

Listen. Connect. Recommend. What Good Vaccine Counseling Looks Like

LaKota Scott, ND

Listen. Connect. Recommend. What Good Vaccine Counseling Looks Like



NATIVE BOOST

vaccINATIVE
Vaccination information for Natives by Natives



LaKota Scott, ND

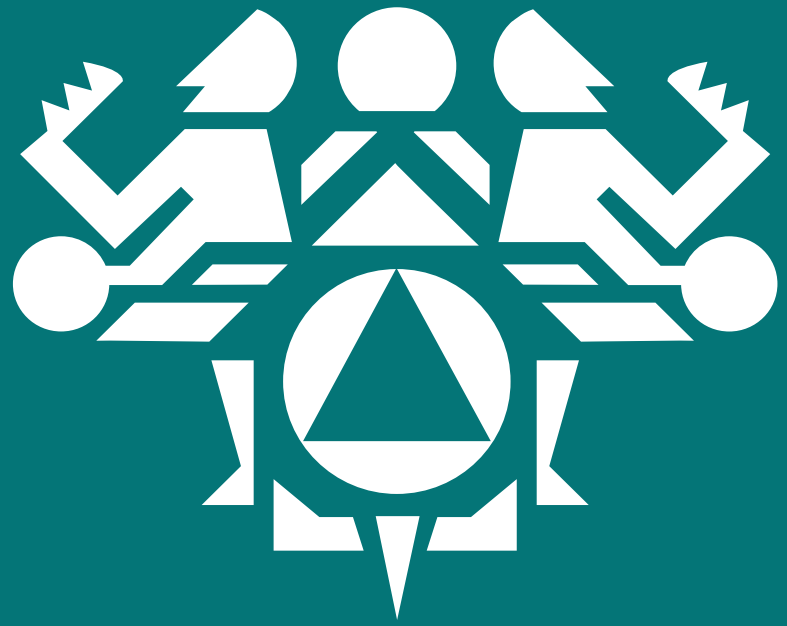
Vaccine Programs Director

Northwest Portland Area Indian Health Board

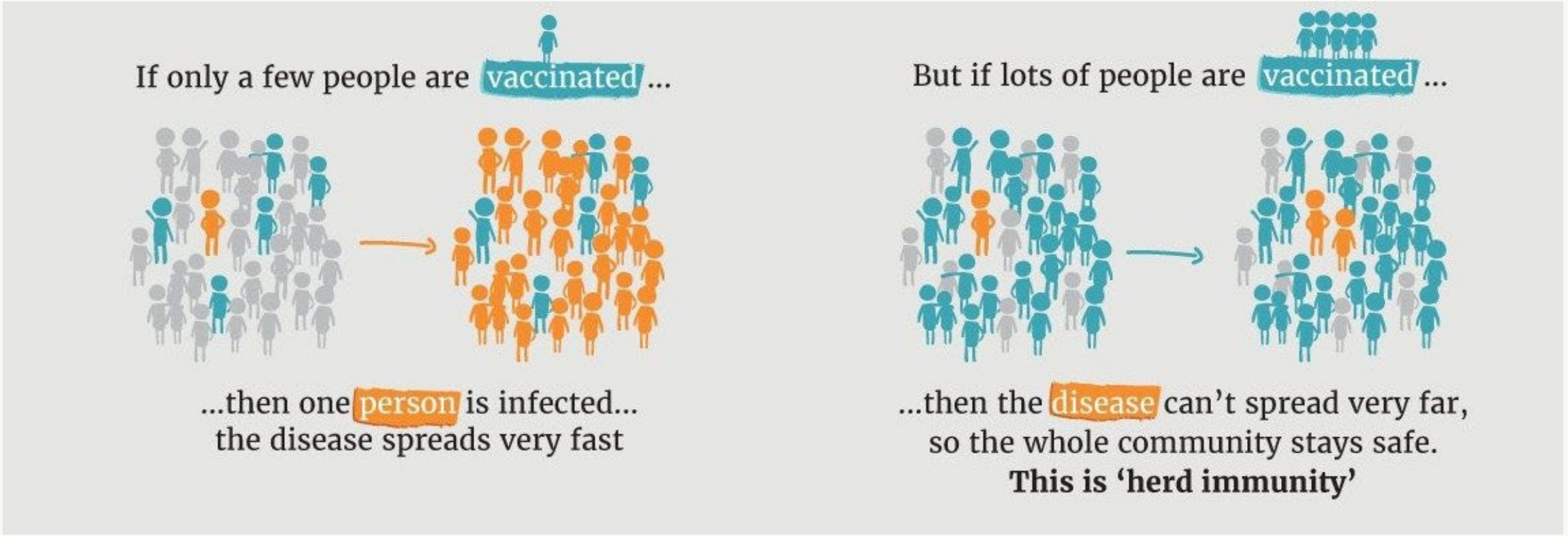
Lscott@npaihb.org

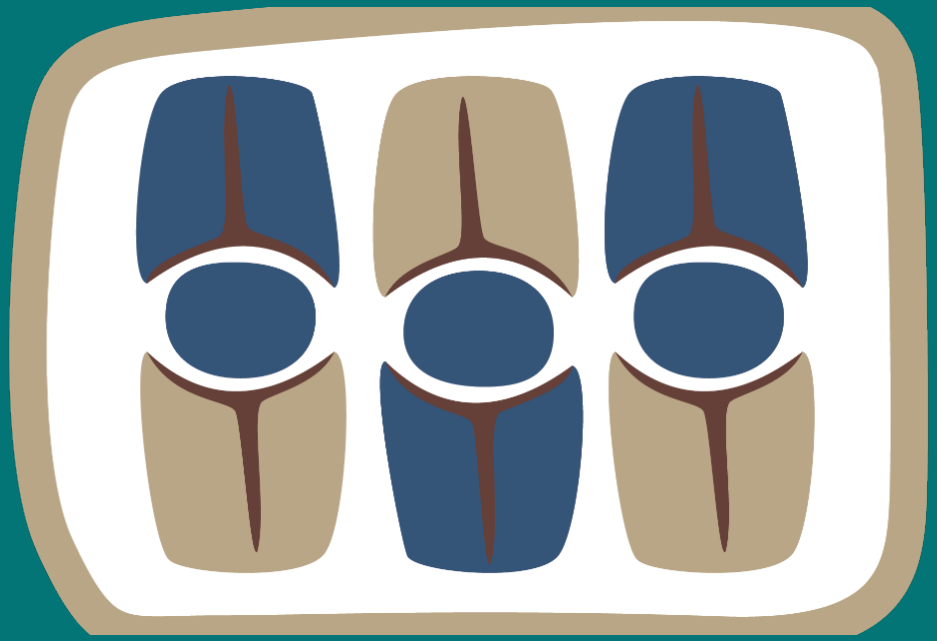
Agenda

- Community Immunity
- Pregnancy & Vaccines
- Routine Childhood Vaccines
- Common Questions & Concerns
- Building Vaccine Confidence
- Native Boost & VacciNative



Community


If only a few people are vaccinated ...
...then one person is infected...
the disease spreads very fast
But if lots of people are vaccinated ...
...then the disease can't spread very far,
so the whole community stays safe.
This is 'herd immunity'



Pregnancy & Vaccines

Before Pregnancy

- MMR



During Pregnancy

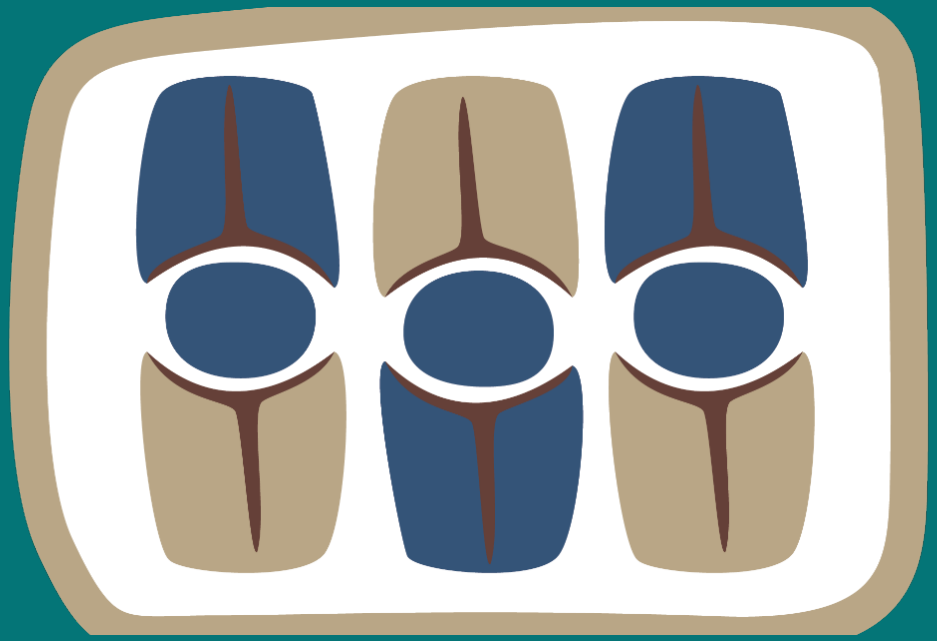
- RSV
- Tdap
- Flu
- COVID



After Pregnancy

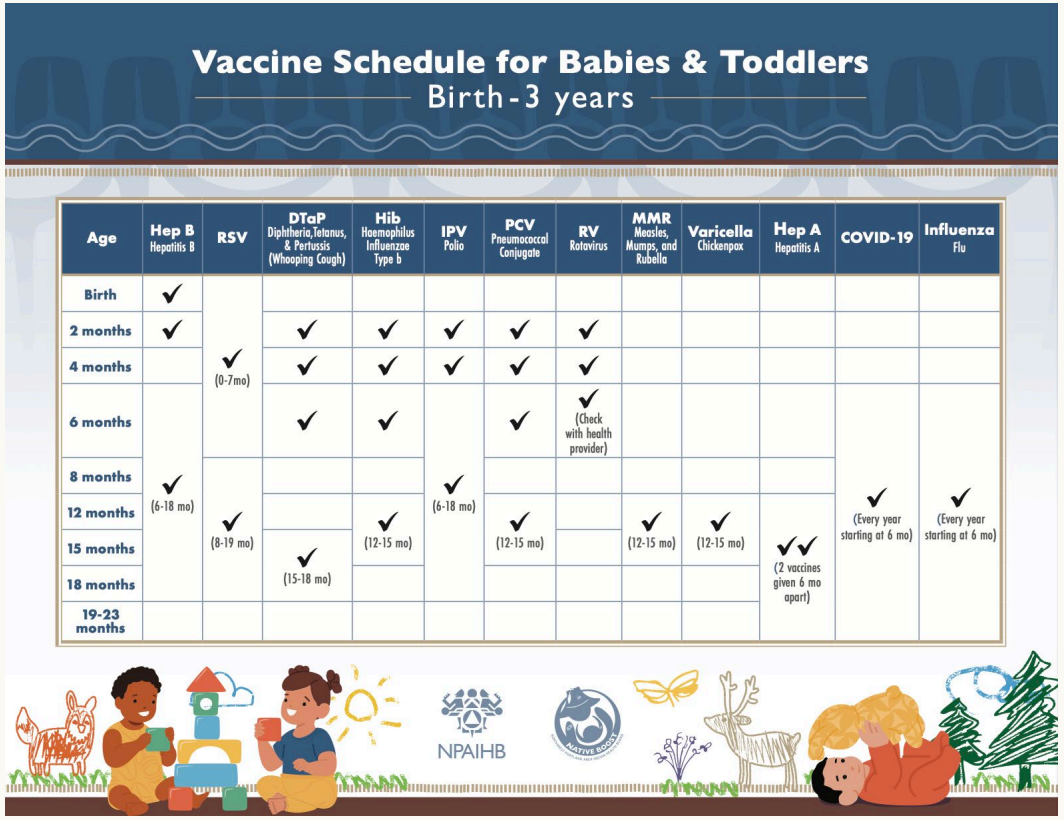
- Passive Immunity
  - Pregnancy
  - Breastmilk





Routine Childhood Immunization Schedule

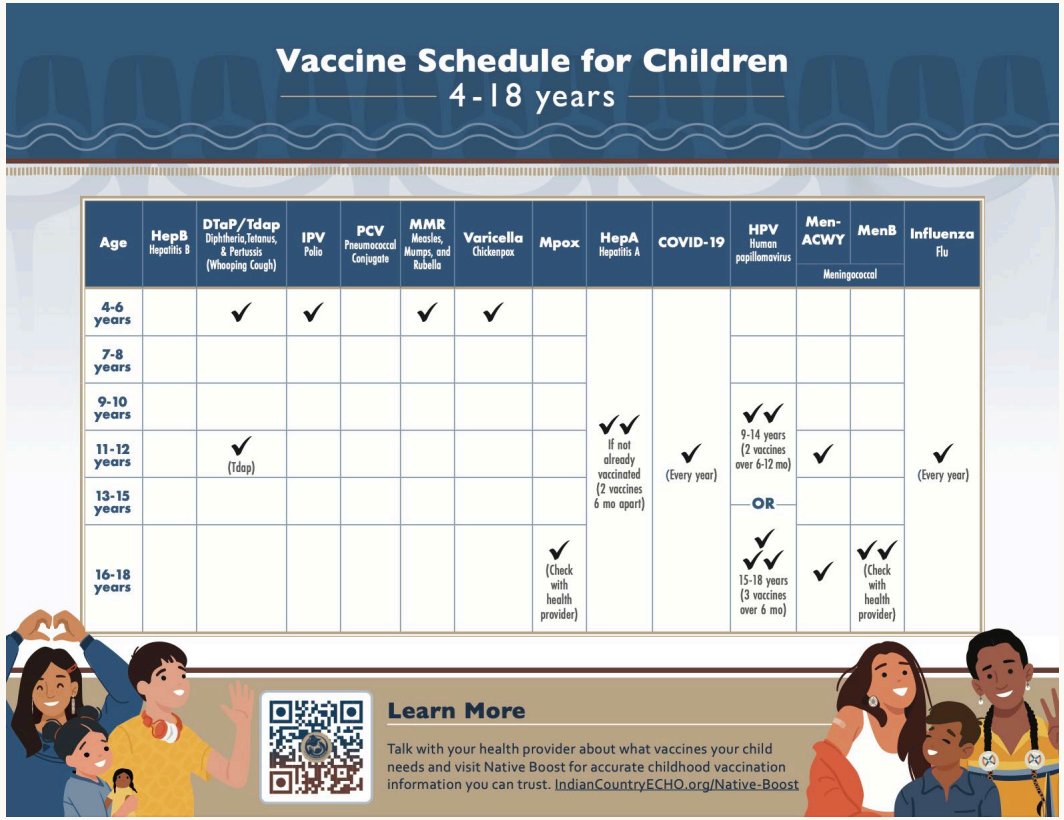
Routine Childhood Immunization Schedule



Vaccine Schedule for Babies & Toddlers

Birth - 3 years

Age	Hep B Hepatitis B	RSV	DTaP Diphtheria, Tetanus, & Pertussis (Whooping Cough)	Hib Haemophilus Influenzae Type b	IPV Polio	PCV Pneumococcal Conjugate	RV Rotavirus	MMR Measles, Mumps, and Rubella	Varicella Chickenpox	Hep A Hepatitis A	COVID-19	Influenza Flu
Birth	✓											
2 months	✓		✓	✓	✓	✓	✓					
4 months		✓ (0-7mo)	✓	✓	✓	✓	✓					
6 months			✓	✓		✓	✓ (Check with health provider)					
8 months	✓ (6-18 mo)				✓ (6-18 mo)							
12 months		✓ (8-19 mo)		✓ (12-15 mo)		✓ (12-15 mo)		✓ (12-15 mo)	✓ (12-15 mo)	✓✓ (2 vaccines given 6 mo apart)	✓ (Every year starting at 6 mo)	✓ (Every year starting at 6 mo)
15 months			✓ (15-18 mo)									
18 months												
19-23 months												



Vaccine Schedule for Children

4 - 18 years

Age	HepB Hepatitis B	DTaP/Tdap Diphtheria, Tetanus, & Pertussis (Whooping Cough)	IPV Polio	PCV Pneumococcal Conjugate	MMR Measles, Mumps, and Rubella	Varicella Chickenpox	Mpox	HepA Hepatitis A	COVID-19	HPV Human papillomavirus	Men-ACWY Meningococcal	MenB Meningococcal	Influenza Flu
4-6 years		✓	✓		✓	✓		✓✓ If not already vaccinated (2 vaccines 6 mo apart)	✓ (Every year)	✓✓ 9-14 years (2 vaccines over 6-12 mo) — OR — ✓✓✓ 15-18 years (3 vaccines over 6 mo)	✓	✓✓ (Check with health provider)	✓ (Every year)
7-8 years													
9-10 years													
11-12 years		✓ (Tdap)											
13-15 years													
16-18 years							✓ (Check with health provider)						

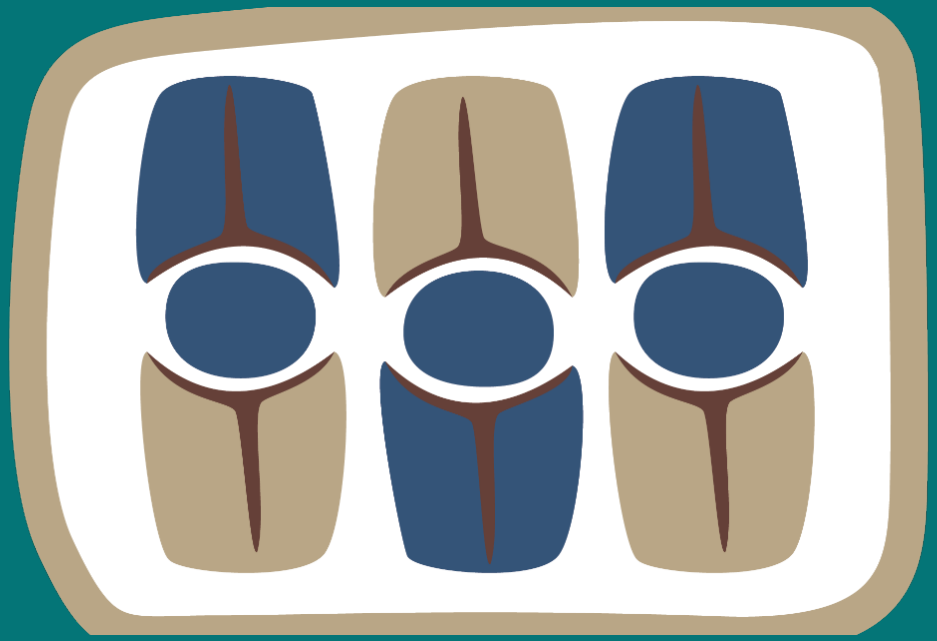
Learn More

Talk with your health provider about what vaccines your child needs and visit Native Boost for accurate childhood vaccination information you can trust. IndianCountryECHO.org/Native-Boost

Reasons to Follow the Schedule

1. Ideal timing
2. Prevent complications
3. Early protection
4. Best protection
5. Long-term protection
6. Community Immunity





Common Questions & Concerns

Reasons for Vaccine Hesitancy

Some common reasons for vaccine hesitancy include:

- Misinformation
- Not understanding how vaccines work
- Vaccine safety concerns

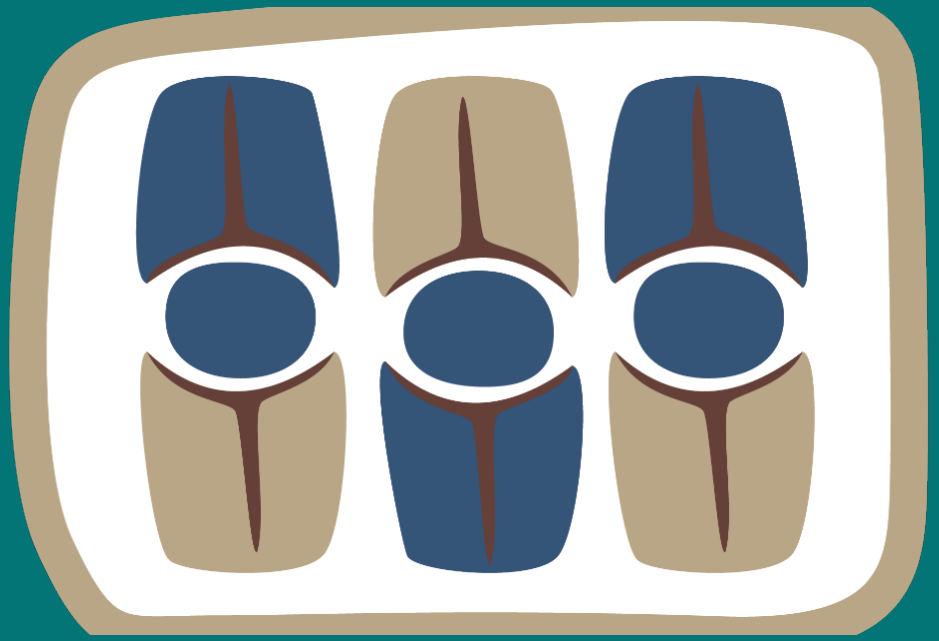


Historical Trauma

Results in mistrust in:

- Federal government
- Medical care
- Vaccine development & approval process
- Pharmaceutical companies





Building Vaccine Confidence

Our Research

11 Focus groups in the Pacific NW

- **5 groups:** Healthcare providers & clinic staff (n=58)
  - 12 Tribal & 2 urban clinics
- **6 groups:** Tribal community members (n=44)



Start with the Basics

Parents & caregivers want to know the basics about:

- Disease(s) vaccinating against
- Why vaccines are important
- Consequences of not vaccinating

Via: Face-to-face conversations with a trusted medical provider



Language Matters

When speaking with parents & caregivers:

- Use clear & concise language
- Avoid medical jargon



Language Matters

Many parents & caregivers:

- Don’t understand/relate to medical/scientific jargon
- Avoid asking providers questions when they don’t understand concepts or words



When you use medical or scientific jargon, you miss an opportunity to communicate valuable information effectively to many patients.



RSV Example



Consider saying:

Polio is a dangerous disease that can cause our muscles to stop working.

Many people whose muscles stop working need wheelchairs & breathing machines for the rest of their lives.

Fortunately, we have vaccines that protect against polio. They are 99% effective at preventing sickness. And if your vaccinated child gets sick their illness will likely be very mild.

RSV Example



Consider saying:

RSV is an infection that can make it very hard to breathe, especially for young infants. If this happens, children may need to stay in the hospital. In severe cases, some people may be unable to breathe on their own.

Thankfully, vaccines given to pregnant people during the final part of pregnancy can help protect newborns.

Some infants, particularly those at higher risk of severe illness, may benefit from extra protection with a monoclonal antibody called Nirsevimab.

RSV Example



Consider saying:

The RSV vaccine can help protect you and your baby.
Vaccinating during pregnancy can help make infants about half as likely to get an RSV infection during their first three months of life.
For infants protected through maternal vaccination who still get RSV, the illness is less likely to lead to hospitalization.
Encourage pregnant people to get the RSV vaccine during pregnancy.

Use Culturally Resonant Messages

Tip #1: Emphasize the benefits of vaccination for both individuals & the community

"When our kids receive vaccines according to the recommended schedule, they're less likely to get sick—and less likely to pass illnesses on to people who are more vulnerable – such as elders, young babies, and people with certain health conditions. Together, this helps protect our community."

Use Culturally Resonant Messages

Tip #2: Remind patients of their responsibility to care for one another and for future generations

“We all have a role in caring for one another. Making sure you and your child are vaccinated is a meaningful way to help protect your family and community for generations to come.”

Use Culturally Resonant Messages

Tip #3: Honor the patient's autonomy & individual sovereignty

- Be non-judgmental & empathetic
- Affirm experiences
- Share basic information about vaccines
- Answer questions/address myths
- Accept that final decision-making power rests with patients

Vaccine Safety

Parents/caregivers concerned about whether:

- Native people are part of vaccine testing
- The benefits of vaccination outweigh the risks



Building Vaccine Confidence

Gather Information & Listen

Affirm Your Patient's Experiences

Address Inaccurate Information

Vaccine Safety



Consider saying:

Vaccines are safe. They go through many safety tests before being approved.

Many Native people and Tribal Nations volunteer to help test vaccines. That's why we know vaccines are safe for Native kids.

Serious reactions are rare. People are more likely to get hit by lightning than to have a severe allergic reaction to any vaccine.

Normalize Mild Vaccine Side Effects



Let parents/caregivers know mild vaccine side effects:

- Are normal
- Usually go away in a few days
- Are a *good* sign that your child's body is preparing to protect them

Role Play



Our Campaigns





Our Process

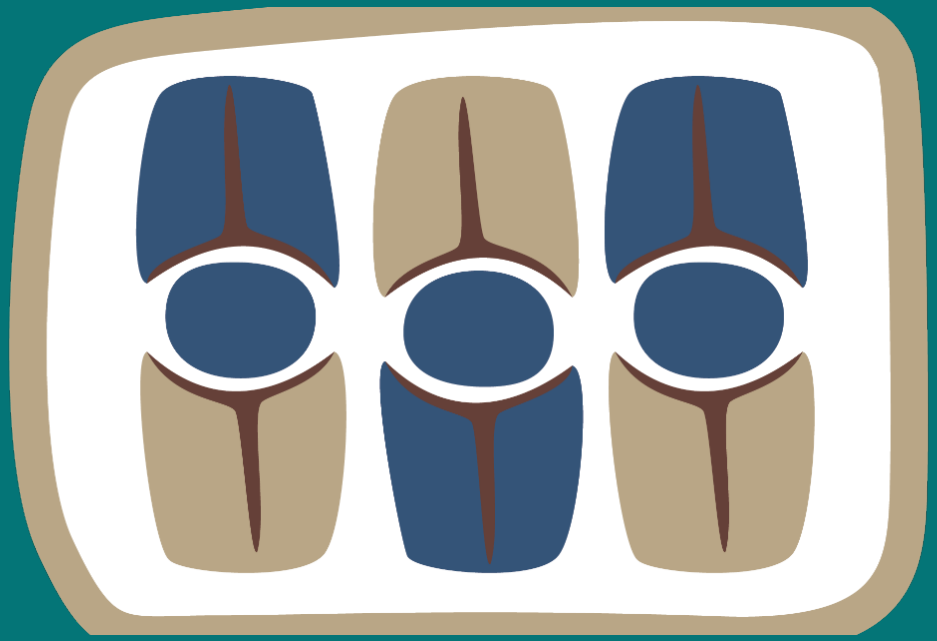


Evidence-based

- Survey data
- Focus group data

Community-informed

- SMEs & partners
- Follow-up focus groups



Resources

Handouts


VACCINATIVE
Vaccination information for Natives by Natives
Vaccines When You Are Pregnant or Breast/Chestfeeding
Pregnancy and parenthood are sacred times when we make plans to care for ourselves and our babies. Part of this preparation includes keeping up to date on our vaccines.
While getting vaccinated is always something to discuss with your health provider, there are some important things to consider if you are pregnant or breast/chestfeeding.
How Vaccines Work
Within our bodies, each of us has warrior cells that stand guard and attack diseases. Vaccines help our warrior cells see and fight disease. For example, when we get the flu shot, the ingredients in the shot tell our warrior cells how to recognize and fight the flu. That is why if you get a flu shot, you are less likely to get sick with the flu. Getting vaccinated can also reduce the seriousness of illness if you happen to get sick.
Vaccines Protect You and Baby During Pregnancy
When you get vaccinated during pregnancy and your warrior cells learn to recognize and fight a particular illness, this information gets shared with your unborn baby. However, the protection offered to your baby starts to fade in the weeks and months after birth. That's why it's important to talk with your health provider about what vaccines both you and your newborn need to stay healthy.
Vaccines to Get When You're Pregnant
Several vaccines are recommended for pregnant people. These include:
Tdap (whooping cough) vaccine
Flu vaccine
COVID-19 vaccine
Depending on your history, you and your doctor may decide that you need additional vaccines.
"As a new parent, I know that I'm not only responsible for my health, but for my baby's health too. Making sure our whole family is up to date on our vaccines gives me peace of mind that we are all doing what we can to stay healthy. I also feel like I am honoring our ancestors who did not always have access to these medicines."
– Torrie Eagle Staff, Minicoujou & Oglala Lakota, Northern Arapaho, and Northern Cheyenne, Project Manager at the Northwest Portland Area Indian Health Board
Vaccine Safety


Why Vaccines Ar
Vaccine information for school-aged children
As a parent, you know the importance of maintaining your child's health, including regular check-ups and being up to date on vaccines - all of which contribute to their academic success. But vaccines aren't just important for school. Vaccines also protect you and your child from serious illness.
This handout is designed to help you understand how vaccines work, why vaccine schedules are important, and where to get vaccinated.
Vaccines are safe
Within our bodies, each of us has warrior cells (antibodies) that stand guard and attack diseases. Vaccines help our warrior cells see and fight disease. For example, when we get the flu shot, the ingredients in the shot tell our warrior cells how to recognize and fight the flu. That is why if you get a flu shot, you are less likely to get sick with the flu.
Getting vaccinated can also reduce the seriousness of illness if you happen to get sick.
How vaccines work
Tests aren't just for students!
Vaccine testing involves people from different backgrounds, including American Indian and Alaska Native people. This helps ensure that vaccines are safe for everyone!
Different types of vaccines
There are different types of vaccines, but two of the most common types parents have questions about are messenger RNA (mRNA) vaccines and live-attenuated vaccines.
mRNA vaccines
The Pfizer and Moderna COVID-19 vaccines are both mRNA vaccines. These vaccines work by helping your body create tiny harmless proteins that look like (but aren't) COVID. When our warrior cells see these proteins, they attack them and learn how to recognize and fight the COVID-19 virus if we ever encounter it.
Live-attenuated vaccines
Smallpox and chickenpox vaccines are both live-attenuated vaccines. These vaccines work by introducing a harmless, weakened "live" version of the virus or bacteria into your body. When our warrior cells see these weakened viruses or bacteria, they attack them and learn how to recognize and fight the real virus or bacteria if we ever encounter it.
Tests aren't just
Vaccines 101 for Parents and Caregivers
Vaccines protect us from serious, often deadly, diseases - like whooping cough, measles, and certain types of cancer. This handout explains basic information about vaccines, so you can keep your child and your community healthy.
are Safe



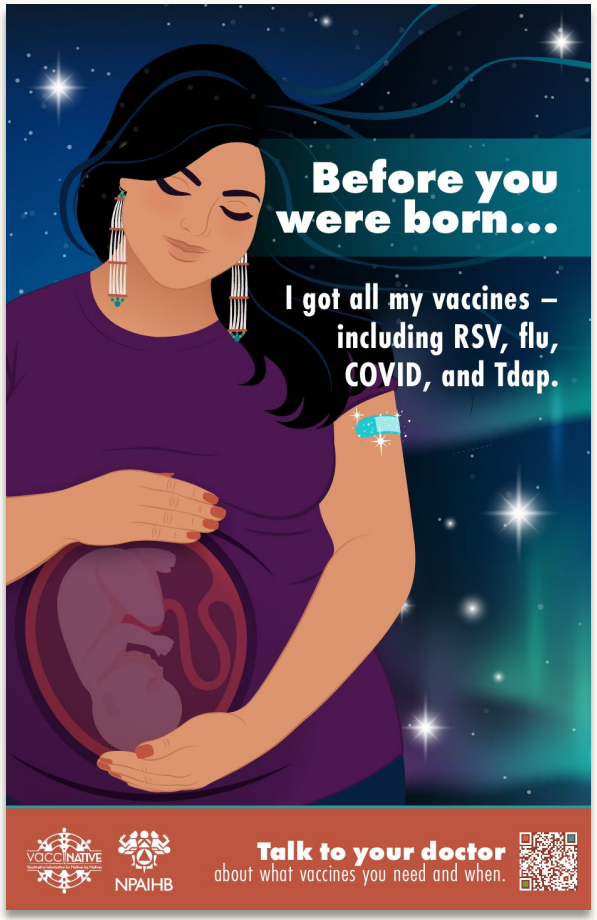
Rack Cards & Booklet

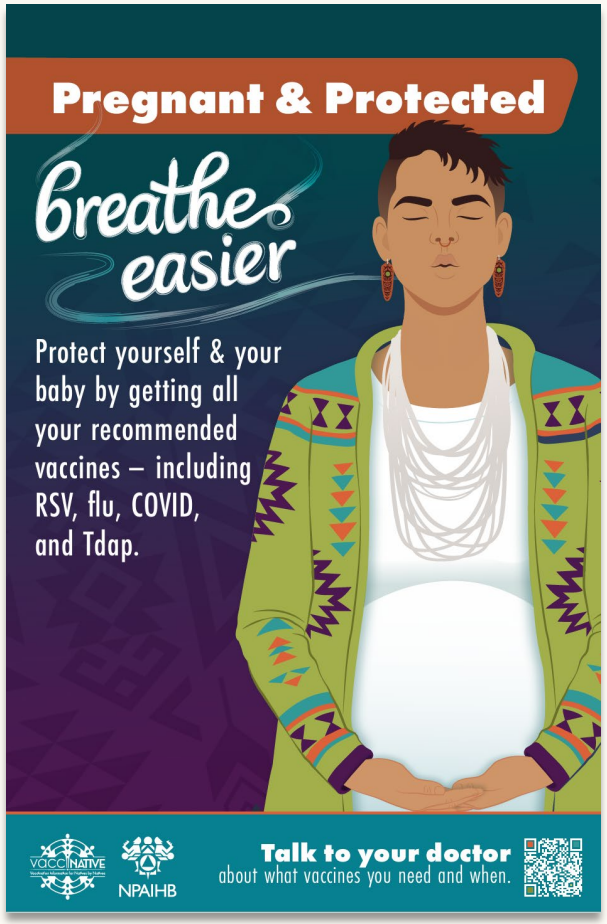


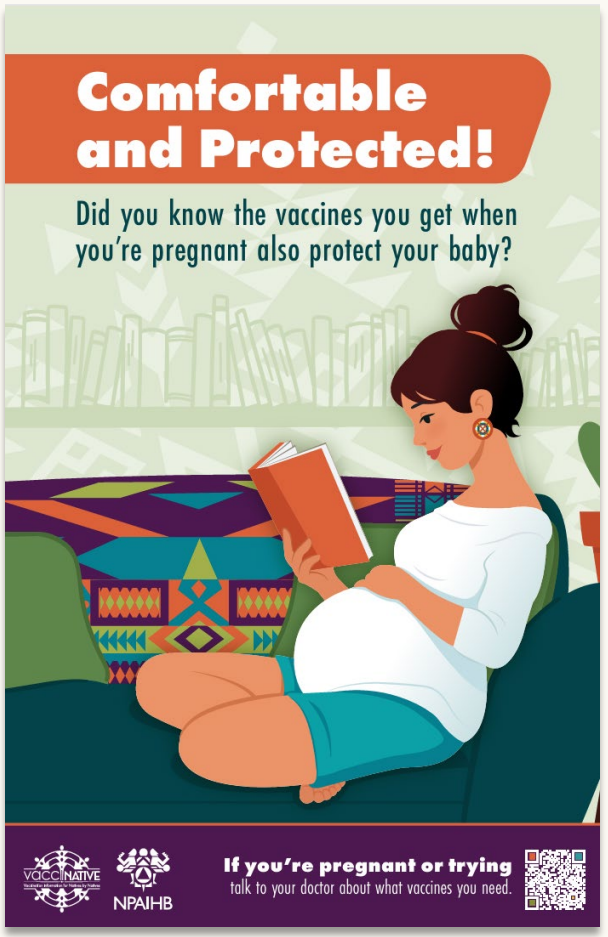




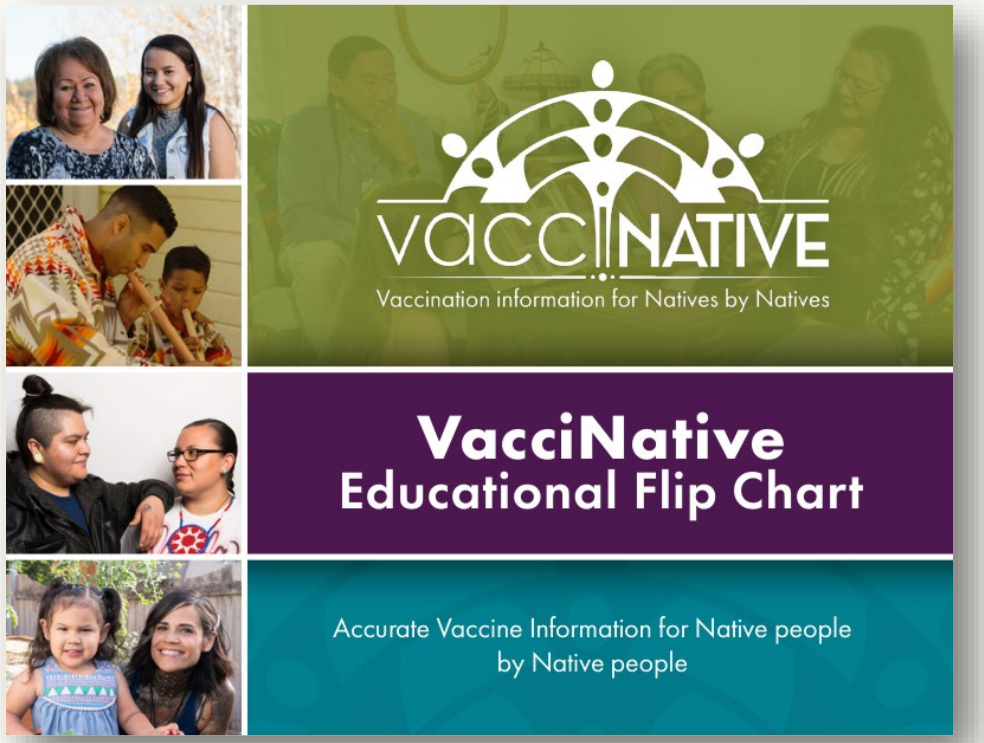
Posters

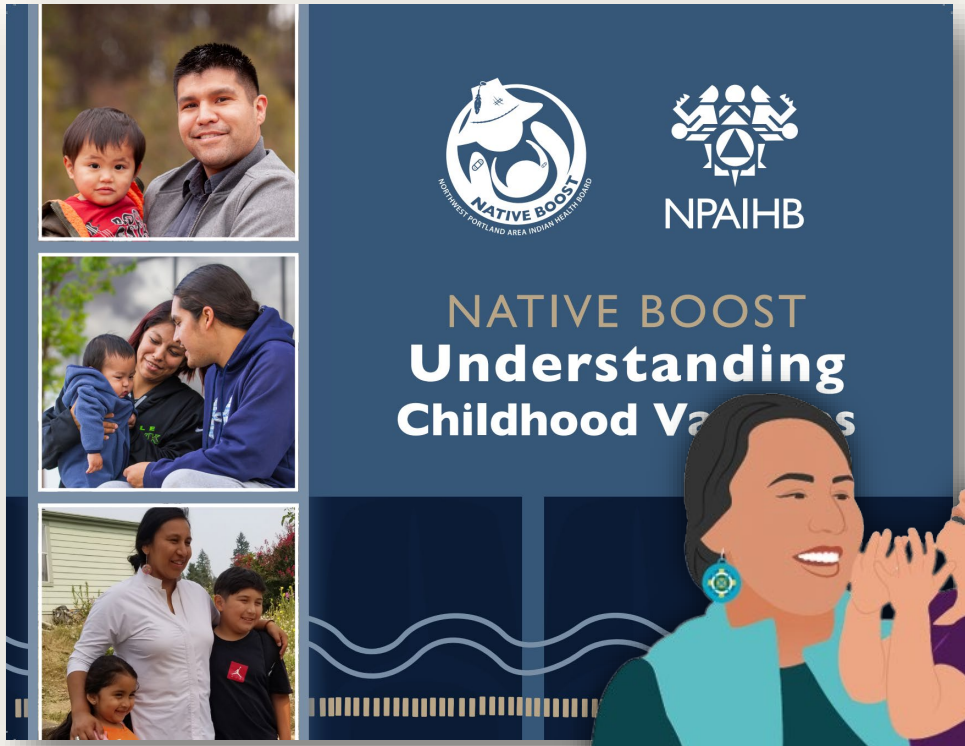

Before you were born...
I got all my vaccines – including RSV, flu, COVID, and Tdap.
VACCINATIVE
NPAIHB
Talk to your doctor
about what vaccines you need and when.


Pregnant & Protected
Breathe easier
Protect yourself & your baby by getting all your recommended vaccines – including RSV, flu, COVID, and Tdap.
VACCINATIVE
NPAIHB
Talk to your doctor
about what vaccines you need and when.


Comfortable and Protected!
Did you know the vaccines you get when you're pregnant also protect your baby?
VACCINATIVE
NPAIHB
If you're pregnant or trying
talk to your doctor about what vaccines you need.

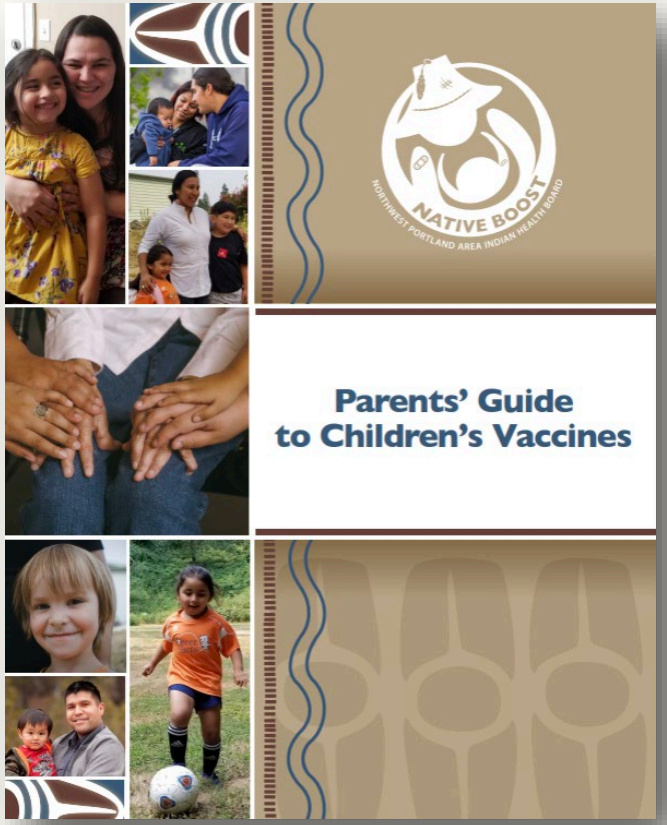
Clinical Flip Charts

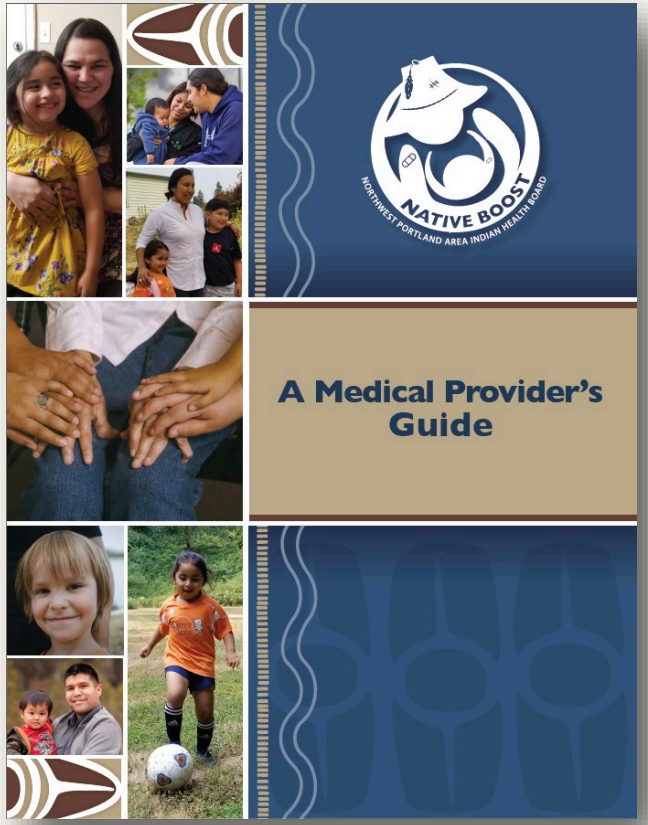






Guides for Parents & Providers







Social Media Posts



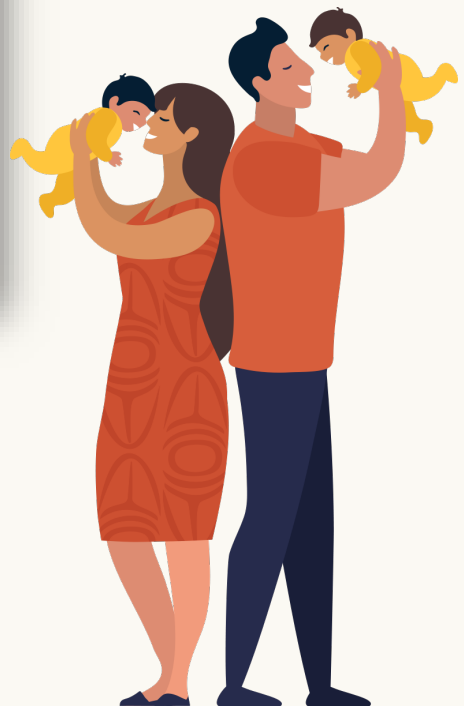


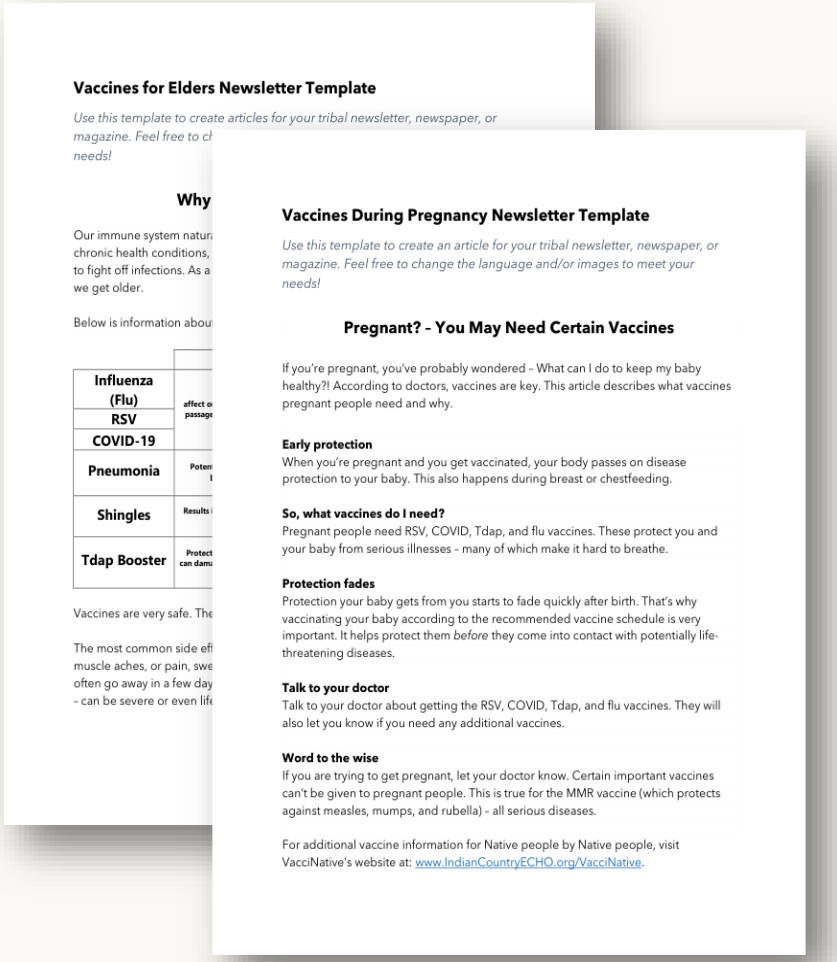




Presentations & Newsletter Templates







Vaccines for Elders Newsletter Template

Use this template to create articles for your tribal newsletter, newspaper, or magazine. Feel free to ch needs!

Why

Our immune system natura chronic health conditions, to fight off infections. As a we get older.

Below is information abou

Influenza (Flu)	affect o passage
RSV	
COVID-19	
Pneumonia	Poten
Shingles	Results
Tdap Booster	Protect can dama

Vaccines are very safe. The

The most common side eff muscle aches, or pain, swe often go away in a few day – can be severe or even life

Vaccines During Pregnancy Newsletter Template

Use this template to create an article for your tribal newsletter, newspaper, or magazine. Feel free to change the language and/or images to meet your needs!

Pregnant? - You May Need Certain Vaccines

If you're pregnant, you've probably wondered – What can I do to keep my baby healthy?! According to doctors, vaccines are key. This article describes what vaccines pregnant people need and why.

Early protection
When you're pregnant and you get vaccinated, your body passes on disease protection to your baby. This also happens during breast or chestfeeding.

So, what vaccines do I need?
Pregnant people need RSV, COVID, Tdap, and flu vaccines. These protect you and your baby from serious illnesses – many of which make it hard to breathe.

Protection fades
Protection your baby gets from you starts to fade quickly after birth. That's why vaccinating your baby according to the recommended vaccine schedule is very important. It helps protect them *before* they come into contact with potentially life-threatening diseases.

Talk to your doctor
Talk to your doctor about getting the RSV, COVID, Tdap, and flu vaccines. They will also let you know if you need any additional vaccines.

Word to the wise
If you are trying to get pregnant, let your doctor know. Certain important vaccines can't be given to pregnant people. This is true for the MMR vaccine (which protects against measles, mumps, and rubella) – all serious diseases.

For additional vaccine information for Native people by Native people, visit VacciNative's website at: www.IndianCountryECHO.org/VacciNative.

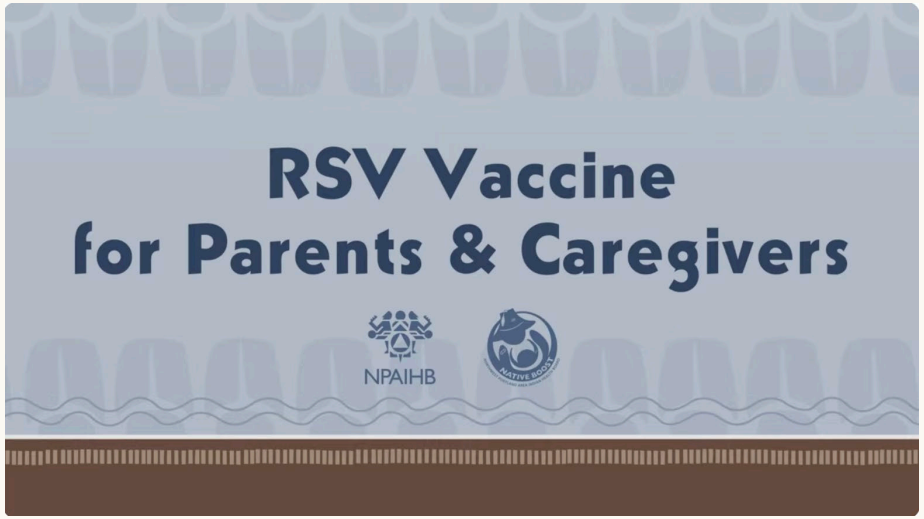
Vaccine Reminder Postcards





Videos







Vaccines During Pregnancy

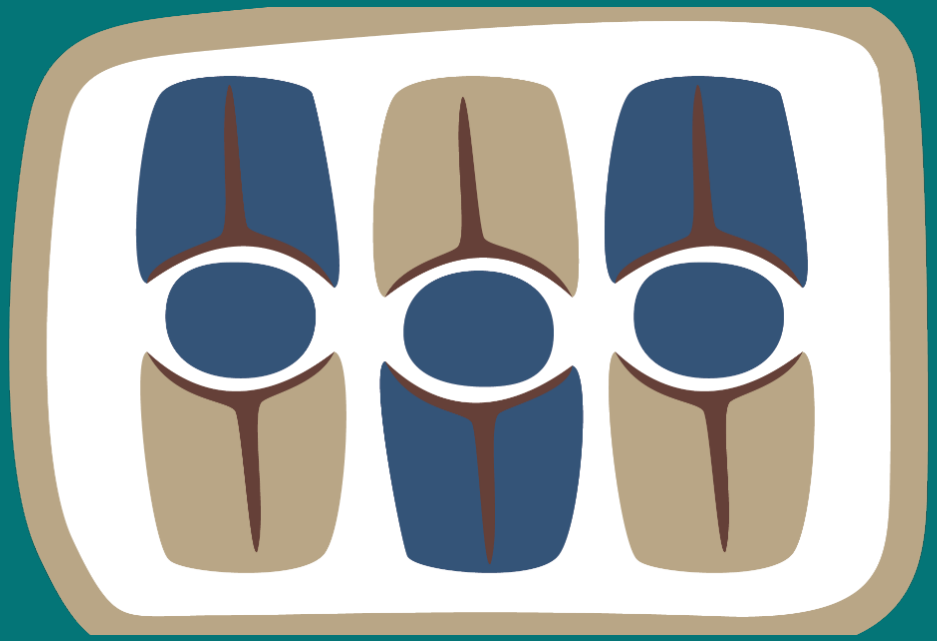
vaccINATIVE

Vaccination information for Natives by Natives

RSV Vaccine for Parents & Caregivers

NPAIHB

NATIVE BOOST



Accessing Native Boost & VacciNative Materials

INDIAN + COUNTRY ECHO

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Vaccine Programs



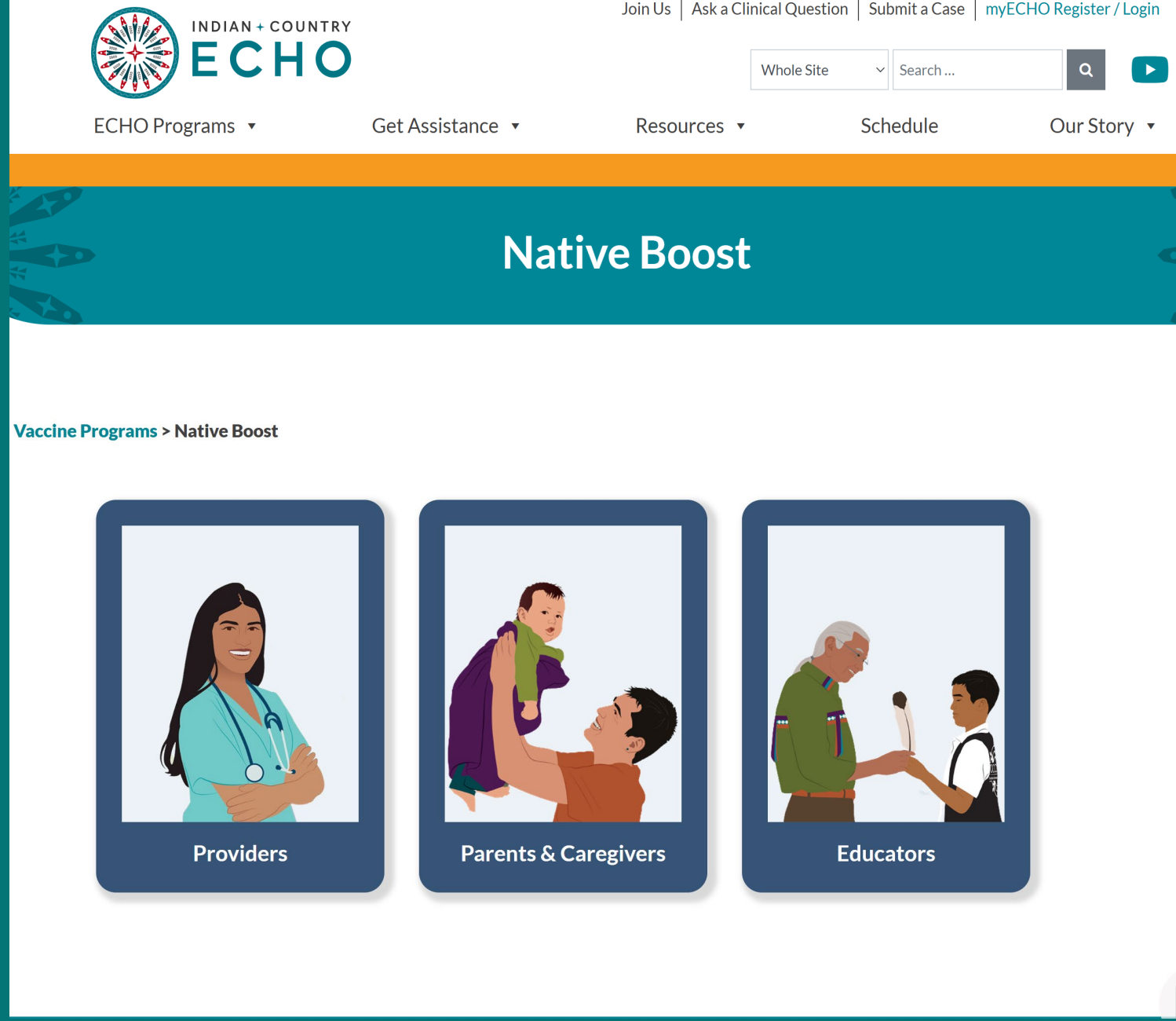
Native Boost

For parents/caregivers
& their providers.

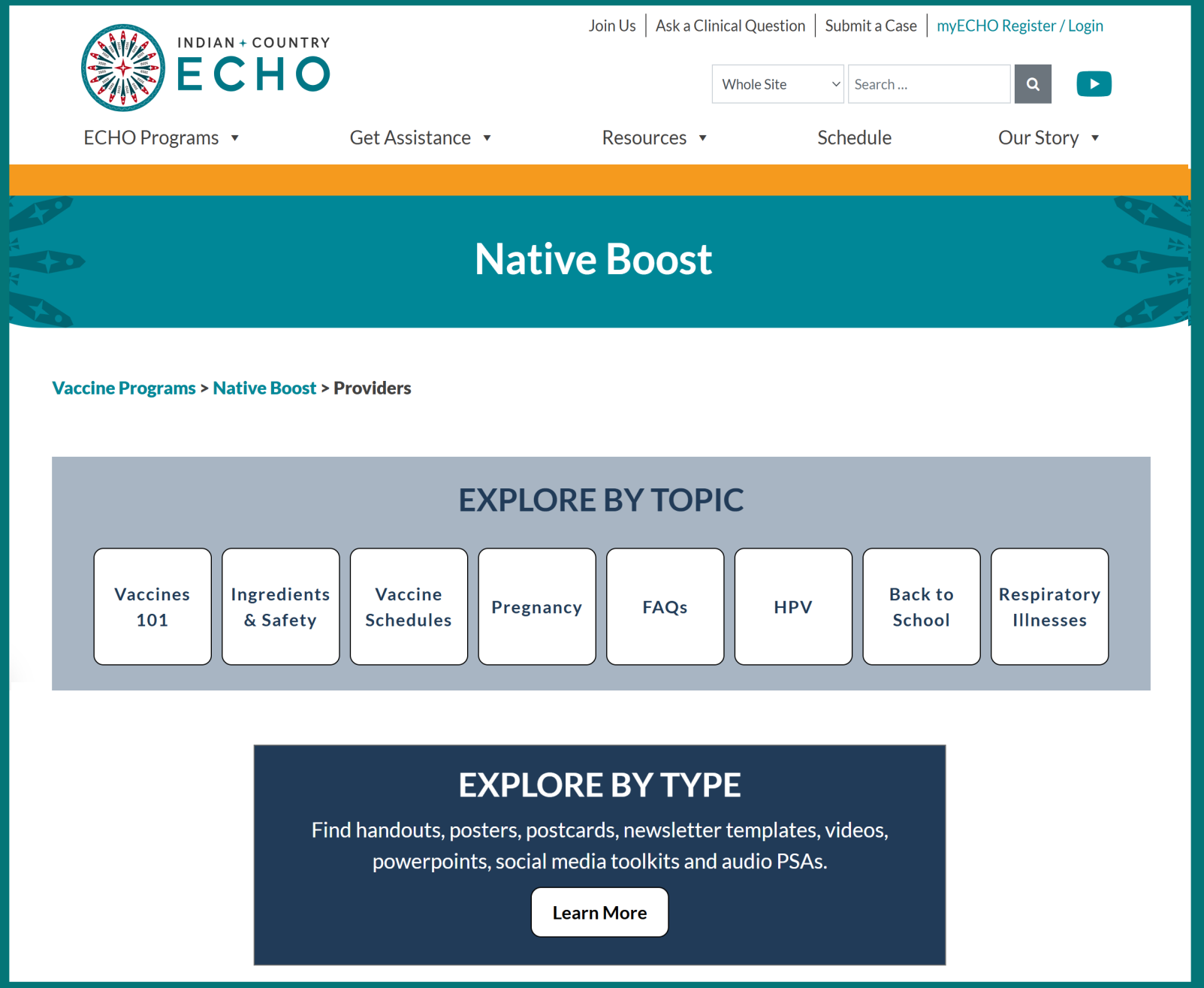


VacciNative

For adults
& their providers.



www.IndianCountryECHO.org/Vaccines



www.IndianCountryECHO.org/Vaccines

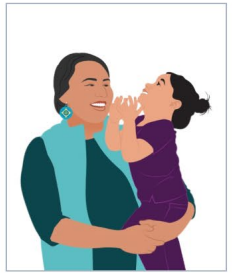
Native Boost

EXPLORE BY AGE



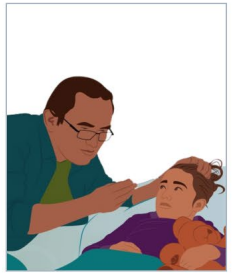
Babies & Toddlers

For parents & caregivers of children ages 0-3



Young Children

For parents & caregivers of children ages 4-10



Preteens & Teens

For parents & caregivers of children ages 11-18



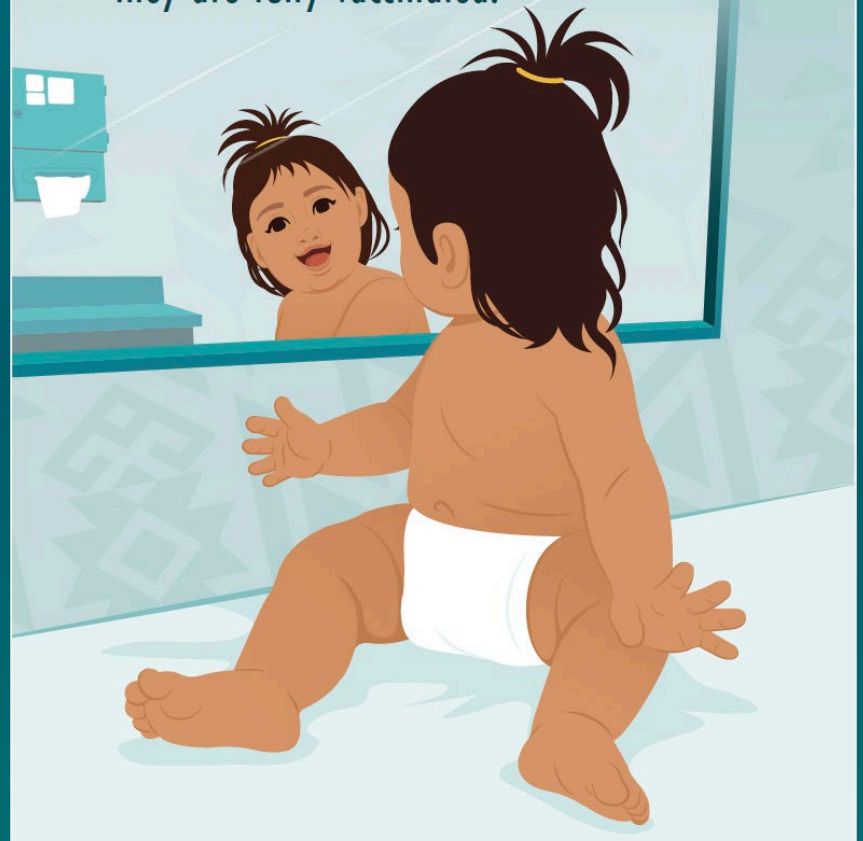
Native Adults

For adults ages 19+

www.IndianCountryECHO.org/Vaccines

They look to you!

Protect your baby by making sure they are fully vaccinated.



VACCINATE NATIVE

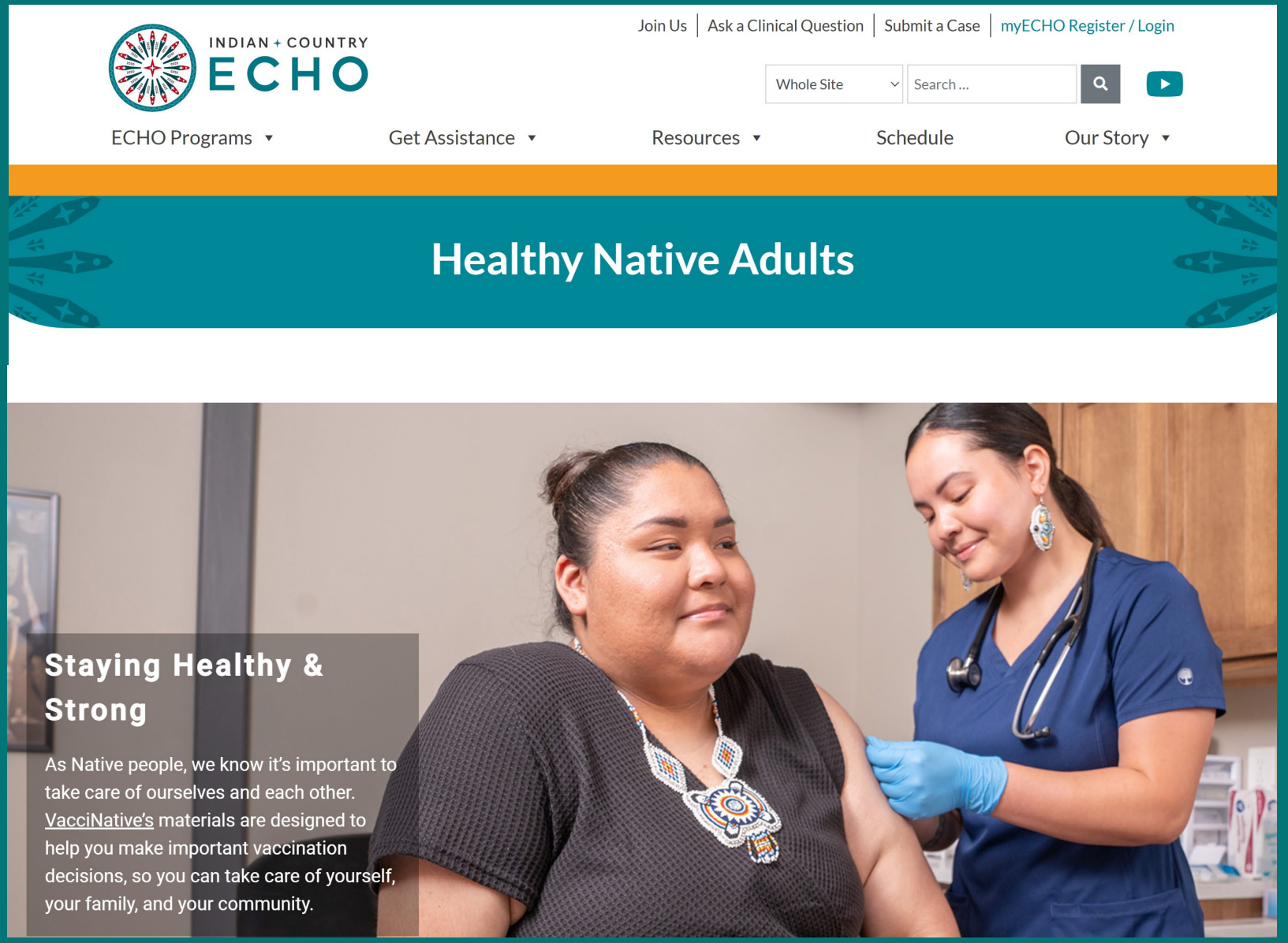
NPAIHB

Talk to your doctor about what vaccines they need and when.

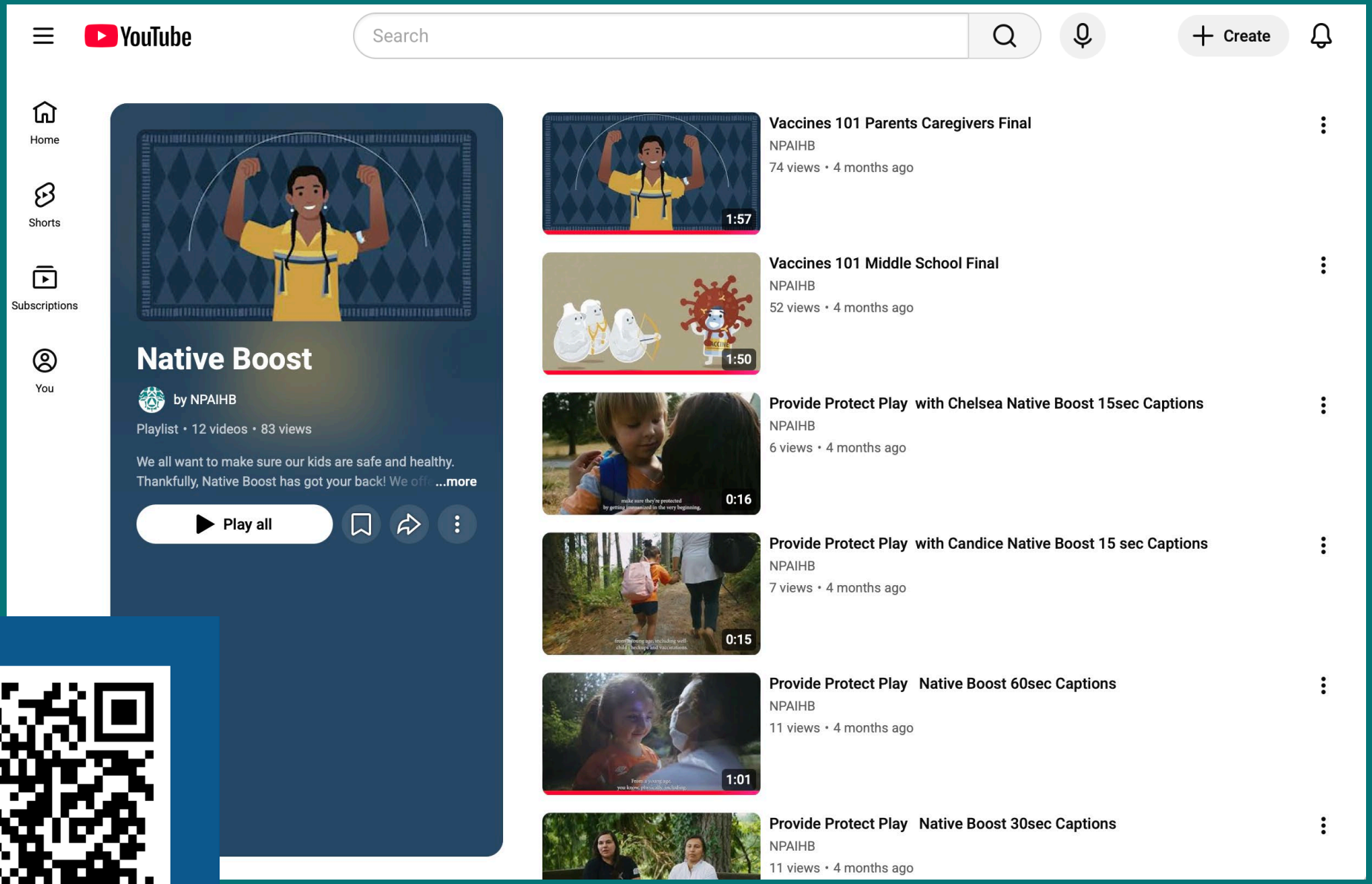

They look to you!
Protect your baby by making sure they are fully vaccinated.
VACCINATE
NATIVE
NPAIHB
Talk to your doctor about
what vaccines they need and when.



https://www.indiancountryecho.org/native-boost/parents-caregivers/



https://www.indiancountryecho.org/VacciNative/Adults/


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Playlist • 12 videos • 83 views
We all want to make sure our kids are safe and healthy. Thankfully, Native Boost has got your back! We off ...more
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NPAIHB
74 views • 4 months ago
1:57
Vaccines 101 Middle School Final
NPAIHB
52 views • 4 months ago
1:50
Provide Protect Play with Chelsea Native Boost 15sec Captions
NPAIHB
6 views • 4 months ago
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Provide Protect Play with Candice Native Boost 15 sec Captions
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7 views • 4 months ago
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Provide Protect Play Native Boost 60sec Captions
NPAIHB
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Provide Protect Play Native Boost 30sec Captions
NPAIHB
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Vaccines 101 for Adults Final

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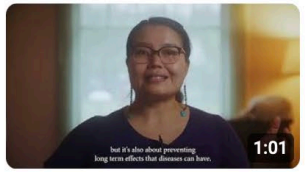
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Flu Vaccine Aunt Marie & Dr Scott 132 sec Captions

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Flu Vaccine Dr Scott 60 sec Captions

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Holistic Health Aunt Gretchen 16x9 15sec Captions

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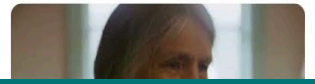
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Vaccines During Pregnancy Final

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Flu Vaccine Aunt Marie 60 sec Captions

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Thank you!





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