

ARMORED UP!

Tackling vaccine hesitancy program

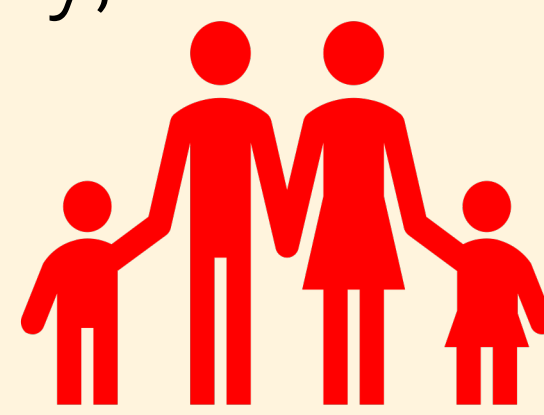
TISHANA FOSTER, RUTGERS SCHOOL OF DENTAL MEDICINE
DAINA POTTER, RUTGERS SCHOOL OF PUBLIC HEALTH
OLIVIA SAEZ, ERNEST MARIO SCHOOL OF PHARMACY



Background Information

PARTNERSHIP FOR MATERNAL & CHILD HEALTH

- Improving the healthcare needs of women, children, and families by organizing and coordinating extensive education, outreach, advocacy, and programming
- Its **immunization program** makes sure kids receive their routine vaccines
- Our initiative is addressing vaccine hesitancy among communities of color and providing them with education



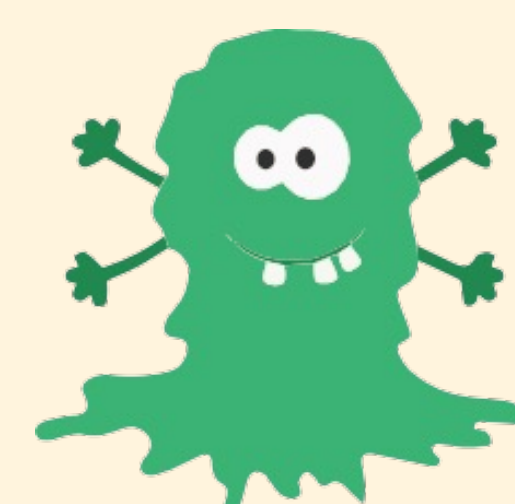
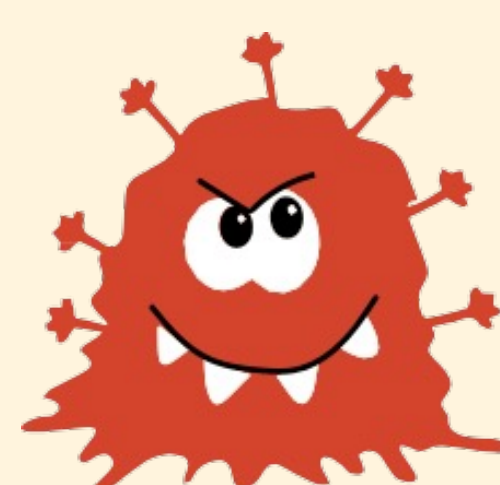
IMMUNIZATION: WHAT DO VACCINES DO?

- Usually in the form of injections
- Teaches your body's immune system to **recognize** and **defend against harmful pathogens**
- Triggers an immune response that fights off the pathogen
- Facilitates antibody production. If the body is exposed again, this "memory" protects your body against the disease
- Also helps communities through the concept of **herd immunity**

Disease	Average Annual Cases Prior to Vaccine	Cases in 2019 (United States)
Varicella	4,000,000	8,297
Haemophilus influenzae type b (Hib)	20,000	2
Polio	21,000	0

VACCINE HESITANCY

- Defined as "**delay in acceptance or refusal of vaccination despite the availability of vaccination services**"
- Myths exist around vaccines resulting in populations not vaccinating
- With hopes to reduce the stigma and nervousness surrounding vaccines, Dr. Mohamed Jalloh authored the children's book "Andre's Armor" which educates parents and young children about the beliefs of vaccines in a fun and engaging way



Developing Our Program

Two-Part Program

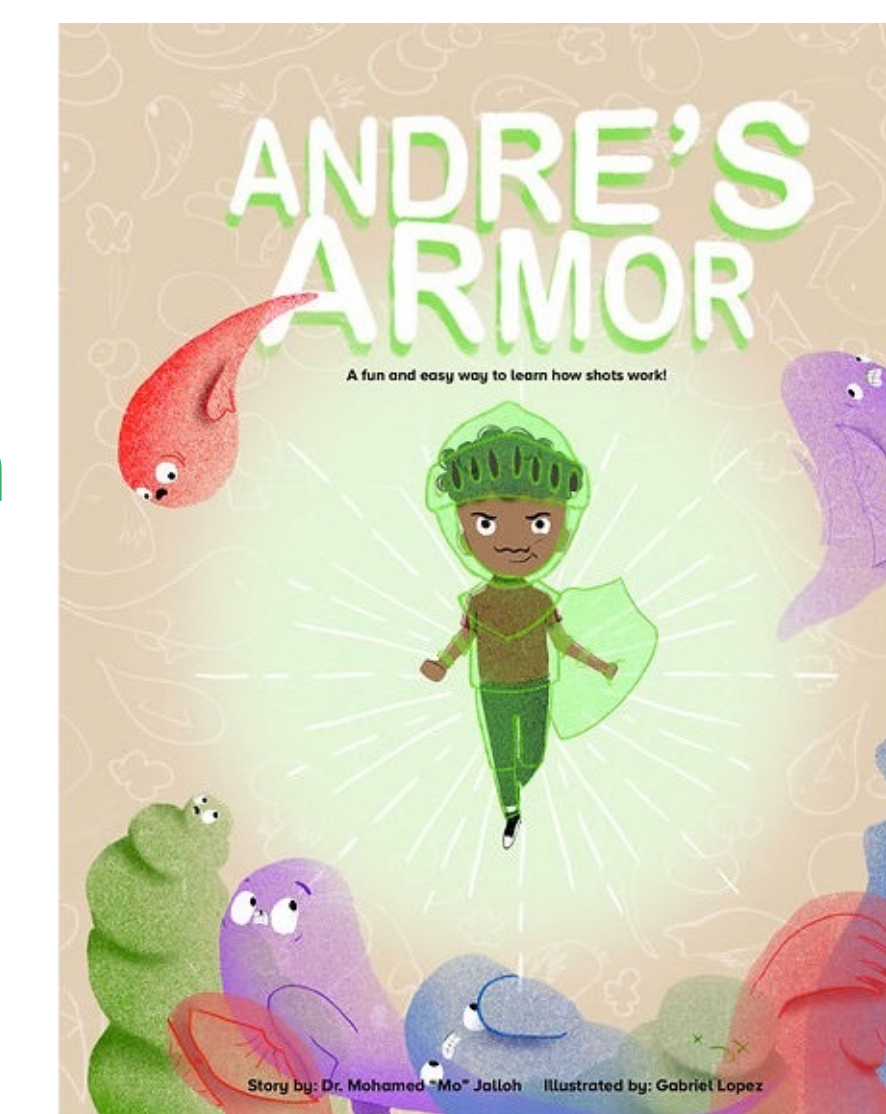
PART 1 **Training staff** on immunization information, **motivational interviewing**, and how to use and discuss Andre's Armor with parents

Workshop for parents and children in person, consisting of **story time featuring Andre's Armor, pre and post survey**, as well as engagement portion for children and a **debrief for parents**

PART 2

ABOUT ANDRE'S ARMOR

- Written by **Dr. Mohamed Jalloh**, a professor and pharmacist
- Tool for parents to talk to their kids about vaccines
- Addresses vaccine disparity rates especially in communities of color**
- Topics include **herd immunity, vaccine ingredients, and safety**



PRE/POST SURVEY



- Spanish and English**
- Altered version of the World Health Organization's vaccine hesitancy questionnaire
- 10 questions**
- Provided at the beginning of the workshop and at the end

Example of Survey Questions:

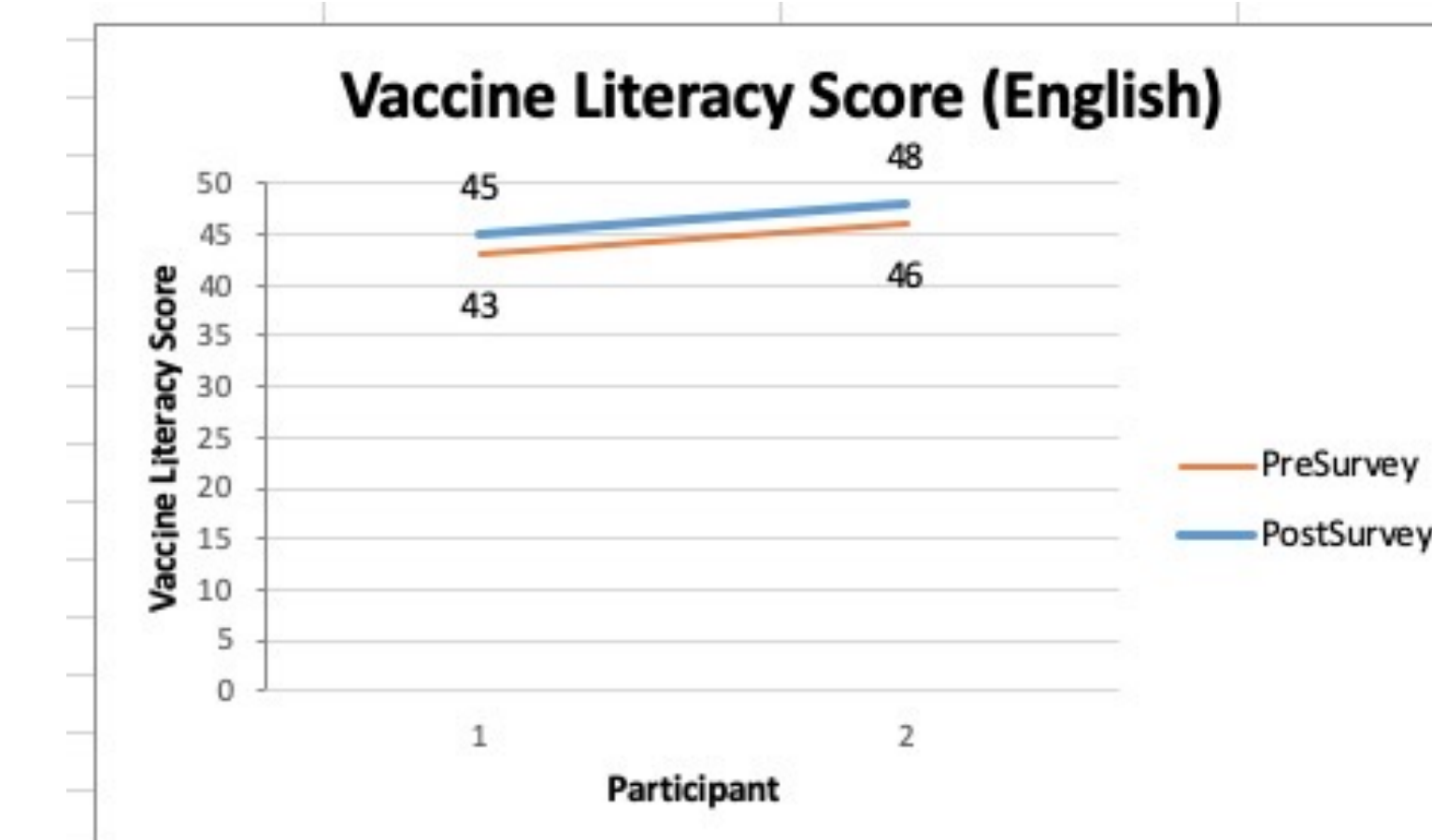
- L.1. Childhood vaccines important for my child's health
L.2. Childhood vaccines are effective
L.3. Having my child vaccinated is important for the health of others in my community



Data Analysis

ENGLISH EVENT

Mean Pre-Survey Score	44.5
Mean Post-Survey Score	46.5
Average Score Increase	2
Smallest/Largest Increase	2

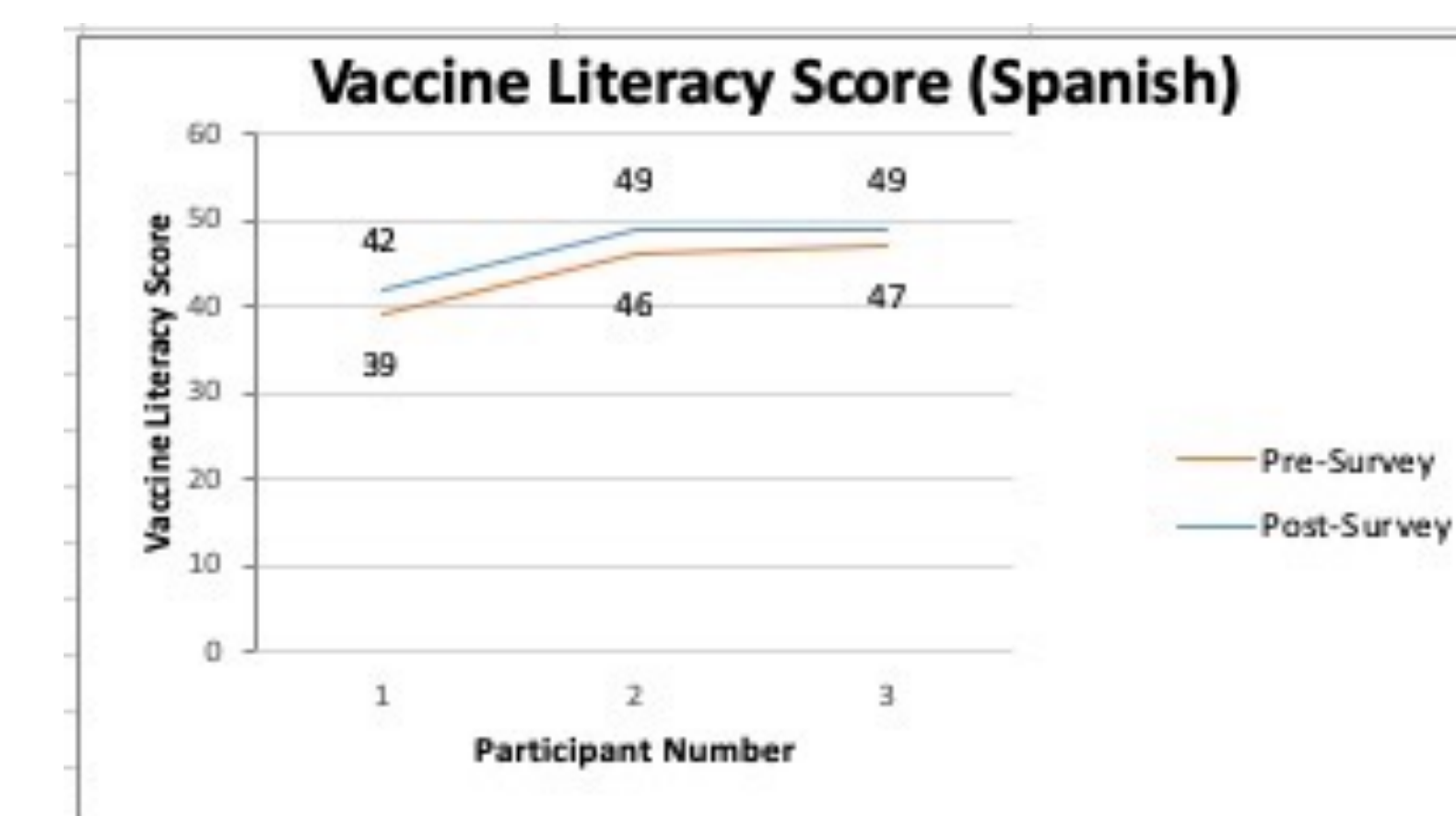


Discussion:

- Highest possible score = 50 points
- Average score increased by 2
- No family score stayed the same, they all increased
- All families realized the community aspect of vaccines – Herd Immunity

SPANISH EVENT

Mean pre-survey score	44
Mean post-survey score	46.67
Average score increase	2.67
Largest increase	3
Smallest increase	2



Discussion:

- Highest possible score = 50 points
- Average score increased for all participants by 2.67 points
- The smallest increase was 2 points
- No family decreased in their score

Conclusion:

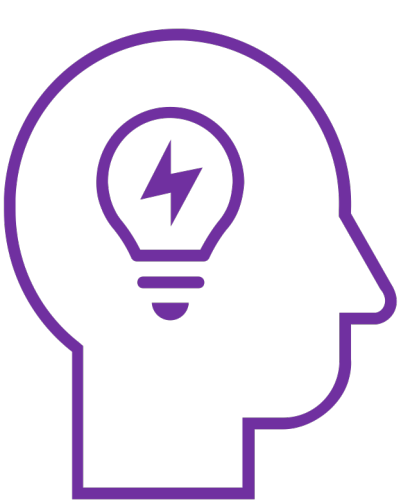
- Vaccine Hesitancy in minority communities is an important issue to address
- Andre's Armor is a tool that can help reduce the stigma around vaccines

Limitations:

- Language barrier with Spanish-speaking families
- Small sample size
- Families came at different times, leading to survey confusion
- Single device

Future Recommendations:

- Conduct the event in person
- Utilize a larger population and use more promotional techniques and materials to attract different families



Acknowledgements

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