_508.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/vaccines/COVID-19-mRNA-infographic-G_508.pdf)

**There is no point in getting the vaccine because it won't protect me from the variants.**

**Provider:** I can understand why you might feel that way. I have read about the variants and current data shows the COVID-19 vaccines may work against some of the variants but could be less effective for others. However, if you are vaccinated and become infected with a new strain of COVID-19, the current vaccines can help lessen symptom severity. We are learning more everyday about the new variants. It may be that in the future vaccine boosters will be developed and distributed to help combat any new COVID-19 variants.<sup>3</sup> For the time being though, it is safer for you to receive the COVID-19 vaccine than it is for you to get COVID-19 and that is why I recommend that you get vaccinated.

### Discussion Resource:

*COVID-19: Emerging SARS-CoV-2 Variants*  
<https://www.dhs.wisconsin.gov/covid-19/variants.htm>  
*Science Brief: Emerging SARS-CoV-2 Variants*  
<https://www.cdc.gov/coronavirus/2019-ncov/science/science-briefs/science-brief-emerging-variants.html>

Sources: 1) What you need to know about mRNA COVID-19 vaccines. AIM. 2) COVID-19 Vaccines Myths and Facts. Anthem. 3) Understanding mRNA COVID-19 vaccines. CDC.

# Immunization Provider Toolkit:



## Responding to Safety Concerns About Vaccinations

It is reasonable for parents to be concerned about possible reactions or side effects of vaccines. Vaccines, like any medication, can cause side effects. Many of these effects are minor, treatable, and last only a few days, but there are people who have more serious reactions or side effects. Here are some ways to provide advice to parents while discussing common vaccination safety or side effect concerns and resources to assist you in having those discussions:

**Can you promise me that the vaccine is 100% safe?**

**Provider:** I can understand your concern. I have years of experience with vaccines and no reason to believe that vaccines cause long-term harm even if they cause some short-term pain or side effects. There is no medical procedure or medication, including vaccination, that is no risk or 100% safe but I can tell you that vaccines are so low risk that the benefits of vaccination far outweigh the risks of not vaccinating. I truly believe that the risk of vaccine-preventable diseases is greater than any risks posed by vaccines. Vaccines will get your child off to a great start for a long, healthy life.

**The VAERS system proves that vaccines are dangerous.**

**Provider:** I can understand how you would feel that way as VAERS is the Vaccine Adverse Event Reporting System. I have used VAERS to report adverse reactions after vaccinations. The purpose of VAERS is to detect rare adverse events after vaccination signaling to scientists that studies may be needed to determine whether the adverse event is a side effect or if there is no medical link, but people sometimes misuse individual reports from VAERS as “proof” that an adverse event was caused by vaccines. Just because a VAERS report has been completed does not “prove” that the vaccine caused the adverse event. Let me provide you with some information on VAERS.

An **adverse event** is a health problem that happens after vaccination that may or may not be caused by a vaccine. These events may require further investigation. By definition, a **side effect** has been shown to be linked to a vaccine by scientific studies.<sup>1</sup>

People often misuse VAERS data as proof that a vaccine caused an adverse reaction. This is a causal fallacy. Causal fallacies occur when two things are incorrectly identified as being causally associated without enough evidence to do so (false cause); solely based on one occurring before the other (post hoc); or because they were found together (correlational fallacy).<sup>2</sup>

**Resource to discuss or give to parents:**

*Understanding the Vaccine Adverse Event Reporting System (VAERS)*  
[www.cdc.gov/vaccines/hcp/patient-ed/conversations/downloads/vacsafe-vaers-color-office.pdf](http://www.cdc.gov/vaccines/hcp/patient-ed/conversations/downloads/vacsafe-vaers-color-office.pdf)



## Safety Concerns Continued

**What happens if they find problems after the vaccine is approved?**

**Provider:** I have wondered that myself. I spent some time researching how vaccines are monitored after they are licensed. The U.S. has a vaccine safety system that ensures vaccines are as safe as possible. Most common side effects of a vaccine are identified during the studies before the vaccine is licensed; however, some side effects are so rare, they may not be detected in the studies. The vaccine safety monitoring system continues to monitor for possible side effects after a vaccine is licensed. When millions of people receive a vaccine, less common side effects that were not identified earlier may show up. This system allows for problems to be caught and responded to quickly. Let me provide you with some information on how vaccines are studied and monitored to ensure their safety.<sup>3</sup>

**Resource to discuss or give to parents:**

*Ensuring the Safety of Vaccines in the United States*  
<https://www.cdc.gov/vaccines/hcp/conversations/downloads/vacsafe-ensuring-color-office.pdf>

**My child has a complex medical history and I am worried about reactions or issues if he is vaccinated.**

**Provider:** I can understand why you would be worried as sometimes in unusual situations people can have serious reactions after they are vaccinated. For people with complex medical conditions, I can make a referral to CISA, the Clinical Immunization Safety Assessment, through the CDC. A CISA evaluation is when vaccine safety experts from the CDC's Immunization Safety Office and the CISA academic medical centers meet and review complex vaccine safety cases that are referred from healthcare providers. Although CISA will not tell me to or not to vaccinate your child, they will provide guidance based on their experience with others with complex medical conditions. I will make a referral to CISA.<sup>4</sup>

**To request a CISA evaluation:**

Email: [CISAeval@cdc.gov](mailto:CISAeval@cdc.gov)

Provide:

- Your name and health professional training category (e.g., MD, DO, NP, PA, RPh)
- Phone number
- Enough clinical background information in your question to enable CDC to triage your inquiry appropriately
- DO NOT list patient names or personal identifying health information in the email.
- CDC or CISA staff will contact you if more information is needed.<sup>4</sup>

Sources: 1) *Understanding the Vaccine Adverse Event Reporting System (VAERS)*, CDC; 2) *Logical Fallacies and Vaccines*, CHOP; 3) *Ensuring the Safety of Vaccines in the United States*, CDC; 4) *CISA Evaluation*, CDC

# Immunization Provider Toolkit:

## Reliable Sources of Information on Vaccines



### Searching the Internet



Reliable sources of information on the Internet:

Immunization Action Coalition (IAC)  
[www.vaccineinformation.org](http://www.vaccineinformation.org)

American Academy of Pediatrics (AAP)  
[www.aap.org/immunization](http://www.aap.org/immunization)

Vaccinate Your Family  
[www.vaccinateyourfamily.org](http://www.vaccinateyourfamily.org)

Children's Hospital of Philadelphia, Vaccine Education Center (CHOP-VEC)  
[www.chop.edu/centers-programs/vaccine-education-center](http://www.chop.edu/centers-programs/vaccine-education-center)

Voices for Vaccines (VFV)  
[www.voicesforvaccines.org](http://www.voicesforvaccines.org)

Centers for Disease Control and Prevention (CDC)  
[www.cdc.gov/vaccines/parents](http://www.cdc.gov/vaccines/parents)

WI Department of Health Services Immunizations  
<https://www.dhs.wisconsin.gov/immunization/index.htm>

### Videos on Vaccines:

Immunization Action Coalition's Video Library  

- [www.vaccineinformation.org/videos](http://www.vaccineinformation.org/videos)
- Provides hundreds of video clips about vaccines and vaccine-preventable diseases

Shot by Shot Video Collection  

- [www.shotbyshot.org](http://www.shotbyshot.org)
- Real stories of vaccine-preventable diseases shared on the California Immunization Coalition website

Children's Hospital of Philadelphia—Vaccine Education Center Videos and DVDs  

- <https://www.chop.edu/centers-programs/vaccine-education-center/resources/vaccine-videos-and-dvds>
- Short videos covering a variety of vaccine topics

### There's an App for that!



#### Vaccines on the Go: What You Should Know

Free app from the Vaccine Education Center at the Children's Hospital of Philadelphia. The app provides information on:

- Vaccines and the diseases they prevent
- Recommended immunization schedules
- Vaccine safety
- How the immune system works
- Travel related vaccine information



#### ReadyVax

Free app from Emory University. The app provides information on:

- Vaccines and vaccine-preventable diseases
- Vaccine safety
- Contains up-to-date, evidence based information to inform vaccination decisions

### Newsletters, Blogs, and Podcasts!

Parent's PACK Newsletter  

- <https://www.chop.edu/centers-programs/parents-pack/parents-pack-newsletter-sign-form>
- Up-to-date vaccine news, research and developments provided by CHOP-VEC

Shot of Prevention Blog  

- <https://shotofprevention.com/subscribe-to-our-blog/>
- Come together to discuss news and views on vaccines hosted by Vaccinate Your Family

Vax Talk Podcast  

- <https://www.voicesforvaccines.org/podcast/>
- Latest news about vaccines and the impact they have on our communities, our families, and our friendships provided by Voices for Vaccines



## Tips to keep in mind when researching on the Internet



When researching on the Internet, ask yourself these important questions:

- 1) Why was the site created? What is their motivation? The mission or goal of the website should be clear.
- 2) Does the website sell merchandise, promise quick cures, or unbelievable solutions to health problems?

Watch for these warning signs on the website:



- They offer a treatment, remedy or supplement marketed as a sure-fire quick fix for a variety of health issues or illnesses in place of medical care.
- There are testimonials from "doctors" or "real people" about the amazing results they have experienced or seen from the product.
- Terms like "natural cure," "ancient remedy," "scientific breakthrough," or "new discovery" are found throughout the website.
- The website hints that the health care industry or the government is trying to prevent people from getting these miracle products or the truth.<sup>1</sup>

### Do...

- Search online with the word "debunk xxx myth."
- Do be skeptical. Usually if something sounds too good to be true, it probably is.
- Do check email and web addresses if they say they are from major health organizations like CDC and WHO. Go right to the CDC and WHO websites for reliable, up-to-date health information.
- Talk with your physician or another healthcare provider;
- Check the Better Business Bureau to see if there are any complaints against the producer or product;
- Check the FDA website to see if the product is federally approved.<sup>1</sup>

### Don't...

- Don't be fooled by labels like "herbal" and "natural." Just because a remedy is natural does not mean it is safe or effective.
- Don't be pressured to buy now or act quickly to get the "best deal."
- Don't try a product based on a "no risk" money-back guarantee. Refunds don't make a treatment any safer or more effective, and they often come with fine-print details making it difficult to get your money back.
- Don't open attachments or click on links in unsolicited emails or texts.<sup>1</sup>

- 3) Is the website a trustworthy source for health information?

- Consider things like where the health information came from, who is providing the information, whether the source is credible, who did the study, and whether it is consistent with other research.
- If the information was originally published in another source such as a research journal or a book, it should be identified so you can find the original source.
- A trustworthy site will review any health information before they post it, making sure that it is correct.

- 4) Can you see who manages the information on the website?

- The agency, organization, or author should be identified on the website.
- There should be a way to contact those who manage the website.

- 5) When was the information written or webpage last updated?

- The website should display a date that the information was posted or last reviewed.

- 6) Is the website asking for personal information? Is your privacy protected?

- The website should state how they will use your information and protect your privacy.
- Do not share personal information until you know how the information will be used and are comfortable with the risk involved in sharing your information online.

Source: 1) Health Fraud, AARP.

# Immunization Provider Toolkit:



## Ways to Engage (or not) on Social Media

How you can slow down or stop misinformation or disinformation about vaccines on social media WITHOUT engaging the person who posted it:

Report It

### FACEBOOK



- 1) Go to the post.
- 2) Click on the ... on the post.
- 3) Click 'Find support or report post.'
- 4) Click 'False Information.'
- 5) Click 'Health' under 'What kind of false information?'
- 6) Click 'Next.'
- 7) Click 'Done.'

### TWITTER



- 1) Go to the post.
- 2) Click on the ⋮ on the post.
- 3) Click 'Report Tweet.'
- 4) Click 'It's suspicious or spam.'
- 5) Click 'It's something else.'
- 6) Click 'Done.'

### INSTAGRAM



- 1) Go to the post.
- 2) Click on the ⋮ on the post.
- 3) Click 'Report.'
- 4) Click 'It's inappropriate.'
- 5) Click 'False information.'
- 6) Click 'Health' under 'Why are you reporting this post?'
- 7) Click 'Submit Report.'

All social media sites allow you to also report PAGES for posting false information. Go to the page, click on the ⋮ on the page and follow the reporting pathway.

If you decide to interact on social media:

Do you 👍 the message? Why ❤️ not it?

Facebook weighs reaction buttons more heavily than a simple like. When you see posts or comments that support vaccines or evidence-based science, especially when they are mixed in with anti-vaccine comments, use the ❤️ button instead of the 👍 button to bring the supportive comment to the top.

**Beware of the Red Herring...**

The Red Herring fallacy is when one person in the conversation, "uses a parallel or seemingly relevant argument to distract from the original point being discussed."<sup>1</sup> If this happens, do not be misled! Make it clear the new topic is not relevant to the topic of discussion and direct the discussion back to the original topic by asking a question or rephrasing your argument.

Sources:  
1) Logical Fallacies and Vaccines: CHIQ  
2) Debunking misconceptions based on "misinformation" theory on a doctor's responsibility to misinformation across cultures. By: Campbell, J., Van Der Linden, S., & Nisgren, T.  
3) The Debunking Handbook 2020. Tenenbaum, S. et al

**Prebunk, prebunk, prebunk!**

By exposing people to weakened doses of misinformation and explaining that it is indeed misinformation, you are preemptively warning them or prebunking the misinformation.<sup>2</sup> Like vaccination, it is best to do this before people are exposed to the misinformation.

**If you cannot prebunk, debunk.**

You can debunk misinformation by providing an explanation of why it is clear the information is false and what is the true information. To properly debunk misinformation, follow these steps:

FACT	Lead with the fact. Make it clear, simple, and plausible.
WARN ABOUT THE MYTH	Warn that a myth is coming... mention it once only.
EXPLAIN FALLACY	Explain how the myth misleads.
FACT	Finish by reinforcing the fact. <sup>3</sup>

# Activities created for Science Saturday:

1) Virus and Vaccine Memory Game – Match up a fact and a photo to play Virus and Vaccine Memory!

[https://www.flippity.net/mg.php?k=1ZiwrSdplkWuRMN17q6KfUII9oKKAfDK\\_MtXjGInoDo8](https://www.flippity.net/mg.php?k=1ZiwrSdplkWuRMN17q6KfUII9oKKAfDK_MtXjGInoDo8)

2) Viruses & Model Making - <https://youtu.be/frlzRZhXkwE>

3) Glitter washing hands video - <https://youtu.be/6WGA6pt5L40>

4) How to address misinformation on the internet and social media.

# Resources that provided guidance through this Field Placement:

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THANK YOU

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