



INCREASING IMMUNIZATION ADVOCACY

How Practice Leaders Make a
Difference Make a Difference

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Infection Preventionist
Infection Prevention and Control,
Good Samaritan Hospital

Disclosures

- None

Objectives

Description:

- Summarize the vaccine conversation happening on Social media, main stream news, and among colleagues.
- Understand common vaccine questions and be able to address concerns.
- Identify vaccine advocacy tools that can be used on social media, or for one-one interactions with patients and colleagues.



Healthcare Providers should advocate vaccines whenever the opportunity presents itself

Patients and parents look to HCP's for clinical information and parenting advice. How can providers take advantage of the unique platform they're given? By speaking about immunizations whenever possible (and appropriate!).

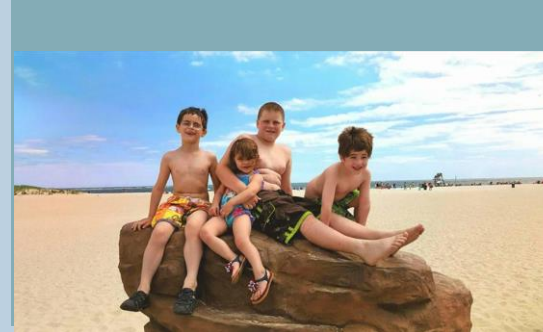
Myself



My Patients



My Family

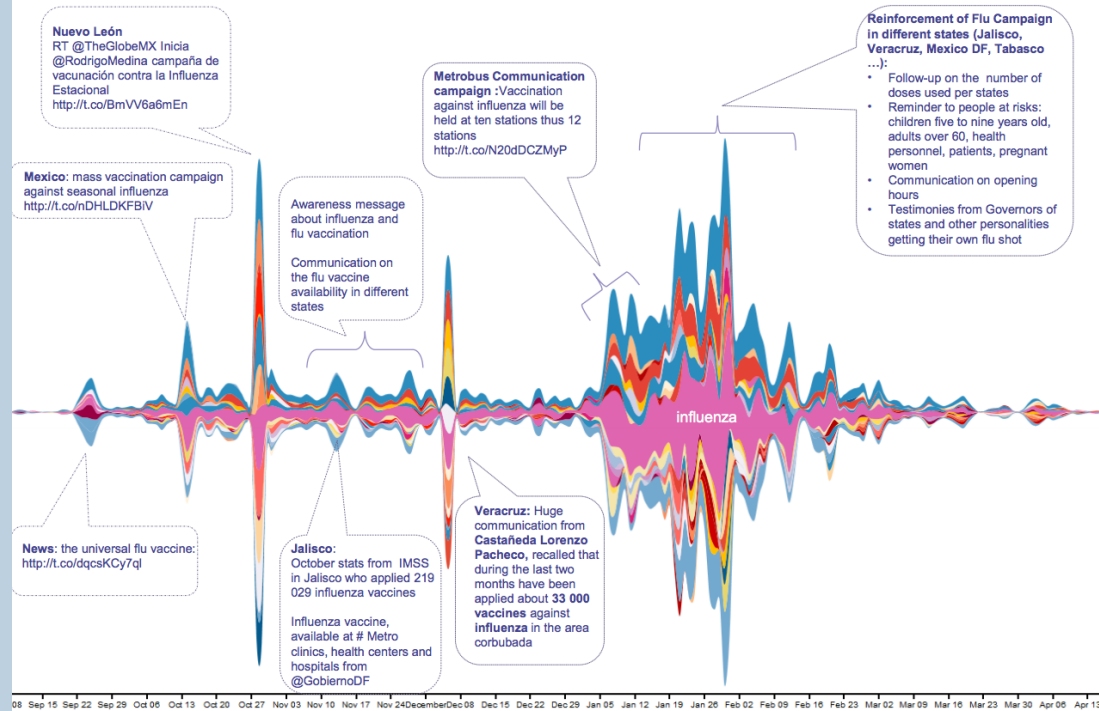


My Community



Understanding the vaccination conversation in social media

Mexico case study: tracking the flu campaign



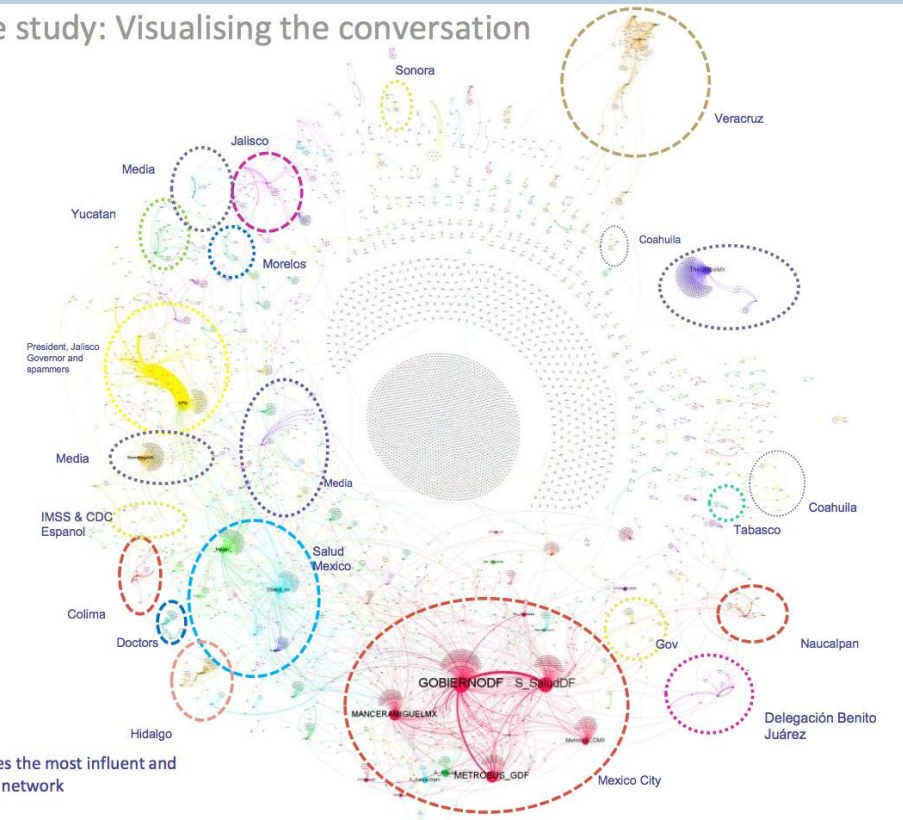
Mexico case study: Visualising the conversation

Circles represents the main clusters

At the center of the graph are present people who tweeted without RT OR MT

Moving at the periphery appears interactions and clusters

Size of Nodes measures the most influent and central account in the network



Nurses Who Vaccinate makes it a mission to be present on major social media platforms, and so can you!



BLOGSPOT



PINTEREST



FACEBOOK



TWITTER



How can social media help to advocate for vaccines?

*Social Media
Explained With*

V@ccines

-  I like vaccines.
-  I am getting my #FluShot
-  Vaccine education is my skill.
-  Here is a board of vaccine pictures.
-  Here is a #VaxSelfie of me getting vaccinated
-  Here is a Hangout for public health advocates.
-  Here's a place to receive vaccinations.
-  I'm listening to a podcast about vaccines.
-  Watch this video of me giving a patient vaccines.
-  Here's a GIF of a nurse vaccinating an infant.
-  This is a 6 second looped video of me getting my flu shot.

PRO'S AND CON'S OF SOCIAL MEDIA

PROS

It's an opportunity to be proactive.

- HCWs can share clinical knowledge and experiences

HCW's have ability listen to patient's stories and questions

- Address concerns and provide answers

CONS

Public is quick to share horror stories and myths

- Patients are overwhelmed by sensational news

Media outlets predominately want to share bad news

- It takes a lot of work to highlight vaccine success stories and minimize an occasional bad outcome.

Why Should Health Care Provider Utilize Social Media?

Influence

Collaboration

Share and
Create
Educational
Tools

Empower
patients and
families

Influence

Healthcare management professionals,

- Have a crucial role to play at all levels of healthcare:
 - Working directly with patients
 - Leading policy development and implementation
 - Taking personal responsibility – as healthcare workers, you set an example for the workplace

You can make a difference in whether a patient vaccinates.

**GOT MY FLU SHOT!
HAVE YOU?**



Health care workers who refuse the flu shot are endangering their patients.

Refusing the flu shot because it's not 100% effective is like refusing to wear a seatbelt because it's not 100% protective in a car crash. No vaccine offers 100% protection. But the disease has an excellent chance of being prevented or severity and duration can be greatly reduced.



Influence

Pediatrics: The Impact of Social Networks on Parents' Vaccination Decisions

Social networks, and particularly parents' people networks, play an important role in parents' vaccination decision-making.

Healthcare providers are among top 5 network members in 90% conformer' networks

Healthcare providers are among 88% of nonconformers.

Healthcare providers were typically ranked second as parents most important network, right behind spouses/partners.

Interventions need to be broadened beyond parents; focus on communities.

Influence



Conversations, posts and most importantly, *comment sections* have a big impact.

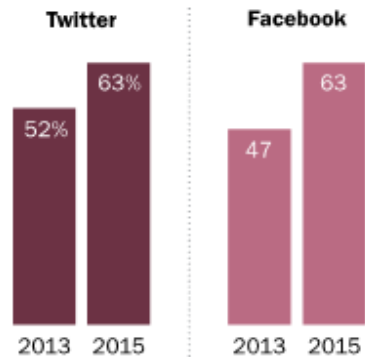
Comment sections – The study, called “Reexamining Health Messages in the Digital Age: A Fresh Look at Source Credibility Effects,” concluded that commenters perceived as credible “are instrumental in influencing consumers’ responses.”

- Anonymous comments have influence on public’s likelihood to vaccinate.
- When a healthcare provider (or someone claiming to be one) contradicts evidence-based research, the outcome is negative and far reaching.

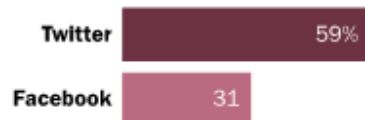
Where are patients getting news from?

Facebook and Twitter News Use is on the Rise

% of ___ users who get news there



Of those who get news from ___ in 2015, percent who have kept up with a news event as it was happening

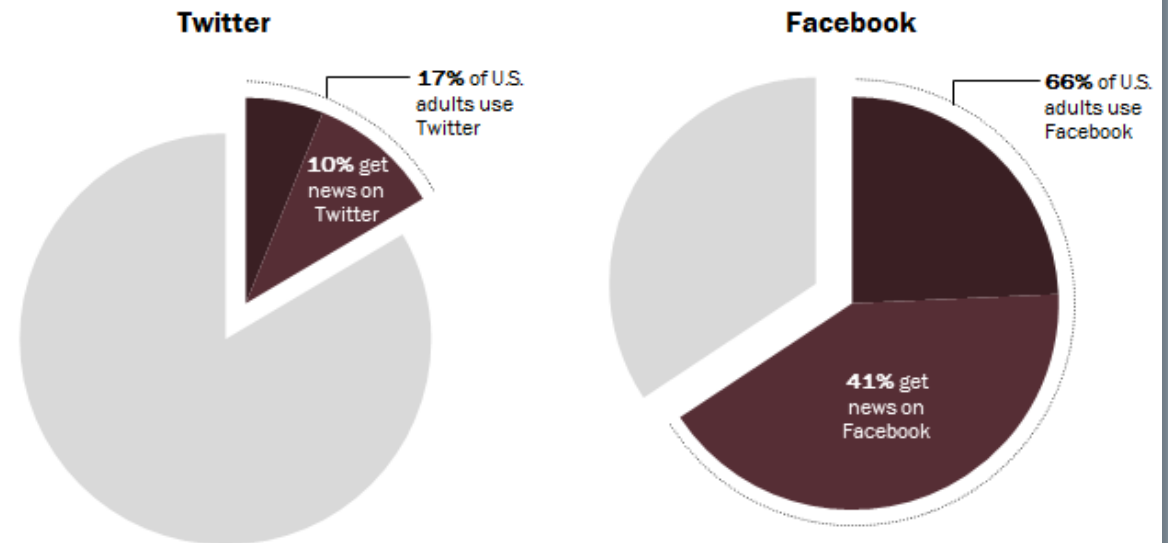


Social Media and News Survey, March 13-15 & 20-22, 2015. Q2, Q4, Q7, Q11.

PEW RESEARCH CENTER

One-in-Ten U.S. Adults Get News on Twitter, While About Four-in-Ten Get News on Facebook

% of U.S. adults who use and get news from each site



Social Media and News Survey, March 13-15 & 20-22, 2015. Q1, Q2, Q3, Q4.

PEW RESEARCH CENTER

Collaboration

Local

Examples:

- State Department of Health Facebook Page
- County Twitter Accounts

National

- CDC Twitter Chats
- Immunization Action Coalition

Global

- Shot@Life
- GAVI Alliance

Collaboration

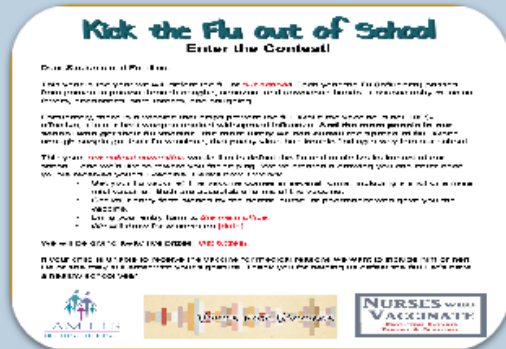
Colleagues

Students
Faculty
Administration
Contributions
Research
Monitoring
Data Collection
International Connections

Jackson, J., Fraser, R., Ash, P., (September 30, 2014) "Social Media and Nurses: Insights for Promoting Health for Individual and Professional Us" *OJIN: The Online Journal of Issues in Nursing* Vol. 19, No. 3, Manuscript 2.

Educational Tools

Toolkits



Kick The Flu Out of School Toolkit
(Families Fight Flu, Nurses Who Vaccinate, Voices for Vaccines)

E-Cards



CDC's Health-e-Cards allow the public to send electronic greeting cards to friends, family, and co-workers

Videos



Every Child By Two volunteer spokesperson, Actor and Mom Amanda Peet, this PSA encourages parents to immunize and includes the message "get the facts, vaccines save lives".

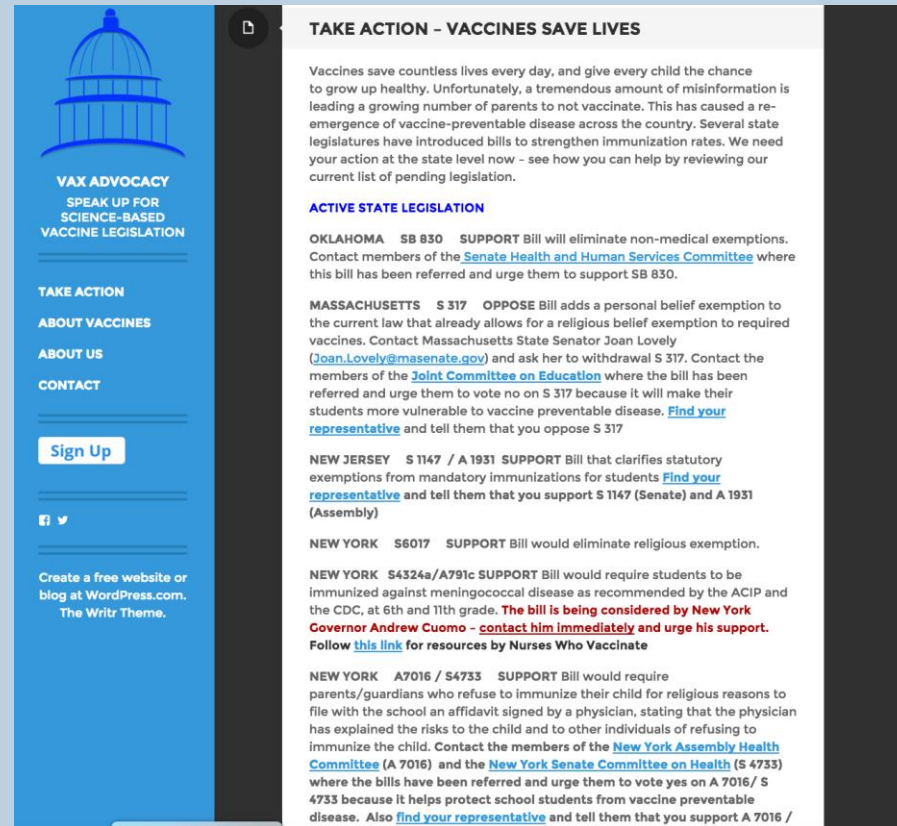
Action Alerts



By sharing our voices, educating each other, and empowering one another...we are all advocates. (Shot@Life)

...And so much more!

Educational Tools



VAX ADVOCACY
SPEAK UP FOR
SCIENCE-BASED
VACCINE LEGISLATION

TAKE ACTION
ABOUT VACCINES
ABOUT US
CONTACT

Sign Up

Create a free website or
blog at WordPress.com.
The Writr Theme.

TAKE ACTION - VACCINES SAVE LIVES

Vaccines save countless lives every day, and give every child the chance to grow up healthy. Unfortunately, a tremendous amount of misinformation is leading a growing number of parents to not vaccinate. This has caused a re-emergence of vaccine-preventable disease across the country. Several state legislatures have introduced bills to strengthen immunization rates. We need your action at the state level now - see how you can help by reviewing our current list of pending legislation.

ACTIVE STATE LEGISLATION

OKLAHOMA SB 830 SUPPORT Bill will eliminate non-medical exemptions. Contact members of the [Senate Health and Human Services Committee](#) where this bill has been referred and urge them to support SB 830.

MASSACHUSETTS S 317 OPPOSE Bill adds a personal belief exemption to the current law that already allows for a religious belief exemption to required vaccines. Contact Massachusetts State Senator Joan Lovely (Joan.Lovely@masenate.gov) and ask her to withdrawal S 317. Contact the members of the [Joint Committee on Education](#) where the bill has been referred and urge them to vote no on S 317 because it will make their students more vulnerable to vaccine preventable disease. [Find your representative](#) and tell them that you oppose S 317

NEW JERSEY S 1147 / A 1931 SUPPORT Bill that clarifies statutory exemptions from mandatory immunizations for students [Find your representative](#) and tell them that you support S 1147 (Senate) and A 1931 (Assembly)

NEW YORK S6017 SUPPORT Bill would eliminate religious exemption.

NEW YORK S4324a/A791c SUPPORT Bill would require students to be immunized against meningococcal disease as recommended by the ACIP and the CDC, at 6th and 11th grade. **The bill is being considered by New York Governor Andrew Cuomo - contact him immediately and urge his support.** Follow [this link](#) for resources by Nurses Who Vaccinate

NEW YORK A7016 / S4733 SUPPORT Bill would require parents/guardians who refuse to immunize their child for religious reasons to file with the school an affidavit signed by a physician, stating that the physician has explained the risks to the child and to other individuals of refusing to immunize the child. Contact the members of the [New York Assembly Health Committee](#) (A 7016) and the [New York Senate Committee on Health](#) (S 4733) where the bills have been referred and urge them to vote yes on A 7016 / S 4733 because it helps protect school students from vaccine preventable disease. Also [find your representative](#) and tell them that you support A 7016 /

...And so much more!

Advocacy Tools

shot @life A movement to protect children worldwide by providing life-saving vaccines where they are most needed.


MOMENTS Matter

The new Shot@Life mobile app helps parents tell the story of their child's "firsts," by capturing photos and chronicling childhood moments from 0 to 5 through the milestone tracker, all while helping to build awareness about the Shot@Life campaign and the life-saving vaccines that help give children around the world a shot at a healthy life.

The app is free and available in both Apple iOS and Android.

DOWNLOAD NOW

Available on the iPhone **App Store** Available in **Android Market**



shot @life Moments Matter. shotatlife.org/mobile



Share photos through Facebook, Twitter or email

Capture a photo of your child

Keep track of upcoming well-child visits and recommended immunizations

Customize photos with Shot@Life inspired frames

Chronicle your child's growth and development with the interactive tracker and schedule reminders for upcoming milestones

Create and view albums within the app to categorize your photos. (eg. Alex's First Year)

Android Market iTunes App Store

shot @life Invest in a healthier world. Immunize a child.

UNITED NATIONS FOUNDATION

healthychildren.org Powered by pediatricians. Trained by parents. From the American Academy of Pediatrics.

Advocacy Tools



Empowering Patients

- The ultimate goal is to give the patient and family a strong vaccine educational foundation.
- Empower patients and families to advocate public health and vaccines.
- By strengthening the parents understanding, they can be vaccine advocates on the playground and direct vaccine hesitant parents to speak to qualified healthcare professionals and not rely on misinformation.



Empowering Patients

ALL ABOUT THAT VAX



YouTube

All About That Vax

Voices for Vaccines

Subscribed 17

3,434

Add to Share More

<https://www.youtube.com/watch?v=2vq3dXsBtPs>

Patient Advocates



nurseswhovaccinate.blogspot.com/2015/02/guest-blog-when-patients-speak-out.html

Thursday, February 5, 2015

Guest Blog: Patients Should Speak Up, and Speak Out, About Anti-Vaccine Nurses

Vaccines are safe and save lives.

That is the determination of decades of research into and development of vaccines. Vaccines are considered by the vast majority of people to be one of the, if not THE, most **important medical breakthrough during the last century**. Billions of cases of disease have been prevented, millions of lives have been saved, and incalculable misery has been avoided, all because of vaccines. Say it aloud- Vaccines are one of the most successful public health initiatives EVER.

"Vaccines save tens of thousands of children every year. Vaccination has eliminated or reduced a wide range of once-common diseases in the U.S. [and everywhere else]. Without current vaccines, approximately 42,000 of the 4.1 million children born in the U.S. in 2009 would die early

VACCINES are **one of the most successful public health INITIATIVES EVER**

How Should Health Care Providers Utilize Social Media?

Proactive
Approaches

Countering
Misinformation

Learn Your
Audience

CASE Method

Digital
Professionalism

Share Success
Stories

Pro-active Approaches

- ❖ Write Letters to Editor
- ❖ Opinion-Editorial, “Op-eds”
- ❖ Connect to colleagues and healthcare providers in online communities
- ❖ Contact legislators about current health bills and initiatives
- ❖ Collaborate in organizations/forums/brainstorm
- ❖ Share evidence-based practices
- ❖ Join Public Health organizations

**What can nurses do
to share pro-science
and pro-vaccine
information
with public?**



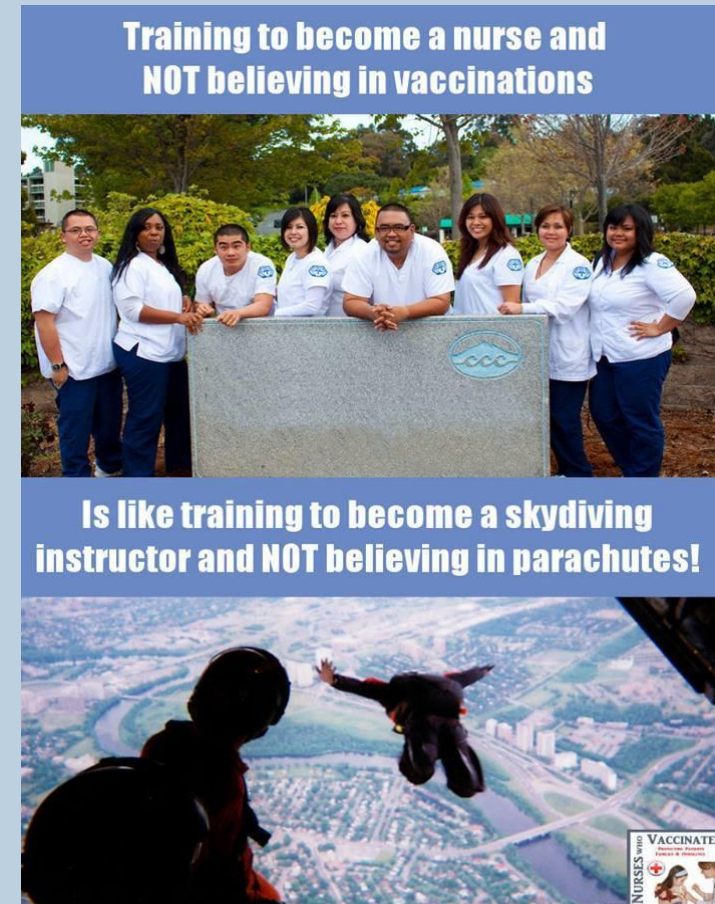
Pro-active Approaches

Op-eds

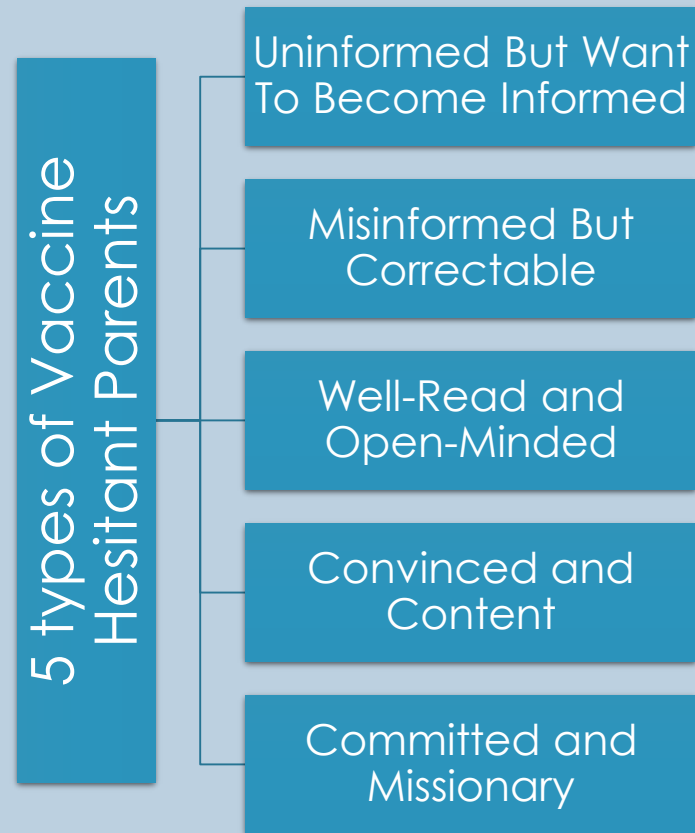
- Written from personal experience or expert's perspective
- Subjects matters are timely issues, hot topics, or public interest
 - Californian Measles, International Infection Prevention Week, Polio
- Clear structure, usually less than 1000 words
- Key Points
 - Issue/Problem
 - Who's involved?
 - What has been done?
 - What is the solution?
 - How can reader get involved?
 - Plan and Call to Action

Countering misinformation on the internet

- Respond gracefully and professionally at all times
- Maintain poise and professionalism
- Keep your cool
- Don't let arguments escalate
- Learn who to ignore
- Learn who your audience is
- Leave the door open for others to ask questions
- Direct the audience to credible sources



Know Your Audience



Halperin, Scott A., MD, How to Manage Parents Unsure About Immunization, Presented at Dalhousie University, Day of Pediatrics, Truro, Nova Scotia, April, 1999.

Know Your Audience

- What do they need to know? What are the key points?
- Understand their experience, knowledge, trust and fears
- Aim the conversation towards conversationalists with legitimate concerns
- Speak to the middle, try not to engage the extremes
 - The way you lead the conversation with those on the extremes, influences the way the silently observing fence sitters view the issue (and the evidence)
- How many are silently observing, or “lurking?”

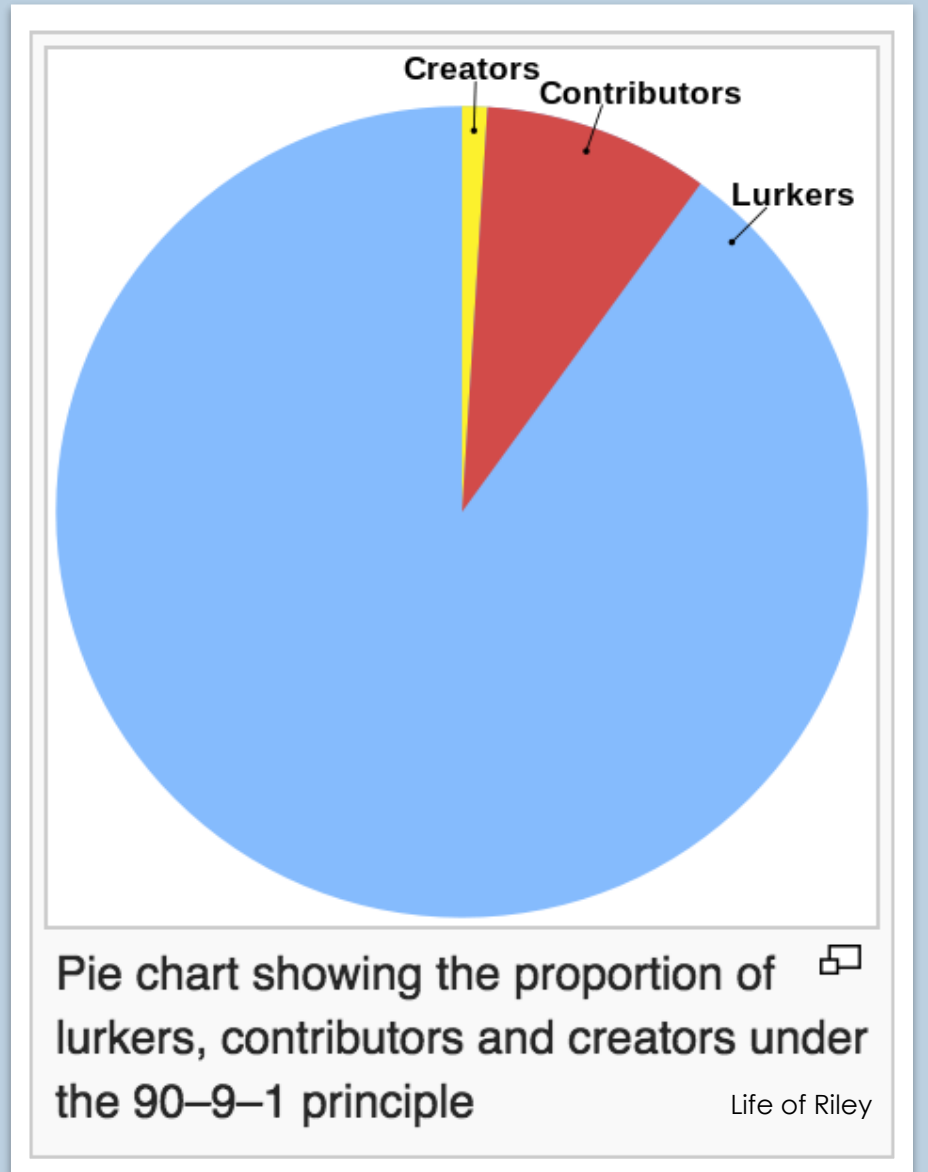


Glad you asked...

Know Your Audience

The audience is larger than it appears

McConnell, Ben; Huba, Jackie (May 3, 2006). "The 1% Rule: Charting citizen participation". *Church of the Customer Blog*.



The CASE* method

The CASE Method combines emotional and scientific talking points aimed at swaying parents' emotional response regarding vaccines and helping them to face the issue more logically.

*Story then
science!*

It gives the healthcare provider an opportunity to:

- Share why vaccinating is important to them
- Share why it is important that the patient and their family vaccinate

The CASE Method allows the nurses to share their story with science.

It is through sharing our stories we can relate to the patient and have a positive influence.



The four steps to the CASE method

1- **C**orroborate:

- Acknowledge the parents' concern and find some point on which you can agree; set the tone for a respectful, successful talk

2- **A**bout Me:

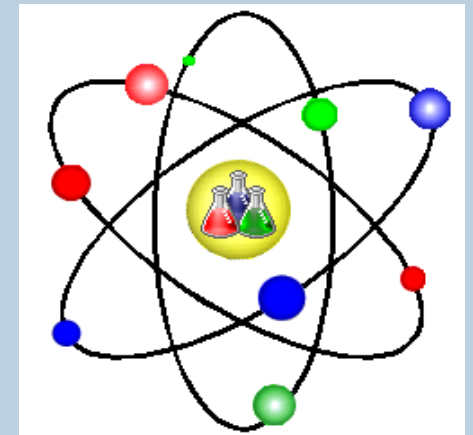
- Describe what you have done to build your knowledge base and expertise

3- **S**cience:

- Relate what the science/ evidenced-based research says

4- **E**xplain/Advice:

- Explain your advice to patient, based on the science



CASE Method In Action

Patient:

“I’m nervous about the flu vaccine. I’ve heard from some websites that other people skip it because it gave them the flu. Should I get the vaccine for myself and children?”

Nurse:

(C) *“I understand you have concerns. There is a lot of conflicting influenza information on the internet, but it’s important to know that not all of it is accurate nor up to date.*

(A) *I have educated myself about the dangers of influenza virus because I want to be able to help my patients make healthy decisions for themselves and their children. I’ve cared for very sick children, previously healthy children, in pediatric intensive care units. When they recovered, parents vowed to never skip the influenza vaccine again.*

(S) *There is a lot of science behind the safety of the influenza vaccine. It is scientifically impossible to catch the flu from the flu shot because the virus used, is sterile and dead. In order to make you sick, the virus has to be able to replicate, which it can’t in the vaccine form. As a nurse and scientist I trust the science.*

(E) *I am vaccinated myself, along with my children. I want to offer the same protection to you and your family- thus I strongly encourage you to get the vaccine.”*

Digital Professionalism DO's

DO remember that nurses:

- Have an ethical and legal obligation to maintain patient privacy
- Must be aware of, and comply with, employer policies regarding use of employer-owned computers, cameras, and other electronic devices and use of personal devices in the workplace
- Must maintain professional boundaries in the use of electronic media

Digital Professionalism **DONT's**

DON'T:

- Transmit, by way of any electronic media, any patient-related information, name or image that is reasonably anticipated to violate patient rights to confidentiality or privacy or to otherwise degrade or embarrass the patient. Limiting access to postings through privacy settings is not sufficient to ensure privacy
- Refer to patients in a disparaging manner, even if they are not identified
- Make disparaging remarks about employers or coworkers

Examples & Success Stories

shot @life

Nurses Who Vaccinate
Protecting Patients, Families & Ourselves

nurseswhovax
Washington, D.C. **FOLLOWING**

11 likes 29w

nurseswhovax @nurseswhovax members are excited to be working with fellow @shotatlife Champion @jo_jofrost in standing up for childhood by expanding access to global vaccines. #vaccineswork <http://shotatlife.org/blog/jo-frost.html>

VACCINATE
PROTECTING PATIENTS, FAMILIES & OURSELVES

PICCOLLAGE

Nurses Who Vaccinate via **ShotByShot.org**
Published by Angela Quinn RN [?] · October 6 at 8:09pm ·

A very sad story about a mother who lost her son to the flu virus. Getting vaccinated is important for reasons other than keeping ourselves safe; it lessens the chance of spreading it to people who are vulnerable.

My Healthy Son Died from the Flu
In Fall 2012, we chose to not vaccinate my son against the flu. The following March, he contracted the B strain and passed away.
DEDICATEDTOALLBETTER.ORG

12,856 People Reached

244 Likes, Comments & Shares

| | | |
|----------------------|-----------------------|-----------------------|
| 85 Likes | 83 On Post | 2 On Shares |
| 9 Comments | 8 On Post | 1 On Shares |
| 150 Shares | 150 On Post | 0 On Shares |

1,356 Post Clicks

| | | |
|-------------------------|---------------------------|----------------------------|
| 0 Photo Views | 753 Link Clicks | 603 Other Clicks |
|-------------------------|---------------------------|----------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 4 Hide Post | 2 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

12,856 people reached **Boost Post**

83 Likes 5 Comments 150 Shares

Like Comment Share

[Redacted]
March 13

As of today at 3pm, all my kids are caught up and fully vaccinated! A year ago they'd had no vaccines at all. I'm pretty proud of this moment.

31 Likes 15 Comments

Like Comment

Examples & Success Stories




 **[Redacted Name]**
May 16

On another note, I just wanted to stop by and offer my sincere appreciation for everyone in this group. If I had not found this group, I may not have had the confidence to reevaluate my vaccine stance and as a result, my daughter would have continued to be unprotected. I made the decision to start catching her up in January, and she has currently received at least one of every vaccine. [Thank you guys!](#) 😊

16 Likes 4 Comments

 Like  Comment

 **Nurses Who Vaccinate** added a new photo to the album: **Partners in Promoting Immunizations.**
Published by Melody Anne Butler [?] · September 17 · 🌐

"The American Academy of Pediatrics would like to correct false statements made during the Republican presidential debate last night regarding vaccines. Claims that vaccines are linked to autism, or are unsafe when administered according to the recommended schedule, have been disproven by a robust body of medical literature. It is dangerous to public health to suggest otherwise.

"There is no 'alternative' immunization schedule. Delaying vaccines only leaves a child at risk ... See More

**American Academy of Pediatrics
Reiterates Safety and Importance of Vaccines**
5/17/2015

by Karen Ramley, MD, MBA, MPH, FAAP, Executive Director, American Academy of Pediatrics


"The American Academy of Pediatrics would like to correct false statements made during the Republican presidential debate last night regarding vaccines. Claims that vaccines are linked to autism, or are unsafe when administered according to the recommended schedule, have been disproven by a robust body of medical literature. It is dangerous to public health to suggest otherwise.




"There is no 'alternative' immunization schedule. Delaying vaccines only leaves a child at risk of disease for a longer period of time; it does not make vaccinating safer.

"Vaccines work, plain and simple. Vaccines are one of the safest, most effective and most important medical innovations of our time. Pediatricians partner with parents to provide what is best for their child, and what is best for children to be fully vaccinated."

The American Academy of Pediatrics is an organization of 64,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults. For more information, visit www.aap.org and follow us on Twitter @AmericanAcadPeds.

12,078 people reached Boost Post

140 Likes 14 Comments 116 Shares 

 Like  Comment  Share

| | | |
|-------------------------------------|-------------------------|-------------------------|
| 12,078 People Reached | | |
| 522 Likes, Comments & Shares | | |
| 357 Likes | 140 On Post | 217 On Shares |
| 47 Comments | 19 On Post | 28 On Shares |
| 118 Shares | 116 On Post | 2 On Shares |
| 968 Post Clicks | | |
| 157 Photo Views | 13 Link Clicks | 798 Other Clicks |
| NEGATIVE FEEDBACK | | |
| 3 Hide Post | 2 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |



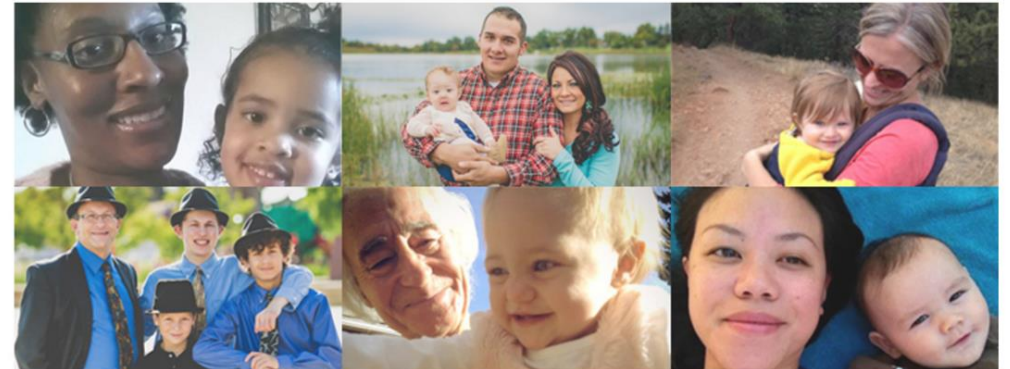
Legislation Success Stories



Vaccinate for Healthy Schools

Colorado Parents Supporting the Passage of Common-Sense Vaccine Legislation

[Home](#) [Info for Parents](#) [What Still Needs to Be Done?](#) [Info for Facilities](#) [Why HB1288 Is A Victory](#) [FAQ](#) [Resources](#) [Contact Us](#)



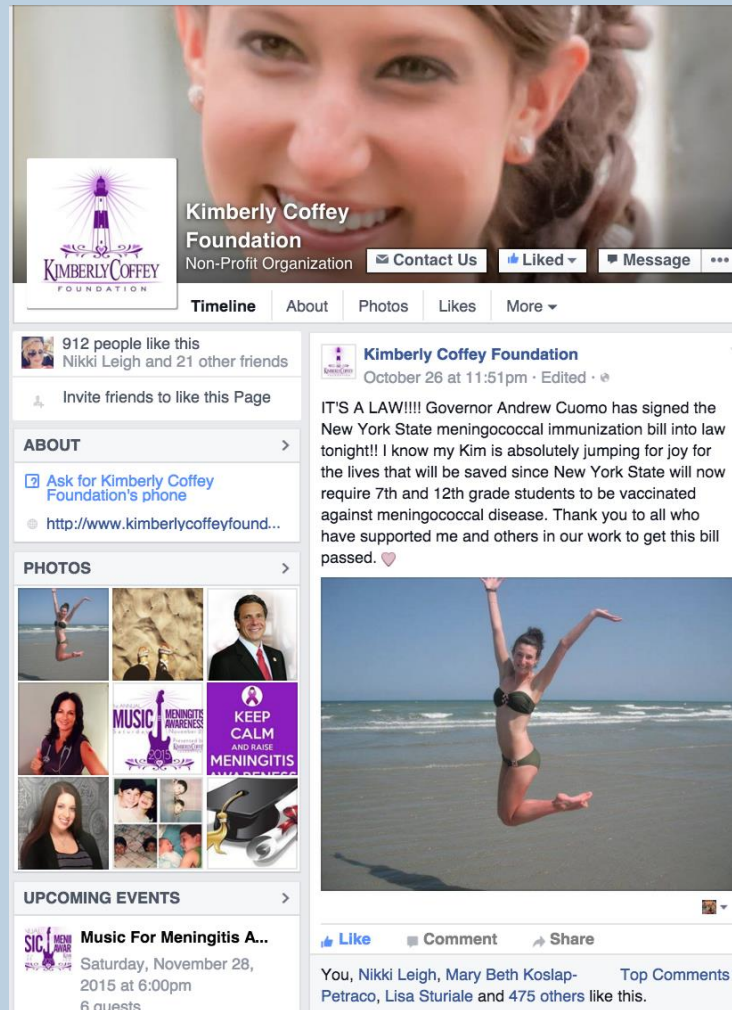
JANUARY 3, 2014

Parents Achieve Immunization Rate Transparency Through HB1288

Update! We would like to encourage all parents to attend a Parent Forum on Immunization

Search ...

Legislation Success Stories



The image shows a screenshot of the Kimberly Coffey Foundation's Facebook page. The page header features a large profile picture of a smiling woman, the foundation's logo (a purple lighthouse), and the name "Kimberly Coffey Foundation" with the tagline "Non-Profit Organization". Navigation tabs include "Timeline", "About", "Photos", "Likes", and "More".

Timeline

912 people like this
Nikki Leigh and 21 other friends

Invite friends to like this Page

ABOUT

Ask for Kimberly Coffey Foundation's phone

<http://www.kimberlycoffeyfound...>

PHOTOS


A grid of photos including a woman jumping, a man in a suit, and various awareness posters for meningitis.

UPCOMING EVENTS

Music For Meningitis A...
Saturday, November 28, 2015 at 6:00pm
6 guests

Kimberly Coffey Foundation
October 26 at 11:51pm · Edited ·

IT'S A LAW!!!! Governor Andrew Cuomo has signed the New York State meningococcal immunization bill into law tonight!! I know my Kim is absolutely jumping for joy for the lives that will be saved since New York State will now require 7th and 12th grade students to be vaccinated against meningococcal disease. Thank you to all who have supported me and others in our work to get this bill passed. ❤️



Like Comment Share

You, Nikki Leigh, Mary Beth Koslap-
Petraco, Lisa Sturiale and 475 others like this.


Legislation Success Stories

Nurses Who Vaccinate ✓
Published by Melody Anne Butler [?] · 4 hrs · 🌐

Lawmakers in New York, the epicenter of the nation's measles outbreak, voted on Thursday to end religious exemptions for immunizations.

Calling it a public health emergency, Gov. Andrew M. Cuomo immediately signed the bill, adding New York to a small handful of states that do not allow exemptions on religious grounds, including California, Arizona, West Virginia, Mississippi and Maine.

<https://www.nytimes.com/.../measles-vaccinations-new-york.html>



NYTIMES.COM
Measles Outbreak: N.Y. Eliminates Religious Exemptions for Vaccinations

3,461 People Reached 829 Engagements [Boost Post](#)

👍❤️👎 197 18 Comments 35 Shares

👍 Like 💬 Comment ➦ Share 🌐

CNN Health » Amid measles outbreak, New York ends religious exemptions for vaccines Live TV U.S. Edition + 🔍 ☰

Amid measles outbreak, New York ends religious exemptions for vaccines

By **Jacqueline Howard, CNN**
🕒 Updated 8:19 PM ET, Thu June 13, 2019

✉️ 🌐 🐦 📞



More from CNN

-  Sarah Sanders' audience of one
-  'Counting On' grandmother Mary Duggar dies after falling into...

GSA Auctions
Being thrifty has never been so easy. Thousands of items to choose from. The possibilities are endless at [GSAuctions.gov](https://www.gsa.gov/auctions). [Discover the savings!](#)

Advertisement

◀ ▶

-  01:56 New York man: I'm worried for my baby's safety
-  01:18 Toronto Raptors fans celebrate NBA Finals victory
-  00:47 US: Video shows Iran removing unexploded mine from tanker
-  03:31 Trump honors Sarah Sanders after announcing her departure
-  00:25 Jessica Bie California v bill debate

Examples & Success Stories

Saving the best for last

Voices for Vaccines

PARENTS SPEAKING UP FOR IMMUNIZATION

Home About Vaccines Tools

From Anti-Vax to Pro-Vax One Mom's Journey

Follow Like 3.1k Tweet 83 G+ 8 Pin it 28



When my oldest child was born in 2005, we faithfully followed the immunization schedule, knowing nothing of the controversy until a several months later, when I discovered internet forums. I have always been into natural health and foods, so when I first learned about all of the scary-sounding ingredients in vaccines, I was alarmed. And then when my son (eight months old at the time) came down with a mild case of pertussis, I was angry that he got all of his shots "for nothing."

I dove deep into the anti-vax scene, visiting countless websites, reading all of the books I could get my hands on. I read the package inserts, medical journals, and the CDC's *Pink Book*, until I convinced myself that I was making an informed choice not to vaccinate. After all, I wasn't vaccinated and I was perfectly healthy; my father didn't believe in vaccinations, but he never really told me why. I became an active poster on some parenting forums, taking every opportunity to share my "research"; I even created my own vaccine information web page.

Social media is transforming the world of patient information.

- Your Voice/Tweet/Post/Comment matters.
- Communication between health care providers and the public is vital in the world of social media.
- If they're not getting medical information from us, there's no guarantee that the information they receive is going to be evidence-based or factual.

Health Care Providers need to be front and center!

Social
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➤ Your Voice/Twe

➤ Communication

➤ If they're not ge
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Health



Nurses Against Mandatory Vaccines updated their cover photo.

Yesterday at 9:07am · 🌐

#ShowMeYourMask

Nurses Against Mandatory Vaccines

November 1-30th



👍 Like

💬 Comment

➦ Share

82 people like this.

Most Recent ▾

[27 shares](#)

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NOW IT'S YOUR TURN!

Use your phones or laptops to tweet, post and share!

#VaccinesWork | #EndPolio | #VaxSelfie | #nurseswhovax | #nursinglife

@MelodyButler | @NursesWhoVax | @Voices4Vaccines | @ShotofPrev | @ShotatLife

Additional Resources

- AAP Provider Resources <http://www2.aap.org/immunization/>
- IAC Provider Resources www.immunize.org
- Every Child By Two www.ect.org
- Voices For Vaccines www.voicesforvaccines.org
- Shot@Life www.shotatlife.org
- Vaccine Education Center <http://www.chop.edu/centers-programs/vaccine-education-center>
- Autism Science Foundation <http://autismsciencefoundation.org>
- The American Nurses Association-Immunize <http://www.anaimmunize.org/>

Citations:

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Questions?

