

# THE UNIVERSAL LANGUAGE OF STORY

Narrative Development and Utility within Provider-Parent Interactions to Guide Child Vaccination Decisions

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## LITERATURE

"Clinical encounters carry a moral resonance... A narrative analysis offers a way to examine clinical life as a series of existential negotiations between clinicians and patients, ones which concern the meaning of illness, the place of therapy and the meaning of a life which must be remade in the face of serious illness."<sup>1</sup>

## NARRATIVE EXCERPTS

### HAZEL

My husband and I always knew we were going to vaccinate. It was never really a conversation we sat down to decide on. We did look into which vaccines were recommended at what ages, so we could follow that schedule. On top of my science background and understanding vaccines from that perspective, I truly trusted Dr. Reid and his recommendations

### HAMIDA

"I'm worried about the side effects. I explained. "How have other kids reacted in your experience?" I thought to myself whether it was worth getting the shots and ultimately decided if she will be protected from life-threatening illnesses, she needs to have it. Even though I did have more concerns I trusted Dr. Reid and his recommendations

### SADIKI

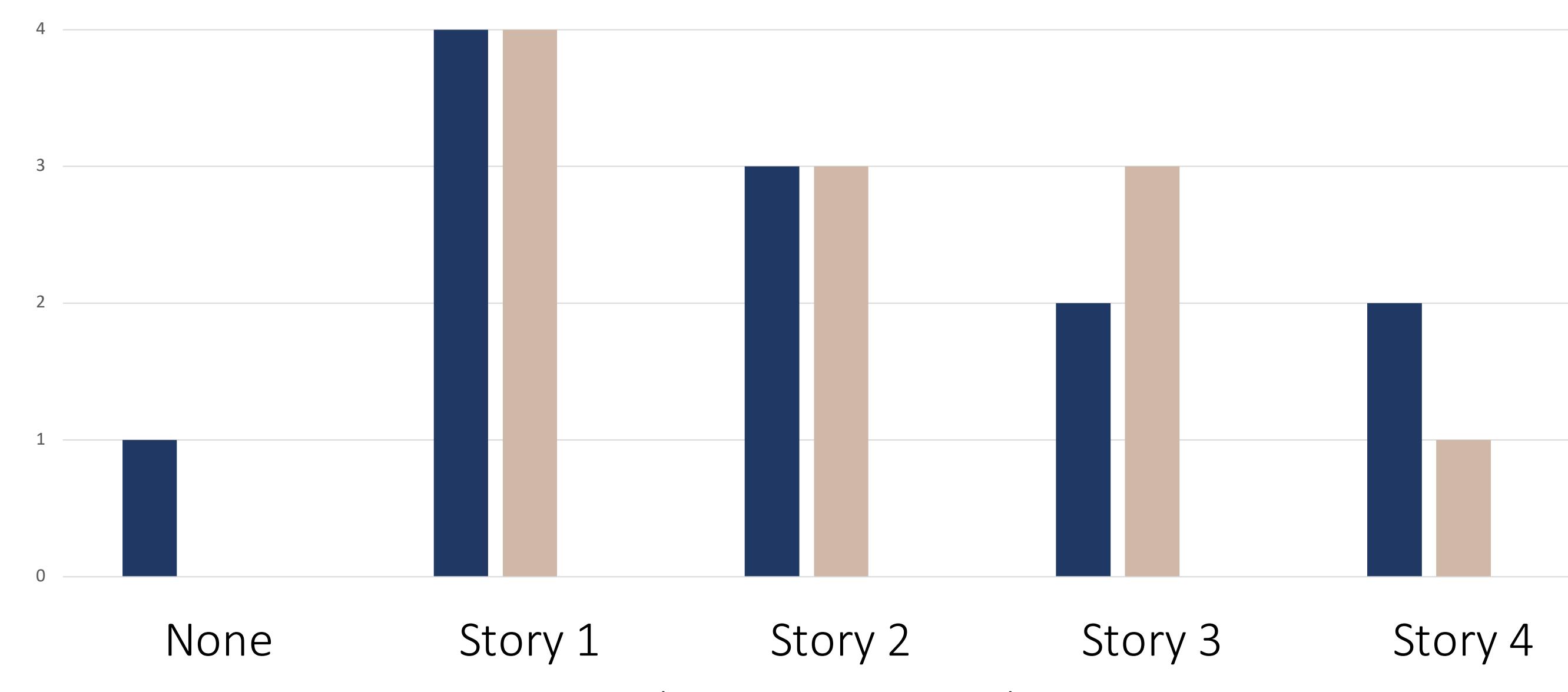
"I don't know if I want him to get his shots until he has to. Even personally, I don't really like taking medicine unless I truly need it," I began explaining. Understanding that this was a requirement, I went along with the shots. I didn't want to have him get so many at one time, and I definitely did not want to delay my return to work.

### RUPESH

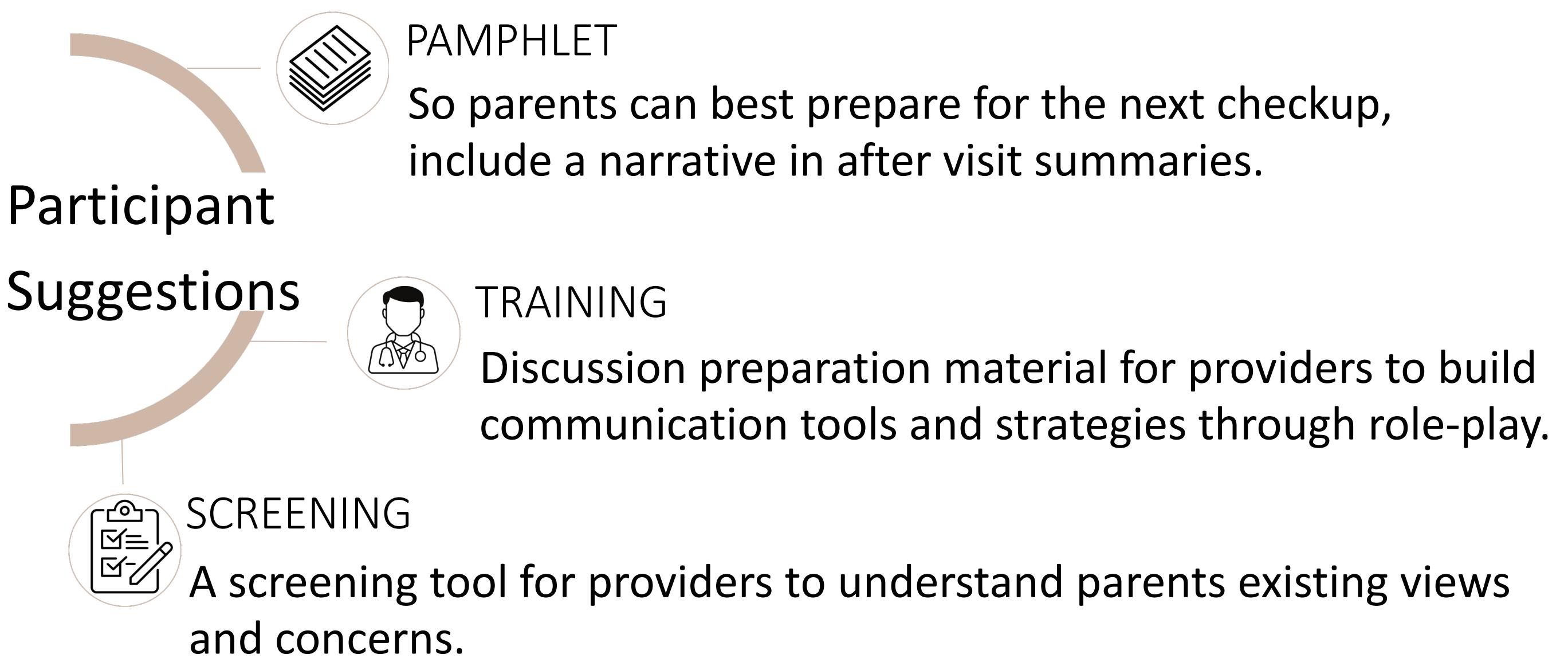
"It's just all really scary. On top of it being so many vaccines for his little body, what are the side effects? Ingredients? How do I know he isn't allergic?" "Okay," Dr. Reid acknowledged.

"Here is a list of websites I want you to look that. After that I will answer any more questions you may have."

"Which Resonates Most With You?"



## IMPLEMENTATION



## STUDY DESIGN

- 1 To understand common parent experiences amongst when making vaccine decisions and how providers approach vaccine conversations.  
Data analysis on existing interviews with codes such as BACKGROUND UNDERSTANDING, EXISTING PERCEPTIONS, and PARENT BEHAVIOR for parent transcripts and PARENT CONCERNS, VISIT OUTPUT, and PROVIDER APPROACH for healthcare provider transcripts.
- 2 Develop four fictional narratives based on aggregate parental experiences and provider perceptions centering vaccine decisions.  
Public Health Story Map + Narrative Paradigm + CDC Principles
- 3 Gain feedback from parents and providers to understand narrative acceptability and feasibility while informing content changes.

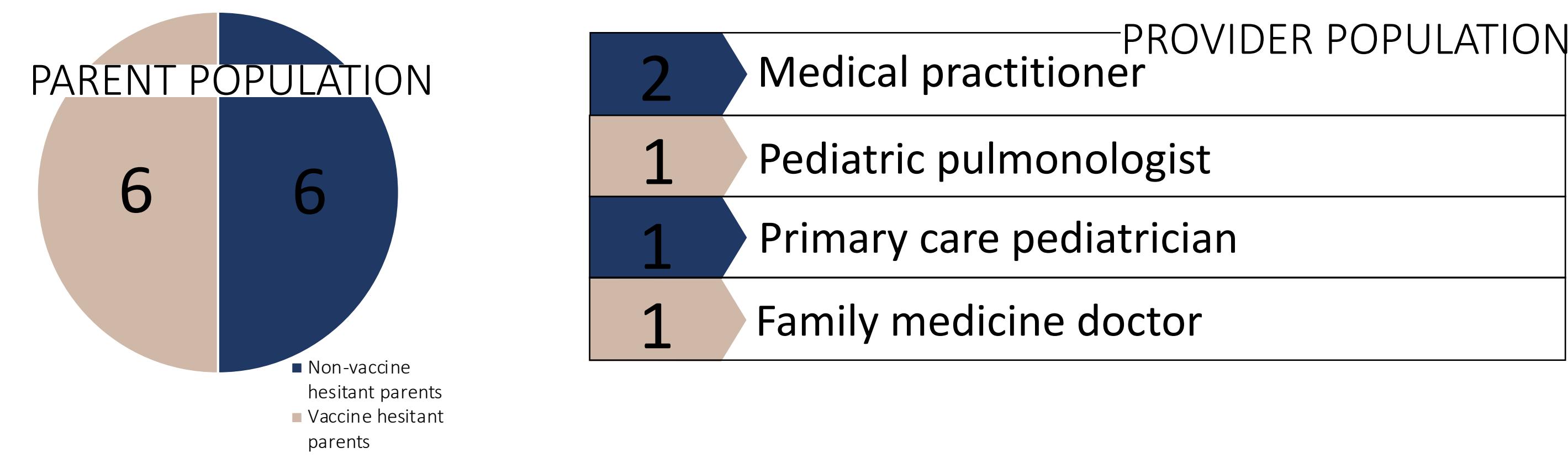


## PRELIMINARY FINDINGS

- Parents currently receive vaccine information from the internet, social media, family and social circles, and their provider.
- Regardless of vaccination history, parents find points of resonance in a series of the narratives, mainly stories 1-3.
- Both providers and parents describe anecdotal versus research-based communication. Receptibility to information variers based on where parents place value.
- Most providers and non-vaccine hesitant parents find the narratives useful, versus 50% of hesitant parents who do not.
- 73% of participants identify narrative, both oral and written, as feasible and useful in healthcare settings.
- Trust is often mentioned as a precursor to vaccine decisions.

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HOW DO PARENTS RESPOND IN CONVERSATIONS AROUND VACCINE DELAY?  
**PROVIDER:** And that is the most important thing about being a primary care provider because it's not just this shot today, it's every medical decision you're gonna be navigating with them. And if they don't have your trust and you don't have their trust, then. You know, this isn't gonna go well, it's not gonna be the best care relationship it can be.



1. Mattingly C. *Healing Dramas and Clinical Plots: The Narrative Structure of Experience*. Cambridge University Press; 2009.
2. Strategic Storytelling for Public Health Messengers. [https://debeaumont.org/wp-content/uploads/2020/07/Storytelling-Toolkit-Final\\_.pdf](https://debeaumont.org/wp-content/uploads/2020/07/Storytelling-Toolkit-Final_.pdf).
3. Psychology, Behavioral And Social Science. "The Narrative Paradigm." *Communication Theory*. 7 July 2014, <https://www.communicationtheory.org/the-narrative-paradigm/>.
4. "Health Equity Guiding Principles for Inclusive Communication." *Centers for Disease Control and Prevention*, Centers for Disease Control and Prevention, 2 Aug. 2022, [https://www.cdc.gov/healthcommunication/Health\\_Equity.html](https://www.cdc.gov/healthcommunication/Health_Equity.html).

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