

Pilot Study: Public Values in Vaccine Planning

November 2007

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Objectives

- Explore how members of the general public perceive the relative importance of various aspects of a national vaccine plan.
- Explore the values underlying those perceptions.

Methods -- 1

- Chicago, IL, 30 October 2007
- Four groups
 - Mothers-To-Be
 - Mothers of Young Children
 - Younger Adults
 - Older Adults
- Total = 35 respondents

Methods -- 2

- Ranking of public health accomplishments
- Ranking of vaccine goals
- Values underlying ranking of vaccine goals
- Advice and questions for planners

Finding 1: Public Health Accomplishments*

- The importance of infectious disease control was widely recognized.
- Vaccines considered important.
- Low
 - Family planning
 - Safer workplaces
 - Fluoridation of drinking water

*MMWR Weekly 48(12): 241-243

Findings 2: Vaccine Goals

■ High

- Affordability and availability
- High rates for children
- Assure supply
- New vaccines
- Vaccine Safety

■ Low

- Improved tools
- Compensation
- Other countries
- Adults

Finding 3: Values

- Safety
- Education, affordability/availability, global health, children
- Differences among groups, e.g.,
 - MYC: safety
 - YA: education, availability/affordability
 - OA: grandchildren, public health

Findings 4: Advice for Planners

- Education
- Safety
- Research
- Availability/Affordability

Conclusions

- Consistent themes
 - Control infectious diseases
 - Safety, children, available/affordable
 - Little interest: adults, compensation
- Education
- Differences among groups
 - Personal experience
 - Immediacy

Report

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