



# The Game of CLUE:

# Solving the Mystery of Vaccine Hesitancy

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# Financial Disclosures

- Serese Marotta, faculty for this CE activity, has no relevant financial relationship(s) with ineligible companies to disclose.
- None of the planners for this activity have relevant financial relationships to disclose with ineligible companies.
- The Arizona Alliance for Community Health Centers is accredited by the Arizona Medical Association to provide medical education for physicians.
- The Arizona Alliance for Community Health Centers designated the 2025 Arizona Immunization Conference educational activity for a maximum of 11 hours AMA PRA Category 1 Credits. Physicians should only claim credit commensurate with the extent of their participation in the activity.
- The Arizona Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education.



# Learning Objectives



Identify key factors that influence vaccine hesitancy



Discuss the role of trusted messengers and community-based organizations in vaccine education



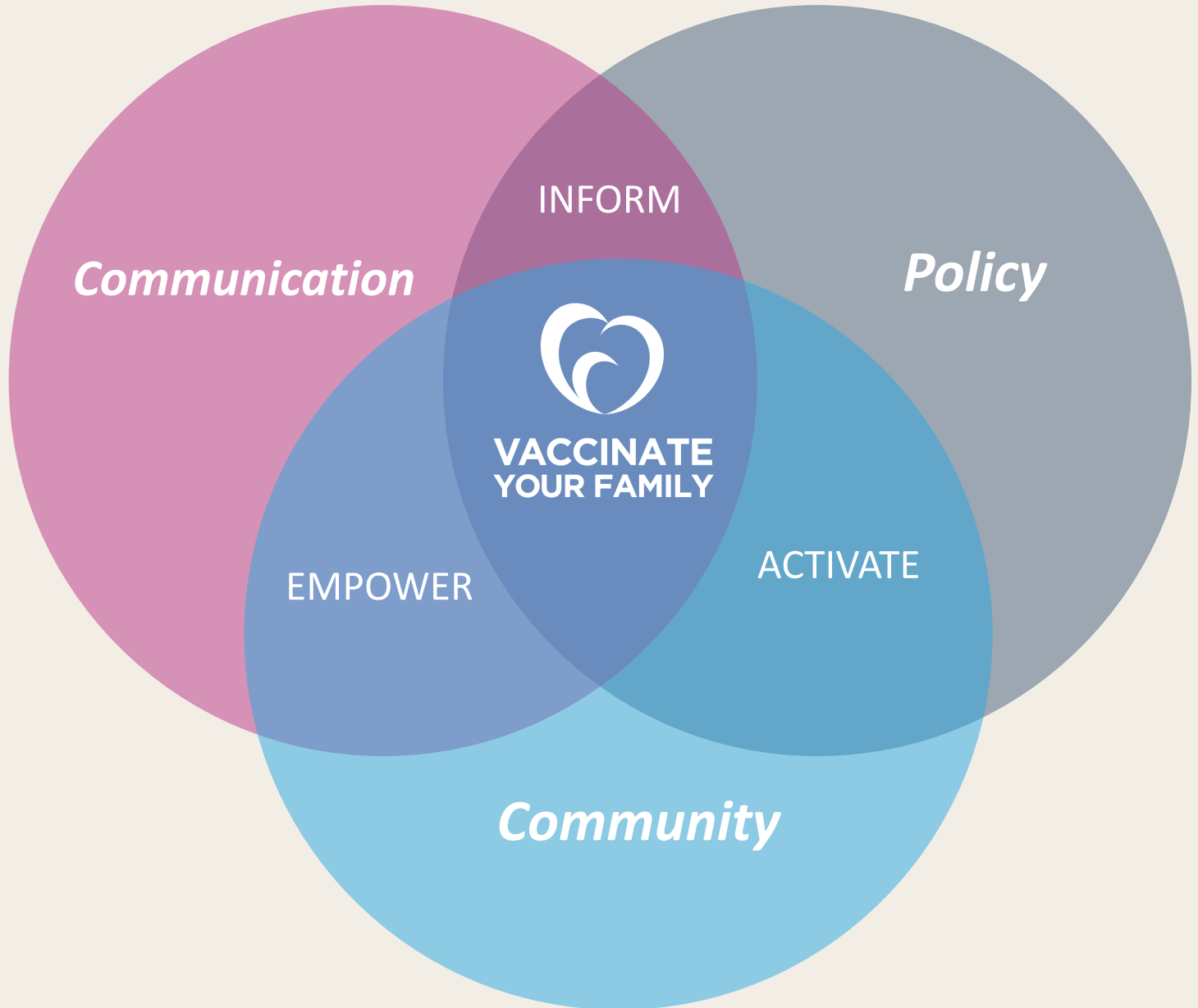
Describe strategies that can be used to improve vaccine confidence and access



# VACCINATE YOUR FAMILY

Protecting people of all ages from  
vaccine-preventable diseases

# Vaccinate Your Family is at the Center of the Vaccine Ecosystem



# Setting the Stage: **Characters/Players (WHO?)**

- **The Misinformed** – People who believe misinformation about vaccines.
- **The Fearful** – People who are concerned about vaccine safety, effectiveness, side effects, etc.
- **The Distrustful** – People who don't trust the systems and people who are making, recommending, and/or administering vaccines.
- **The Objectors** – People who refuse vaccines based on religious and/or philosophical beliefs.
- **The Influencers (aka Trusted Messengers)** – People who influence the vaccination behavior of others (either positively or negatively).
- **The “Moveable Middle”** – People who don't routinely vaccinate or are selective about vaccination for a variety of reasons, but who may be open to routine immunizations if we can empower them with the right information and/or facilitate access to vaccination services.

# Setting the Stage: **Locations/Settings (WHERE?)**

- **Doctor's Office, Clinics**
- **Social Media**
- **Community Events**
- **Family Gatherings**
- **Media Outlets**
- **Schools**
- **Work**



# Setting the Stage: **Weapons/Instruments (WHAT?)**

- **Misinformation**
- **Disinformation**
- **Historical Distrust, Systemic Racism**
- **Spheres of Influence**
- **Social Norming/Peer Pressure**
- **Limited Vaccine/Science Knowledge**
- **Social Determinants of Health, etc.**





# Learning Objective #1



Identify key factors that influence vaccine hesitancy

# Vaccine Confidence vs. Vaccine Hesitancy

VACCINE CONFIDENCE



TRUST



VACCINE HESITANCY

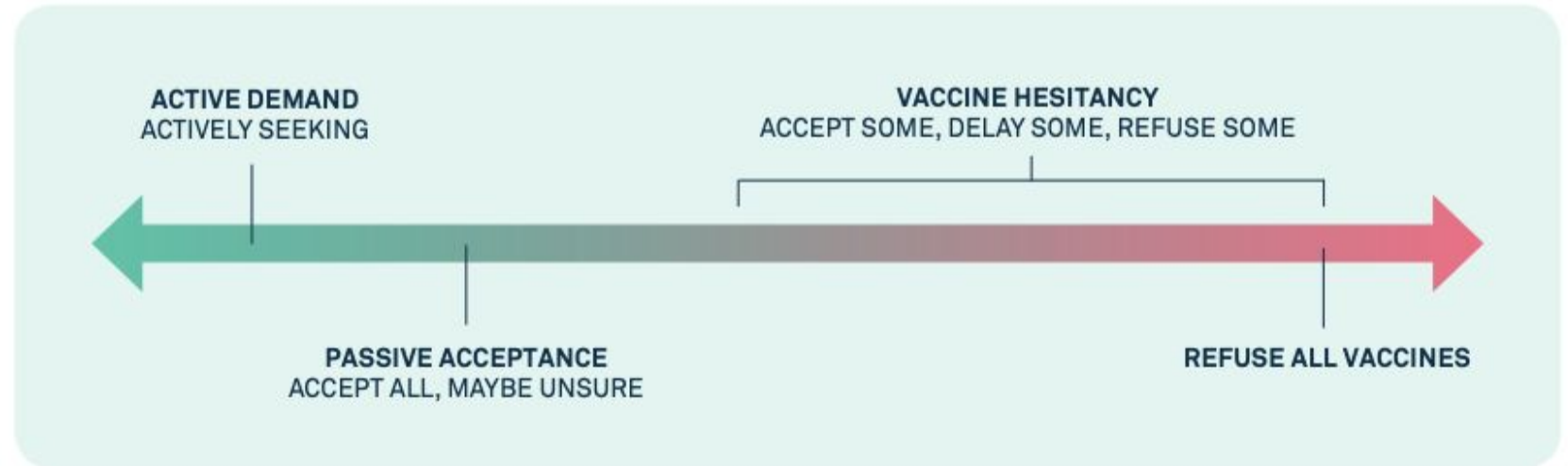


BEHAVIOR



# Vaccine Confidence

Vaccine confidence is a spectrum, not a light switch.

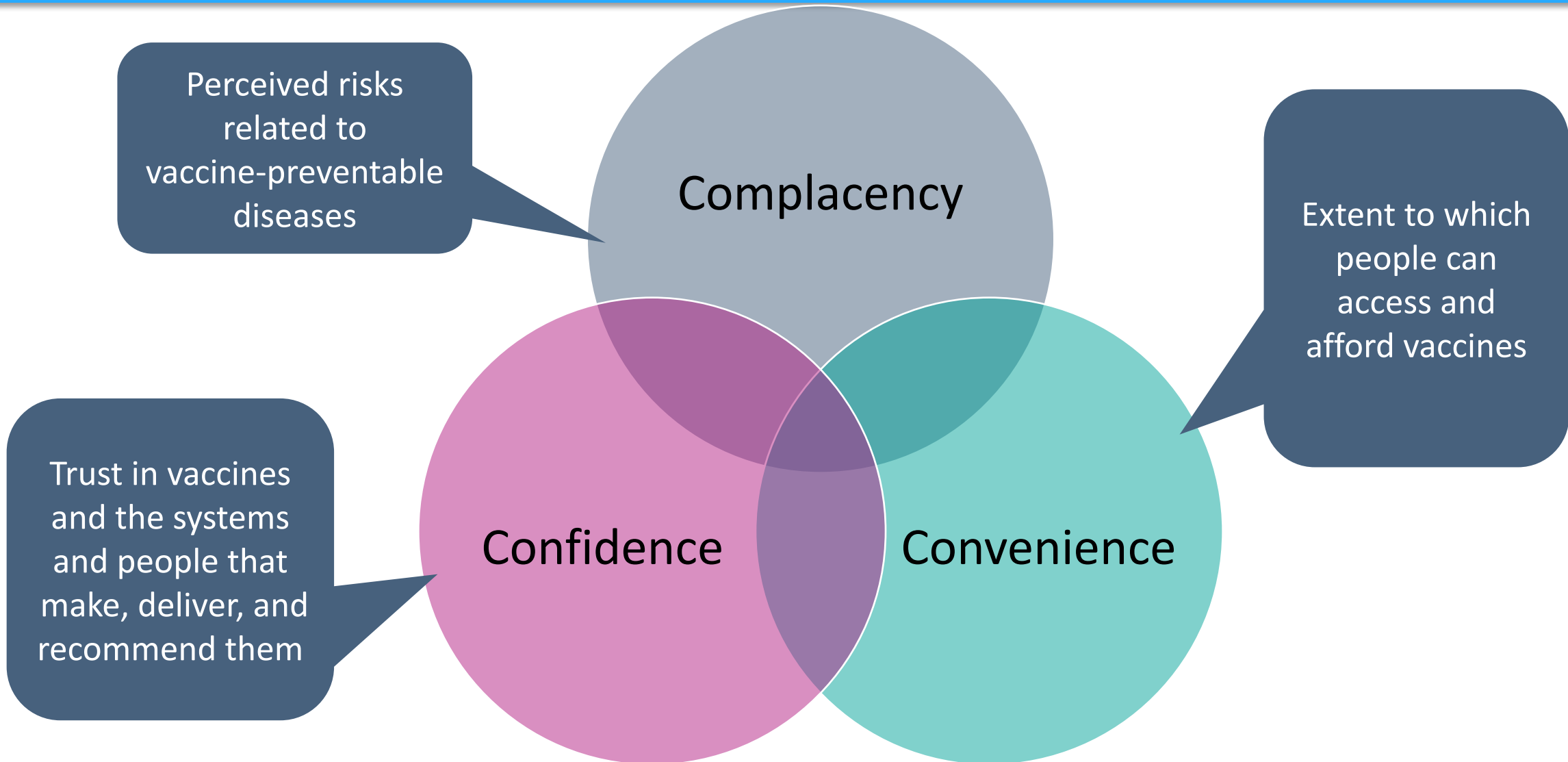


... And a lot of things go into making a vaccine decision.



Graphics Source: UNICEF, Vaccine Misinformation Management Field Guide, [https://www.unicef.org/mena/media/10591/file/VACCINE+MISINFORMATION+FIELD+GUIDE\\_eng.pdf%20.pdf](https://www.unicef.org/mena/media/10591/file/VACCINE+MISINFORMATION+FIELD+GUIDE_eng.pdf%20.pdf)

# WHO SAGE 3-C Model



Source: WHO Strategic Advisory Group of Experts on Immunization.

[https://www.asset-scienceinsociety.eu/sites/default/files/sage\\_working\\_group\\_revised\\_report\\_vaccine\\_hesitancy.pdf](https://www.asset-scienceinsociety.eu/sites/default/files/sage_working_group_revised_report_vaccine_hesitancy.pdf)



# Learning Objective #2



Discuss the role of trusted messengers and community-based organizations in vaccine education

# The Role of Trusted Messengers



# What Determines Trust?



**Vaccination and trust**

How concerns arise and the role of communication in mitigating crises

Individual decisions   Risk perception   Culture and social norms   Effect of building trust

 World Health Organization

Competence

Consistency

Objectivity

Sincerity

Fairness

Faith

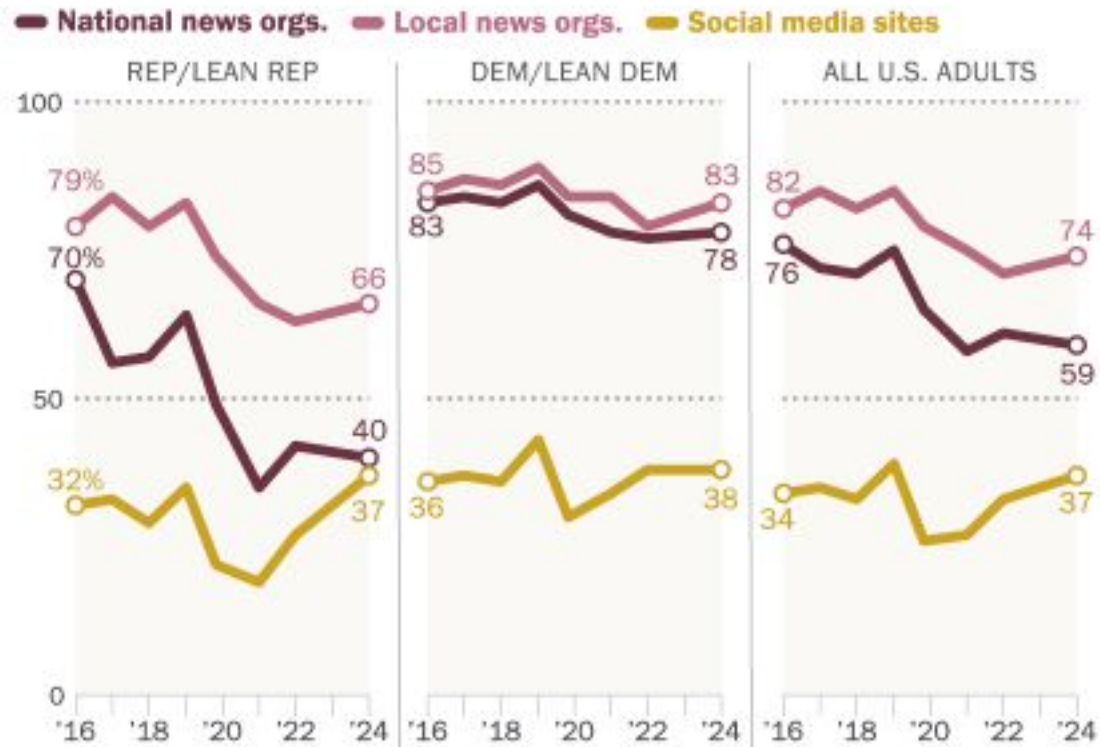


# Trusted Sources of Information

## 2024 Pew Research Center Survey

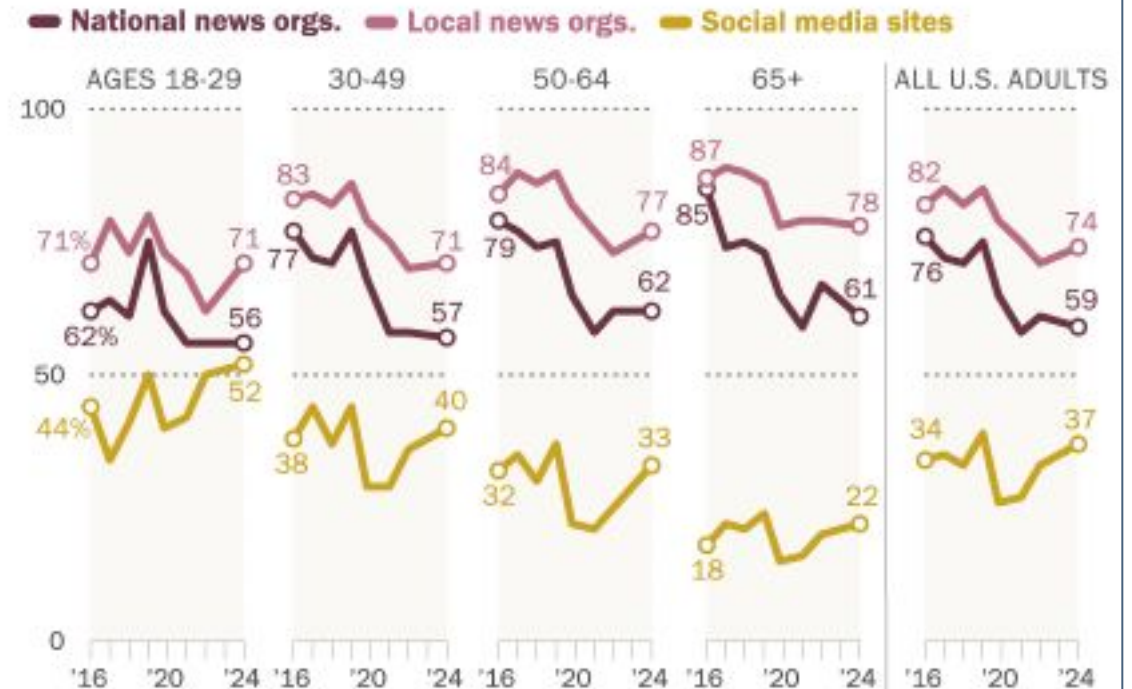
### Republicans have become more likely to trust information from social media sites in recent years

% who say they have a lot of/some trust in the information that comes from \_\_\_\_, by party



### Adults under 30 nearly as likely to trust information from social media as from national news outlets

% who say they have a lot of/some trust in the information that comes from \_\_\_\_, by age



Source:

<https://www.pewresearch.org/short-reads/2024/10/16/republicans-young-adults-now-nearly-as-likely-to-trust-info-from-social-media-as-from-national-news-outlets/>





# Trusted Messenger Ecosystem: Health & Wellness

2022 Trusted Messenger Study, Ad Council

*LESS  
TRUST*

Awareness

Information

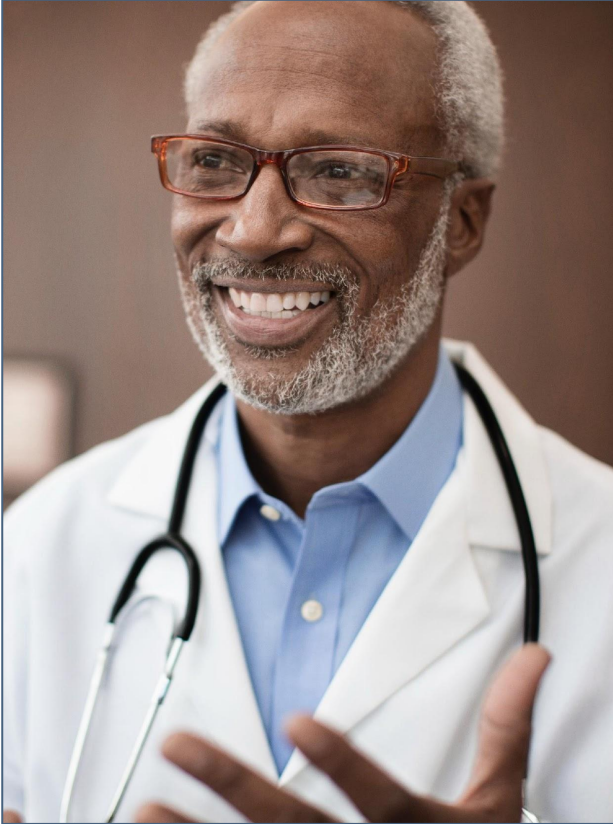
Decisions

*MORE  
TRUST*

HELP YOU BECOME AWARE OF AN ISSUE	PROVIDE VALID INFORMATION TO YOU	HELP YOU MAKE DECISIONS
<ul style="list-style-type: none"><li>• Medical professionals, scientists</li><li>• Family/close friends</li><li>• National news anchors</li><li>• Non-profit organizations/groups</li><li>• Social media friend</li><li>• Professors</li></ul>	<ul style="list-style-type: none"><li>• Medical professionals, scientists</li><li>• Family/close friends</li><li>• Professors/teachers</li><li>• Religious leaders</li></ul>	<ul style="list-style-type: none"><li>• Medical professionals, scientists</li><li>• Family/close friends</li><li>• National news anchor</li><li>• Professors</li></ul>



# Who Can Be a Trusted Messenger?



Healthcare Providers & Scientists



Community Health Workers



Family Members & Friends

**ANYONE** can be a trusted messenger...

# Learning Objective #3



Describe strategies that can be used to improve vaccine confidence and access

# Coupling Vaccine Education & Access with Community Work



# Educational Opportunities & Interventions



- History of Vaccination
- Vaccines 101
- How to Debunk Online Misinformation
- How to Talk with People About Vaccines
- Barriers to Vaccination

<https://vaccinate.thinkific.com/>

Patient Portals

Text  
Reminders

Newsletters

Social Media

Waiting/Exam  
Room  
Materials



# Vaccine Conversations

## The CASE Approach

### Corroborate

Acknowledge concerns and find common ground

### About Me

Share what you've done to educate yourself on the topic

### Science

Describe what the science says about the specific concern

### Explain/Advise

Explain what you would do or recommend, based on the science



Autism Science Foundation, <https://njaap.org/uploadfiles/documents/f73.pdf>

# Scenario: “I never get a flu shot because I heard it can give you the flu.”

C

I’ve heard a lot of people say that, too. I always thought flu was just a bad cold. And I understand that getting sick is no fun and could require people to take time off from work or school. Would it be OK with you if I shared a little about what I’ve learned related to annual flu vaccination?

A

As a scientist and someone who works in the public health field, I’ve learned a lot about why we need a flu vaccine every year. Personally, I lost my healthy five-year-old son to flu in 2009 and since then, I’ve come to realize that flu can be dangerous, even for healthy children and adults.

S

I’ve learned that when we receive any vaccine, including a flu shot, we may have some common side effects such as headache, pain at the injection site, and may feel mildly sick because our immune systems are starting to kick into gear to defend us against future infections. These symptoms are not as bad as an actual infection. And many studies have shown that flu vaccines are effective at preventing severe outcomes like hospitalization and death in children and adults.

E

I get vaccinated every year to protect myself, my family, and my community. Before COVID-19, flu was the deadliest vaccine-preventable disease here in the U.S and sadly, I’ve met a lot of people, including parents, who’ve lost loved ones to flu. By sharing my experience and what I’ve learned, I hope that I can help prevent others from having a similar experience. If you’d like, I can point you towards some websites where you can find more information about flu vaccines if it’s helpful.



# The Role of Storytelling



VACCINATE YOUR FAMILY  
**SQUAD**™

Emotional  
storytelling can  
be powerful.





**Thank you!**

**Contact Me:  
serese@vaccinateyourfamily.org**



**Website:** [Vaccinateyourfamily.org](https://vaccinateyourfamily.org)

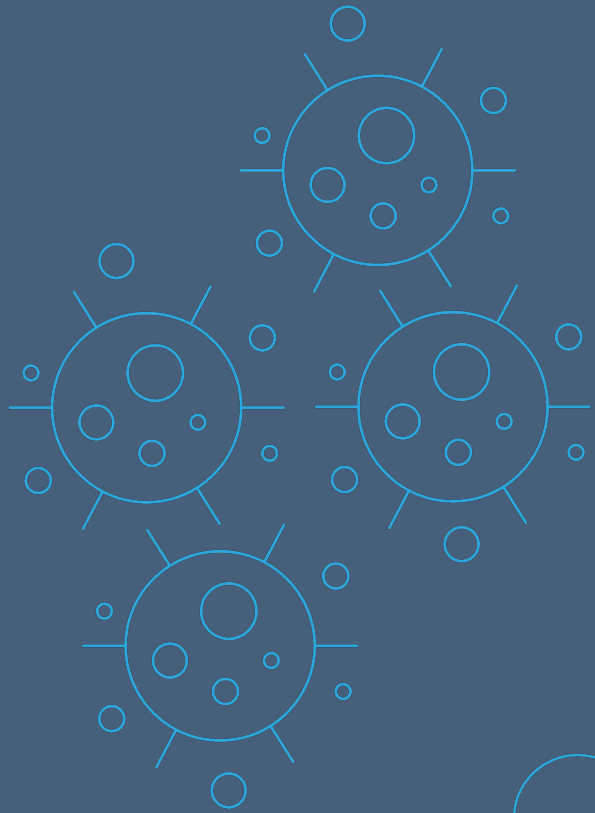
**Facebook:** Vaccinate Your Family

**Twitter/X:** @Vaxyourfam

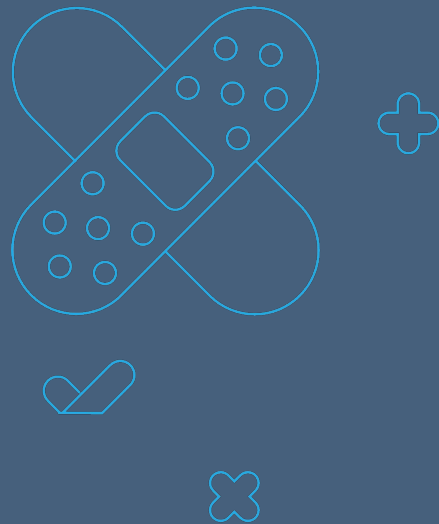
**Instagram:** Vaccinate Your Family

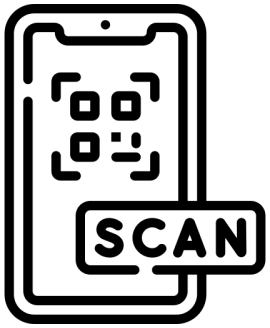
**YouTube:** Vaccinate Your Family

**LinkedIn:** Vaccinate Your Family



# QUESTIONS?





# Claim your Continuing Education Credit

Event Evaluation - April 16, 2025 -  
Session 4 Breakouts - Clue



**Scan this QR code**

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**Pharmacy CEs pick up your QR code at the registration desk to Claim your CEs!**

