Survey of Parental Vaccine Hesitancy in Kansas

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Rates of recommended childhood vaccinations in the United States are declining. In Kansas, the percentage of children entering kindergarten on the recommended schedule was 66% in 2014. To understand this trend, a survey was created and administered to parents in a local community. Parents (N=362) were surveyed on sources of vaccine information and vaccination beliefs. Most participants reported the internet and their primary care provider as the most frequent sources of information (Internet=42%; Primary Care Provider=33%; Friends/Family=9%). Parents of children with private insurance and Medicaid were more likely to follow the recommended vaccine schedule (80% and 84%). 97% of parents not following the recommended schedule have concerns with safety. In order to increase the number of children receiving the recommended vaccine schedule, future efforts should focus on educating healthcare providers on strategies to target vaccine hesitant parents and increasing scientifically based vaccine information online.