



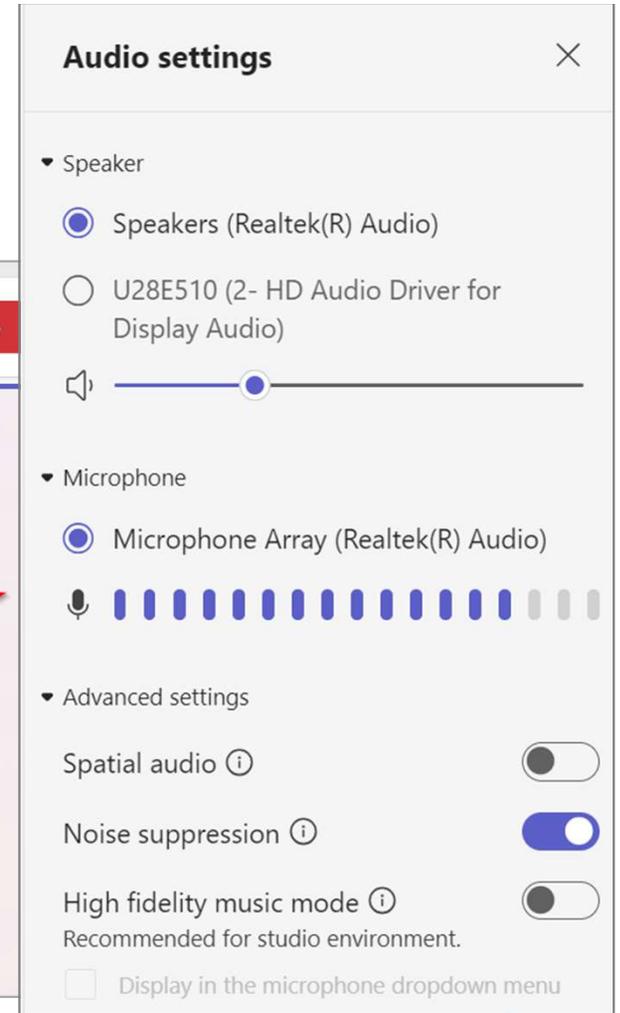
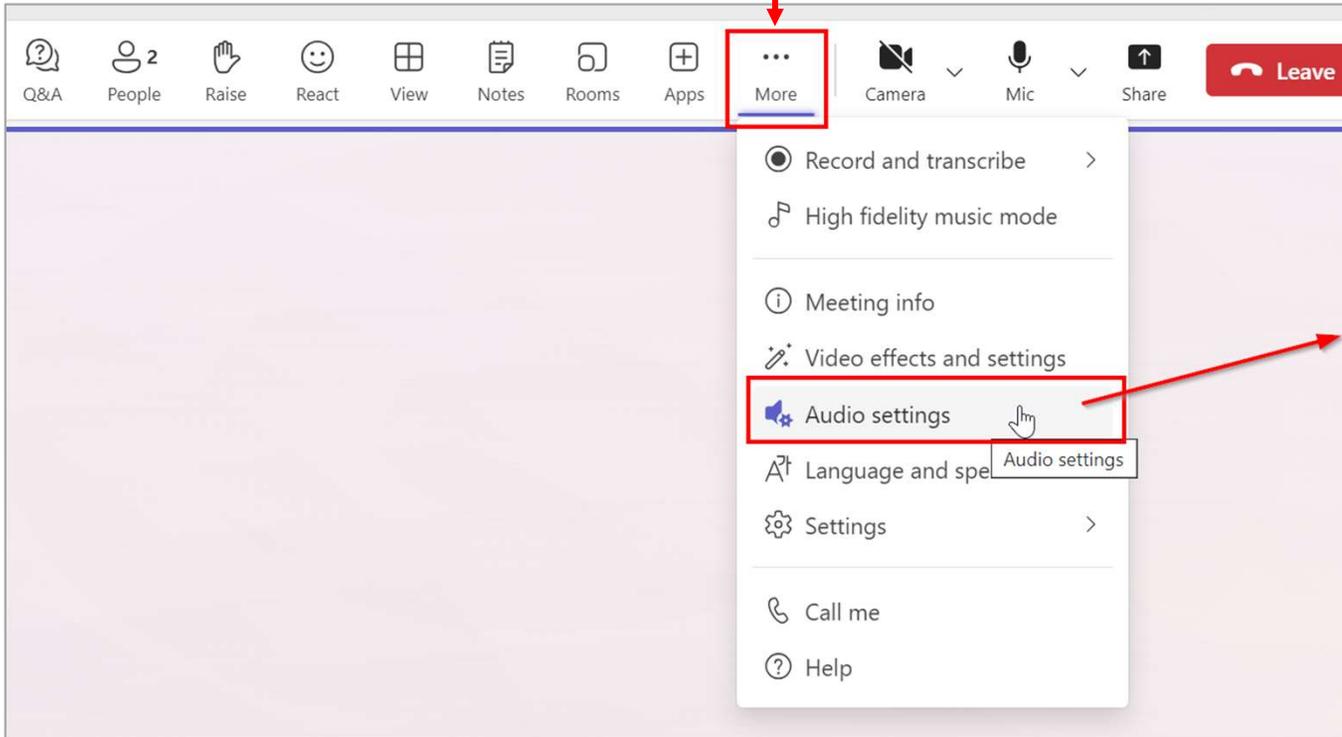
# Childhood Immunizations

In partnership with Partnership Health Plan of California & Merced Faculty Associates Medical Group, Inc.

*November 5, 2025*

# HOUSEKEEPING

For audio troubleshooting

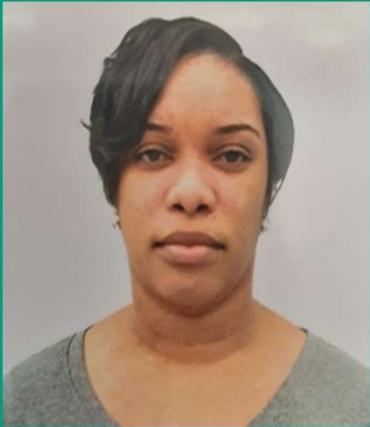




## AGENDA

1. Mis-Dis Information
2. Tips on Member Education
3. Reframing the Conversation
4. Best Practices
5. California Immunization Landscape
6. Community Partnerships
7. Q&A

# TODAY'S HOST & PRESENTERS



Georgia Gordon, MHA-HI  
Quality Improvement  
Program Advisor  
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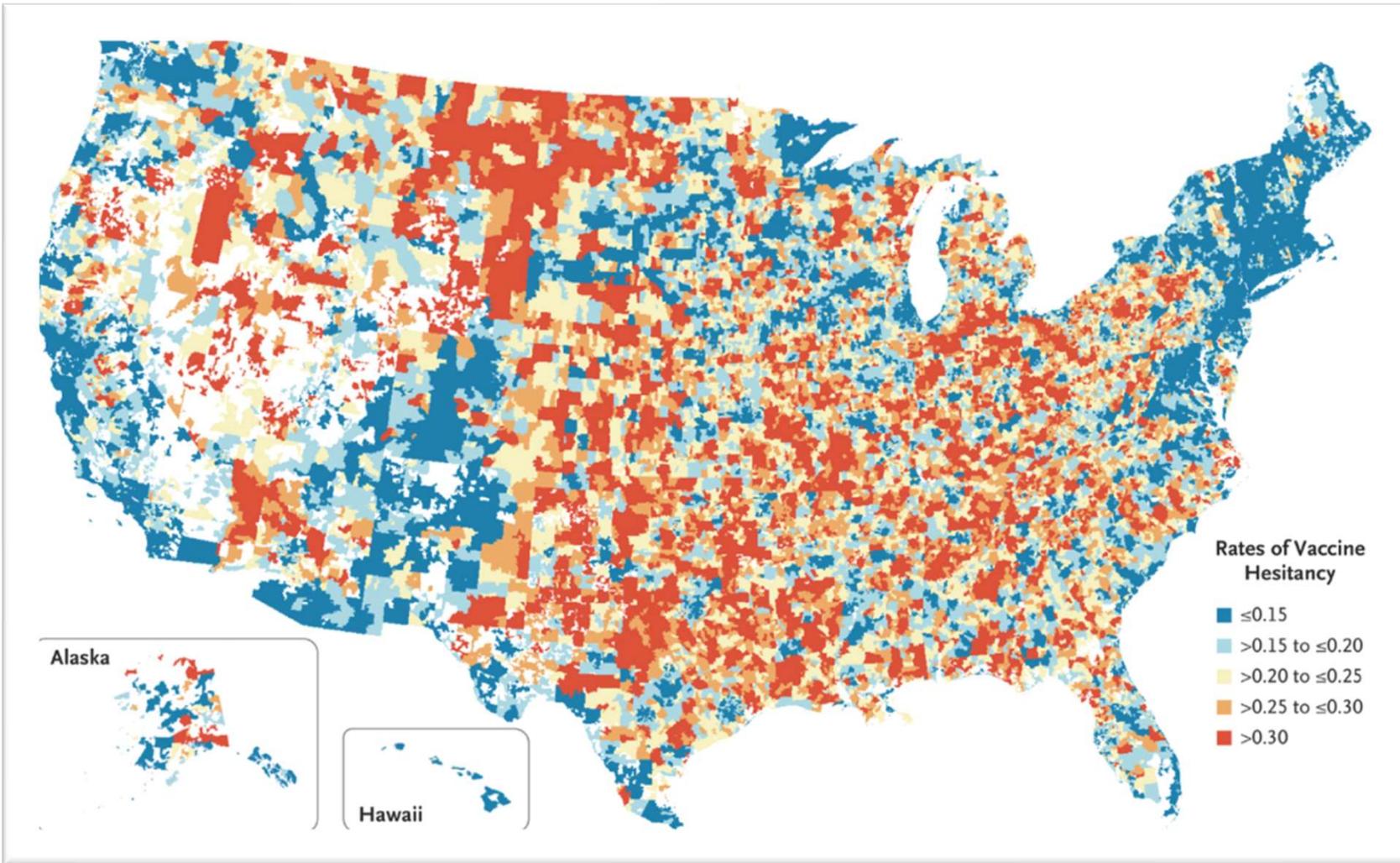
Dianna Myers, M.D.  
Interim-Chief Health Equity  
Officer  
Central CA Alliance for  
Health



# Mis-Dis/Information on Vaccination

*Mohamed A. Jalloh, Pharm. D., MCPS – Director of Health Equity*





Larson, et al. *N Engl J Med* 2022; 387:58-65

# Categories of **Vaccine Hesitancy**

## Lack of Confidence

- Effectiveness, safety, or misinformation

## Lack of Urgency (Complacency)

- Low perceived risk of disease

## Lack of Convenience

- Availability, accessibility, and cultural appeal

# VACCINE MISINFORMATION

- Vaccine misinformation has proliferated on **social media**, outpacing interventions to address it.
- All vaccines have been targeted, including childhood vaccines, COVID-19, influenza, HPV, etc.
- Researchers linked increases in **measles cases** with the proliferation of anti-vaccine campaigns that were **amplified and expedited through social media channels**.
- Vaccine hesitancy has been now listed as **among greatest threats to global health** per World Health Organization.

*de Figueiredo A, et al. Lancet. 2020;396(10255):898-908.*

# References

> [BMJ](#). 2024 Jan 16:384:e076542. doi: 10.1136/bmj-2023-076542.

## Behavioural interventions to reduce vaccine hesitancy driven by misinformation on social media

Kai Ruggeri <sup>1</sup>, Samantha Vanderslott <sup>2</sup>, Yuki Yamada <sup>3</sup>, Young Anna Argyris <sup>4</sup>, Bojana Večkalov <sup>5</sup>, Paulo Sergio Boggio <sup>6</sup>, Mosoka P Fallah <sup>7</sup>, Friederike Stock <sup>8</sup>, Ralph Hertwig <sup>9</sup>

Affiliations + expand

PMID: 38228339 PMID: PMC10789192 DOI: 10.1136/bmj-2023-076542

## SUMMARY OF FINDINGS

- Negative Sentiments on social media might **increase vaccine hesitancy faster** than interventions reducing it.
- **Debunking** or trying to **disprove** misinformation may **reinforce** it and deepen false beliefs.
- **Simple messaging** about benefits and risk based upon probabilities is **insufficient**.
- **Blanket bans** can **paradoxically** result in the spread of misinformation and can galvanize problematic echo chambers.

## MAJOR INSIGHT #1: **INOCULATE SUSCEPTIBLE AUDIENCES**

- **“Inoculate” or “Prebunk”** members to build public resilience to misinformation in advance.
- “Prebunking” can be scaled to reach millions on social media with **short videos or messages**, or it can be administered in the form of interactive tools involving games or quizzes.
- The effects of prebunking fade over time; therefore **regular “boosters”** may be necessary to maintain resilience.
- Providing objective information from **third parties** might help to counter misinformation and promote health behaviors, but this is slow ☹️.

Ruggeri K. *BMJ* 2024;384:e076542

APA. <https://www.apa.org/topics/journalism-facts/misinformation-recommendations> (Accessed 07/02/2025)



## DISCUSSION QUESTION

Can you think about a time when being prepared helped you be immune to **incorrect information**?



## DISCUSSION QUESTION

What **current vaccine concerns** do you suspect may need to be **inoculated**?

## MAJOR INSIGHT #2: **NEED TO TAILOR MESSAGES**

- Messaging should be conveyed in a way that is tailored per
  - Cultural values
  - Cultural representatives
  - Age
  - Language
  - Location
- **Visual imagery** or simplified language (**memorable analogies**) should be used and tailored to specific audience.
- **Tailored Social Media Influencers** or **medical professional workers** can act as effective messengers.
- Online information should be easily found using **SEO techniques** and key messengers.

## MAJOR INSIGHT #3: **REFRAMING OF VACCINE MESSAGES MATTERS**

- **Positive** and **negative** framing effects can be used but are not equivalent.
  - A 2022 study found that **loss-framed** messages were more effective than **gain-framed and emotional-rational messages** in reducing risk perceptions and, thus, changing vaccination intentions
  - **Travel desire** was found to moderate the effect of vaccine risk perception.
- Framing needs to be tailored to a **specific population's needs** (benefits and risks that are specific to their group).

Ruggeri K. *BMJ* 2024;384:e076542

Gursoy D et al. *Tour Manag*. 2022 Jun;90:104468.



## DISCUSSION QUESTION

How would you reframe this vaccine message to appeal to a single mother of 2, who has limited PTO, to take kids to get vaccinated?: **“Vaccines lower the risk of hospitalization by 20%”**



# Best Practices

*Adriana Ceja, RN, BSN., – Chief Clinical Officer*



# Alliance **Care Gap Grant**

- **Patient Outreach Coordinators**

- 5 outreach coordinators and one lead.
- Pull Alliance Quality Reports
- Reconcile reports to patient charts
- Audit patient charts to scrub for visits & DST upload
- Recall patients, schedule for missing services, & establish patients

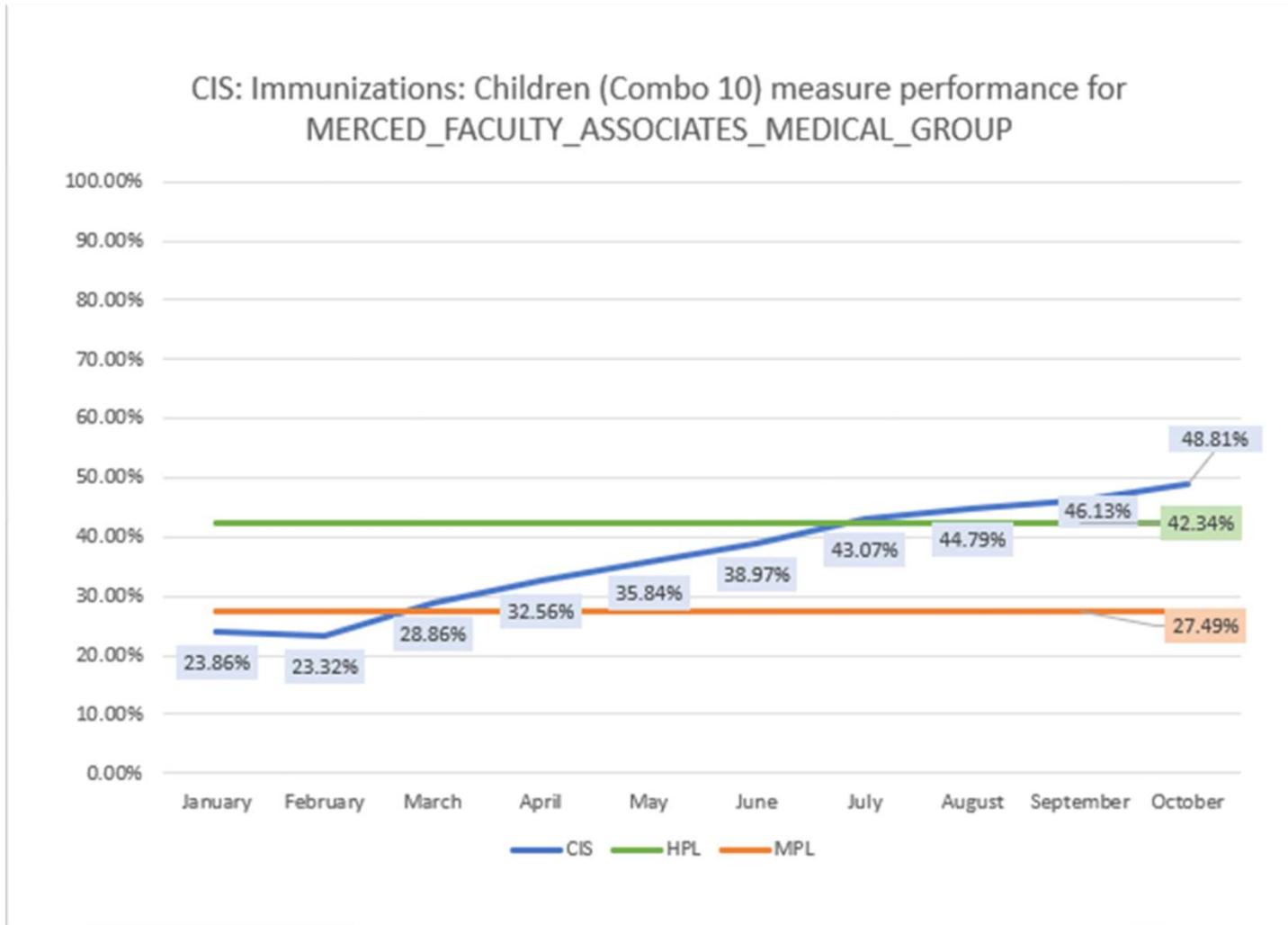


# Childhood Immunization Campaign



- Patient outreach #1 focus
  - Follow-up call schedule with MA for missed vaccines
  - Assist in staff education
  - Identify gaps
- Work with vaccine reps to educate staff
- Chart prep – notes for MA, MA adds order set
- EHR campaign
  - Phone calls
  - Texts
  - Emails
- Internal email to staff regarding upcoming flu season to promote flu vaccine.
- Mandatory for managers to view Alliance and eziz.org webinars.
- Host Saturday clinics – incentive staff

# Measure of Focus





# California Immunizations: Is the landscape changing?

*Dianna Myers, M.D. – Interim Chief Health Equity Officer*



# Advisory Committee on **Immunization Practices** (ACIP)

- Part of the Center for Disease Control and Prevention (CDC)
- Federal Committee that develops vaccine recommendations
- Provides recommendations to the CDC
- Influences Public Policy, including the Vaccines for Children Program
  
- **ACIP Recommendation Changes September 2025**
  - Shared decision-making for Covid 19 ages 6 months and up
  - Separate MMR and V for the 12-month dose instead of combo MMRV
    - **Parents may choose the MMRV combination vaccine for their child's first dose.\***
  - Deferred a vote on Hepatitis B recommendations
    - **Birth dose of Hepatitis B vaccine continues to be recommended.\***

\*CDPH Guidelines

# Adapting to ACIP's **Recent Guidance Changes**

- California Department of Public Health (CDPH)
- West Coast Health Alliance
- Assembly Bill 144

# Assembly Bill 144: **California's Response**

- **Coverage and Implementation**

- Medi-Cal will continue covering routine immunizations recommended by CDPH, including Flu, COVID-19, and RSV.
- AB 144 requires California-regulated health plans to maintain coverage for immunizations recommended by CDPH.
- Medi-Cal will have the ability to cover childhood vaccines outside of VFC if recommended by one or all the above organizations (CDPH, AAP, ACOG, AAFP), even if ACIP does not recommend them.

# How These **Changes Affect Practices**



## Impact

No changes.

The VFC program continues to offer the same immunizations.



## If Changes Arrive

CDPH will issue guidance outlining next steps.

Vaccines recommended by CDHP will continue to be covered.



## Ongoing Monitoring

Continue to monitor ACIP updates, VFC vaccine availability, and federal actions.



# Community Partners

*Dianna Myers, M.D. – Interim Chief Health Equity Officer*

# Community Partnerships Supporting Immunizations

- UC Merced focus group
- Women, Infants, & Children Immunization event
- [Vax Facts Challenge](#)
- School nurse and provider training
- Alliance Health Fair
- Gift cards incentives provided at flu vaccine clinics
- [Infant Wellness Map](#)
- Immunization campaign
- Tips on supporting patients with immunization: key talking points.



# UC Merced Study: Overview



<b>Participants</b>	<b>34</b>		
Focus Groups	Spanish (2)	English (1)	Hmong (1)
Language	Spanish (44%)	English (20.5%)	Hmong (35.5%)
Gender	Female (45%)	Male (47%)	Unreported (6%)

## UC Merced Study: **Key Themes**

Misinformation & conspiracy fears

Concerns about safety & side effects

Lack of trust in information sources

Cultural & religious influences

Negative perceptions of mandates

Structural barriers

# UC Merced Study: **Implications & Recommendations**



Cultural Beliefs And Trust Heavily Influence Healthcare Behaviors



Language And Economic Barriers Persist



Clear Need For Localized, Culturally Relevant Health Education



Expand Mobile And After-hours Clinics



Launch Bilingual, Culturally Sensitive Education Campaigns



Engage Trusted Community Leaders & CHWs



Improve Provider Communication & Interpreter Access



Strengthen Care Navigation And Insurance Enrollment

# WIC Immunization **Event Giveaways**



# WIC Immunization **Event Collaborators**



From left to right:  
Jessica Linda Smith (WIC), Jo Pirie, Georgia Gordon, Julia Valdez, & Fabi Cervantes (CAH)



From left to right:  
(back row) Linda Smith (Merced County), Erika Martinez (Merced County),  
Georgia Gordon (CAH), Jo Pirie (CAH)  
(front row) April Brewer (Merced County), Maria Salas (Merced County)

# Upcoming WIC Immunization Events

## □ WIC Immunization event

- **Date:** Wednesday, February 4<sup>th</sup> & 25<sup>th</sup>, 2026
- **Time:** 1 – 4 p.m.
- **Place:** 16249 Delhi Avenue, Delhi, CA 95315



The flyer features a photograph of a woman smiling at a baby. In the top right corner, there is a circular logo for the Central California Alliance for Health, which includes three stylized figures holding hands. The text on the flyer is as follows:

**Free health services for Alliance members!** 

**Hosted by Women, Infants & Children (WIC)**

Is your child **0-5 years old**? Bring them and their siblings for free vaccines! No appointments needed!

When & where	What to bring	What you get
<ul style="list-style-type: none"><li>• <b>Date:</b> Feb. 4 and 25</li><li>• <b>Time:</b> 1-4 p.m.</li><li>• <b>Place:</b> 16249 Delhi Avenue, Delhi, CA, 95315 (Building A)</li></ul>	<ul style="list-style-type: none"><li>• Your child's immunization card</li><li>• Alliance member ID card or other insurance card.</li></ul>	<ul style="list-style-type: none"><li>• Vaccines</li><li>• Member rewards</li><li>• Spanish &amp; English help</li></ul>

Brought to you by the Alliance, Women, Infants & Children (WIC), Merced County Department of Public Health, Head Start, Merced County Office of Education, First 5 of Merced County and Cultiva Greatness LLC.

Logos at the bottom include: Cultiva Greatness, Head Start (Merced County Office of Education), FIRST 5 MERCED COUNTY, MERCED COUNTY DEPARTMENT OF PUBLIC HEALTH, PHAB, MERCEDES COUNTY Office of Education (Save M. Torgas, M.D., Anne Tompkins, M.Ed.), CALIFORNIA WIC (WOMEN, INFANTS & CHILDREN - Healthy, happy, and full!), and the Central California Alliance for Health logo.

[www.thealliance.health](http://www.thealliance.health)



# *Questions & Discussions*