

FACTSHEET

GOOD PRACTICE NAME: 2-WAY COMMUNICATION AND DECISION ON VACCINATION

MAIN THEME: 2-WAY COMMUNICATION AND DECISION MAKING IN PUBLIC HEALTH

SPECIFIC Sub-THEME: Consulting population on vaccination; increasing awareness of vaccinations

COUNTRY: United States of America

KEYWORDS: CHILDHOOD VACCINATION, 2-WAY COMMUNICATION, TAILORED COMMUNICATION, COMMUNICATION CAMPAIGN, MESSAGE, SURVEY, PARENTS, PRO-VACCINATION, ANTI-VACCINATION, INFORMATION, AWARENESS, INFLUENCE SOURCE, PH DECISION-MAKERS

START DATE: August 2009

END DATE: August 2009 (2 weeks)

KEY OBJECTIVES:

- Investigate reasons parents and guardians have for not vaccinating their children
- Find the most effective messages for addressing this resistance
- Inform about vaccines that are the most trusted and influential
- Understand characteristics that distinguish parents who vaccinate from those who refuse, including their demographics, attitudes and beliefs, and responsiveness to messages for and against childhood vaccinations

WEBSITE: <http://www.astho.org/Programs/Immunization/>

CONTACT PERSONS (email):

Meredith Allen (mallen@astho.org) - Senior Director, Immunization and Infectious Disease

Yadashe Belay (ybelay@astho.org) - Administrative Coordinator, Immunization and Infectious Disease

Ericka McGowan (emcgowan@astho.org) - Director, Infectious Disease Preparedness

Chelsea Moultrie (cmoultrie@astho.org) - Administrative Coordinator, Community Health and Prevention

Elizabeth Ruebush (eruebush@astho.org) - Senior Analyst, Infectious Disease and Immunization Policy

Lisa Waddell (lwaddell@astho.org) - Chief Program Officer, Community Health and Prevention

PROJECT INITIATORS: ASTHO (national non-profit organization representing public health agencies in the United States, the U.S. Territories, and the District of Columbia, and over 100,000 public health professionals these agencies employ)

IMPLEMENTED AT NATIONAL/LOCAL LEVEL: BOTH