

Working with Vaccine Hesitant Parents using the C.A.S.E. Approach

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Disclosures

- Potential conflicts
 - Principal Investigator
 - Adult PCV13 Prevnar[®] 13 vaccine (**Pfizer**)
 - Adolescent MCV4 Menveo[®] vaccine (**Novartis**)
 - Safety Review Committee
 - Male HPV4 Gardasil[®] vaccine (**Merck**)
 - Data and Safety Monitoring Board
 - Adult and infant PCV15 (**Merck**)
- No off-label use discussion

Disclosures

- Potential conflicts
 - **Jacobson** v Massachusetts
 - Reverend Henning **Jacobson**
 - Martin Bror Johan **Jacobson**
 - Robert Bror **Jacobson**

Learning Objectives

- Relate a new approach to vaccine hesitancy
- Identify each of its 4 components
- Describe how it works in 3 common scenarios

The State of Vaccination

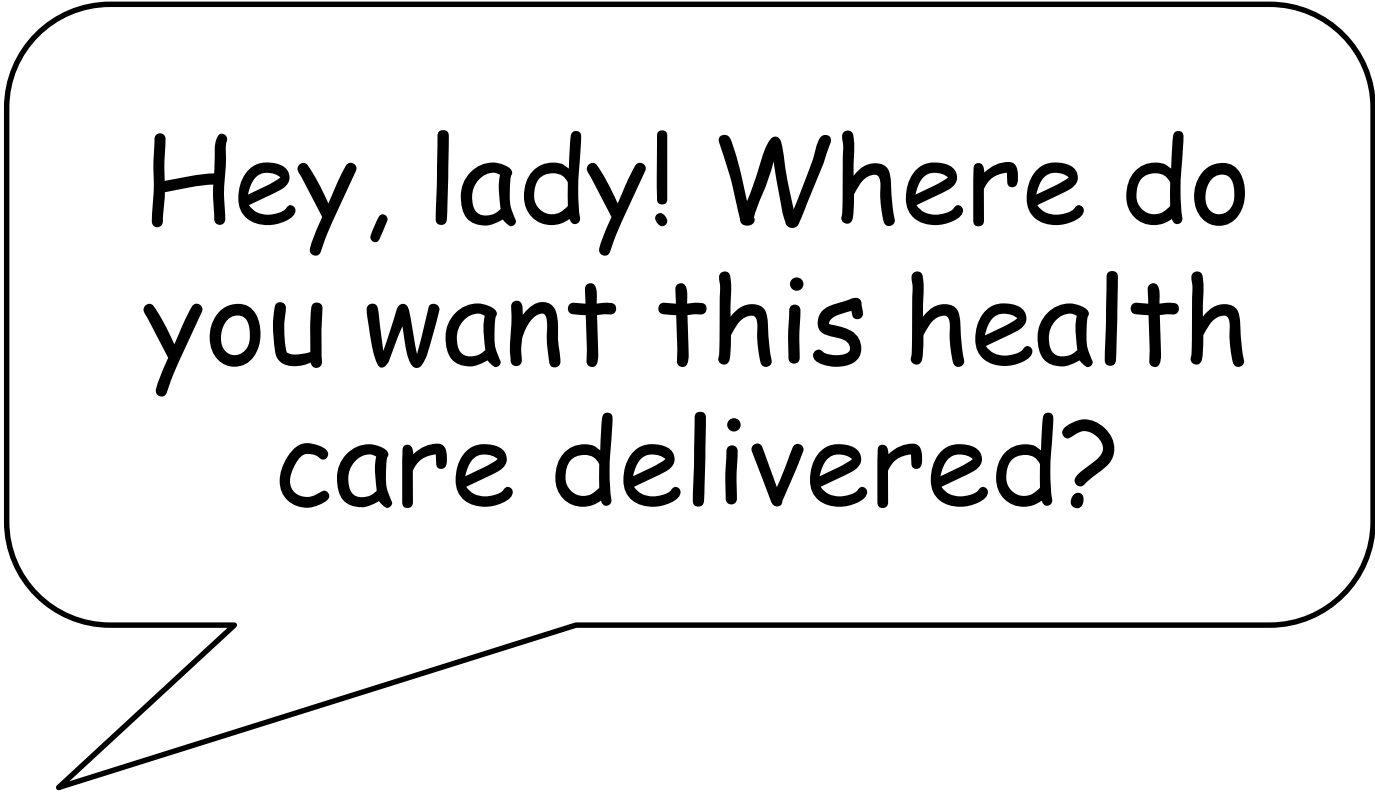
- The anti-vaccine movement is thriving
 - Successful vaccination makes its value **invisible**
 - Media seeks to portray **controversy**, “**both sides**”
 - Americans culturally opposed to “**social health**”
- Vaccine hesitancy is a major issue
 - Not just among exempters and delayers
 - Even **25 to 30%** of those up-to-date
- Both **vaccine provider** and **parent** struggle

The Vaccine Provider in the Office

- Has little time for discussion
- Suffers a sense of rejection as wise advisor
- Feels sense of futility
- Recognizes problem of health illiteracy

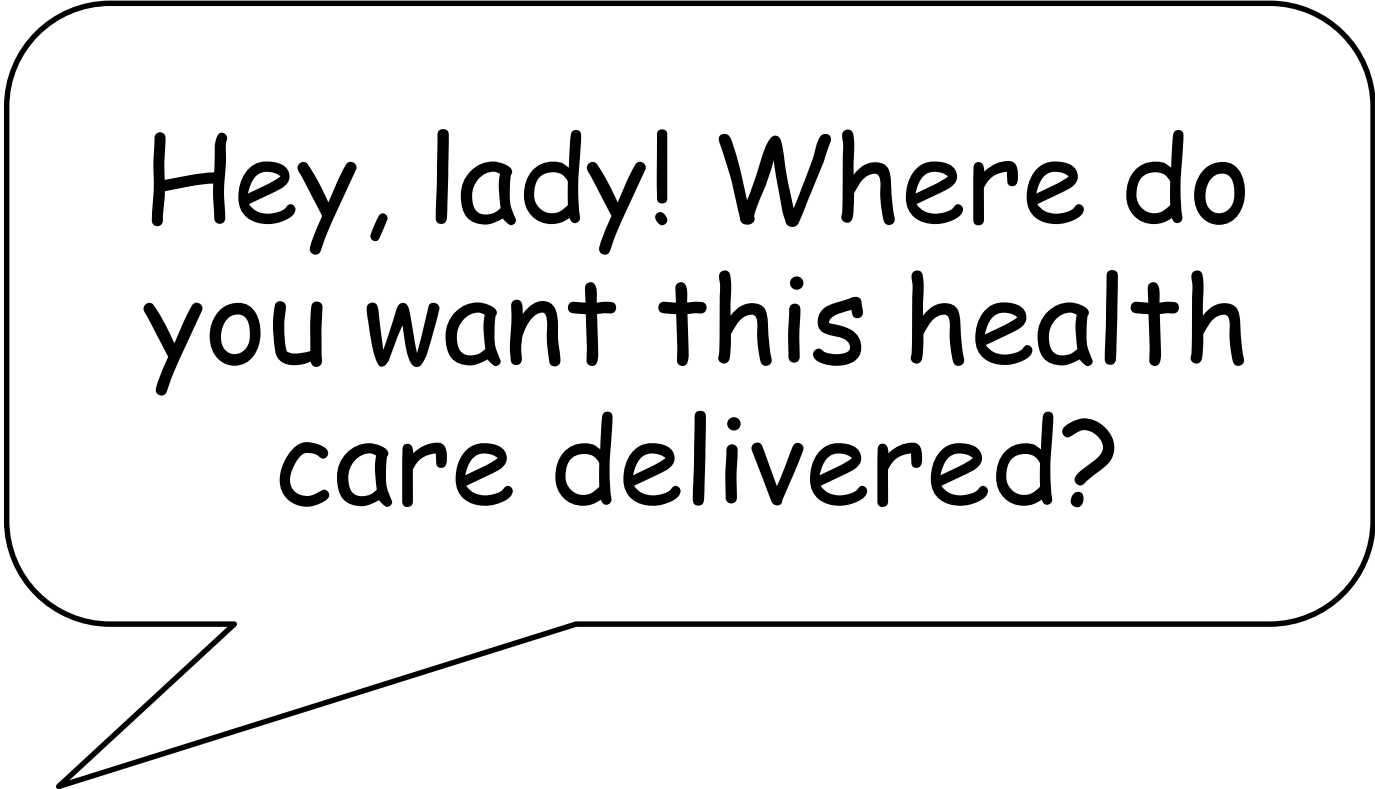
The Parent in the Office

- Would like to be heard
- Wishes to be respected
- Seeks credible information
- Wants control; wants to make the decision

A black-outlined speech bubble with rounded corners and a tail pointing towards the bottom-left. The text inside is written in a casual, handwritten-style font.

Hey, lady! Where do
you want this health
care delivered?

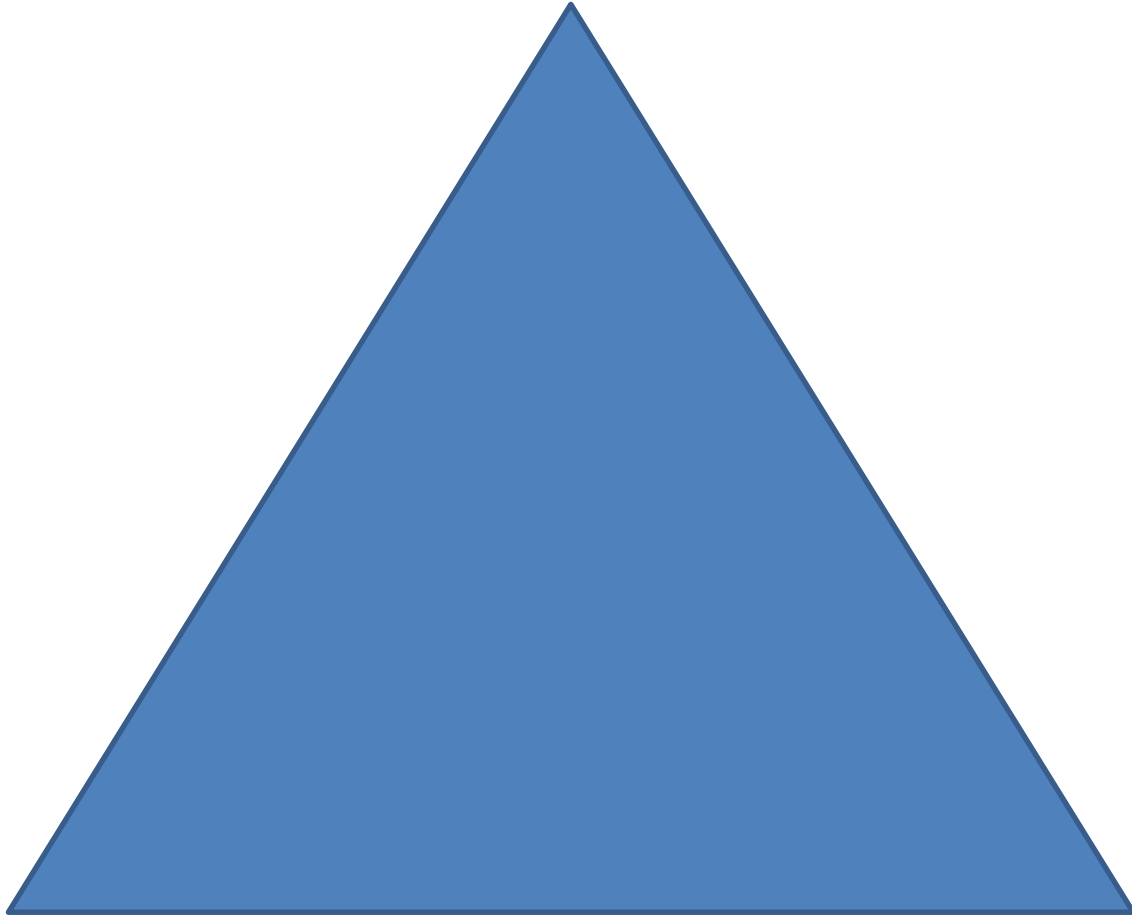
Information Transfer Not Enough



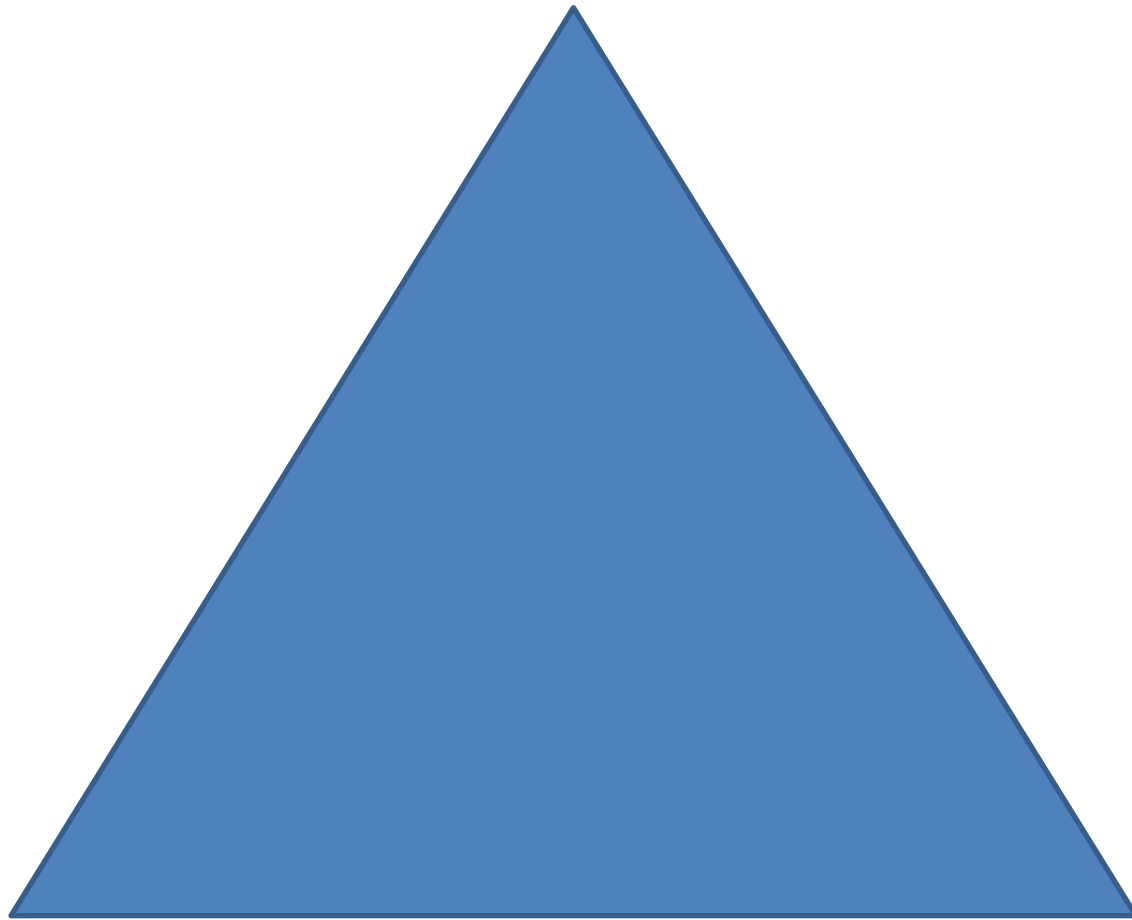
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Rhetoric



Rhetoric

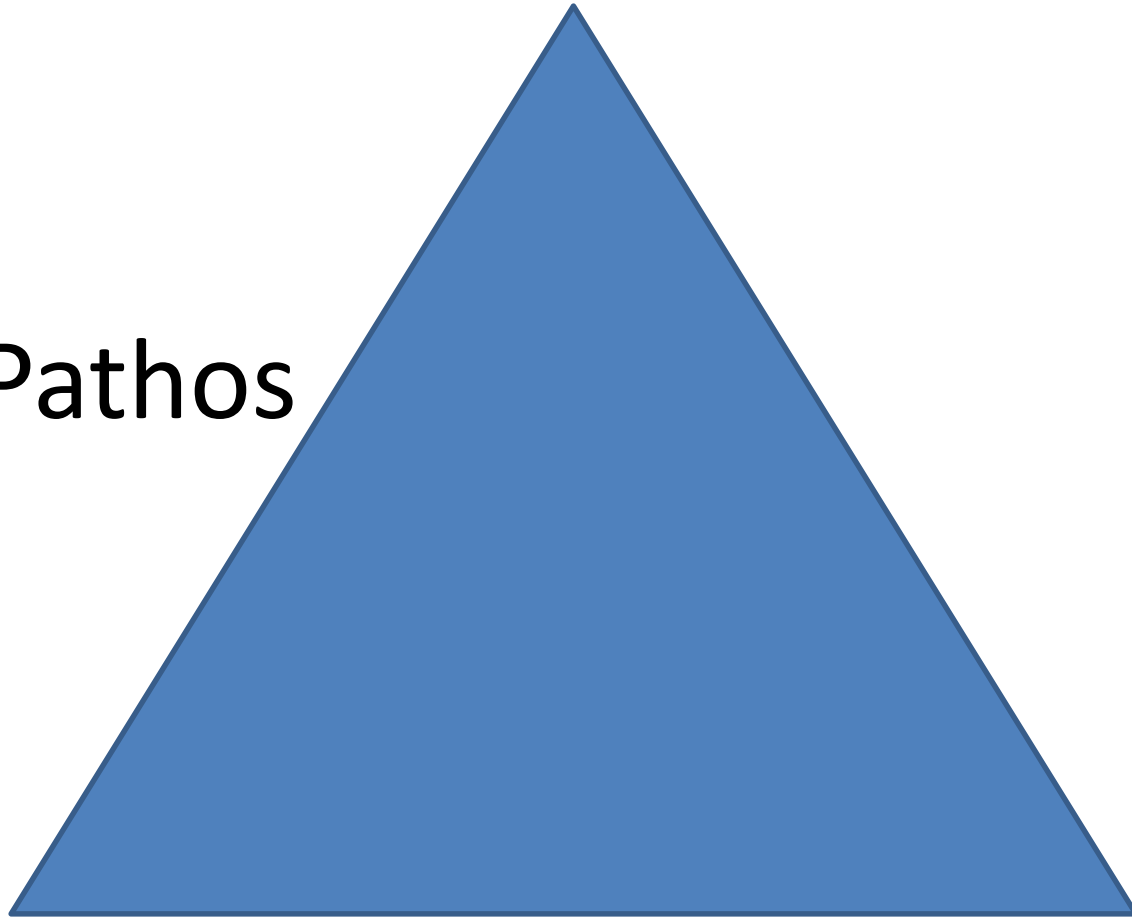


Logos

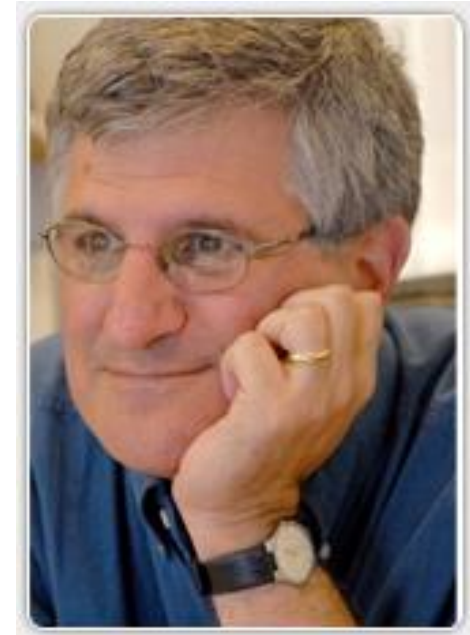
Rhetoric

Pathos

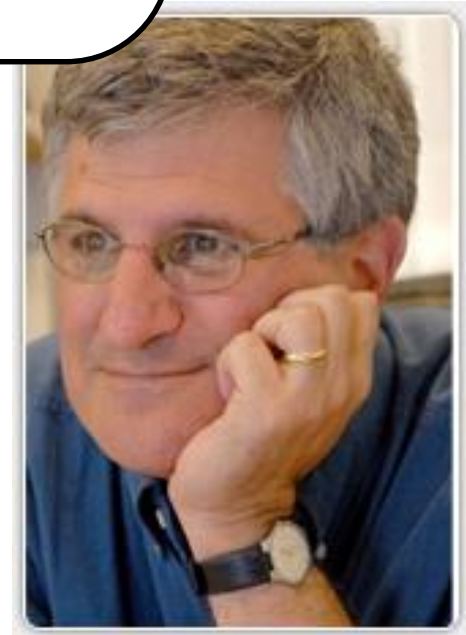
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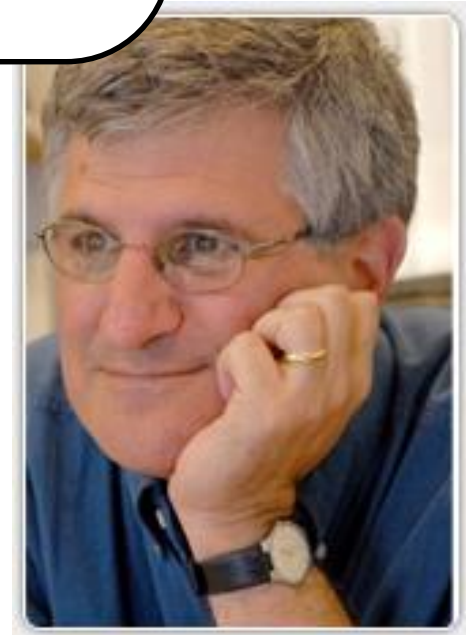
Paul Offit, MD



Most important
moment comes at
the doctor's office!



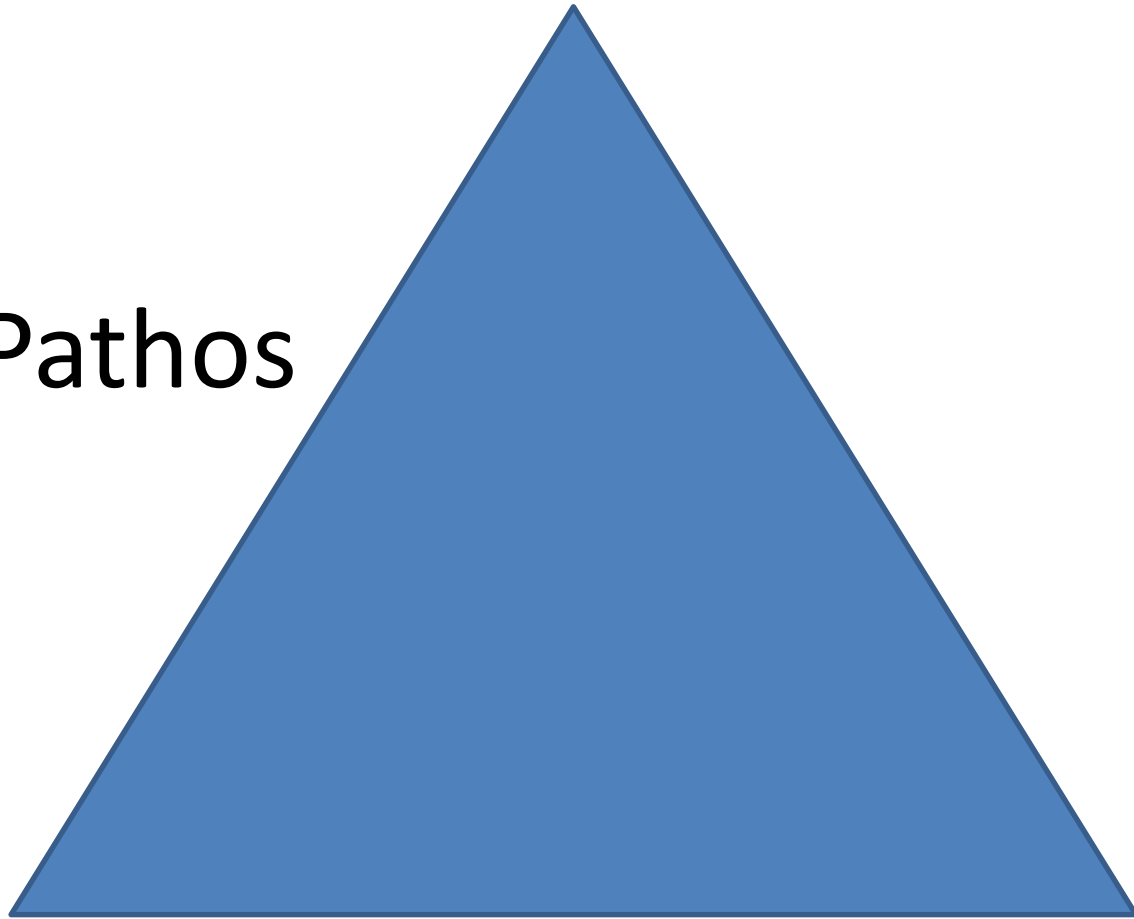
Need to bring more
passion to the
discussion!



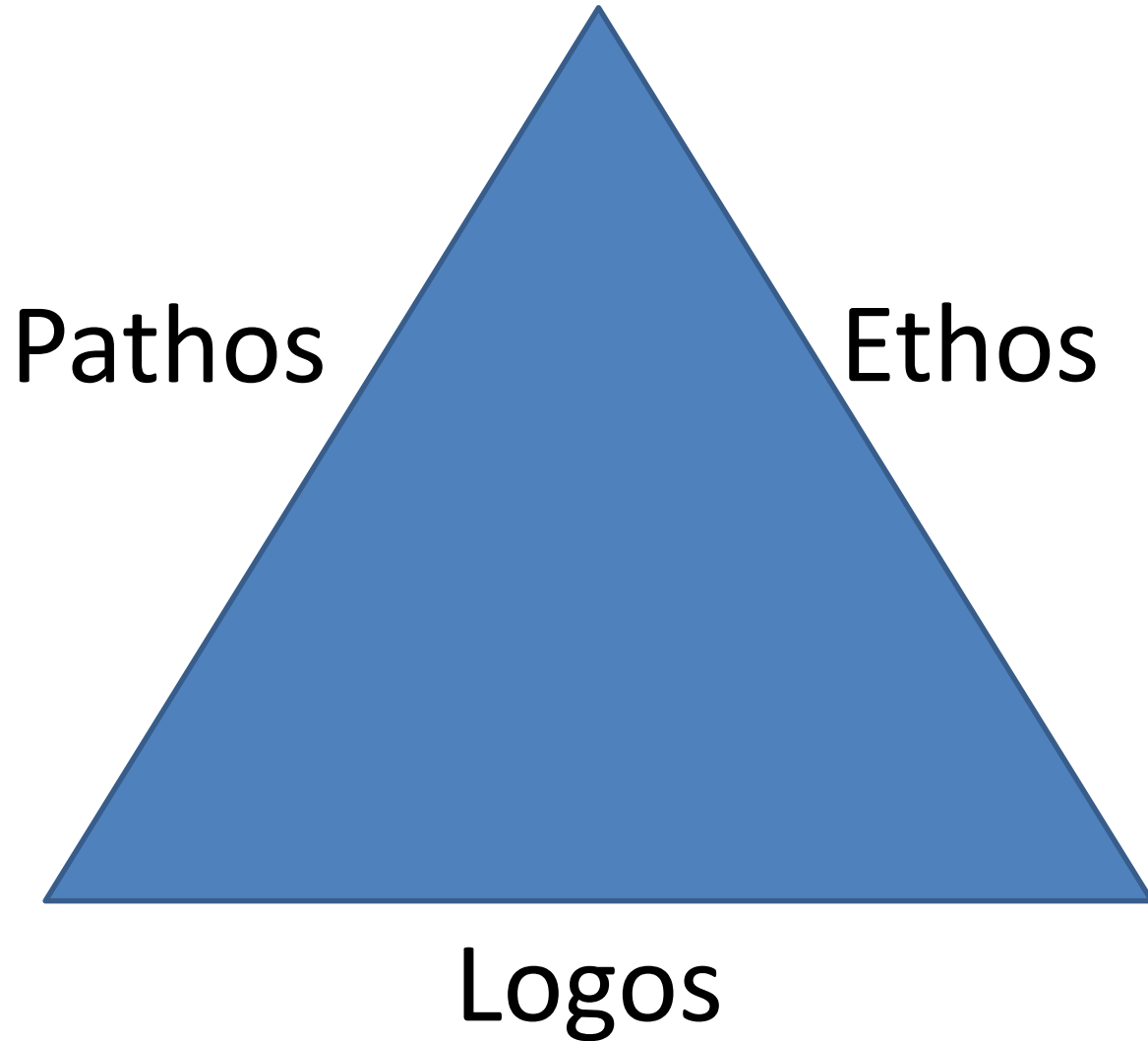
Rhetoric

Pathos

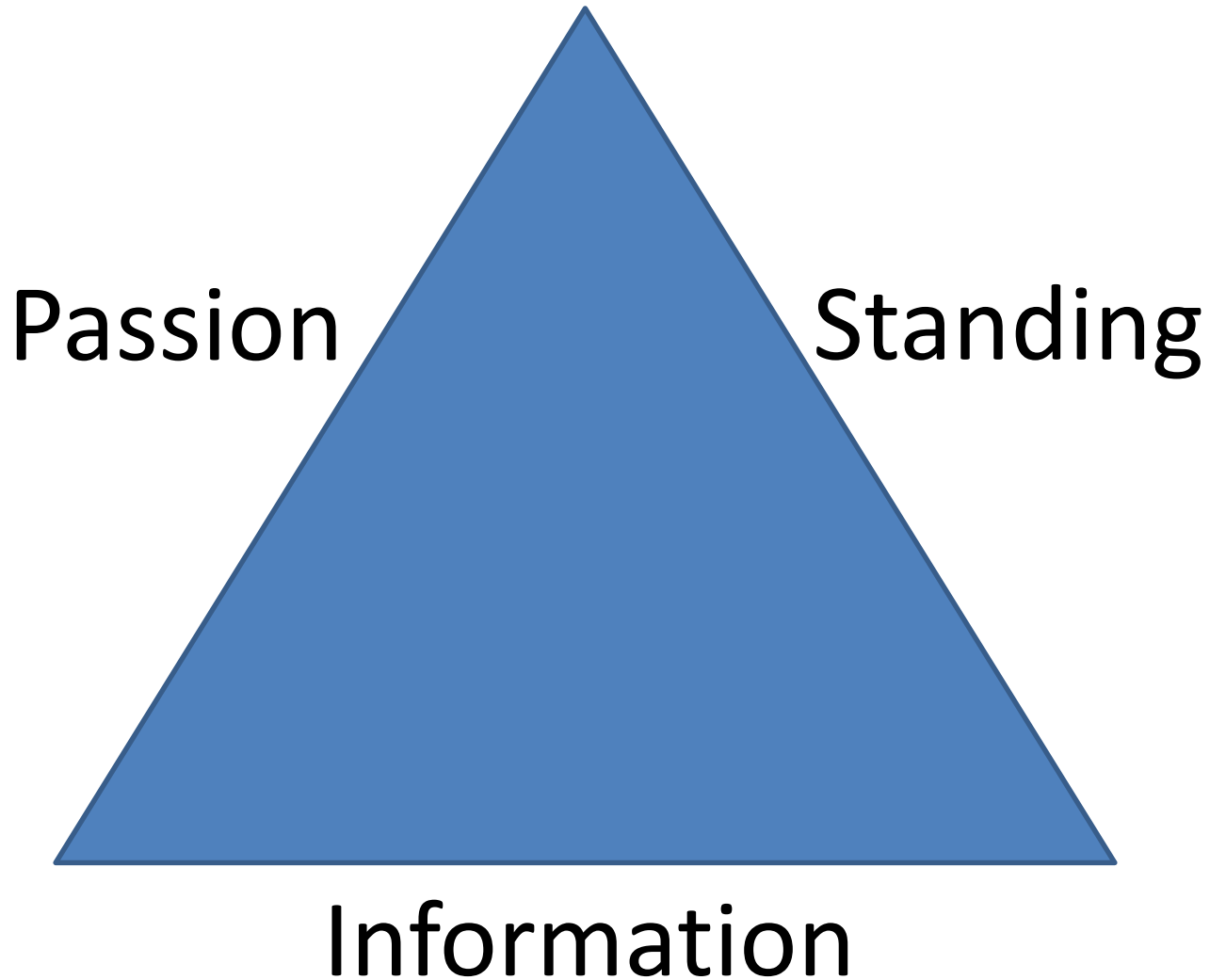
Logos



Rhetoric



Persuasion





The C.A.S.E. for Vaccines

- A model for talking to **vaccine-hesitant parents**
- A **mnemonic** to organize a rapid, useful response
- Created by **Alison Tepper Singer**
 - Formerly, NBC and CNBC television producer
 - Mother of an autistic child
 - Quit **Autism Speaks** over its anti-vaccination stance
 - Founding CEO of **Autism Science Foundation**
 - Strong advocate of science and routine vaccination

The Case for C.A.S.E.

- Provides more than just information
- Has historical roots in Aristotelian rhetoric
- Lacks published studies of its efficacy
- Nonetheless has face validity
- Lacks competing alternatives
- Preserves the relationship

The C.A.S.E. Acronym

- **C**orroborate
- **A**bout Me
- **S**cience
- **E**xplain/Advise

The C.A.S.E. Approach

- **Corroborate:**
 - Acknowledge the person' concern
 - Find some point on which you can agree
 - Set the tone for a respectful, successful talk
- **About Me:**
 - Describe what you have done to build your knowledge base and expertise
- **Science:**
 - Relate what the science says
- **Explain/Advise:**
 - Explain your advice to patient, based on the science

A Hesitant Teen

I don't like needles
-- they hurt too much

C.A.S.E. in Action

I agree that they hurt. I wish I could give you this protection without a needle.

C.A.S.E. in Action

But I've studied this situation, read the studies, listened to the experts, weighed the evidence.

C.A.S.E. in Action

The vaccine prevents a common form of cancer that ruins young adult lives. The pain is only temporary.

C.A.S.E. in Action

That's why I'm advising you to get this vaccine. That's why I've had my own teens get it! The benefit's worth the pain.

C for Corroborate

I agree that they hurt. I wish I could give you this protection without a needle.

Other Forms of Corroboration

- I used to think the same thing too
- You're not the first parent who's asked me that
- I think we agree on the principles

A for About Me

But I've studied this situation, read the studies, listened to the experts, weighed the evidence.

Other Forms of **About Me**

- This is one of the most important things I do
- I've been studying this topic for years
- I've dedicated my life to this work
- I lose money on vaccines but I don't regret it

S for Science

The vaccine prevents a common form of cancer that ruins young adult lives. The pain is only temporary.

Other Forms of **Science**

- Let me tell you a story about a patient of mine...
- No vaccine is 100% safe but studies show...
- I asked a leading expert the same question...

E for Explain/Advise

That's why I'm advising
you to get this vaccine.

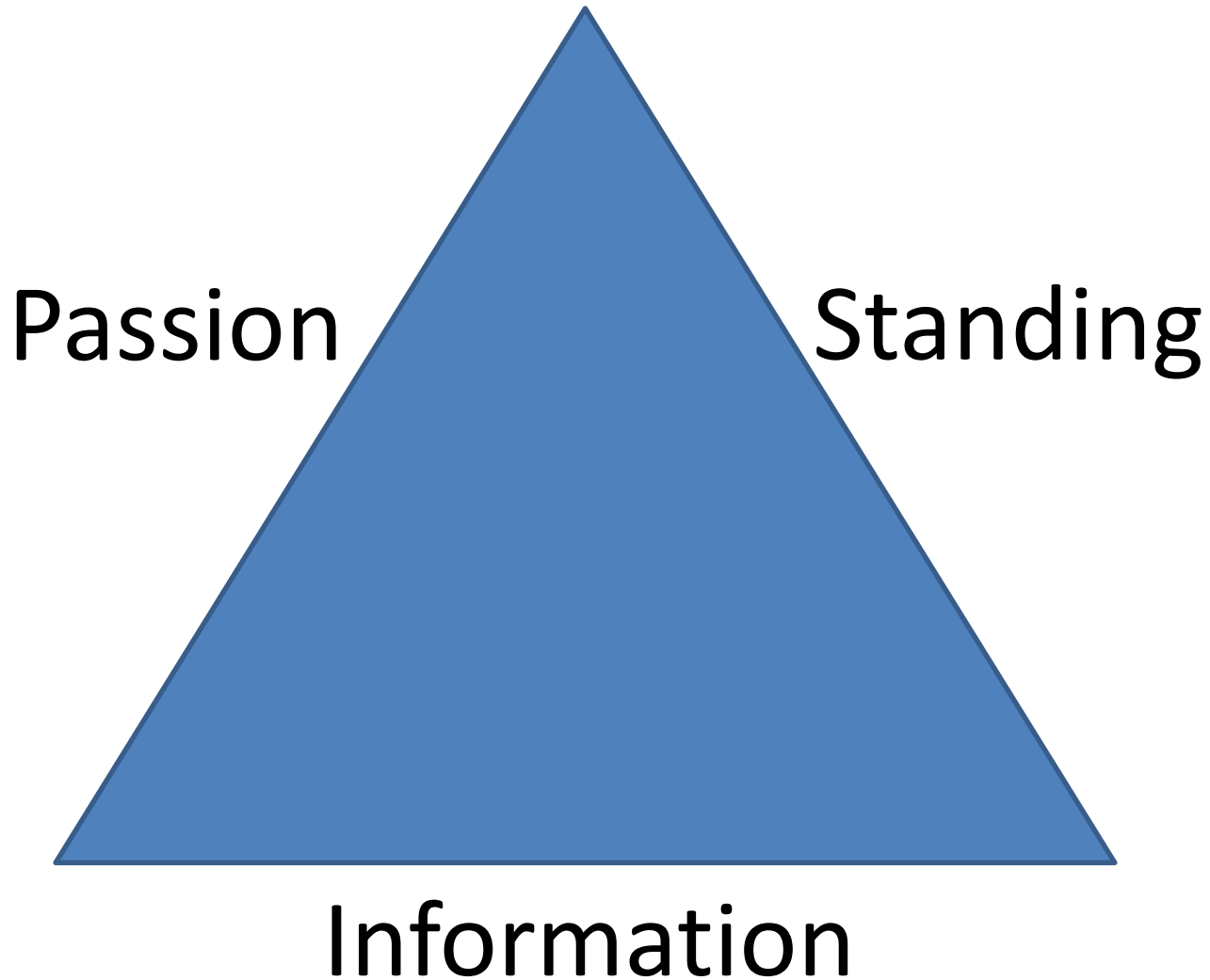
That's why I've had
my own teens get it!

The benefit's worth
the pain.

Other Forms of **Explain/Advise**

- That's why I got the vaccine myself
- If I had children, I'd get them this vaccine
- If I were in your shoes, I'd choose to vaccinate
- I feel more strongly about this than I do about antibiotics for ear infections

Persuasion



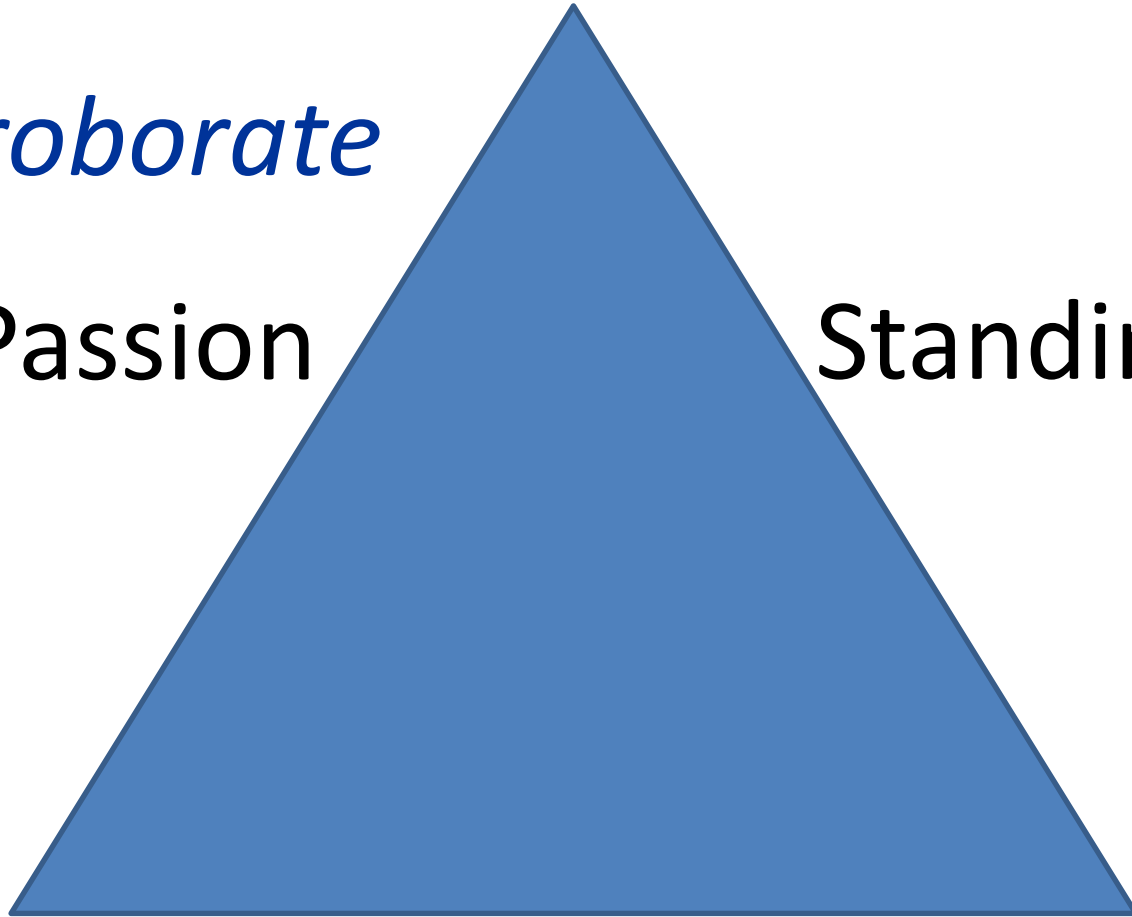
Persuasion

Corroborate

Passion

Standing

Information



Persuasion

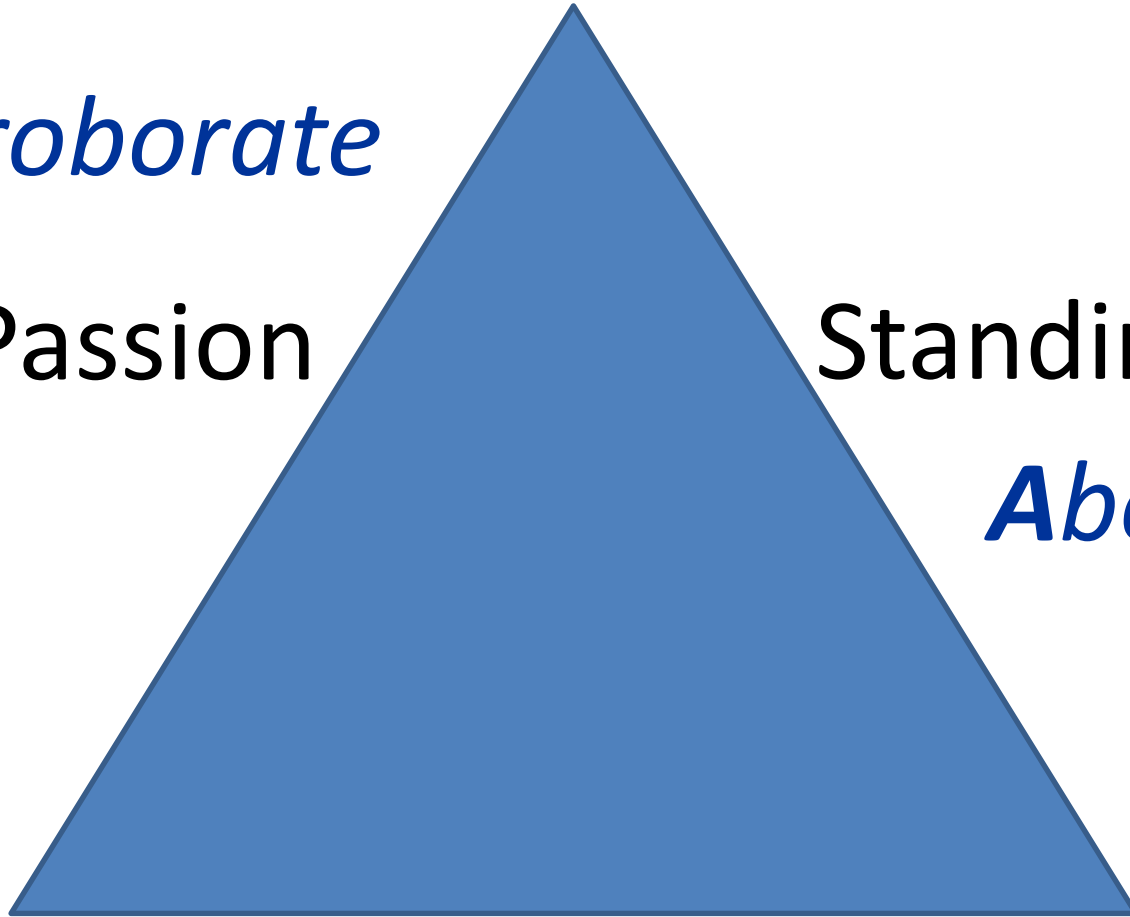
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Persuasion

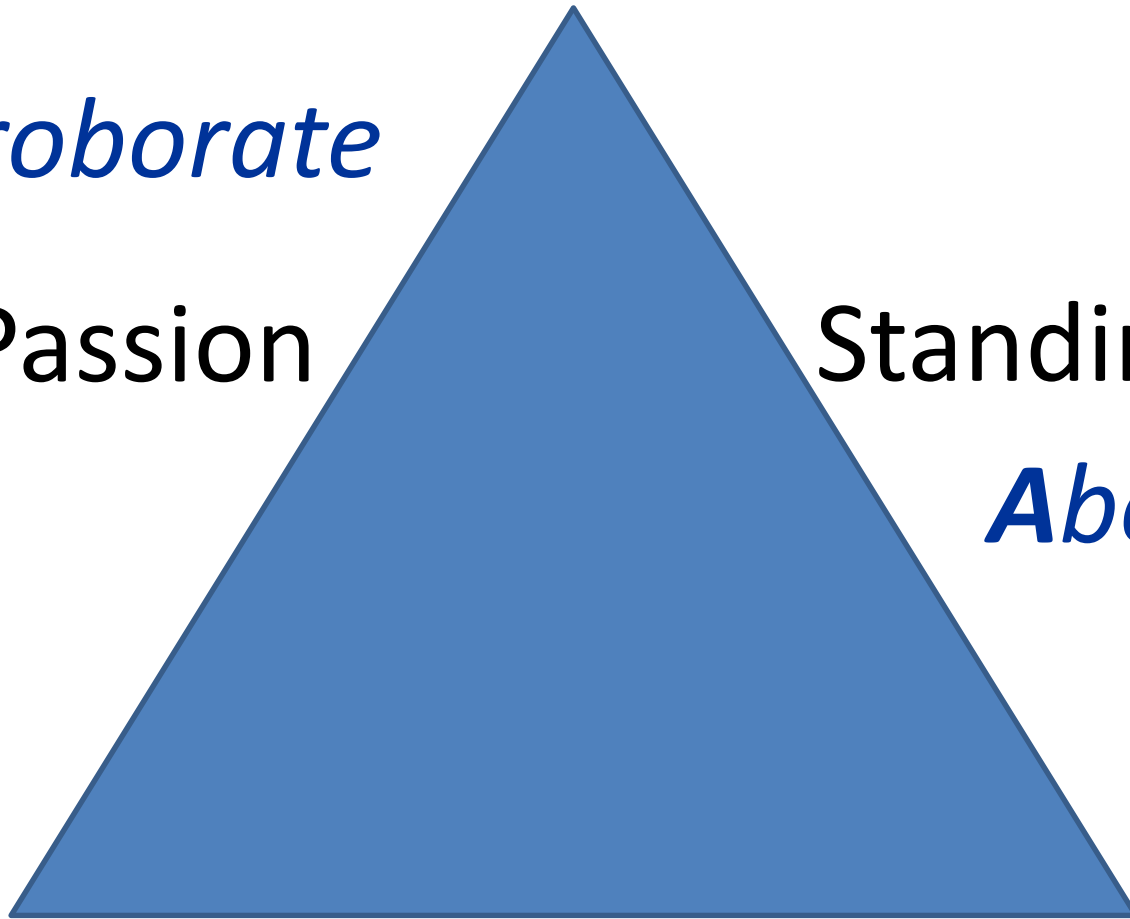
Corroborate

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About Me

Information *Science*



Persuasion

Corroborate

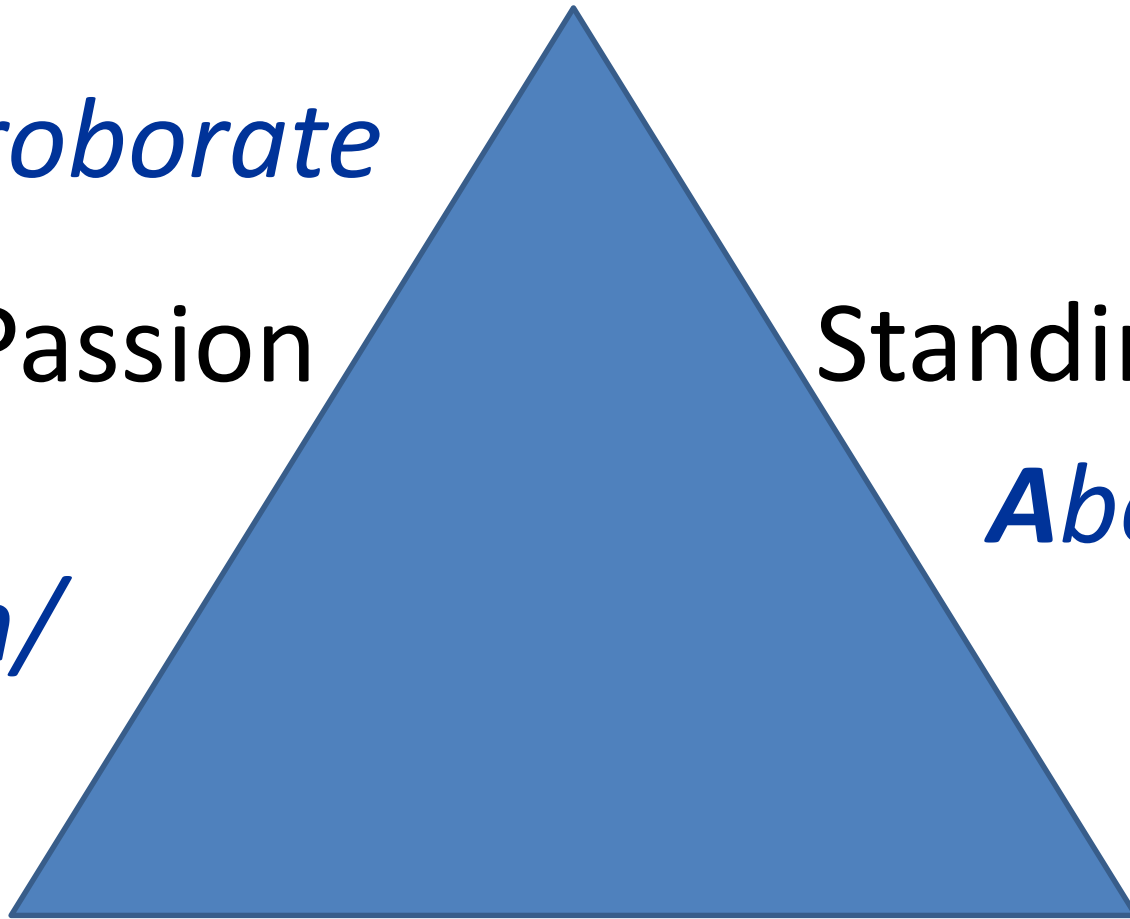
Passion

Standing

About Me

*Explain/
Advise*

Information *Science*



C.A.S.E.

- Not just education
- Not just information
- Not just the fact
- But your **advice**

- You have more than **science**
- You have your **standing** with the parent
- You have the **passion** you hold for your advice



A Hesitant Parent

My baby hates car seats,
they cost too much, and it
just profits the big
businesses that make them.
Just tell me the best way to
hold my child.

Corroborate

You and I both want
your baby to be
safe, and I don't
want you to waste
your money.

About Me

But I've studied this as protecting babies from car accidents is part of my job.

Science

The car seats are worth it. They really work. They decrease your baby's chance of dying in a car accident by 50%.

Explain/Advise

Telling you anything less than to buy and use a car seat for your baby would be substandard care.

Three Scenarios

- HPV
- Influenza
- Meningococcal vaccine

The Parent and the HPV Vaccine

We won't be doing *that* vaccine today. We're fine with the others.

Corroborate

Please tell me why you feel that way. Help me understand your thinking.

My son's not sexually active
and so he doesn't need a
vaccine like this now.

Corroborate

I'm glad he's not sexually active, and I can understand why you are wondering why I want to give him the vaccine so early in his life.

About Me

I've read the recommendations and looked at the studies for why the vaccine needs to be given now for later in life.

Science

The vaccine only prevents HPV infection. It doesn't treat it. It's designed to be long-lasting, and children at your son's age **respond better than older teens.**

Explain/Advise

It takes 3 shots over at least six months to get full protection. That protection lasts for years and years. If we wait until he's sexually active, it'll be too late.

The Parent and the Flu Vaccine

She's never had the flu vaccine before and she's been fine. We'll just pass.

Corroborate

I can imagine why you feel that way. It's true that we rarely diagnose the flu in outpatient visits with people your daughter's age.

About Me

In fact, I used to think the same way as you do. But as I have read about the new recommendations and the basis for them, I've changed my mind.

Science

Teens have a 40% chance of getting the flu each year. It can present as a fever and sore throat—just like strep—only the strep test's negative. We don't test for flu in the office because of the cost.

Explain/Advise

Given how common the flu is—despite the fact we don't spend the money to diagnose it—I recommend the flu vaccine to prevent those illnesses and visits.

The Parent and the MCV

Vaccines are just not natural,
and we've decided to rely
just on natural immunity.

Corroborate

I like the idea of natural things too. And you and I both want what will keep your son healthy and free of injury.

About Me

As part of my continuing education, I've listened to lectures and read papers about the meningococcal vaccine and the infections they prevent.

Science

Natural immunity fails to protect. While 5 to 30% of us just carry the germ in our noses, we expose others. A very small number get very ill. About 10% die despite appropriate care. 20% have permanent injuries.

Explain/Advise

The disease is unpredictable and devastating . It comes at the prime of life and in hours destroys it. That's why I recommend your teen to get this disease.

The C.A.S.E. Approach

- **Corroborate:**
 - Connect **emotionally** with the parent.
- **About Me:**
 - **Buttress** your professional standing with the parent
- **Science:**
 - **Summarize** the science
- **Explain/Advise:**
 - **Passionately** advise given your status or standing and the science

Practice

- Pair up in twos
- Have one play the role of a hesitating parent
- Have one play the role of vaccine provider
- Work through all four steps of C.A.S.E.
 - Corroborate
 - About Me
 - Science
 - Explain/Advise
- Switch roles

Summary

- Relate a new approach to vaccine hesitancy
 - *Passionately **advise** using science and standing*
- Identify each of the 4 components of C.A.S.E.
 - **C**orroborate
 - **A**bout Me
 - **S**cience
 - **E**xplain/Advise
- Describe how it works in 3 common scenarios

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