

Health Network\*\*

Part of the Children's National Health System.

# ADDRESSING VACCINE HESITANCY: TAKING A STAND

Ellie Hamburger, MD Mark Weissman, MD CNHN Future of Pediatrics 2018 Thursday, June14, 2018





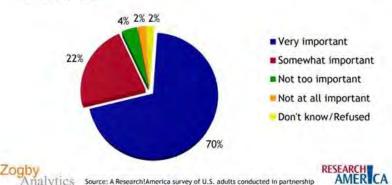


# Research!America 2018 survey: Americans less confident in vaccines/system

"Vaccines are important"

# Vaccines are Important to Health of Society

Thinking about the common vaccines available today such as polio, tetanus, measles, and flu, how important do you believe vaccines are to the health of our society today?

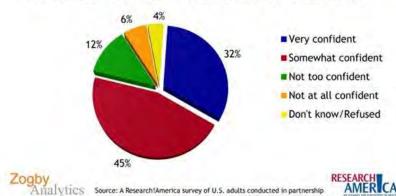


with Zogby Analytics in May 2018.

- "Confident in US vaccine evaluation & recommendations"
- ♣8% since 2008

#### Majority Confident in U.S. Vaccine Evaluation and Recommendations

How confident are you in our current system in the U.S. for evaluating the safety of vaccines and recommendations for when they should be given?





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## Research!America Survey: 1000 adults (+/- 3.1%)

- 59% "strongly" believed they had personally benefitted from vaccine development over the past half-century (16% drop from 2008)
- 90% (down from 96% in 2008) from of respondents "very important" or "somewhat important" for parents to have their children vaccinated
- 61% of respondents agreed with the statement that "parents who don't vaccinate their children put both their children and their communities at risk", up 10 percentage points from 2008.
- Physicians can play in important role in vaccine acceptance conversation, according to the survey, which found that 45% of respondents do not think the public receives enough information from their doctors about vaccinations.



## **Pediatric Practice and Vaccine Refusers**

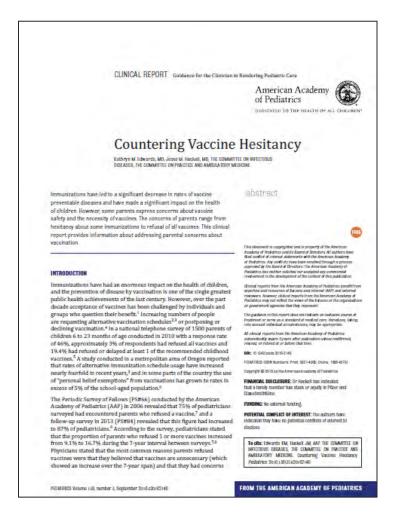




### AAP:

## **Countering & Addressing Vaccine Hesitancy**

- AAP issued updated Clinical Report (September 2017):
   "Countering Vaccine Hesitancy"
- http://pediatrics.aappublicatio ns.org/content/pediatrics/earl y/2016/08/25/peds.2016-2146.full.pdf





# Vaccine acceptance vs refusal

- Categorization of parental attitudes towards vaccines:
  - Immunization advocate
  - Go along to get along
  - Cautious acceptor
  - Fence-sitter
  - Refuser







### **AAP: Parental Concerns About Vaccines**

#### TABLE 2 Parental Concerns About Vaccines

#### Vaccine safety

Too many vaccines

Development of autism

Vaccine additives (thimerosal, aluminum)

Overload the immune system

Serious adverse reactions

Potential for long-term adverse events

Inadequate research performed before licensure

May cause pain to the child

May make the child sick

#### Necessity of vaccines

Disease is more "natural" than vaccine

Parents do not believe diseases being prevented are serious

Vaccine-preventable diseases have disappeared

Not all vaccines are needed

Vaccines do not work

#### Freedom of choice

Parents have the right to choose whether to immunize their child

Parents know what's best for their child

Believe that the risks outweigh the benefits of vaccine

Do not trust organized medicine, public health

Do not trust government health authorities

Do not trust pharmaceutical companies

Ethical, moral, or religious reasons



# **AAP: Communication highlights**

#### **TABLE 4** Communication Highlights

Vaccines are safe and effective, and serious disease can occur if your child and family are not immunized.

Vaccine-hesitant individuals are a heterogeneous group, and their individual concerns should be respected and addressed.

Vaccine are tested thoroughly before licensure, and vaccine safety assessment networks exist to monitor vaccine safety after licensure.

Nonmedical vaccine exemptions increase rates of unvaccinated children.

Unvaccinated children put vaccinated children and medically exempt children who live in that same area at risk.

Pediatricians and other health care providers play a major role in educating parents about the safety and effectiveness of vaccines. Strong provider commitment to vaccination can influence hesitant or resistant parents.

Personalizing vaccine acceptance is often an effective approach.

The majority of parents accepted the provider's vaccine recommendations when they were presented as required immunizations to maintain optimal disease prevention.

The current vaccine schedule is the only one recommended by the CDC and the AAP. Alternative schedules have not been evaluated.



# Dismissal of vaccine refusers?

- Pro's and con's to approach...
  - Ethical concerns
  - Threat of practice dismissal drives acceptance (anecdotal)
  - Exposure of practice patients (and staff) to illness from underimmunized children
  - Care alternatives for child may be limited in community
  - Non-vaccinating children may cluster in practices who do not dismiss
  - Dismissal must be conducted within state laws (prohibiting abandonment of patients)

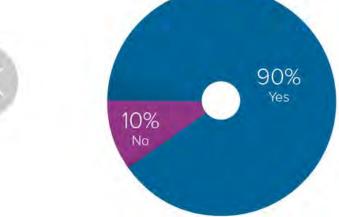
"The decision to dismiss a family who continues to refuse immunization is not one that should be made lightly, nor should it be made without considering and respecting the reasons for the parents' point of view. 44 Nevertheless, the individual pediatrician may consider dismissal of families who refuse vaccination as an acceptable option. In all practice settings, consistency, transparency, and openness regarding the practice's policy on vaccines is important."



# **Medscape Survey 2016**

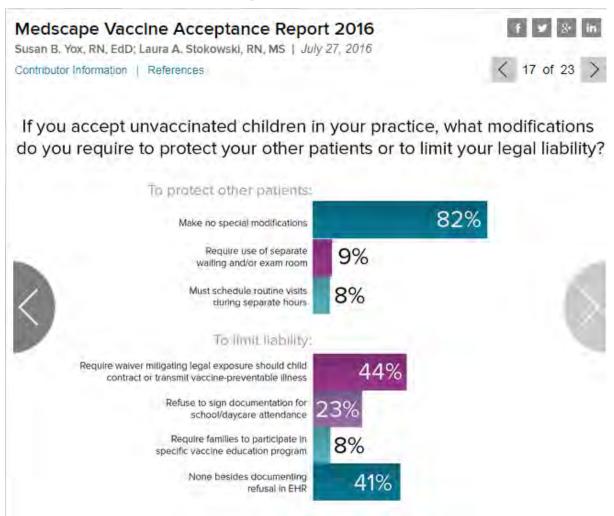








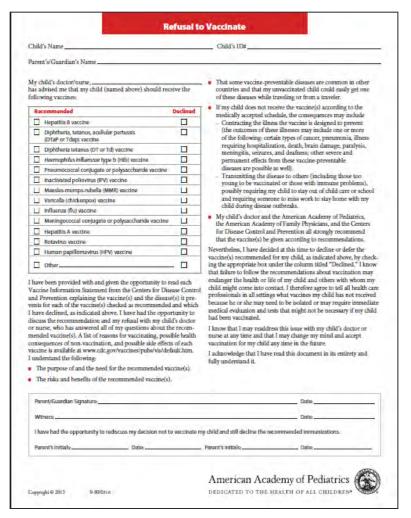
# **Medscape Survey 2016**





## **AAP "Refusal to Vaccinate" Form**

- Available online from the American Academy of Pediatrics
- https://www.aap.org/enus/Documents/immunization refusaltovaccinate.pdf





# ICD-10 Codes: Immunization not carried out or underimmunization status

Z28.0 Immunization not carried out due to contraindication

•	<b>Z28.01</b>	acute illness of patient
•	Z28.02	chronic illness or condition of patient
•	Z28.03	immune compromise state of patient
•	Z28.04	patient allergy to vaccine or component
•	Z28.09	other contraindication

- Z28.1 patient decision for reasons of belief or group pressure
- Z28.2 patient decision for other/unspecified reason
  - Z28.20 patient decision for unspecified reasonZ28.21 patient refusal
  - Z28.29 patient decision for other reason
- Z28.3 Underimmunization status (delinquent or lapsed schedule)
- Z28.8 Immunization not carried out; other reason
  - Z28.81 patient had disease
  - Z28.82 because of caregiver refusal
  - Z28.89 for other reason

228.9 immunization not carried out; unspecified reason

# What about CNHN practices?

 CNHN recently surveyed member practices about office policies and/or approach re: vaccine refusal or hesitancy

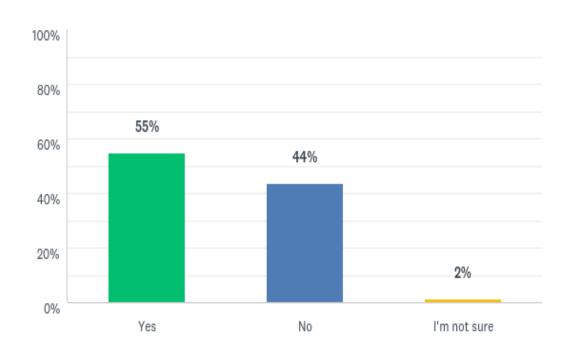
• Responses: 62

Snapshot for today's discussion



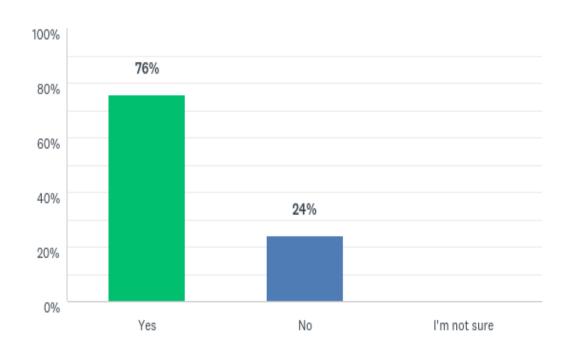


# Q1: Does your practice have a written immunization policy for providers to follow?



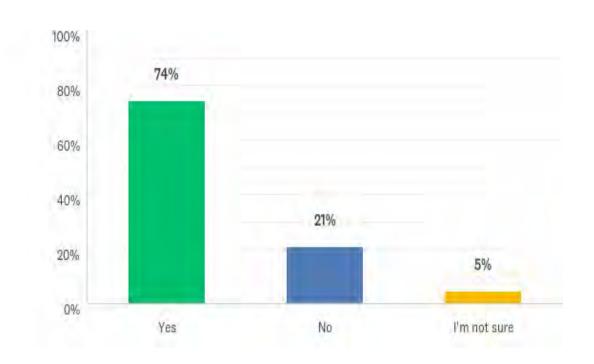


# Q2: Does your practice have a policy for families who request alternative or delayed immunization schedules?



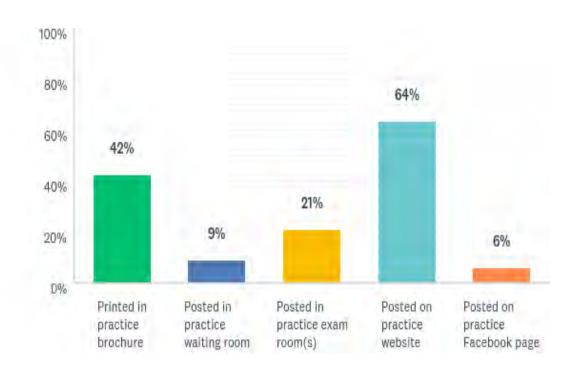


# Q3: Does your practice share your immunization policy with patients & families?



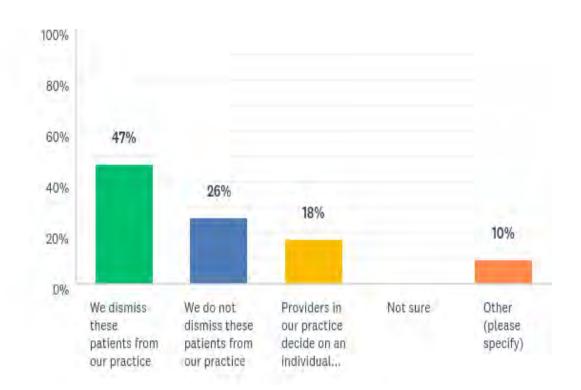


# Q4: If "Yes" to question 3, please indicate how you share your practice policy (Check all that apply)



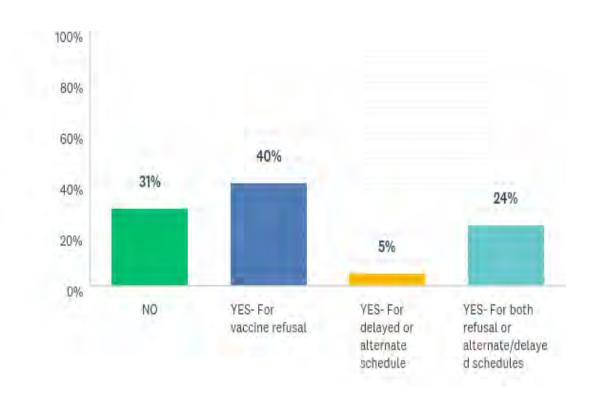


# Q5: What ACTION does your practice take for families who refuse immunizations?



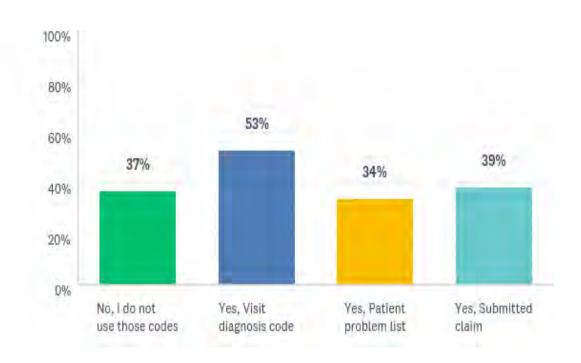


# Q6: Do you require parents to sign the AAP "Refusal to Immunize" form (or equivalent)?



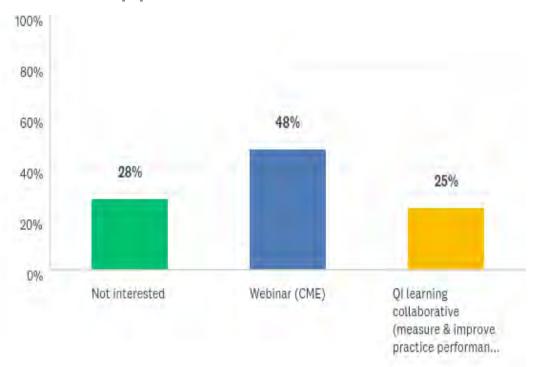


# Q7: Do you routinely use an ICD-10 code indicating "vaccine not given, due to... (e.g. caregiver refusal)"? (Check all that apply)





# Q8: Would you be interested in additional provider/practice learning opportunities to promote immunization in vaccine hesitant families





# Case Study: Children's Pediatricians & Associates

Ellie Hamburger, MD





# Creating a practice immunization policy

- We are a large multi-practice group...
- Are we all on the same page? (we weren't)
- How big is the problem? (we didn't know)
- What about HPV?(our rates were low: we needed to address provider comfort with counseling)



### Parents Against Mandatory Vaccines

Exposing and Opposing the Vaccination Agenda

HOME ABOUT VACCINES FACT SHEET TEN LITTLE KNOWN FACTS THE VACCINATION NOTICE

CHILD PROTECTIVE SERVICES CDC EXPOSED BIG PHARMA EXPOSED OVERCOMING VACCINE MANIA



### Parents Against Mandatory Vaccines

#### Vaccination Notice for Physicians

INTRODUCTION to VACCINATION NOTICES (read first)

The pressure (and monetary rewards) has been steadily increasing for physicians to comply with all CDC recommendations. Should your physician request to vaccinate you or your child ask to see the drug company's package insert (not a brochure or handout) for the product he/she wishes to inject. Tell him/her that you wish to take it home and read it over with your family. Of course, once you read it you will see why so many folks today are saying no to vaccinations and why these inserts are rarely given to the parent or patient. During your next visit politely tell the physician or nurse that you are not comfortable with the vaccine risks.

- 3) I am aware that vaccine schedules have been established by the CDC and are promoted by public health departments, the AMERICAN ACADEMY OF PEDIATRICS and other organizations. I do not accept CDC recommendations as sciencebased. (Reasons listed below #4 & #6)
- 4) I do not recognize the CDC as a government health advocacy organization. It is a corporation listed on Dun and Bradstreet and headquartered in the STATE OF GEORGIA, with strong ties to the pharmaceutical industry through the CDC Foundation. Therefore, their recommendations are influenced by the fiscal health of their corporation.
- 6) I do not recognize the AMERICAN ACADEMY OF PEDIATRICS or the AMERICAN ACADEMY OF FAMILY PHYSICIANS as health advocacy organizations. They are both trade organizations and corporations (listed on Dun and Bradstreet) that are headquartered in the STATE OF ILLINOIS and the STATE OF KANSAS respectively, whose monetary compensation from vaccine manufacturers contributes to the fiscal health of their corporations.
  7) I am aware that physicians and hospitals are paid higher reimbursement rates for administering vaccines.



# Is Dismissing Vaccine-Refusing Families Fair to Other Clinicians?

 Where do these families go?



#### Considering Whether the Dismissal of Vaccine-Refusing Families Is Fair to Other Clinicians

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John D. Lanton, MD Boothics Contin. Children's Mercy Hospital, Rento City Miscouri and School of Medione, University of Missouri, Ramon City.

#### Overview

A recent American Academy of Pediatrics (AAP) clinical report states that it is an acceptable option for pediatric care dirrictars to dismiss families who refuse might choose to shift the burden of care for a particular vaccines.1 This is a clear shift in guidance from the AAP, which previously advised clinicians to "endeavor." not to discharge" via power) patients solely because of parental vaccine refusal. While this new policy might. be interpreted as encouraging or recommending dismissal of vaccine-refusing families, it instead expresses tolerance for diverse professional approaches. This is unlike the earlier guidance, which promoted a unified response to vaccine refusal. In fact, the resolution (which was presented at the AAP's Annual Leadership Forum) that lod to this clinical report also calls on the AAP "to continue to support. pediatricians who continue to provide health care to children of parents who refuse to immunize their more likely in spaces where nonimmunized patients children," lp ti.

However, the shift toward embracing dismissal as: an acceptable response to vaccine refusal may ero de professional solidanty. Podiatricians are clearly divided on this question; most do not dismiss vaccine-refusing families. 4 By declaring that dismissal is an acceptable option, the AAP has sanctioned a practice that may be unfair to the many clinicians who do not dismiss these families. Clinicians who adopt a policy of dismissal toward families who refuse vaccines might impose burdens on colleagues who remain willing to offer care to those families, and their actions might show insufficient commitment to the efforts of their profession to promote health

tance of immunization, then dismissal will entrench that risk within the broader community.

There are, of course, good reasons why aphysician patient to a colleague, even if this shift carries risk for the clinician assuming care. One compolling reason is if the referring dirician does not have the expertise, equipment, or technology necessary to provide care. Thus, primany care physicians often justifiably transfer patients with infections to emergency departments. This is part of a mutually beneficial cooperative scheme that carries a reasonable expectation of benefit to the patient. But referring vaccine-refusing families to another practics or dismissing vaccine-refusing families who will likely seek new clinicians is not mutually beneficial. It is therefore an example of untair risk redistribution.

Outbreaks of vaccine-preventable diseases are are clustered.\* The net effect of dismissal might be a greater increase in risk to another chrician's pediatric population than the amount of risk that was diminished by dismissing vaccine-refusing families. That is, transforring disease risks may increase aggregate disease risks. Others\* have noted that dismissing children because parents refuse vaccines is had for the patients in practices that accept these children, especially given clustering effects. We argue that it is also unfair to other clinicians to transfer and intensify those risks for their pediatric practices.

One might reply that the risk of exposure to vaccine-preventable diseases associated with an



# **Practice Policy**

### POLICY STATEMENT

• Children's National Health System agrees with, shares, teaches and practices the recommendations of the Centers for Disease Control and Prevention (CDC) and American Academy of Pediatrics (AAP) with respect to immunizations, including type of vaccine and schedule.



### **Procedure**

#### **PROCEDURE**

All primary care providers, including attending physicians, nurse practitioners, physician's assistants, residents across the organization and physicians within the Goldberg Center (Primary Care) and Children's Pediatricians & Associates educate about, recommend and provide immunizations according to the established CDC schedule.

Providers are expected to <u>review immunization status at every visit</u>, and immunize patients who are in need of **catch-up** immunizations when there are no contraindications.

When parents or guardians refuse to vaccinate their children according to the established CDC schedule, their **refusal** and discussion will be documented in their medical record with the appropriate ICD10 code and they will be asked to sign the AAP "Refusal to Immunize" document, which will also be placed in their medical record.

Parents and guardians who both refuse to vaccinate and sign the AAP "Refusal to Vaccinate" document may be dismissed from the practice at the physician's discretion. This will be documented in the child's medical record along with the rationale for doing so. Parents and guardians who refuse to vaccinate but sign the AAP "Refusal to Vaccinate" document can remain in the practice. Every effort will be made to address their concerns at each visit with the goal of fully immunizing all patients.

All dismissal notifications will be sent to the family via certified mail.

No child will be refused treatment in the Emergency Room or specialty clinic regardless of immunization status.



# For Patients – on our practice website

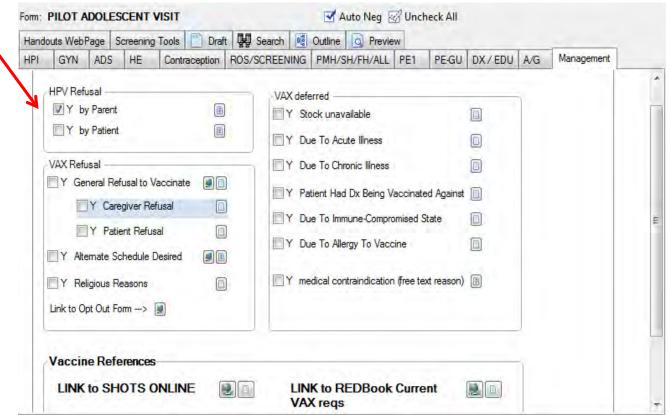
• The team at CP&A firmly believes in the effectiveness of vaccines to prevent serious illnesses and save lives. We also firmly believe in the safety of vaccines. Our offices follow the vaccine <a href="schedule">schedule</a> outlined by the Center for Disease Control and the American Academy of Pediatrics which has been scientifically tested for safety and efficacy.

• There is no such thing as an approved "alternative" vaccine schedule. We will be happy to provide information to help you understand the science behind vaccines, as we have a commitment to our patients to keep them safe and provide the best pediatric care available. This includes giving vaccinations on time, according to the CDC/AAP schedule



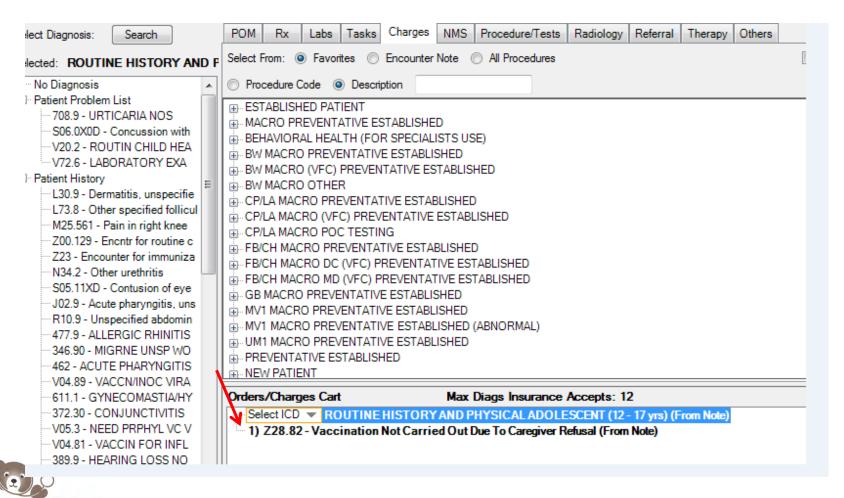
# Documenting vaccine refusal in EHR

Checking this box...



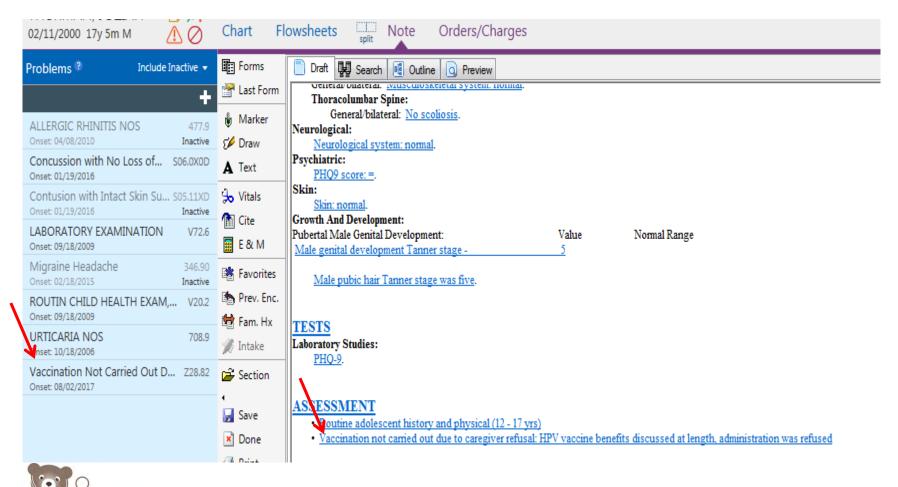


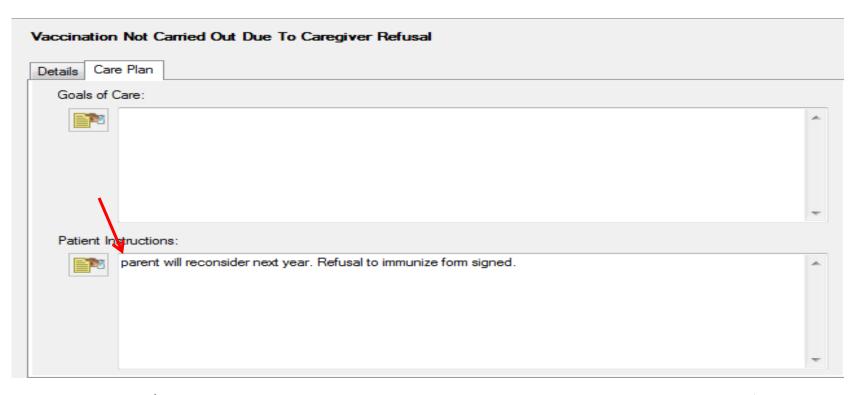
# automatically generates ICD-10 code in EHR charges



hildren's National

# ...and automatically populates visit assessment; right-click to add to problem list





#### ASSESSMENT

- Routine adolescent history and physical (12 17 yrs)
- · Vaccination not carried out due to caregiver refusal: HPV vaccine benefits discussed at length, administration was refused

#### PLAN

 Immunization not carried out because of caregiver refusal Care Plan

Goals of Care:

Instructions: parent will reconsider next year. Refusal to immunize form signed.



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### Resources







#### American Academy of Pediatrics



Early Career Pediatric Trainees

International HealthyChildren.org

Become a Member O Log In O

DEDICATED TO THE HEALTH OF ALL CHILDREN"

Professional Resources Professional Education Advocacy & Policy shopAAP About the AAP



SearchAAP

AAP.org > Advocacy & Policy > AAP Health Initiatives > Immunizations > Practice Management for Immunization > Immunization Social Media Toolkit.

Strategies to Improve Immunization Rates

Communicating with **Families** 

Ordering, Financing, and Maintaining Supply

Vaccine Storage and Handling

Avoiding Vaccine Administration Errors

Quality Improvement

Immunization Information Technology

Immunization Social Media Toolkit

Practice Change **Education and Tools** 

# **Immunizations**

#### Immunization Social Media Toolkit

The AAP has developed guidance to help pediatricians develop social media accounts, and sample messages to share.



#### 2018 Social Media Toolkit Pilot

From January to March, 2018, 16 practices from 13 states participated in a pilot of this toolkit.



#### Social Media Guidance

This Social Media Guidance will help pediatric practices develop and/or manage social media accounts.

#### RESOURCES

#### The Immunization Schedule

New for 2018! Click here for the current schedule recommended by the CDC, AAP, AAFP, and ACOG.

#### Information for Parents

Visit Healthy Children.org, the AAP parenting website, for information for families about immunizations.

#### Tools for Vaccine Conversations

The CDC offers Provider Resources for Vaccine Conversations with Parents, to help you navigate communication with parents.

THE LATEST ON IMMUNIZATIONS

Immunization Initiatives Newsletter

Check out our newsletter for the latest on



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#### Memes and Videos to Share

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#### **Sharing Immunization Resources**

Copy and paste pre-written posts and tweets into your preferred social media platform and link to immunization resources.



#### Creating Immunization Videos to Share

Use this guidance to create, or help parents create videos to share through social media.



**SEARCH** 

Q

CDC A-Z INDEX Y

#### Human Papillomavirus (HPV)



CDC > HPV Home > For Clinicians > Materials & Resources

#### Tools and Materials for Your Office









Utilizing CDC's HPV resources in your offices, on your webpages, and in your community can be a great way to inform parents about the importance of HPV vaccination. With a focus on cancer prevention, the following resources help parents understand that HPV vaccine can help protect their children from the types of cancers and pre-cancers that come from HPV infection. Here are some simple suggestions on how you can use the resources below.

#### Take Action By:

- 1. Displaying free CDC resources including patient videos, posters, flyers, and PSAs in your waiting room and on your website.
- 2. Using prepared scripts to record phone hold-line messages or appointment reminders.
- 3. Signing up to receive CDC's #PreteenVax newsletter and listening in on our monthly webinars by emailing preteenvaccines@cdc.gov.



One of a series of posters promoting HPV vaccination. Available sizes to print in 8.5 x 11, 11×17, and 18×24.





Evidence-Based HPV Disease Prevention



### **Additional discussion**

- What experience have other CNHN practices had with immunization refusal & practice policies?
- Opportunities for new pediatric CIN?
  - Vaccine education campaign
  - CIN vaccine policy
  - Immunization quality metrics
  - Immunization QI:
    - HPV, influenza?



