

COMMUNICATING WITH PARENTS

Paula Cuccaro, PhD
Assistant Professor
UT School of Public
Health
Department of
Health Promotion
and Behavioral
Sciences

ELEMENTS OF EFFECTIVE COMMUNICATION

- Factual information
- Reason and logic
- Your passion, compassion and beliefs
- Your professional standing with the parent

APPROACH

- Practice active listening
- Take the time that is needed
- Respect and no judgment
- Invite questions
- Validate the parent's concerns
- Provide the science
- Include stories

PERSPECTIVE

- **First coordinated childhood immunization schedule 1995 was developed**
 - Combined recommendations from
 - Advisory Committee on Immunization Practices
 - American Academy of Pediatrics
 - American Association of Family Physicians
- **30 vaccinations by adolescence**

MESSAGE FRAMING

- Acknowledge parent's role as decision maker
- Present Tdap, HPV and MCV as a package of recommended adolescent vaccines
- Frame HPV vaccine as cancer prevention
- Don't discuss how HPV is transmitted
- No reason to wait
- Vaccine is safe - minimal risks, few side effects
- Not vaccinating also has risks
- If possible, personalize with your own experience around HPV vaccine

The CASE Approach

- **Corroborate**
 - Acknowledge parent's concerns
- **About Me**
 - Discuss how you've built your knowledge and expertise
- **Science**
 - Provide the science
- **Explain**
 - Explain your advice based on the science