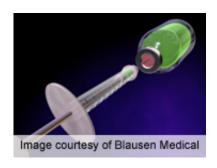


## AAFP provides tips to address patients' vaccine concerns

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(HealthDay)—Physicians remain the biggest influence on whether patients get vaccinated, and must be prepared to address patients' reservations, according to an article published in the March/April issue of *Family Practice Management*.

Marie T. Brown, M.D., from the Rush University Medical Center in Chicago, and colleagues describe tactics to effectively communicate the risks and benefits of vaccination to <u>patients</u> who express uncertainty about vaccines.

The authors write that physician recommendation is the most important factor influencing a patient's decision to be immunized. Practices should make immunizations a priority and include nurses in an advocacy role. Other reasons patients decline vaccinations are the mistaken beliefs that



they are healthy and can naturally fight infections; that they or their child will get the illness from the immunization; that there is little threat of the disease anymore; and that the immunization is part of a conspiracy. Physicians' practices need to take into account patients' socioeconomic and cultural backgrounds and should always be prepared to suggest some trustworthy information sources.

"Only by developing a trusting relationship with our patients will we learn of their concerns, be able to address them, and hopefully continue to help our patients avoid these devastating but <u>preventable diseases</u>," Brown and colleagues conclude.

**More information:** Full Text (subscription or payment may be required)

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