

Pew Research Center – Interview on vaccines and reasons for hesitancy

INTRODUCTIONS AND HOUSEKEEPING 3 mins	INTERVIEWER NOTES
<p>We are here to understand your views about vaccines – we'll talk about the coronavirus vaccines and we will also talk about other kinds of vaccines – there are no right or wrong answers.</p> <p>.... I'm [fill in name here]. The work is being done on behalf of Pew Research Center to understand how Americans feel about this topic.</p> <p>We are recording this interview and will also transcribe our conversation. This is to make sure we accurately capture everything that you say. These recordings will be made available to Pew Research Center after the interview, but they will not be shared outside that organization and your personal details will be kept confidential.</p> <p>[Warm up optional.]</p>	

CORONAVIRUS VACCINES 10 mins	INTERVIEWER NOTES
<p>There's been a lot of talk about the coronavirus vaccines over the past couple of years ...</p> <ul style="list-style-type: none"> • [Confirm] What have you decided to do about the vaccines? Did you get vaccinated? Have you gotten booster vaccines? • Tell me how you feel about the safety of coronavirus vaccines. <ul style="list-style-type: none"> ○ If concerns, PROBE on why/specific side effects. • As far as you know, do covid vaccines work to keep people from getting sick, limiting the spread of covid? [PROBE as necessary] • [If not yet specified, what's behind your concerns about coronavirus vaccines? Parse health/efficacy concerns from identity/values/belief concerns (partisan, religious, upbringing, etc.). • [If flu vaccine is raised, two potential probes, ask as appropriate:] <ul style="list-style-type: none"> ○ PROBE1: What are some ways you think the coronavirus vaccine is different from the flu vaccine? ○ PROBE2: How does getting covid compare to getting the flu? • What circumstances might make you feel differently about people taking the coronavirus vaccine? <p>[Re: Information/trusted sources]</p> <ul style="list-style-type: none"> • How reliable is the information provided about coronavirus vaccines? [PROBE: What are some reasons for your answer?] • What are some sources providing information about coronavirus vaccines that you find less reliable or credible? • Where do you go to find reliable information about coronavirus vaccines? [If holds concerns,] who are some people or groups you feel understand your concerns? • What about your own doctor or health care provider, how much confidence do you have in them on this topic? <ul style="list-style-type: none"> ○ [PROBE for clarity] What makes you say this? ○ Have you specifically talked to a doctor or other health care professional about the coronavirus vaccine? • What information do you feel is missing or that you would want to know more about regarding the coronavirus vaccine? <p>[IF PARENT] You said you've got kids at home, right? What was your thinking about the value of the coronavirus vaccines for them?</p> <ul style="list-style-type: none"> • PROBE for different calculations about the risks/benefits for their children versus themselves. 	<p>Key goals: Reasons for concern/hesitancy.</p> <p>Distinguish between anger/frustration over requirements or pressure to be vaccinated from concerns about the safety or effectiveness of coronavirus vaccines and the speed of development.</p> <p>Explore confusion over information or frustration with changes to public health guidance, if expressed.</p>

MMR AND OTHER CHILDHOOD VACCINES 12 mins	INTERVIEWER NOTES
<p>There are a lot of vaccines. Most of these are given to children to prevent them from getting diseases over the course of their life. One of the most common is the vaccine for measles, mumps and rubella (the MMR vaccine).</p> <ul style="list-style-type: none"> • How do you feel about the safety of childhood vaccines? <ul style="list-style-type: none"> ◦ If concerns, PROBE on sources of concern/specific side effects. Specify which vaccine (MMR or something else). • How effective do you think childhood vaccines are at preventing disease? • [If not yet specified,] what's behind your concerns about childhood vaccines? Parse health/efficacy concerns from identity/values/belief concerns (partisan, religious, upbringing, etc.) • There are a number of other routine vaccines for children. Do you have similar concerns about any of these vaccines? If make distinctions, PROBE: Tell me about how you view them differently? <p>[IF PARENT] You've been through these issues with your own children. What did you decide about vaccines for measles, mumps and rubella (also known as the MMR vaccine) and your children?</p> <ul style="list-style-type: none"> • Was there anything about this decision that was difficult for you or that you struggled with? <ul style="list-style-type: none"> ◦ If yes, PROBE: What was that? Tell me about that. • What role did your pediatrician play in this decision? • [Re: School requirements] Most K-12 schools and day care facilities require children to be vaccinated for MMR and a number of other diseases. What are your thoughts about that? <ul style="list-style-type: none"> ◦ If opposed, PROBE for specifics on why. ◦ Are you open to any requirements in these settings? If yes, PROBE: What type of requirement might you be open to? <p>[Re: Information/trusted sources]</p> <ul style="list-style-type: none"> • What are some sources providing information about childhood vaccines that you find less reliable or credible? • Where do you go to find reliable information about childhood vaccines? [If holds concerns] Who are some people or groups you feel understand your concerns? • What about your own doctor or health care provider, how much confidence do you have in them on this topic? <ul style="list-style-type: none"> ◦ PROBE for clarity: What makes you say this? ◦ Have you specifically talked to a doctor or other health care professional about childhood vaccines? • What information do you feel is missing or that you would want to know more about regarding childhood vaccines? 	<p>Key goals: Reasons for concern/hesitancy.</p> <p>Are concerns about MMR (or other childhood vaccines) distinct from hesitancy about coronavirus vaccines? Are concerns about requirements similar/distinct?</p> <p>Who/what are trusted sources about these vaccines? Get as specific as possible.</p>

CLOSING AND THANK YOU 5 mins	INTERVIEWER NOTES
Is there anything you wish I had asked about? What bothers you the most about the topic of vaccines? Thank you for taking the time to talk with me today.	