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## Case Study

### Believes and misbelieves (Mandatory and optional vaccinations)

The statutory mandatory vaccination and recommended vaccines are an important public health concern since the vaccination coverage of the population can result in the prevention of the spread of infectious diseases in childhood. There are a number of laic, unsupported beliefs among the parents that some vaccines, due to their mercury content, can cause serious illnesses such as Asperger syndrome. Representatives of anti-vaccination movements try to convince the public about truth of their theories, which are well-received and easily conceivable by certain parents, emphasizing that vaccination is only the interest of pharmaceutical companies. At the same time they are silent about the importance and necessity of vaccinations for children and society. In order to convince the parents of the need for vaccination, one has to be aware of the anti-vaccine argument and, on the other hand, to strive to understand the parent's concern for the child and to conquer it with the corresponding reasoning.

### Question

1. What methods would you use to persuade doubtful parents?
2. What statistical or professional data would you tell parents?
3. Do you think written or oral information is better for informing parents?



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