Vaccine Education
‘An evidence based approach’

CVU November 2013

Nigel Crawford
COI statement

• I have acted as an independent chief investigator for epidemiological studies sponsored by vaccine manufacturers (CSL) and serological testing (Merck)

• All payments, including for sitting on advisory boards and lecturing at scientific meetings, are paid directly to an administrative fund held by Murdoch Childrens Research Institute
Sabbatical 2013
Vaccine Education
Public Health England (HPA)
Great Ormond St (London)
Welcome to the Vaccine Education Center

The Children's Hospital of Philadelphia's Vaccine Education Center provides complete, up-to-date and reliable information about vaccines to parents and healthcare professionals. We provide videos, informational tear sheets, and information on every vaccine.

Our resources explain how vaccines work, how they are made, who recommends vaccines, when they should be given, if they are still necessary, and, most importantly, if they are safe.

Vaccines changed medicine

Vaccines have literally transformed the landscape of medicine over the course of the 20th century. Before vaccines, parents in the United States could expect that every year:

- Polio would paralyze 10,000 children.
- Rubella (German measles) would cause birth defects and mental retardation in as many as 20,000 newborns.
- Measles would infect about 4 million children, killing about 500.
The Immunisation Advisory Centre (IMAC) is a nationwide organisation based at the School of Population Health at The University of Auckland.

We provide New Zealanders with a local source of independent, factual information based on international and New Zealand scientific research regarding vaccine-preventable diseases and the benefits and risks of immunisation, information and training for health professionals, national immunisation coordination and policy advice and research into many aspects of vaccines and vaccine-preventable diseases.

For questions relating to immunisation and vaccination-preventable diseases you can call us free on: 0800 IMMUNE (0800 466863), weekdays 9am-4.30 pm. Or [click here](#) to ask a question by email.
VACQUINES and YOUR CHILD
Separating Fact from Fiction
Paul A. Offit, M.D.
and Charlotte A. Moser
Address issues of vaccine safety

- Clearly articulate the scientific evidence:
  - Thiomersal
  - Gelatin
  - Formaldehyde
  - Anti-freeze in vaccines
  - Auto-immune diseases and vaccines
  - Autism....
Where to find information?

• Health care professionals
• Parents
• Vaccinees
Revised aide-mémoire on assessing causality after AEFI

In July 2013, a user manual using the revised WHO causality assessment methodology was published and is currently available online. This aide-mémoire is a synopsis of the revised methodology that complements the user manual and replaces the previous aide-mémoire. It provides the assessor an outline of the new causality assessment process to enable the classification of individual AEFI cases in a standardized, transparent manner so that health officials at all levels are able to respond to vaccine safety alerts logically and scientifically.

Revised aide-mémoire
NCIRS aims to inform policy and planning for immunisation services in Australia and to support initiatives in the 
surveillance of vaccine preventable diseases, including disease surveillance, vaccine coverage and 
immunisation adverse events.

The Centre also conducts an extensive program of clinical trials and epidemiologic research funded by diverse 
sources. NCIRS brings together a group of experts and postgraduate students in public health, paediatrics, 
internal medicine, infectious diseases, epidemiology and laboratory and behavioural sciences.

The information on this website is primarily intended for use by immunisation providers and academics in the 
field of vaccine preventable diseases and immunisation. It may also be of interest to other members of the 
community seeking information in this area.

The NCIRS website is part of the World Health Organization's (WHO) Vaccine Safety Net, a selection of 
websites that provide information on vaccine safety and that adhere to WHO criteria for content, credibility and 
good information practices.
Email lists

• Brighton Collaboration (European/International)
  – CAFÉ (clinical advisory forum of experts)

• NCIRS email (Australia)
  – Australian Immunisation Professionals
  – Recent publications in media
Education of immunisation providers

• Audience today.....in the **Front line**

• Need to be:
  – up-to-date with new vaccines
  – vaccine safety concerns
    • e.g. HPV, rotavirus vaccine; influenza
  – identify local expert resources
    • Website(s), email list, clinical services......
Communicating with parents about vaccination: a framework for health professionals

Julie Leask¹*, Paul Kinnersley², Cath Jackson³, Francine Cheater⁴, Helen Bedford⁵ and Greg Rowles⁶
Education of the Public
Social media

• Facebook
• Twitter
• SMS
• Chat (discussions)
• Blogs....
About This Blog

Seattle Mama Doc: A Blog by Dr. Wendy Sue Swanson

This blog caters to one principle I’ve learned along the way: parents just want to do what is right. The desperate love we have for our children can shock us into good and sometimes bad decisions. I believe parents search for and sincerely desire simple answers to the How-What-Why-Who of parenting, the essence of doing right for their children. Often it’s not a simple, isolated situation, or one as complicated as it may feel. And, the abundance of online noise invokes fear in all of us when making decisions for our children. Over time, I hope to illuminate the reality that in pediatrics, doing less is often more. Prevention reigns.

Parents just want to do what is right.

It’s the defining what’s right that, on occasion, remains elusive.

We all want information to facilitate decisions that let us rest easier at night. Having my own two children makes this reach for what is right palpable. I want to help you decipher some of the current medical news I juggle in my life as both a pediatrician and a mother. I will share my stories and tell how it all feels to me. I will ask my colleagues, peers and friends for help, and uncover powerful lessons to share. I’ll offer online helpful resources, and share methods I learn from patients, friends and family, both in and out of the field of medicine, to help me find answers.


Uncover your instincts.

Do what is right for your children.
Canada

National Immunization Awareness Week!
For any given day, week, or month, there seem to be a thousand causes being celebrated or noted (Last Thursday I was pleased to learn it was International High Five Day). But at I Have Immunity, we pay special attention to National Immunization Awareness Week: it's a good time to remember why it...

What is Prevnar®13?
It replaces Prevnar® and is approved by Health Canada. In British Columbia it is
Approach to vaccine education

• Evidence based

• Multi-dimensional:
  – Websites
  – Discussion lists/email
  – Clinical resources
  – Updates/ Conferences
  – Specialised Professional Development
How can we help fill the gap?
Should You Immunise Your Kids?

Kaz Cooke

Hot off the press

Kaz Cooke

Up the Duff

The real guide to pregnancy

NEW, REVISED EDITION
Melbourne Vaccine Education Centre

- Collaboration of immunisation services – RCH and Monash
- Murdoch Childrens Research Institute – SAEFVIC
- Launch Feb 12 2014
Feedback [survey]