

MOVING TO ACCEPTANCE: How to address vaccine hesitancy in your busy practice

Two education activities to help health care providers effectively counsel vaccine-hesitant patients and families:

- One-hour online module
- Face-to-face workshop

Visit www.cps.ca/en/vaccine-hesitancy for details.



MOVING TO ACCEPTANCE

How to address vaccine hesitancy in your busy practice



Learning objectives

At the end of the workshop, participants will be able to:

- Define vaccine hesitancy and the factors that contribute to it.
- Explain how health care providers can influence vaccine hesitancy.
- Elicit and assess an individual's reasons for vaccine hesitancy.
- Apply an effective, personalized communication strategy to address vaccine hesitancy, including appropriate risk communication.
- Develop an approach for interacting with the vaccine refuser.

Accreditation

This event has been approved by the Canadian Paediatric Society for a maximum of 7.5 credit hours as an Accredited Group Learning Activity (Section 1) as defined by the Maintenance of Certification program of The Royal College of Physicians and Surgeons of Canada.

Planning Committee and Faculty

Eve Dubé, PhD

Researcher, Institut national de santé publique du Québec, Université Laval, Quebec, Que.

Julie Emili, MD, CCFP, FRCPC, MSc

Assistant Professor (Part-time), Health Research Methods, Evidence and Impact, McMaster University

Arnaud Gagneur, MD, PhD

Professor, University of Sherbrooke, Quebec, Que.

Christine Halpert, RN, BSN, MA

Senior Practice Leader, Communicable Diseases and Immunization Service
British Columbia Centre for Disease Control, Maple Ridge, B.C.

James Irvine, MD, MSc, CCFP, FCFP, FRCPC

Public Health and Preventive Medicine Consultant;
Professor Emeritus, University of Saskatchewan, La Ronge, Sask.

Noni E MacDonald, MD, MSc, FRCPC, FCAHS

Professor of Paediatrics, Dalhousie University & IWK Health Center, Halifax N.S.

Dorothy Moore, PhD, MD

Associate Professor of Paediatrics (post-retirement appointment), McGill University, Montreal, Que.

Anna Taddio, BScPhm, MSc, PhD

Professor, University of Toronto,
Senior Associate Scientist, The Hospital for Sick Children, Toronto, Ont.

Glen Ward, BSc, PhD, MDCM, FRCP(C)

Clinical instructor, University of British Columbia
Staff Peace Arch Hospital, Langley Memorial hospital, Surrey Memorial Hospital, Surrey, B.C.

Brenda Weitzner, MD, CCFP

Family Medicine, Paediatric Health Promotion and Prevention, Toronto, Ont.

Program

0700-0750 Registration and breakfast

0750-0905 **OPENING SESSION**

Welcome and announcements

Plenary

This session will set the stage for the day. It covers the challenges associated with vaccine hesitancy and how communication can have both a positive and negative impact on vaccine uptake. Participants will be provided with core foundational vaccine communication skills that will be applied in the workshops.

Learning objectives

- Define vaccine hesitancy as a continuum of behaviour and the factors that contribute to hesitancy including the role of the HCP
- Determine how vaccine hesitancy impacts vaccine uptake, with Canadian examples
- Assess an individual's underlying reasons for vaccine hesitancy

0915-1030 **BREAKOUT A - EFFECTIVE VACCINE COMMUNICATION**

Opening the vaccine discussion with the patient: Vaccine communication skills need practice. This session will apply the communication skills learned in the opening session to common vaccine hesitancy scenarios. Participants will break into smaller groups and work through several cases to practice motivational interviewing techniques.

Learning objectives

- Use motivational interviewing techniques to elicit an individual's reasons for vaccine hesitancy
- Determine optimal strategies to start the engagement with a patient in a discussion on vaccines

1030-1045 Health break

1045-1215 **BREAKOUT B - ADDRESSING COMMON VACCINE-RELATED ISSUES**

To effectively manage common reasons for vaccine hesitancy, health care providers need to tailor their communications to the information needs of the patient. Knowing the degree of a patient's health literacy and using techniques of clear communication are critical. Participants will break into smaller groups and work through several cases.

Learning objectives

- Assess an individual's health literacy level regarding vaccines and vaccine-preventable diseases
- Understand the significance of the language and context in patient encounters

1215-1300 **LUNCH**

1305-1405

PLENARY

PART 1: DEALING WITH VACCINE REFUSERS

PART 2: MITIGATING PAIN AND ANXIETY DURING VACCINATION

Although vaccine refusers are a small minority of patients, they can be very influential. Unique communication strategies are needed in clinical practice. Part 1 of this session reviews practical strategies to address a patient who refuses all vaccines. The second part of this session addresses strategies to address vaccine-related pain.

Learning objectives

- Assess an individual for his/her underlying reasons for vaccine hesitancy
- Develop an approach to manage the vaccine refuser
- Know the importance of pain mitigation in vaccine acceptance

1415-1550

BREAKOUT C – MOVING ALONG THE VACCINE HESITANCY CONTINUUM

Building on the foundations from the previous sessions, this breakout addresses some of the more challenging vaccine hesitancy cases seen by health care professionals.

Learning objectives

- Apply motivational interviewing techniques and clear communication to move individual along the vaccine hesitancy continuum
- Assess an individual for his/her underlying reasons for vaccine hesitancy
- Construct an effective communication strategy that addresses the individual's reason for vaccine hesitancy
- Develop an approach to manage the vaccine refuser

1550-1600

Health break

1600-1700

CLOSING SESSION & EXPERT PANEL

The final session will summarize much of the key material presented throughout the previous sessions. The focus will be to provide participants with action items to bring back to their practice. Participants will have an opportunity to ask a panel of experts questions about vaccine hesitancy.

Learning objectives

- Assess an individual for his/her underlying reasons for vaccine hesitancy
- Construct an effective communication strategy that addresses the individual's reason for vaccine hesitancy

Day in review

Ask the experts panel

Closing remarks and evaluation