A New Era of Vaccine Policy
25 Years of Dedication to State & Federal Advocacy
ECBT Cofounders Rosalynn Carter & Betty Bumpers

- ECBT’s founders helped pass laws in each state mandating proof of vaccination for school entry
- They traveled the nation building coalitions in every state to support immunization efforts
- Their work was instrumental in attaining federal and support for vaccines
ECBT’s Current Areas of Focus

Educate the public about the importance of timely immunizations for people of all ages and the safety of vaccines

Serve as a source of accurate immunization information to the media

Keep providers and public health partners up-to-date on the latest immunization information, and assist advocates in their education and policy efforts

Advocate for pro-immunization policies at the state and federal level
Our Path Together Today

The Current Environment

Communicating with Parents & Patients

Our Roles in Creating a Culture of Vaccination
The Current Environment
The Current State of the Anti-Vaccine “Movement”
What Are They Saying?
The Public Health Community Responded
Communicating with Parents & Patients
“Anti-vaccine” vs. Vaccine “Hesitant”

Anti-vaccine

- Those who subscribe to the idea that vaccines cause autism
- Usually in a position to profit financially or philosophically from the false link between vaccines and autism
- Uses incendiary language to discuss the “link” including references to the Holocaust, murder, or other violent imagery

Hesitant

- Those who have concerns about vaccines, ranging from specific concerns about individual issues or vaccines to more general questions about safety and efficacy
- Usually parents who are deciding whether to vaccinate their children
- Are genuinely concerned and need answers to make an informed choice
We Are All Passionate about this Issue for the Same Reason:
What Do Parents Believe?

Top Three Parental Concerns

• Vaccines cause autism
• The diseases aren’t that bad
• Too many vaccines, too soon

Parents are Convinced When They…

• Receive relevant information in a concise, comprehensive format that seems credible
• Feel their concerns are heard
• Have control over their decision
• Do not feel belittled

Source: Alison Singer, Autism Science Foundation. “Making the CASE for Vaccines: A new model for talking to parents about vaccines.” Nurse Training on Immunization Project.

Access it online: http://www.ecbt.org/index.php/strategies_and_resources/article/autism_101_webinar
Make the CASE for Vaccines

- **Corroborate**: Acknowledge the parents’ concern and 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**: Describe what the science says.

- **Explain/Advise**: Give your advice to the patient, based on the science.

Source: Alison Singer, Autism Science Foundation. “Making the CASE for Vaccines: A new model for talking to parents about vaccines.” Nurse Training on Immunization Project.

Our Roles in Creating a Culture of Vaccination
Stay Positive!
Overall, the Public Still Supports Vaccines

Most children ARE vaccinated

- The percentage of children who do not receive vaccinations at all is less than 1 percent.

Most parents want their communities to be fully vaccinated

- 59% of parents strongly agree and 22% agree that children in daycare should be vaccinated.
- Most parents (66%) think they should be informed of the number of children not up-to-date on vaccines.
- In a scenario where 1 in 4 children in daycare were not up-to-date, 74% would consider removing their own children.

Sources: 2015 National Immunization Survey and C.S. Mott Children’s Hospital’s National Poll on Children’s Health
Contact Your Legislators

State Legislators: openstates.org

Federal Legislators: http://www.house.gov/representatives/find/
Write to Your Papers

Letters to the Editor (LTEs)
- Short and sweet: Less than 200 words!
- Responds to an article or author
- A quick, easy way to share corrections or clarifications

Opinion-Editorials (Op-Eds)
- Longer format: Guidelines vary so check your paper, but 500 – 750 will usually keep it pithy
- Papers usually only run op-eds tied in some way to current events
- Offers an opportunity to share more information than in an LTE

Contribute to Shot of Prevention
- Blogs are a great way either to discuss important issues that may not be in the news, or to respond to current events
- ECBT’s blog, Shot of Prevention, always welcomes guest posts and has a built-in audience for immunization advocates
Use ECBT’s Materials
Join the Conversation Online

- Facebook
  - Over 200,000 followers
- Blog
  - Over 69,000 unique monthly visitors
- Over 11 Million Reached Annually With Social Media Messages
Keep in Touch!

• Email us for daily news: info@ecbt.org

• Subscribe to our Shot of Prevention Blog: www.shotofprevention.com

• Like Us on Facebook: Facebook/VaccinateYourFamily

• Follow us on Twitter: EveryChildBy2 & ShotofPrev

• Contact me directly: Erica DeWald erica@ecbt.org
Thank You!

Erica DeWald
erica@ecbt.org