

# Addressing Parents' Vaccine Hesitancy in Campbell County, Wyoming



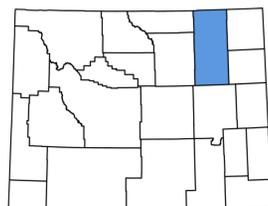
Avery Potter | RUOP III | 2025 | UW School of Medicine

## Hypothesis

Providing health education resources about childhood immunizations will ease parents' hesitancy to vaccinate children in Campbell County, Wyoming.

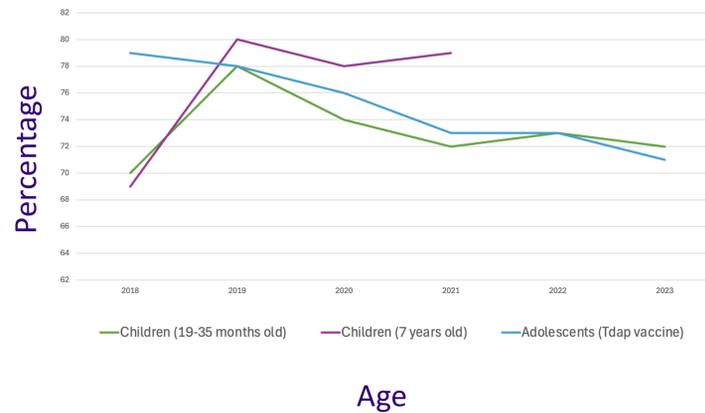
## Background

- As a rural community of 33,158, making healthcare more accessible is a health priority for Campbell County
- 93% of the population graduated high school, 20% of people have a Bachelor's degree
- Local economy is reliant on the extraction industry (coal mining, oil and gas, etc.)
- Local pediatricians report the community highly values children
- Local public health officials report decreased immunization rates since the COVID-19 pandemic



Location of Campbell County, WY

## Percentage of Vaccinated Children By Age in Campbell County from 2018-2023

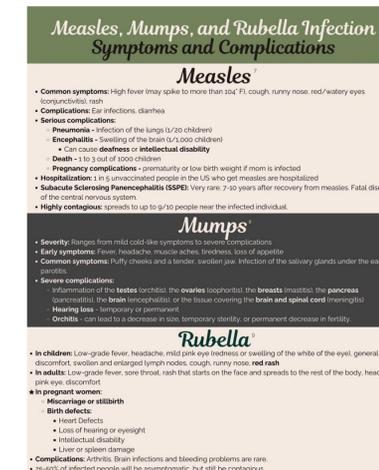


## Literature Review

- Vaccine hesitancy is associated with a decrease in vaccine coverage and an increase in vaccine preventable disease outbreaks
- Using social media platforms to provide vaccine information improved attitudes toward vaccines by 23%
- Healthcare providers face many challenges communicating vaccine information (insufficient time, information, or skills)

## Deliverables to Community

- Community partner is Campbell County Public Health, who is focused on increasing vaccination rates in kids and offers various clinics throughout the county
- Infographics were developed with risks and benefits of each childhood vaccine, as well as information about the disease they prevent
- Infographics were tailored to be understood by the general public and use various sources based on community preferences



MMR immunization infographic, 1/9 developed on childhood immunizations

## Next Steps

- Materials will be distributed on social media platforms to reach parents in Campbell County
- The materials will ideally make parents feel more comfortable making the decision to vaccinate their children
- Continuation of this project could include more methods of delivery and direct involvement with pediatric clinics in Campbell County