

# Harnessing Enthusiasm

Social Media and Vaccines

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# How vaccine hesitancy is made

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Who are you talking to? Who are you ultimately trying to reach?

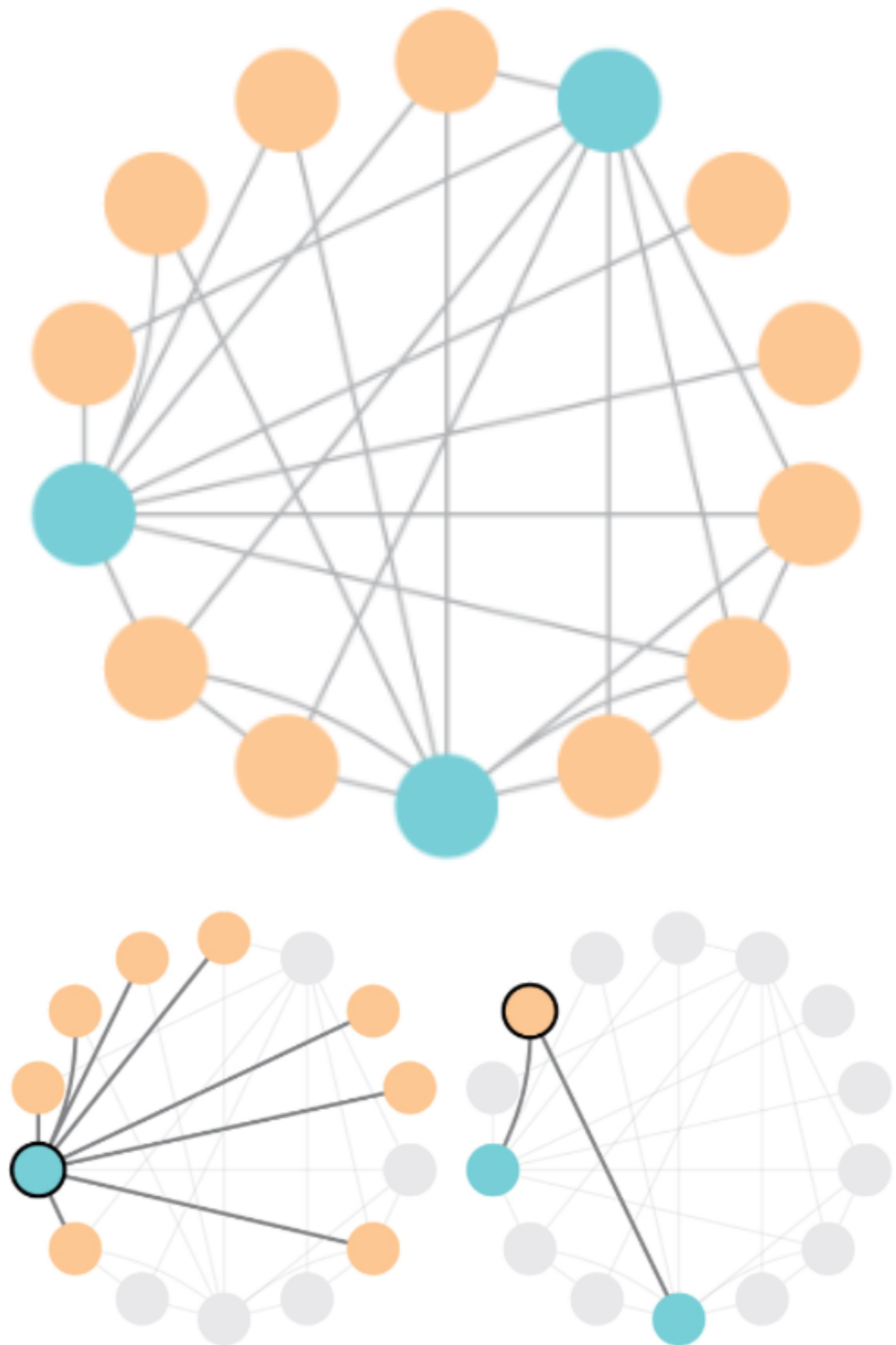


# How are vaccine decisions made?

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“[T]he most predictive of parents’ vaccination decision was the percentage of their people network recommending non-conformity” to the CDC vaccine schedule.

The Impact of Social Networks on Parents’ Vaccination Decision. Emily K. Brunson  
Pediatrics peds.2012-2452; published ahead of print  
April 15, 2013, doi:10.1542/peds.2012-2452

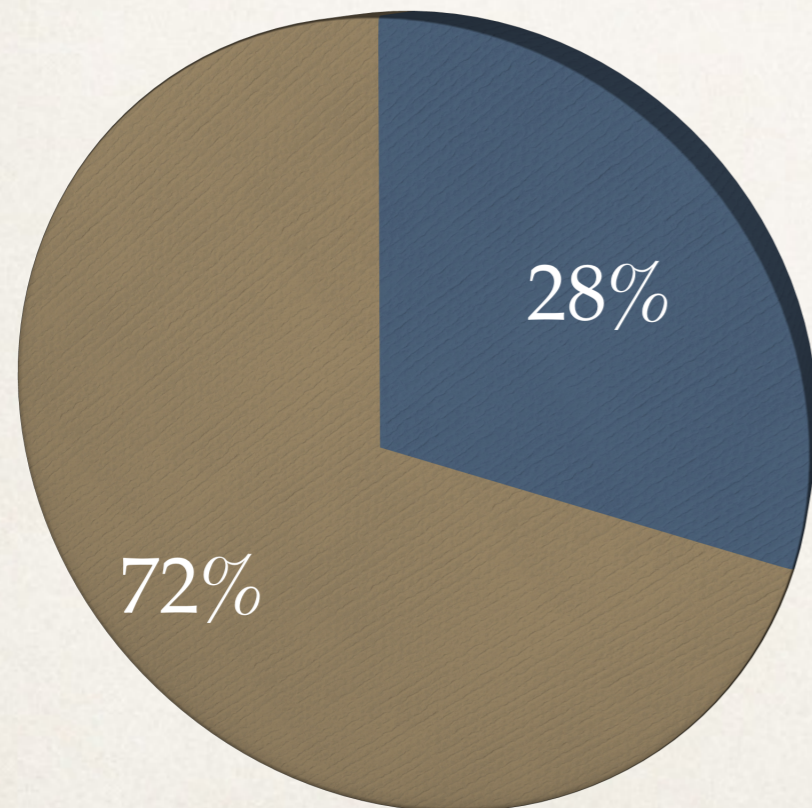


# How influential are people networks?

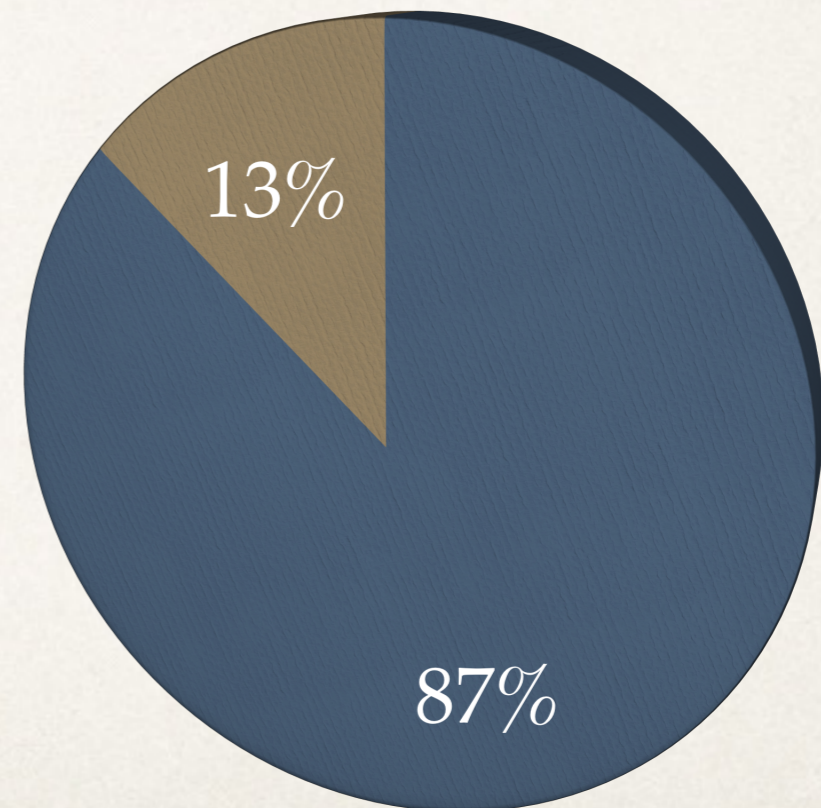
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- People recommending conformity
- People recommending non-conformity

Parents deviating from  
CDC schedule



Parents vaccinating on-  
schedule



# Who is a non-conforming parent?

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<b>Under Vaccinated Children</b>	<b>Un-Vaccinated Children</b>
Family income under \$30,000	Family income over \$75,000
Live with one parent	Lives with two parents
Has a mother with limited education	Has a college educated mother
Black	White
No consistent medical home	Parents do not trust that vaccines are safe

Jennifer Reich,

“Neoliberal Mothering and Vaccine Refusal.” *Gender and Society*.



# Finding parents on social media

Go find them!

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# Choosing a social media platform based on your target audience

## Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

## Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

# Choosing a social network based on your target audience, pt 2.

## Pinterest Demographics

Among internet users, the % who use Pinterest

	Internet users
Total	31%
Men	16
Women	44
White, Non-Hispanic	32
Black, Non-Hispanic (n=85)	23
Hispanic	32
18-29	37
30-49	36
50-64	24
65+	16
High school grad or less	25
Some college	37
College+	31
Less than \$30,000/yr	24
\$30,000-\$49,999	37
\$50,000-\$74,999	41
\$75,000+	30
Urban	26
Suburban	34
Rural	31

## Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

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# Social media strategies

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- ❖ Addressing concerns directly.
- ❖ Providing generic vaccine information
- ❖ Promoting vaccines as a social norm by empowering vaccinating parents






# Gather your audience

Find the people near you whom you wish to reach

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# Parents seek vaccine information on social media

 **Dr. Bob Sears**  
Yesterday at 7:58am · League City, TX · 🌐

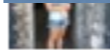
Did you see this? Lab results show glyphosate in the vaccines.  
<https://www.facebook.com/ErinBrockovichOfficial/posts/10157427093785494>




## Glyphosate in Childhood Vaccines

What happens when a Mom who knows what GMOs are reads the ingredients in vaccines? Shocking results. Find out how GMO and chemical farming are contaminating our medical treatments. MMR found to be 25 X higher in...

[WWW.MOMSACROSSAMERICA.COM](http://WWW.MOMSACROSSAMERICA.COM)

 **The Vaccine Page**  
August 22 at 10:12pm · 🌐

Hi 😊 I just have a question...my parents chose to vaccinate myself and my siblings. We never had flu shots though. I \*knock on wood\* have never had the flu. My siblings didn't either that I can remember. I did get a flu shot while pregnant though. My son is 18 months and his vaccines are up to date. Should I consider getting my son a flu shot? It's just not something we ever did so I don't know. Tia.

2 Comments 

# Sometimes parents gather where we cannot see them



Messages #hearus

#hearus

Top Live Accounts Photos Videos More options

PROTEST AND SUMMIT for  
**TRUTH AND  
TRANSPARENCY**

October 14th ~ 16th Atlanta GA

#hearus #oneissue #cdcwhistleblower #vaxxed #cdctruth

I STAND WITH STANDING ROCK  
#NODAPL

"I regret that my coauthors and I omitted **STATISTICALLY SIGNIFICANT INFORMATION** in our 2004 article published in the journal *Pediatrics*. The omitted data suggested that African American males who received the MMR vaccine before 36 months were at an increased risk for **autism.**"

-William Thompson  
#CDCwhistleblower

**1,082,353**  
CASES OF AUTISM  
IN 2014

ment. + Join Group

MEMBERS 662 Members

See All

DESCRIPTION

Wisconsin for Vaccine Choice is a non partisan group that promotes fully informed and educated decisions concerning vaccines. We support each citizens constitutional right to vaccine exemptions for personal and religious reasons, and our right to be free of vaccine mandates.

This is a private group so that we can share info and discuss topics and events without distractions from people that do not share the same hope for our state.

# Build loyalty through rules and moderation

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- ❖ Have clear rules on your page
- ❖ Be willing to enforce those rules
- ❖ Model polite conversation

Therefore, the following types of comments will be deleted:

- Speech that is hateful towards groups of people based on their ethnicity, gender, religion, sexual orientation, disability, disease, etc.
- Profanity, obscenity or vulgarity
- Profiles deemed inappropriate
- Defamation of a person or people
- Name calling and/or personal attacks
- Spam, phishing, or comments that exist only to sell a product
- Comments that infringe on copyrights
- Comments made repeatedly across threads
- Disruption of discussion by deleting one's own comments
- Anything else Voices For Vaccines deems inappropriate


Links posted as comments may be deleted if they are off-topic, if the same person posts multiple links without commentary on the same thread, or if they are otherwise in violation of our comment policy.

# Finish what you start

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- ❖ Engage in the conversations you begin

<http://healthimpactnews.com/.../flu-vaccine-and.../>  
Like · Reply · May 7 at 1:07am

 **Nathan Boonstra, M.D.** Hi, Mandy!

Thanks for posting the link, I've seen plenty of similar websites with bad information about vaccines. I'll take a minute to point out why the article is misleading.

First is the source itself. Health Impact News isn't a reputable medical information source, and the author, Dr. David Brownstein, certainly seems more of a salesman than a practicing physician. I usually recommend against listening to doctors with an online store.  
<http://www.drbrownstein.com/Holistic-Medicine.../1838.htm>

On to the article, there are two main claims that I can tell, both of which are very misleading, and both of them require an understanding of the nature of package inserts, which are legal documents that include lots of information but can be easy to misinterpret.

So, as far as the vaccine being tested in pregnant women, it's true that some brands of flu vaccine are not tested on pregnant women by the companies themselves - but the research done by the CDC and other independent groups is abundantly clear that these vaccines are safe for baby and mother. The inserts only pertain to research done by the drug company itself - and frankly, I'd rather go with the evidence from non-pharma groups anyway.

There are more than a dozen studies on influenza vaccine and pregnancy, and they show it to be safe and have better outcomes for babies. Less prematurity, fewer miscarriages, less influenza after delivery. As the fall approaches, I'll try to do a blog post covering these.

# Virtual office hours

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- ❖ Build trust through video and by being accessible via social media
- ❖ Allow back-and-forth conversations
- ❖ Consider Facebook Live and Twitter Chats



# Be local. Be topical

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- ❖ Talk about what people are talking about.





# Create private conversations

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- ❖ Consider hosting private groups
- ❖ Join more pro-science parenting groups
- ❖ Encourage private messages



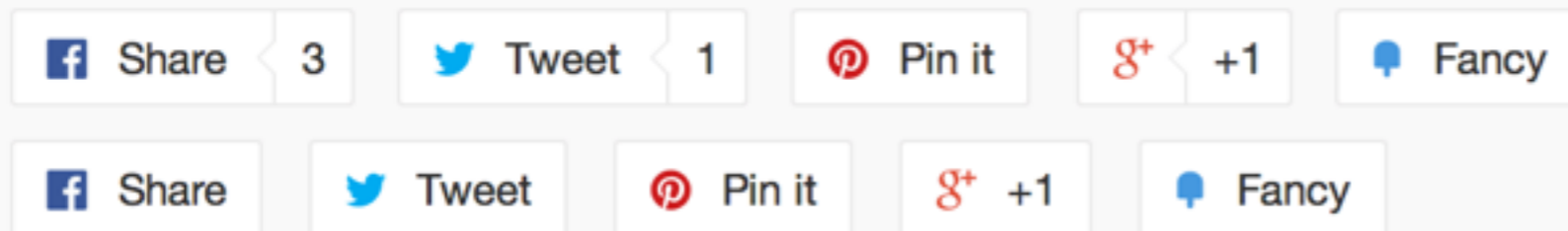
## Default Buttons



## Large Buttons



## Clean Buttons



# The Power of Story on social media

Stories are easy to remember and easy to share

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# Are diseases a distant memory?

- ❖ Too many parents have never witnessed diseases
- ❖ Stories about diseases can help remind parents why we vaccinate our children
- ❖ These stories get shared

**Insufferably Intolerant Science Nerd**  
June 9 · 🌐

Vaccinate your children so they don't become a statistic.



**Mother pleads with parents to vaccinate their kids**  
Queensland mother Kayley Burke has called for parents to vaccinate their children after her baby boy Elijah, who is too young to be vaccinated, was hospitalised with the disease.  
DAILYMAIL.CO.UK

Like Comment Share

👍 😞 😡 577 others Top Comments

**310 shares** 42 Comments

# Viral in a good way

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- ❖ Stories that are shared become part of our common conversation
- ❖ Stories provide a context for science
- ❖ We can reshape the narrative arc about vaccines



Voices for Vaccines

December 9, 2013 · 🌐

Growing up unvaccinated has serious consequences: namely, getting sick. After suffering many preventable diseases because she was unvaccinated, Amy decided to vaccinate her own children.

"As healthy as my lifestyle seemed, I contracted measles, mumps, rubella, a type of viral meningitis, scarlatina, whooping cough, yearly tonsillitis, and chickenpox. In my twenties I got precancerous HPV and spent 6 months of my life wondering how I was going to tell my two children under the age of 7 that mummy might have cancer before it was safely removed."

<http://www.voicesforvaccines.org/growing-up-unvaccinated/>



15,448 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👤 Sharon Davies, Anna Kay and 190 others

178 shares

146 Comments

# Give parents a forum to share their own stories

## Why I Choose gallery



My flu shot protects the loving father fighting cancer, and gives me more days I can play with my friends at nursery school. My pertussis shot protects the young woman with cystic fibrosis who just got a lung transplant, and keeps me out of the children's hospital. My chickenpox vaccine protects my baby sister, and means I'll never have to experience the excruciating pain of shingles. My pneumococcus vaccine protects my classmate with sickle cell disease, and means "spinal tap" will just be a weird old movie my parents enjoy. My rotavirus vaccine means the "runs" I'm most familiar with are the ones around the schoolyard at recess with my friends. <http://www.voicesforvaccines.org/gallery/kate/>

Upload your Why I Choose story here: <http://www.voicesforvaccines.org/why-i-choose-image-submission/>

Tag Photo Add Location Edit

Like Comment Share

140 Chronological

37 shares 3 Comments

Write a comment...



**Voices for Vaccines**  
Published by Karen Ernst [?]  
Like This Page · August 24 ·

"My name is Echo, and I choose to immunize" I vaccinate because there is nothing more heartbreaking than being told your baby is going to die from meningococcal disease. Gavin defied the 10% odds of survival he was given, but the devastation the infectious disease took on his infant body means his entire childhood will be spent needing major reconstruction surgeries on his arms, legs, and face. He... [See More](#)

Tag Photo Add Location Edit

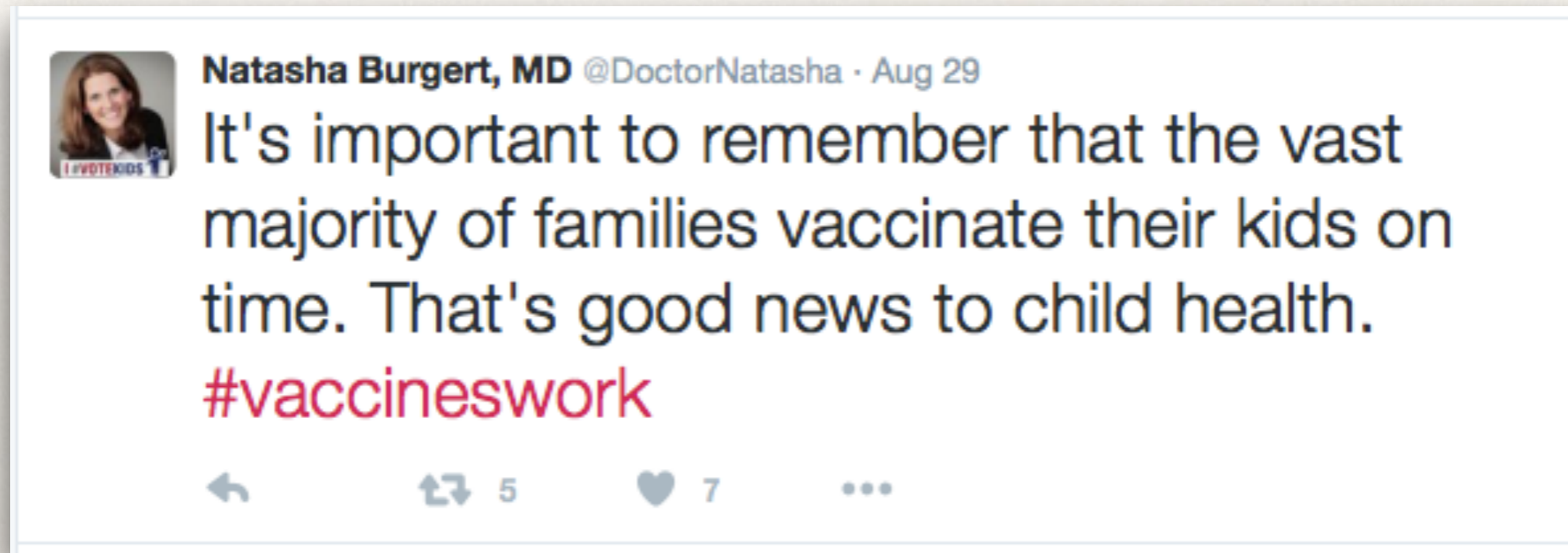
Like Comment Share

318 Chronological

91 shares 18 Comments

# What story are we telling?

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- ❖ Anti-vaccine story: shots, ruined kid, wrecked life
- ❖ Real story: getting shots is normal, diversity of wonderful childhoods, no disease

# Contact me

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- ❖ [voicesforvaccines.org/  
join-us](http://voicesforvaccines.org/join-us)

