

Child and Youth Vaccinations



Innovative Solutions for the Common Good

Shifting the Narrative

El Dorado County Public Health
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FrameWorks 101—Review


Three questions:

#1 How do we get people to think about our issues?

#2. How do we get them to think about our issues in such a way that they will want to solve them through public policies?

#3 How do we get them to think about issues in such a way that they want to solve them through Public Health public policies?


FrameWorks 101—Review



FrameWorks Research shows us:

- People use mental shortcuts to make sense of the world.
- Incoming information provides cues about where to “file” it mentally.
- People get most information about public affairs from the news media which, over time, creates a framework of expectation, or a dominant frame.
- Over time, we develop habits of thought and expectation and configure incoming information to conform to this frame.

Frameworks 101—Review



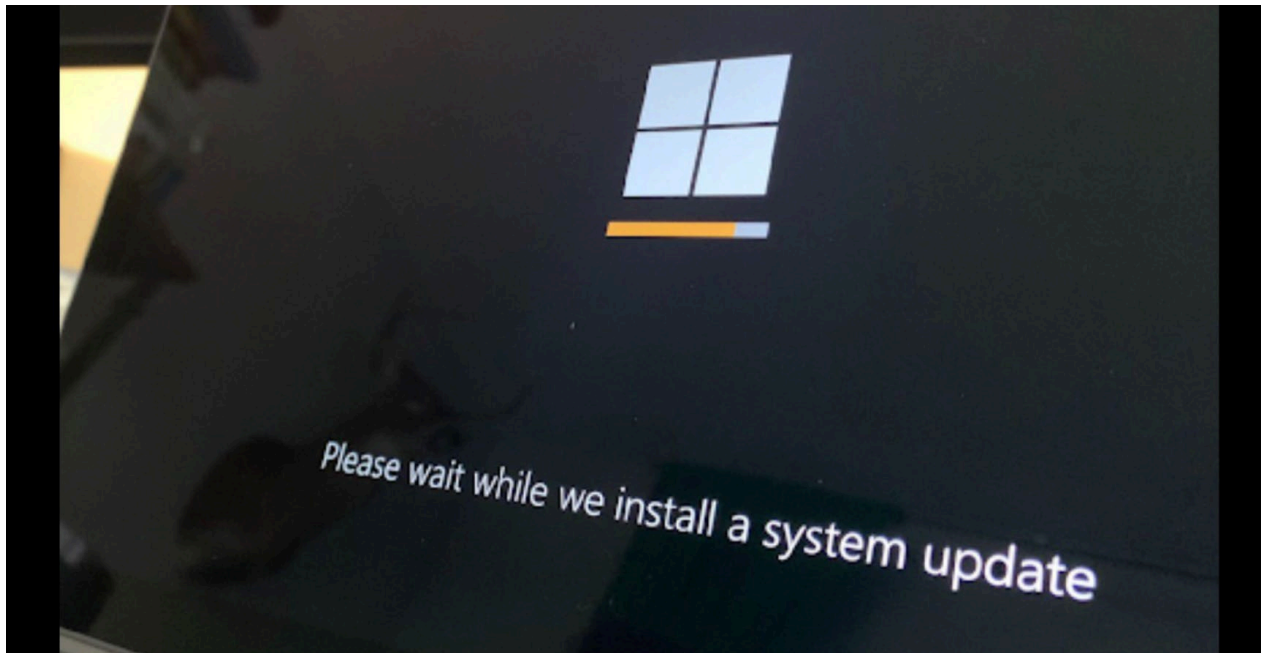
Strategic Frame Analysis teaches that communications is storytelling; but the stories we tell must be thematic and contain:

1. Values, that orient the audience to the big idea or to “what’s at stake” and “what this is about”;
2. Simplifying Models, that concretize and simplify complex scientific explanations of how things work;
3. Reasonable tone;
4. Reinforcing visuals and
5. Effective Messengers; who weave together thematic stories that explain the link between cause and effect.

In Summary - to frame an issue:

- **Know** the opposition – and the opportunities – by understanding how people think and feel about this issue
- **Make** deliberate choices when presenting information: what to emphasize, what to explain and what to leave unsaid
- **Trigger** certain ways of thinking and bypass others – it's very hard to argue against a feeling or belief once it's activated
- **Show** why it matters by aligning solutions with people's ideals of what's desirable and good
- **Show** that change is possible, not that problems are insurmountable
- **Give** your audience ways to think differently instead of meeting them where they are

Child and Adolescent Immunizations



REFRAMING THE CONVERSATION ABOUT CHILD AND ADOLESCENT VACCINATIONS

OFFICIAL SHAREKIT

[Reframing Childhood
Vaccines Sharekit
\(adobe.com\)](#)

The American Academy of Pediatrics ([AAP](#)) partnered with the [FrameWorks Institute](#) to conduct rigorous framing research that focuses on communicating about vaccines.

Five evidence-based recommendations were developed, designed to equip physicians, advocates and public health communicators with the strategies they need to effectively build understanding of and support for child and adolescent vaccinations.



Narrative Shift – Part 1

1) Shift from the Individual to the Collective

- People think that health is a matter of individual choice and willpower, rather than thinking about the broader communitywide or society-wide benefits
- Individualistic approach gets in the way of understanding the broader benefits that vaccination, and particularly childhood and adolescent vaccination, have on communities
- Difficult for people to see how systemic barriers to vaccination access affect people's ability to get their children vaccinated, rather than vaccination simply being about individual choice

We need to highlight how vaccination has a positive affect on society and that improving vaccine access is an issue that affects everyone



Narrative Shift – Part 2

2) Shift the focus from vaccines *fighting* disease to the immune system *preparing* itself:

- Public thinking about vaccines tends to overemphasize the risks involved. This is because people focus on what vaccines do to the body, which makes them suspicious about the potential harms involved
- Widespread misinformation about vaccinations, stoke fear about what vaccines might “do” to an individual

We need to highlight how the immune system uses vaccines to prepare itself to deal with illness and disease

Recommendation #1 – Common Good

Talk about the benefits of vaccination for the common good

- People think about health in highly individualistic ways. To make the case for a public response, we need to talk in terms of the community's health/common good.
- Emphasize collective benefits and responsibilities, but don't violate individual autonomy.

Order matters

- Lead with the collective benefits of childhood vaccination, then connect those collective benefits to individual children, rather than the other way around.

Highlight what's in it for the community/society

- Be explicit about the benefits of childhood vaccination to communities and societies.

Foreground collective responsibilities

- Talk about our shared obligation to keep everyone, including children, healthy - and connect that to immunization.

Common Good

Less of This

As pediatricians, we are speaking up about the facts not to scare you or coerce you, but to emphasize the importance of vaccinating your child. We know the decision can be emotional, but should you have doubts, please discuss these with your primary physician.

More of This!

As pediatricians, we want to speak up about the importance of developing “community immunity” through vaccination. When our immune systems are prepared to immediately recognize and resist highly contagious diseases, it is harder for illness to spread.

Recommendation #2 – Access

Talk about improving vaccination access as a preventive public health measure

- People don't see the practical barriers to getting kids vaccinated. Talk more about the importance of access to vaccination.

Order matters

- Explain the barriers to access, especially for children and adolescents, before mentioning disparities in uptake.

Expand people's understanding of the systemic issues at play

- Provide examples of concrete policies (proposed or enacted) that increase access to vaccinations and reduce disparities in access.

Emphasize collective responsibility

- Be explicit about the ways that improving access to vaccination services for all children and adolescents is our collective responsibility as a society.

Access



Less of This

- Benefits outweighing risks
- Their rates of uptake
- Protection from disease
- How vaccines fight disease

More of This!

- Benefits to the common good
- Our responsibility for access
- Preparation for healthy childhood
- How immune systems prepare themselves

Recommendation #3 – Long-term Wellbeing

Talk more about the long-term child wellbeing that vaccines promote

- People think about vaccines in terms of risk-reward. Right now, the “rewards” are intangible for the public.



Long-term Wellbeing

Framed with “Protection from Disease”

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases.

Reframed with “Preparation for Development”

Vaccinations prepare children’s immune systems to recognize and resist contagious diseases, keeping them healthy so they can keep growing, learning and thriving.

Recommendation #4 – Computer Updates Metaphor

Use a *computer updates* metaphor to explain how the immune system improves its performance through vaccination

- When we rely on military language, people conclude that any transmission of disease indicates a failure of the vaccine.
- When we compare childhood vaccines to medicine, we heighten people's concerns about side effects.
- When we compare vaccinations to computer updates, we call up productive associations like prevention, ongoing maintenance and protection against “network” threats.

Computer Updates

Try this:

“Getting vaccinated is like updating your computer. Vaccines are like software that contains information for our bodies to improve their performance. Just like our computers know how to detect a virus after they’ve received a software update, the body can remember how to detect and react to a virus even after the vaccine has left the body.”



Recommendation #5 – Literacy Metaphor

Use a literacy metaphor to explain how the immune system learns how to respond to viruses through vaccination

- When we compare gaining immunity to gaining literacy, we tap into beliefs that the ability to read benefits both individuals and society, and that it's best to gain literacy in childhood.



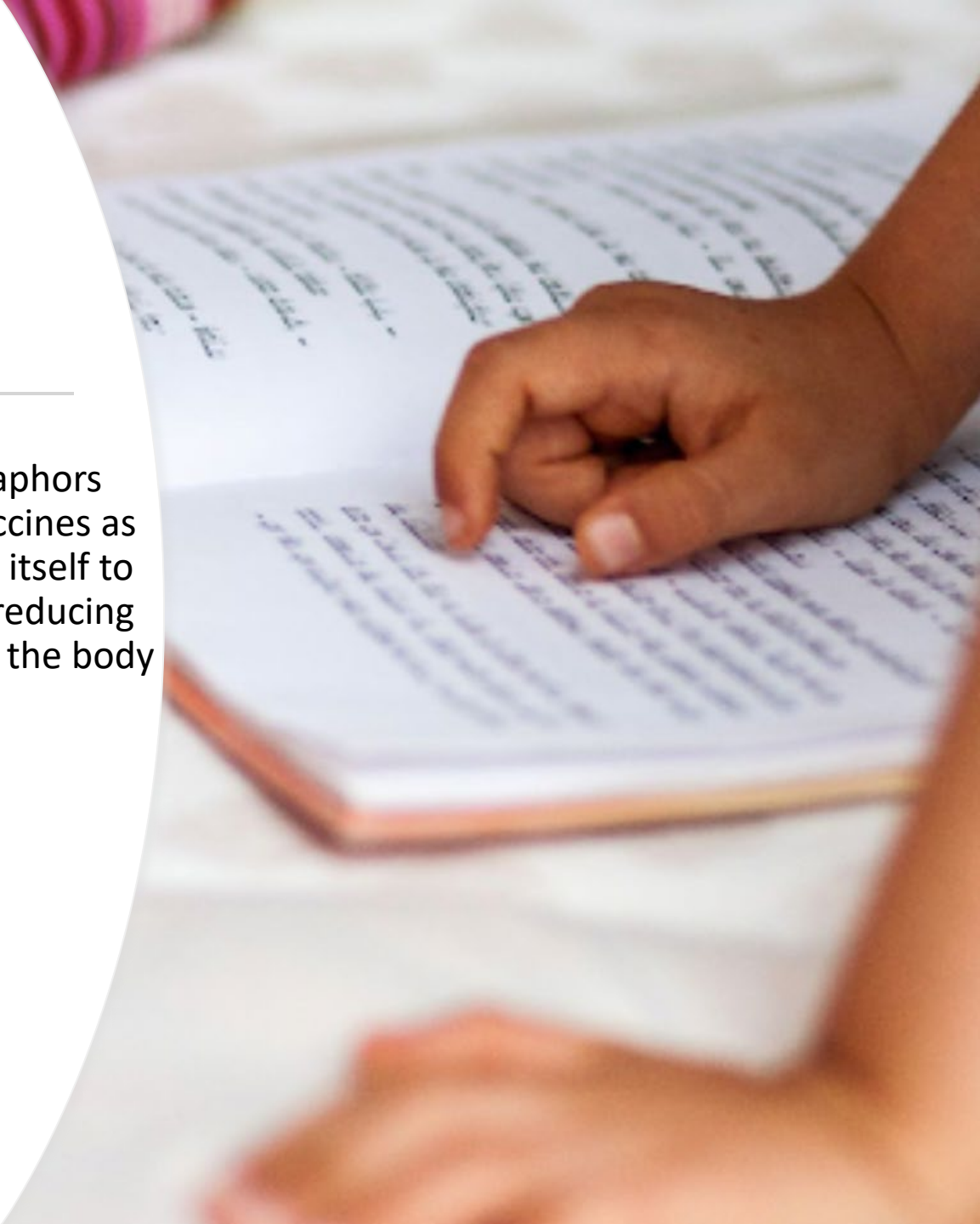
Literacy

Try this:

“Getting vaccinated is like learning to read and write a language. Vaccines are like a text that our body uses to practice reading and comprehending a virus. Just like we continue to read and write even after we’ve become literate, the body can remember how to detect and react to a virus even after the vaccine has left the body.”

Metaphors

Computer Updates and **Literacy** metaphors expand people's understanding of vaccines as "trainers" that help the body prepare itself to become proficient in fighting illness, reducing fear about what vaccines might do to the body



Putting it all together

- [How Your Child's Immune System Updates after Vaccinations – YouTube](#)
- [How Do Vaccines Work? | American Academy of Pediatrics \(AAP\) – YouTube](#)
- [Immunizations Campaign Toolkit \(aap.org\)](#)



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Questions?

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