Transcript Details

This is a transcript of an educational program. Details about the program and additional media formats for the program are accessible by visiting: https://reachmd.com/clinical-practice/pediatrics/closing-meningococcal-vaccination-gaps-in-adolescents/69055/

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Closing Meningococcal Vaccination Gaps in Adolescents

Announcer:
You're listening to GLC on ReachMD. This activity, titled 'Closing Meningococcal Vaccination Gaps in Adolescents,' is provided by Global Learning Collaborative.

Dr. Alexander:
I'm Dr. Kenneth Alexander, chief of pediatric infectious diseases at Nemours Children's Hospital.

It's important that we give effective recommendations to promote meningococcus B vaccination. The literature suggests that the most effective way to give a strong recommendation is a presumptive announcement or presumptive recommendation.

The presumptive recommendation comes in 3 parts and is based on the notion that we, as immunizers, believe that parents want to do the right thing, and they're waiting for us to tell them what the right thing is. You begin your presumptive recommendation by acknowledging or normalizing the young adult that's in the room with you.

Jacob is 17 today. What that does is begins the normalization process, the personalization. "At 17, we give all our young people a dose of vaccine to prevent meningitis B." Now what we've done is made a normalizing statement. We do this for all our young people. Then we give the reason. "We are vaccinating to prevent meningitis, a terrible disease that, while rare, when it happens, causes terrible damage to young people. It can be fatal. It can cause the loss of limb." The important point here is to focus not on the vaccine, but to focus on the disease we are trying to prevent. And finally, we give the recommendation. "Let's give it today." And it's important to emphasize today.

So to summarize, normalize. We give this vaccine to all our young people when they're 17. We give the reason. We are preventing a bad disease, meningitis B. And then the final point, do it today.

And the research shows that most parents will accept that recommendation. If a parent has questions, then it's time to pull out your reflective listening skills. So for instance, if a parent says, "I'm worried about vaccine safety," then the right thing to do is to say, "I hear you. You're concerned about whether this vaccine is safe." Then you can take about 30 seconds to explain why you believe the vaccine is safe. "We have lots of experience with this vaccine. Many young people have received it, and we know that this vaccine has a favorable safety profile and is well tolerated in young people."

Then you go back to the reason we're giving it. "We would like to see Jacob protected against meningitis B, and we're going to do that today." So again, we restructure our reflective answer by first letting the parent know that we're listening, again, answering their question, moving the focus back onto the disease that we're trying to prevent, and finally, repeating our recommendation for vaccinating today.

And with that, a high percentage of parents will respond very favorably to your effective recommendation. And that's the thing we want to do. We are all in the business of protecting young people.

Announcer:

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