

# *Citizen Voices on the National Vaccine Plan*



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# *Stakeholder Input into Plan Revision*

- 1) IOM stakeholder meetings assess priorities (professionally associated with vaccine activities; e.g., pharmaceutical companies, health professionals, health insurers);
- 2) NVAC process updates and draft reviews;
- 3) NVAC and federal agencies involved in vaccine-related activities solicit comments from expert and public stakeholders.

# *Public Input into Plan Revision*

- 1) public comment via email regarding goal and indicator appropriateness, target indicator recommendations, and the overall vaccine and immunization enterprise
- 2) public engagement sessions regarding priority areas and public values that underlie those priority areas.



# Objectives of Citizen Engagement

- 1) identify priorities or what mattered most to citizens among 12 proposed areas of activity for the Plan
- 2) explore the values underlying those preferences



# *Public Values Considered in Prioritizing Activity Areas*

1. Achieving Equity
2. Protecting Our Homeland First
3. Helping Other Countries
4. Being Vigilant
5. Assuring Fairness
6. Emphasizing Safety
7. Tackling Biggest Problems First
8. Greater Protection Now
9. Improving Our Science
10. Promoting Education and Awareness
11. Securing Supply
12. Protecting the Most Vulnerable
13. Protecting Individuals
14. Reduce Medical Costs



# *Proposed Areas of Activity for Prioritization*

1. Improve tools for making vaccines.
2. Increase vaccination of adults.
3. Increase vaccination of adolescents.
4. Make vaccine affordable and available to everyone.
5. Maintain high rate of vaccination of children.
6. Develop new vaccines.
7. Assure there is enough vaccine.
8. Improve vaccine safety.
9. Assure compensation for those injured by vaccines.
10. Help other countries reduce diseases through vaccination.
11. Improve monitoring of disease and vaccines.
12. Improve the information offered about vaccines.

# Methods

1. Informative presentations on U.S. vaccine system and plan
2. Discussion guide and vaccine experts (CDC, NVPO, HRSA, NIH, IOM, and/or NVAC) for Q&A
3. Values sorting exercise based on Q methodology
4. Matrix activity to rate areas of activity based on their strength of alignment to the values (scale of 1-5, 1= weakest and 5= strongest)



# Matrix Activity

<i>Area of Activity</i>	<i>Value</i>	<i>Value</i>	<i>Value</i>	<i>Value</i>	<i>TOTAL Score</i>
1. Improve tools for making vaccines.					
2. Increase vaccination of adults.					
3. Increase vaccination of adolescents.					
4. Make vaccine affordable and available to everyone.					
5. Maintain high rate of vaccination of children.					
6. Develop new vaccines.					
7. Assure there is enough vaccine.					
8. Improve vaccine safety.					
9. Assure compensation for those injured by vaccines.					
10. Help other countries reduce diseases through vaccination.					
11. Improve monitoring of disease and vaccines.					

# *Participants*

Date	City	No. of Participants
March 14, 2009	St. Louis, Missouri	97
March 28, 2009	Columbus, Ohio	98
April 4, 2009	Syracuse, New York	52
	Total	247

# *Participant Demographics*

- 68.4% of participants were female.
- 58% were over 44 years of age.
- 46.5% were non-hispanic white and 34.7% were non-hispanic black.
- 71% had at least some college experience.



# *Values that mattered most to participants*

	St. Louis (n=78)	Columbus (n=80)	Syracuse (n=45)
Achieving Equity	59%	74%	54%
Emphasizing Safety	60%	21%	51%
Promoting Education and Awareness	55%	28%	58%
Protecting Our Homeland	23%	73%	20%
Protecting the Most Vulnerable	36%	36%	31%

# *Areas of activity that best fit with the most important values*

	St. Louis (n=77)	Columbus (n=72)	Syracuse (n= 43)
Make vaccines affordable and available to everyone.	82%	92%	35%
Maintain high rate of vaccination of children.	51%	62%	7%
Improve monitoring of disease and vaccines.	52%	38%	87%
Improve vaccine safety.	65%	22%	63%
Assure there is enough vaccine.	49%	70%	12%

# *Insights from the dialogue*

## Open-mindedness and increased knowledge

*"Different opinions ... helped everyone develop their ideas...the decisions be made." (St. Louis)*

## More education needed

*"Get behind education and vaccines as there is so much misinformation." (Syracuse)*

## Trust and its importance

*"Government needs to regain trust of the public." (Columbus)*

## Diversity

*"Amazing all the different views considering the same questions...good discussion." (Columbus)*

# *Messages for plan decision-makers*

## Improving education

*"Keep us better informed so that we may act proactively."  
(Columbus)*

## Increasing trust

*"Trust is needed in knowing policy makers are advocating for constituents and not biased interests." (St. Louis)*

## Ensuring safety

*"Ingredients in vaccines [need to be] readily available and be able to be understood by everyone." (Syracuse)*

## Making vaccines affordable, available

*"Find better ways to make better, cheaper vaccines for everyone." (Columbus)*

# *Limitations*

Difficulty to ensure representativeness of the general public and inclusivity of diverse viewpoints:

- Financial and time constraints
- Self-selection bias due to recruitment methods
- Education process inherent to deliberation

# Conclusions

## Values that mattered most to participants

*Achieving Equity*

*Emphasizing Safety*

*Promoting Education and Awareness*

*Protecting Our Homeland*

*Protecting the Most Vulnerable*

## Areas of activity that best fit with top values

*Make vaccines affordable and available to everyone.*

*Maintain high rate of vaccination of children.*

*Improve monitoring of disease and vaccines.*

*Improve vaccine safety.*

*Assure there is enough vaccine.*

# National Vaccine Plan Dialogue on YouTube

Syracuse National Vaccine Plan Dialogue to be featured in [YouTube](#) video on U.S. Government YouTube Channel.



The slide titled "Debate vs. Dialogue" compares two communication styles. The "Debate" column lists characteristics such as assuming a single right answer, attempting to prove the other side wrong, and seeking an outcome that agrees with one's position. The "Dialogue" column lists characteristics such as assuming others have pieces of the answer, attempting to find common understanding, and seeking an outcome that creates new common ground. A woman in a red jacket is standing to the right of the screen, holding a microphone.

Debate	Dialogue
<ul style="list-style-type: none"><li>•Assumes there is one right answer (and you have it)</li><li>•Attempts to prove the other side wrong</li><li>•Objective is to win</li><li>•Listening to find flaws</li><li>•Defends personal assumptions</li><li>•Criticizes others' point of view</li><li>•Defends one's views against others</li><li>•Searches for weaknesses and flaws in the others' positions</li><li>•Seeks an outcome that agrees with your position</li></ul>	<ul style="list-style-type: none"><li>• Assumes that others have pieces of the answer</li><li>• Attempts to find common understanding</li><li>• Objective is to find common ground</li><li>• Listening to understand</li><li>• Explores and tests personal assumptions</li><li>• Examines all points of view</li><li>• Admits that others' thinking can improve one's own</li><li>• Searches for strengths and value in the others positions</li><li>• Seeks an outcome that creates new common ground</li></ul>

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