

# Addressing Vaccine Hesitancy for Routine Childhood Immunizations in Gillette, Wyoming

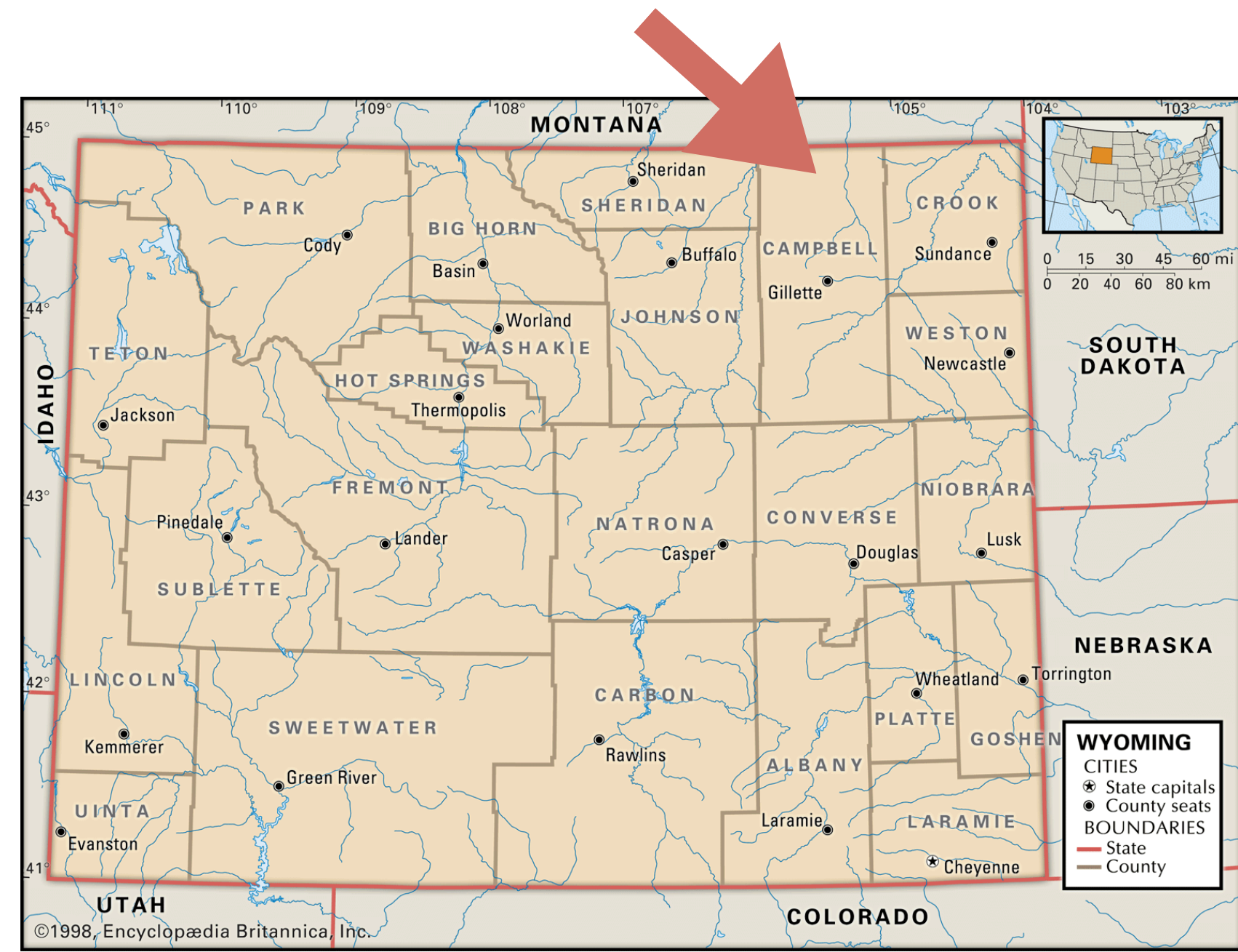
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## Hypothesis

Creating accessible content for public health website addressing common concerns regarding childhood vaccinations may reduce parental vaccine hesitancy in Gillette, Wyoming.

## Background

- Population: 33,000
- COVID 19 pandemic had a substantial impact on the community, both economically and in the health care setting
- Childhood vaccine compliance at public health has dropped significantly since the COVID 19 pandemic



A map of Wyoming showing Gillette’s location

## Literature Review

- Vaccine hesitancy is a complex issue and there are a variety of reasons parents are concerned and refuse childhood vaccinations
  - Resources online providing inaccurate information
  - Amount of vaccines given at a time
  - Concerns about side effects from vaccines
- Parents may request information at different levels of detail depending on how hesitant they are about vaccines in general

## Deliverables to the Community

- Since the COVID 19 pandemic, Campbell County Public Health has worked to increase awareness of the importance of routine childhood vaccinations and their safety
- Campbell County Public Health has noticed trends in the questions parents have regarding routine childhood vaccinations. Some of these concerns were addressed in the content created from this project

## Next Steps

Since parents often source their information from online content, this is meant to provide evidence-based information in a format that is likely to be viewed most. The goal of exposure is that parents have some of their general questions answered, giving them the opportunity to ask more specific questions during visits with the overarching goal that improved vaccine education will reduce vaccine hesitancy.

## Acknowledgements

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