

# TRUST AND VACCINATIONS

AMSTERDAM NIEUW-WEST

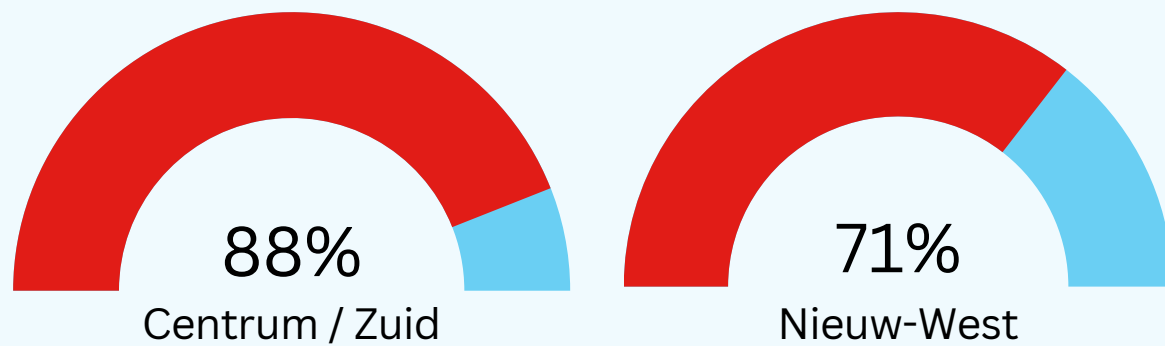


"Start het gesprek"



## BACKGROUND

### MMR-vaccination rate [1]



- GGD and Municipality of Amsterdam noticed a decline in the vaccination rate in Nieuw-West.
- They wanted to see how the YUTPA-framework affects trust in the context of vaccinations.

## RESEARCH QUESTION

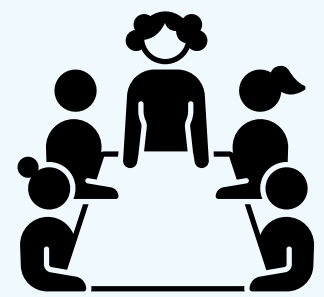
How does governmental (mis)trust influence vaccine hesitancy among parents in Amsterdam Nieuw-West and what are the needs of these parents concerning trust in the government?

## METHODOLOGY

Interviews with 4 parents from Amsterdam Nieuw-West



YUTPA-workshop with 2 parents from Amsterdam Nieuw-West and healthcare professionals



## RESULTS AND CONCLUSIONS

1

### Impact of direct environment

Family and friends influence their decision regarding vaccinations.

2

### More detailed and balanced information

Healthcare workers should provide information on both positive and negative aspects of vaccinations.

3

### Improved consultations

Longer consultations provide more time to gain trust between healthcare workers and parents and to address their needs.

"... I ALSO COME FROM AN ENVIRONMENT WHERE IT WAS COMMON TO GET VACCINATED, SO THAT ALSO PLAYS A ROLE."

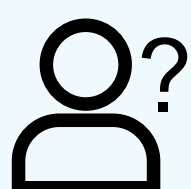
"...I DID NOTICE THEY WERE REALLY ALL ABOUT CONVINCING PARENTS THAT ALL THOSE VACCINATIONS ARE GOOD, I HAD THAT TOO. SO WE FOUND THAT A BIT ODD."

"...THAT WAS A BIT ANNOYING, BECAUSE WHY DON'T I JUST HAVE ONE FIXED PERSON FOR ALL MY APPOINTMENTS."

## RECOMMENDATIONS

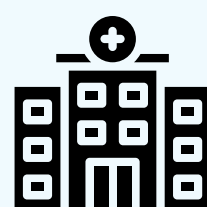
### LONGER CONSULTATIONS

- Ability to ask more questions
- Ability to have concerns addressed
- Back-to-back appointments



### TRANSPARENCY & HONESTY

- Emphasize honesty and openness within training healthcare workers
- Give an objective perspective



### SOCIAL MEDIA PRESENCE

- Easily accessible and readily available information on vaccinations
- Address misinformation about vaccinations

