The Vaccine Mom Presents:

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

Taryn Chapman, MS
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 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!

Provide me with that super long-term study that follows unvaccinated and vaccinated kids to see if vaccines cause...

ALL THE THINGS.

I CAN'T

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

Because Vaccines Work

The Vaccine Mom
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.
Dispel 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

taryn.chapman@immunize.org