

Addressing Vaccine Hesitancy in Douglas, Wyoming

Audrey Peasley | RUOP III | 2025 | UW School of Medicine

Hypothesis

A bilingual vaccine promotion strategy addressing common misconceptions and concerns will improve vaccination rates among children in the Douglas community.



Laramie Peak from Medicine Bow National Forest

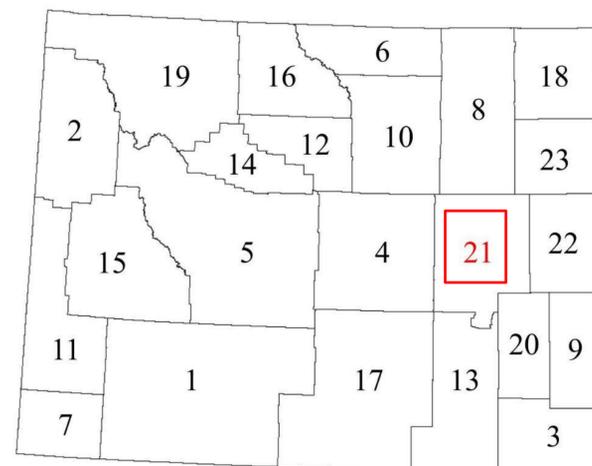
Background

- Douglas, Wyoming is the county seat of Converse County with a population of 6,442
- Converse County ranked 21st of 23 Wyoming counties for kindergarten vaccination rates (MMR, Varicella) in 2023
- Misinformation surrounding vaccine efficacy was a common concern among Douglas healthcare workers
- Due to staffing shortages, the Converse County Public Health office is now the sole provider of childhood vaccines in the county

Literature Review

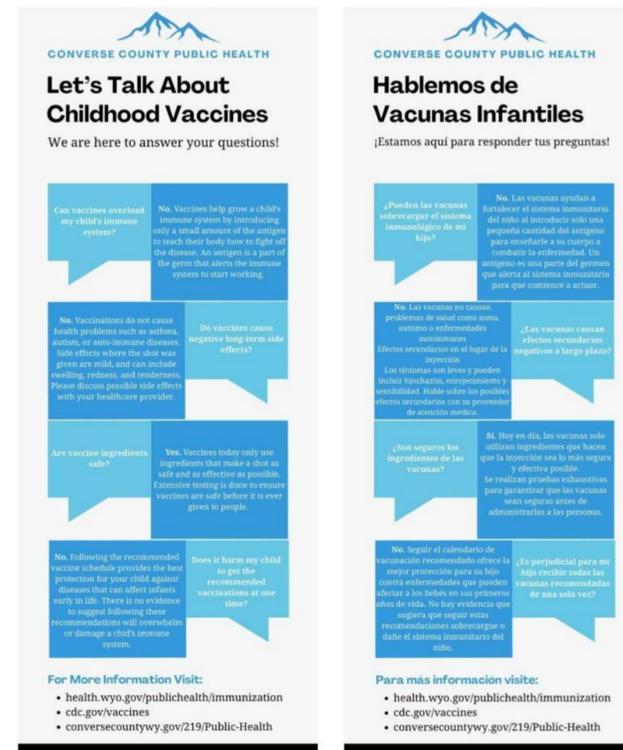
- Concern for negative reactions to vaccines and inconsistent advice from healthcare workers are the two leading causes of vaccine hesitancy
- Research has shown that parents are more likely to change attitudes toward vaccines after reading reliable information from trusted messengers
- Limited access to vaccine information in Spanish has been identified as a barrier to health by ethnic minority parents

MMR Vaccination County Rankings - Wyoming



Deliverables to Community

- Community partners include Converse County Public Health and the Douglas Medical Office Building. These partners address vaccine hesitancy by answering parent questions
- Two educational handouts were developed in both English and Spanish



Flyers in English and Spanish answering common questions about vaccines.

Next Steps

Details of Distribution Plan:

- Parents and guardians within Converse County are the target audience
- Handouts will be distributed by physicians at Douglas Medical Office Building and will be available at the front desk of Converse County Public Health. Electronic versions were also provided for future social media use
- The goal of this project is for parents to have their questions answered and concerns addressed so kindergarten vaccination rates will increase



Memorial Hospital of Converse County Medical Office Building