

Communicating with New Mothers about Infant Vaccination:

An Ethnographic Study in British Columbia's Fraser Health Region

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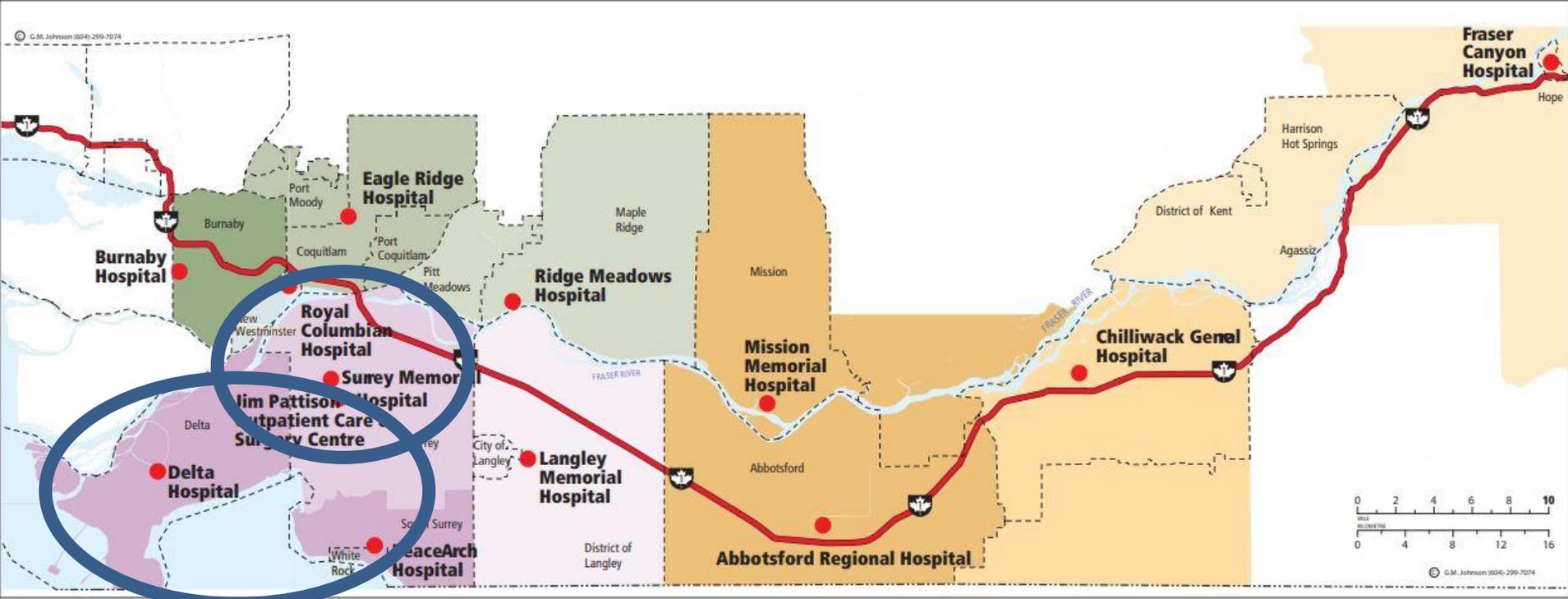
Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

Fraser Health Region, British Columbia



Fraser Health Region, British Columbia



Objectives

1. Identify key information sources for new mothers within these communities
2. To understand the principles behind the information seeking, information assessment, and information triangulation of vaccine hesitant new mothers
3. To generate recommendations for efficient and effective communication

Methods

1. Data collection

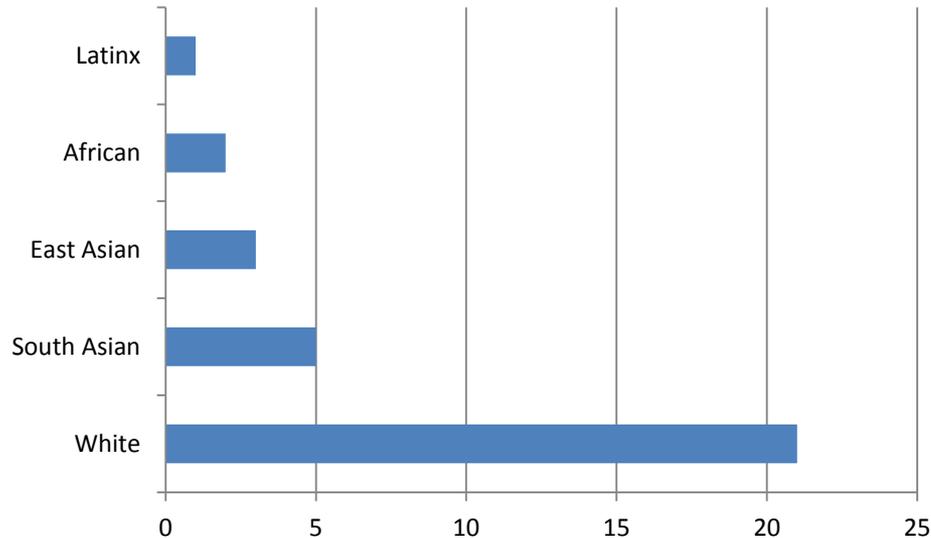
- Ethnographic observation
- Semi-structured individual interviews

2. Analysis

- Qualitative thematic content analysis
- Deductive codebook applied, inductive coding followed, memo writing throughout

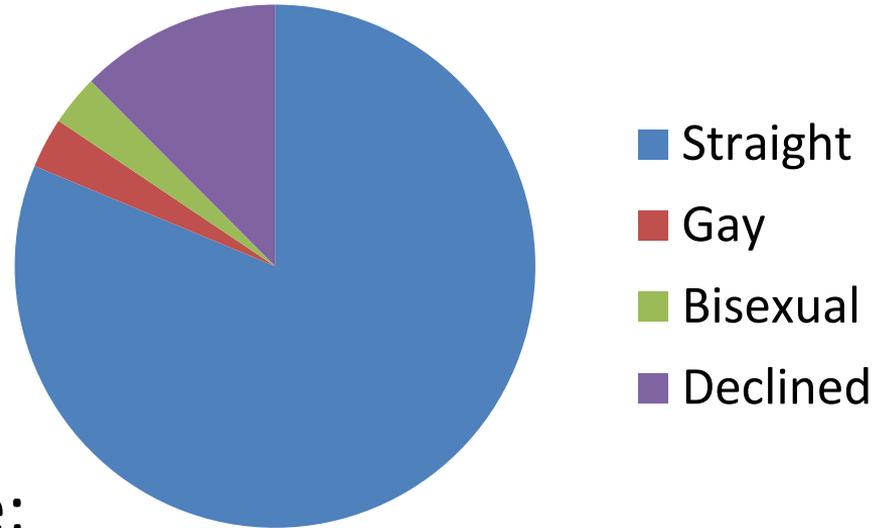
Population: Mothers (1)

- 32 Mothers
- Ages ranged from 24 to 39 (mean = 32)
- Reported ethnicities:



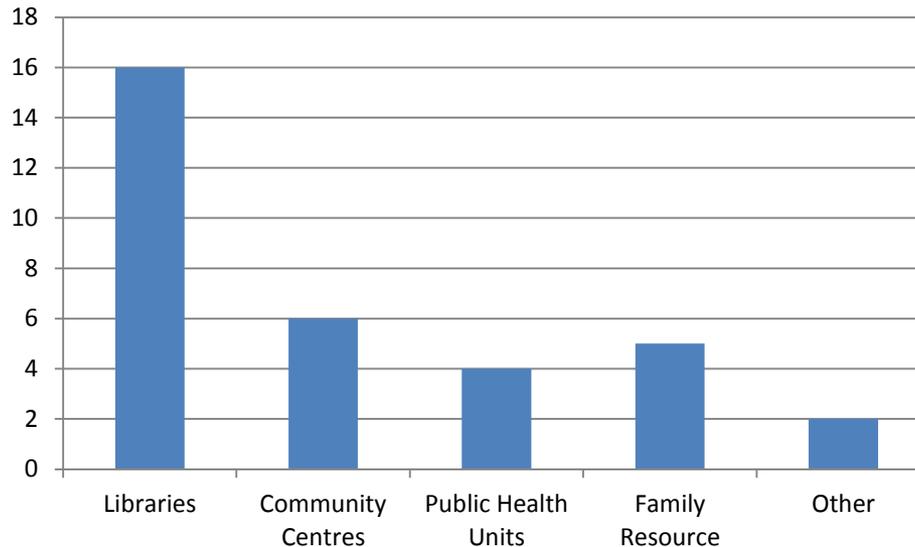
Population: Mothers (2)

- Most (n=31) had cohabitating partners
- Majority (n=20) had one child; 9 had 2 children; 3 had 3-4
- 27 vaccinated on schedule; 3 selective/delayed schedule; 2 non-vaccinating



Observations and Service Providers

- 8 Community Service Providers interviewed
- Meeting observations:



Findings



Anxiety

1. Perceived negative judgments by others may influence source selection

2. Trauma & social isolation may compound



Accessibility

- System navigation

- Cultural norms





TRUST

Institutional
betrayal

Worldview
contradiction

Implications

1. Approachable resources

- HCP communication style
- Screening & outreach to vulnerable mothers

2. Accessible resources

- Visual resources
- Culturally accessible parent/child programming

3. Building and maintaining Trust

Questions?

Thank you:

Emily Gemmell, MPH

Study participants

Fraser Health

British Columbia Immunization Committee

Michael Smith Foundation for Health Research

Vaccine Evaluation Center staff

