

**The Vaccine Mom  
Presents:**

**Parents and Vaccines:  
The Roles Emotional  
Decision Making and  
Rejection of Science  
Play in Vaccine  
Hesitancy**

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Why are parents leaving their  
kids exposed to these  
diseases?





There's a science behind the  
decision to vaccinate.



# Do you fear the vaccine or the disease?

**The decision to vaccinate comes from an emotional place:**

**Fear**

**Anxiety**

**Past Experiences**

**Trauma**

**Vulnerability**





Why are vaccine-refusers  
and the vaccine-hesitant not  
seeing facts as facts?



# Confirmation bias:

- Rejecting evidence that goes against beliefs
- Searching for information that confirms beliefs

# Correct-seekers

- Ignores what experts have to say
- Looks for information to confirm beliefs in order to be correct

# Accurate-seekers

- Accepts facts and what experts have to say even if it that goes against beliefs



# Backfire effect

When

given facts that contradict beliefs, it  
may cause the person to  
double-down and reject reality.

# Group-think

Gathering of like-minded people

Irrational and dysfunctional decision-making

Us vs. Them





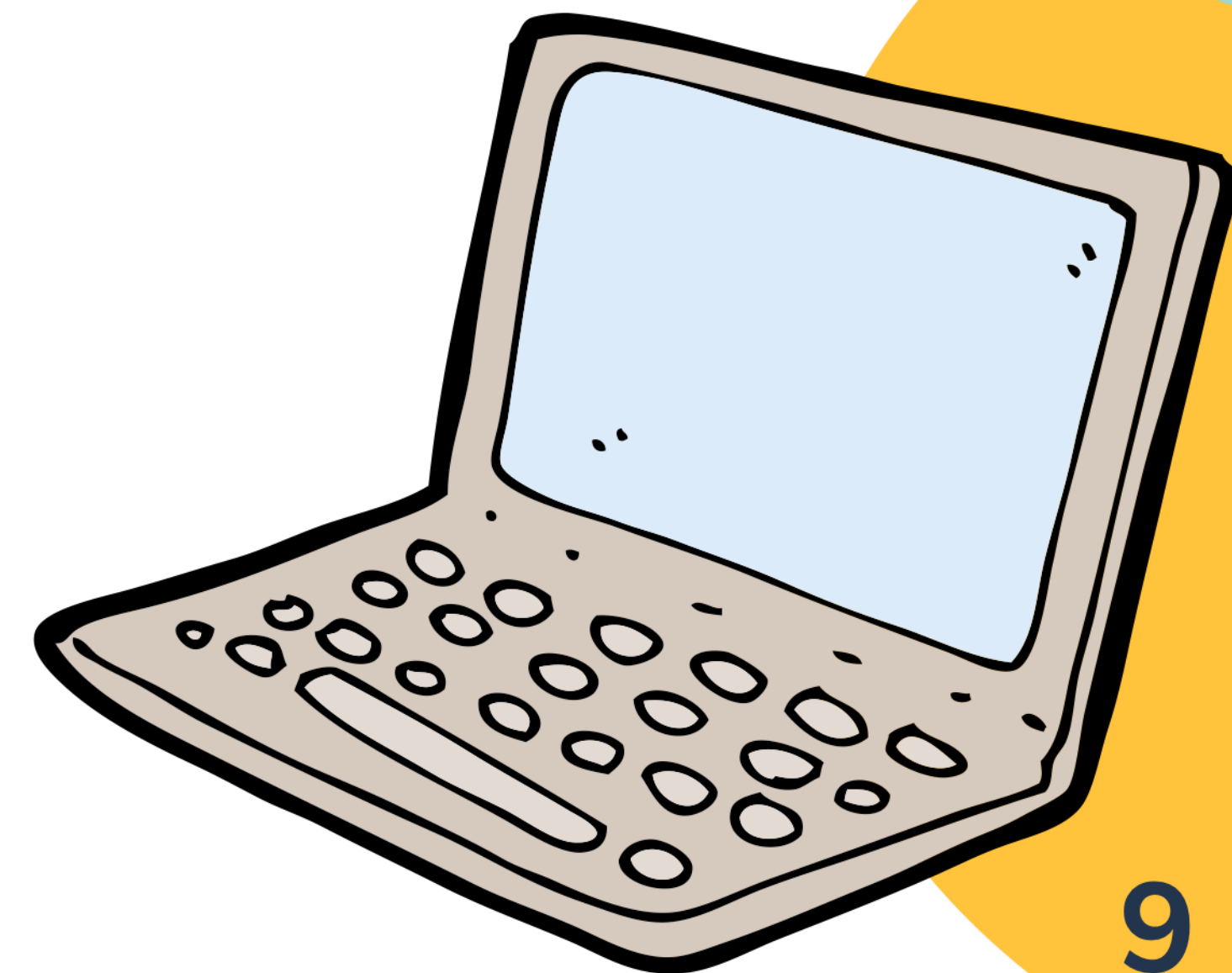
# Groups need: a shared interest and a way to communicate

## Misinformation

- Inaccurate information
- Causes someone to draw conclusion from incorrect facts

## Disinformation

- False information intended to deceive
- The malicious, deliberate spread from someone with an agenda



# Spreading disinformation

## Diverse narrative

Use diverse narrative to reach many people

- safety
- health
- toxins
- side effects
- parenting
- conspiracy theories



# Why are people falling victim?

- **Bad experiences**
- **Lack of trust**
- **Social misfits**
- **Elitist**
- **Fit in**
- **Don't like being told what to do**

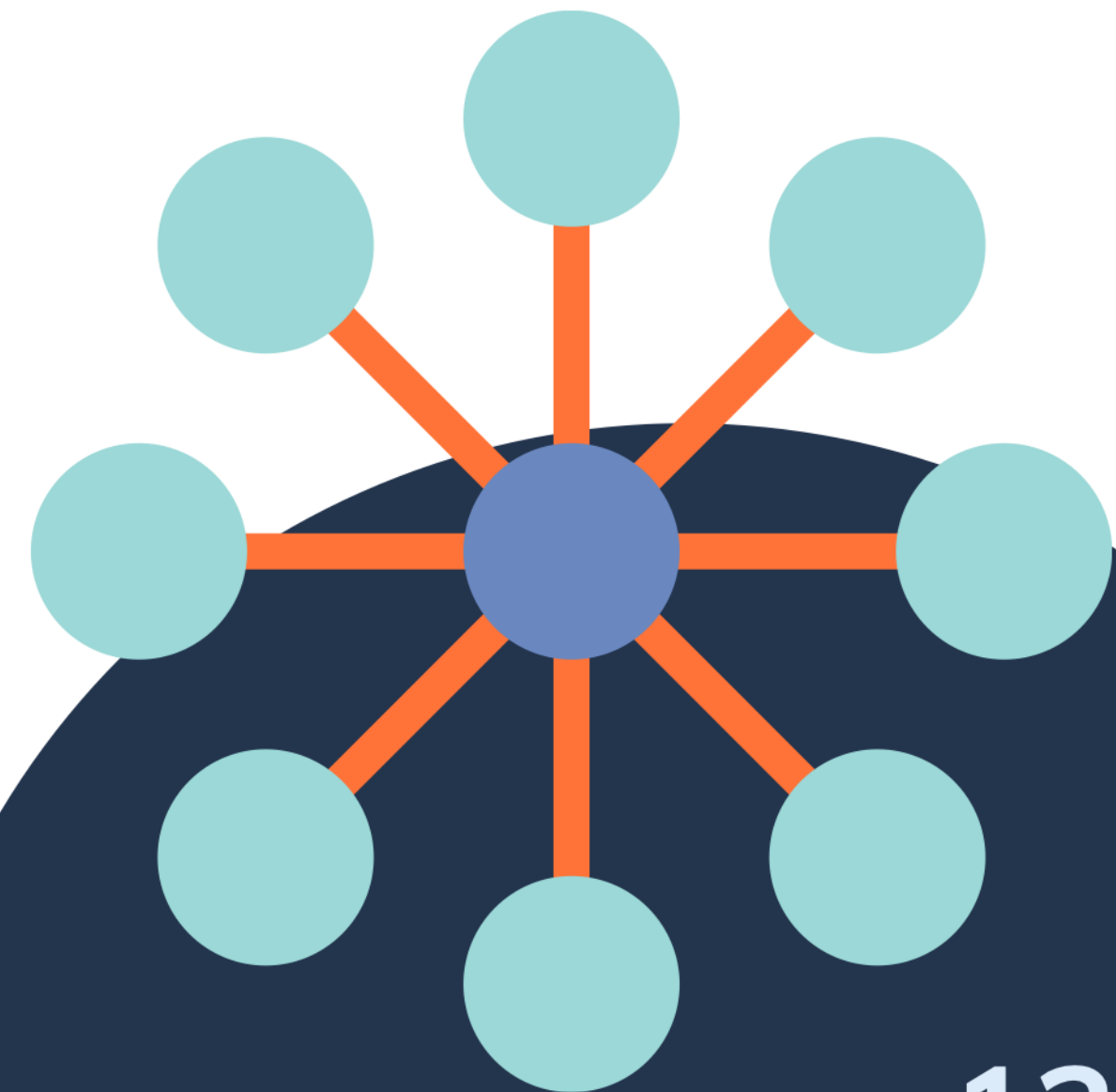


# Vaccine-refusers (Antivaxers)

## Science-deniers

**extreme subgroup of antivaxers**

- **Not open to hearing facts**
- **Spread misinformation and disinformation**





What about the greater  
good?





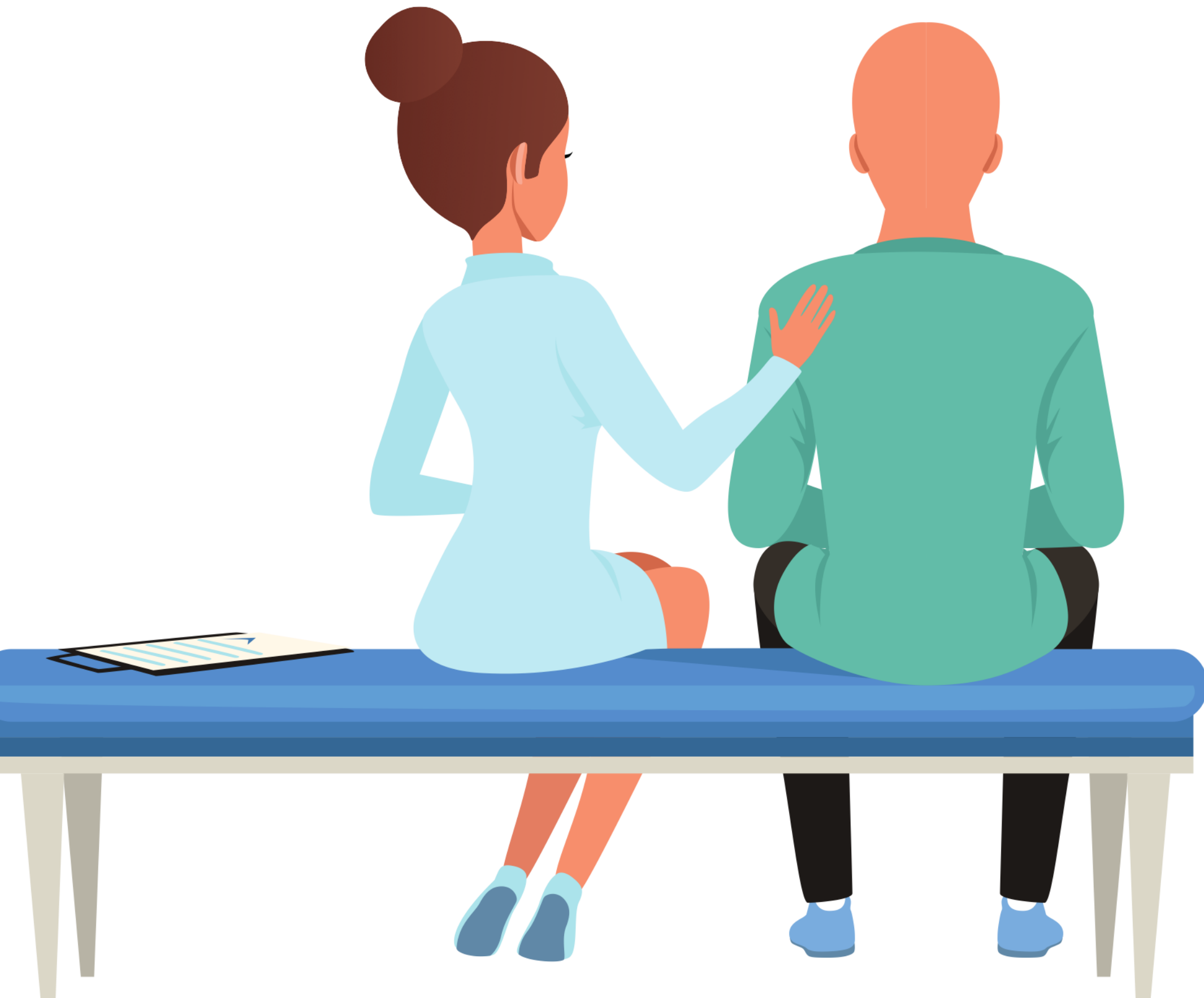
Do we want to inform people  
or do we want to persuade  
them?



# Your words matter.

## "I hear you."

What  
happened to  
the golden  
rule??



# Motivational Interviewing

What are their concerns?

Where are they in the decision-making process?

Are they open to discussion?

Do they trust you?







We can use their selfishness to our advantage by putting things into perspective.

**Tell a "what if" story.**



# Stories are convincing and emotion-provoking

Antivaxers use propaganda to spread falsities

Our stories are REAL, but parents aren't telling them



# Pushing Buttons

- Gets conversation going
- Reaches more people
- Gets attention

**Be kind!**



*Because  
Vaccines Work*

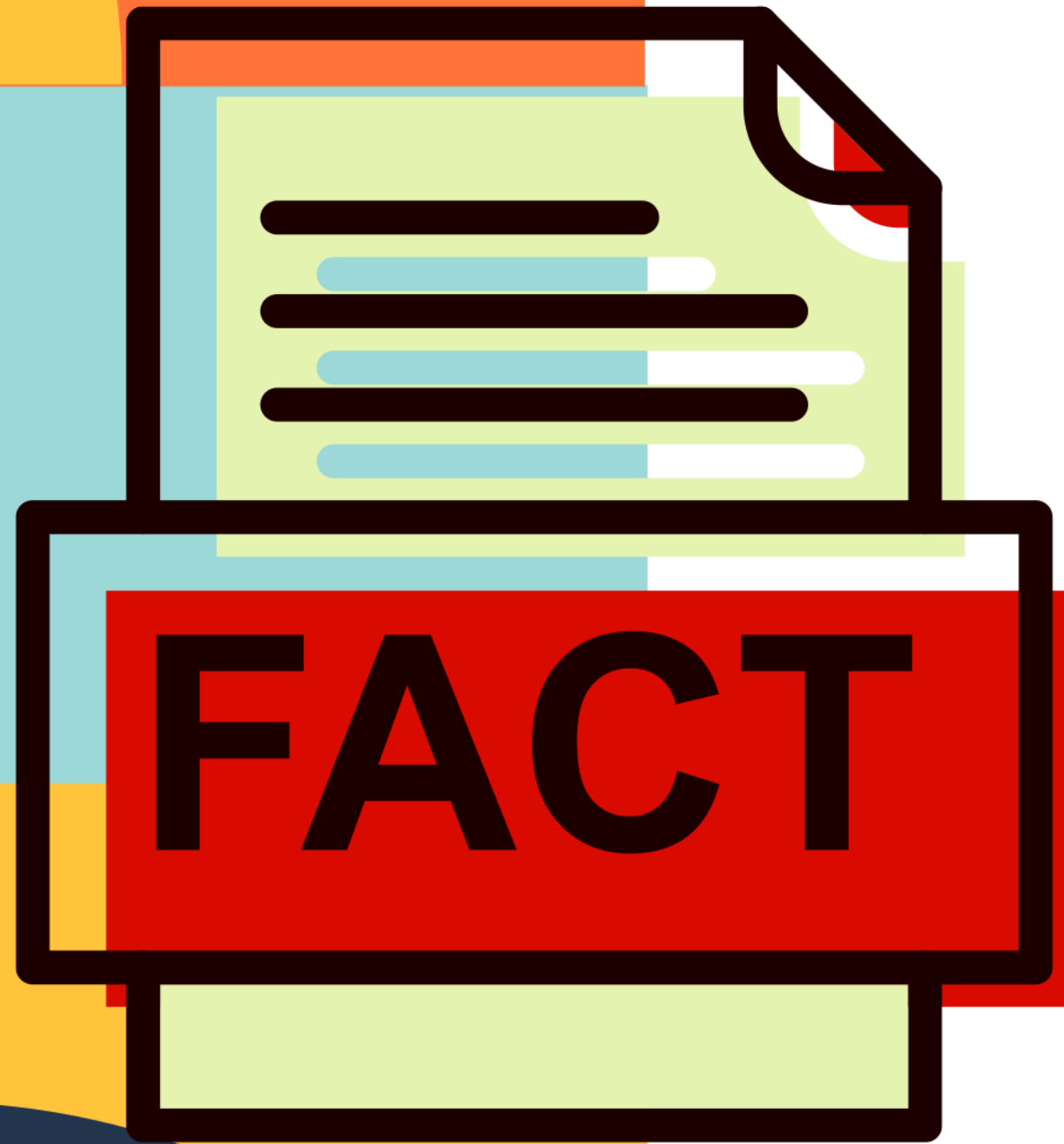
**It's unethical  
to leave a  
child  
unvaccinated  
for a study.**

# Facts *ARE* beneficial

Let's do better at  
communicating the facts

Change your verbiage

We don't *believe* facts; we  
*know* facts.



# Flip their logic on its head

Against “toxic” foreign substances entering the body



A germ is also a foreign substance that can do much greater harm

Vaccines are the best way to prevent germs from entering their sacred body.

# Dispelling conspiracy theories

- Some are predictable
- Pre-bunk It
- Memory of correct information
- Reach people before they make up their minds





Don't choose to do  
nothing.



# Ask :

- Looking at good sources - peer-reviewed studies and unbiased, fact-checking websites?
- Information from more than one credible source?
- Are you searching terms like “vaccine injuries” or “vaccine harms”?
- Do most experts agree with this information?
- Is what you believe to be true contrary to what the experts say?
- Are you open to using your curiosity to explore new vantage points?

## Shot of Prevention:

The Decision to Vaccinate is an Emotional One...  
Here's Why We Make the Decisions We Make





**“A man with conviction is a hard man to change. Tell him you disagree and he turns away. Show him facts or figures and he questions your sources. Appeal to logic and he fails to see your point.”**

**- Leon Festinger: author of  
A Theory of Cognitive Dissonance**

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