



Lack of Knowledge about the Vaccine

- Majority of participants did not know what the vaccine prevents
- Didn't know why boys need to get it
- Questioned why the vaccine needed to be administered at a certain age

"I know nothing about the effectiveness. I am not too worried about side effects, I don't think my kids are going to get autism, let's clear that up but I don't know if it works"

"I haven't heard a lot, which is why I came. I was surprised how they start these immunizations (I think 8 or 9, up till teens). Doctor didn't explain and I didn't ask"

Sources of Information

- Scare tactics don't work
- Questioned resources that come from pharmaceutical companies
- Majority trust their doctor's opinion and felt it is the best source of information

"Doesn't respond to scare tactics, like TV ads shaming or given lots of info in paper, wouldn't work for my family"

"Don't trust pharmaceutical pamphlets, maybe advertising, not facts"

"Want information and facts so I can decide"

"Non-biased and non-monetary motivated"

Health Providers' Role

- Would like to have more conversations with health care provider
- Health care providers need to be more receptive to questions and concerns
- Having a trusted health care provider or trusting relationship is crucial
- Instead of talking about vaccine they get paper handouts/ don't read

"Doctor wasn't helpful, made me feel dumb... of course she (daughter) should get it (vaccine)"

"I know I can call my health care provider but not everyone has that"



Strategies Identified

Education

"Women haven't been educated on HPV, we don't understand the risk, we don't even know what a pap smear is for"

Dedicated time with health care provider to discuss vaccines