

**Supporting communication with vaccine-hesitant and declining parents attending two specialist immunisation clinics**

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**SKAI: Sharing Knowledge About Immunisation**

- A system to support primary health care conversations about childhood vaccination
- Integrated package of resources, strategies and training to support and improve vaccination communication
- Resources tailored for parents who are vaccine accepting, hesitant or declining.



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Ready to vaccinate

**Clinic conversations pilot study**

**Aims**

- To identify communication strategies used by expert clinical vaccination communicators
- To see how the SKAI resources/training worked in real clinic situations so we could refine and develop the package.

Hesitant

Declining

**Methods**

- 12 clinic conversations between clinicians and hesitant and/or declining parents at Specialist Immunisation Clinics
- Analysed 8 conversations pre-training
- Conducted half-day SKAI training workshop with clinicians
- Analysed 4 conversations post-training
- Used codes based on communication skills described in the Motivational Interviewing and Calgary-Cambridge literature.

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**Motivational Interviewing definition**

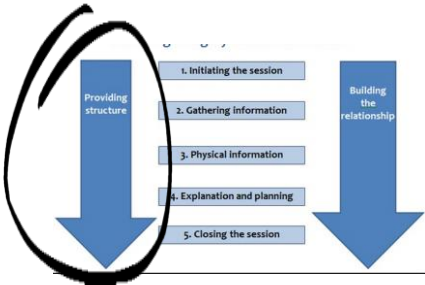
“a collaborative, goal-oriented style of communication with particular attention to the language of change (change talk). It is designed to strengthen personal motivation for and commitment to a specific goal by eliciting and exploring the person’s own reasons for change within an atmosphere of acceptance and compassion.”

Rollnick & Miller (2012)

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**Calgary-Cambridge Model**



Silverman, J., Kurtz, S., & Draper, J. (2013). Skills for Communicating with Patients. CRC Press

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### Example of a difficult conversation

**José** The second thing that concerns me - that sometimes the four months vaccination - If someone feels such a delay or regression is the first sign of something - of cognitive or whatever.

**Amerita** But he said that, he said that he doesn't think that will happen.

**José** yeah I know but my question is, how can we make sure? How can we be sure that it's the first sign, or the cause?

**Doctor** So the conditions that I'm referring to that are, are uncovered if you like or triggered by a vaccine that -

**José** if it's triggered or the cause.

**Doctor** ...but that trigger delay -

**José** Yeah I know but, you know -

**Doctor** No, no, just a minute. So at that point they, they are progressive. So the child gets worse, not better.

**José** Yeah but you didn't answer my question.

### Breakthrough – after 15 mins

**Amerita** No I think that just we had a very difficult labour with her and she was born with an Apgar of three and after a minute she was Apgar nine, her score was nine. So all doctors we've seen said that she's okay but still -

**Doctor** Oh so you have a nagging worry?

**José** Exactly

**Amerita** That's the reason he asked you about the neurological things.

**José** That's the reason.

**Doctor** You worry? For sure.

### Patterns in the conversations

#### Strengths we observed:

- Sophisticated rapport-building
- Communicating how much they care for the parent and child
- Depth of skill and knowledge

#### Where consultations could be improved:

- Elicit parental concerns to saturation
- Several opportunities to recommend vaccines were missed, despite cues from parents
- Prioritise and address parents' concerns in a structured way

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### Key elements of SKAI training for talking about immunisation with hesitant parents:

#### Elicit

- Elicit readiness to vaccinate
- Elicit questions and concerns to saturation
- Elicit views of partner (where relevant)
- Resist the righting reflex

#### Set and maintain the agenda

- Acknowledge parent
- Summarise concerns
- Establish agenda
- Signal time

#### Share knowledge about immunisation

- Use Common questions resources (SKAI Q&A sheets)
- Recommend vaccination confidently and explain why

#### Plan and close

- Recheck intentions
- Rebook
- Refer



### Next steps

- Currently testing the SKAI training and resources in GP clinics and Maternal and Child Health clinics.
- SKAI training into an online learning module
- Developing the SKAI website
- Preview and share your feedback with us.



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## References/ Further Reading

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