How to Address Concerns Regarding Vaccines: The CASE Model

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Objectives

• We hope this presentation will prepare you to:
  – Address concerns regarding vaccination with patients and parents
  – Respond to questions regarding vaccines or vaccination
Vaccine Hesitancy Spectrum

“Anti-Vaccine”
Vaccine Hesitancy Spectrum

“Pro-Vaccine”
Vaccine Hesitancy Spectrum

Vaccine Hesitant
CASE Model

• Developed by the Autism Science Foundation
• Helps those working with vaccine-hesitant patients and caregivers to address any questions or concerns
• Is a framework to guide the conversation
CASE Model

• **Corroborate**  
  Acknowledge the parents’ concern and find some point on which you can agree. Set the tone for a respectful, successful talk.

• **About Me**  
  Describe what you have done to build your knowledge base and expertise.

• **Science**  
  Describe what the science says.

• **Explain/Advise**  
  Give your advice, based on the science.

Corroborate

“I heard there’s mercury in vaccines. I don’t want to inject that into my child.”

• What do you have in common?
  – “I can understand why you feel that way. When I first heard there was mercury in vaccines, I was shocked and worried, too.”
About Me

“I heard there’s mercury in vaccines. I don’t want to inject that into my child.”

• What have you done to educate yourself on the topic?
  – “I did some investigating to get to the bottom of why vaccines contained mercury. I read different resources and studied the biochemistry behind it.”
“I heard there’s mercury in vaccines. I don’t want to inject that into my child.”

- **What does the science say?**
  - “And what I learned is that there are actually two different kinds of mercury: ethylmercury and methylmercury. They sound similar, but to the human body, they are very, very different. The type of mercury found in vaccines is much, much easier for the body to process, and is not harmful like the mercury in tuna, for example.”
“I heard there’s mercury in vaccines. I don’t want to inject that into my child.”

• **What is your recommendation based on science?**
  
  – “Given that the kind of mercury found in vaccines is not, in fact, harmful, not vaccinating would be a much greater risk for your child, as they could contract a serious – and possibly deadly or debilitating disease. I decided to vaccinate my children, and I want your child to be protected, too.”

Your Turn
Scenario

“I would like to spread out the vaccines, so it doesn’t overwhelm my baby’s immune system. I would prefer to use Dr. Sear’s alternative schedule.”
Scenario

“I was reading the other day that there’s aluminum in vaccines. Isn’t that going to harm my child?”
Scenario

“I did my research. There is no reason for a child to receive all those vaccines. I mean, why on earth do we vaccinate against polio anymore?”
Scenario

“If you’re so confident vaccines work, why does it matter if my child is vaccinated?”
Scenario

“Can you promise me that vaccines are 100% safe?”
Summary

• Be compassionate.
• Share your story.
• Keep it simple.
• Be confident in your recommendation.
Questions?

Please feel free to contact:

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