From Beliefs to Behavior: Understanding Vaccine Confidence and Hesitancy in Primary Care

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BACKGROUND

Vaccine misinformation may contribute to concerns about vaccine safety and effectiveness. Family physicians are well positioned to address vaccine concerns, but it is important to understand whether misinformation encountered online reflects beliefs and behaviors observed among patients in primary care.

OBJECTIVE

To evaluate vaccine beliefs, misconceptions, vaccination behaviors, and trusted information sources among adults and parents, and assess their alignment with common vaccine misinformation.

METHODS

STUDY DESIGN

Cross-sectional survey

SETTING

Family medicine & pediatric outpatient clinics
UTMB • Galveston, Texas

PARTICIPANTS

108 ADULTS

47 PARENTS

MEASURES

- Vaccine safety
- Vaccine necessity
- Vaccination behaviors
- Misinformation exposure
- Trusted information sources

DATA COLLECTION

Anonymous surveys administered during routine clinic visits.

RESULTS

ADULT VACCINE SAFETY & REPORTED UPTAKE

79% adults said vaccines are safe

61% received influenza vaccine

78% received COVID-19 vaccine

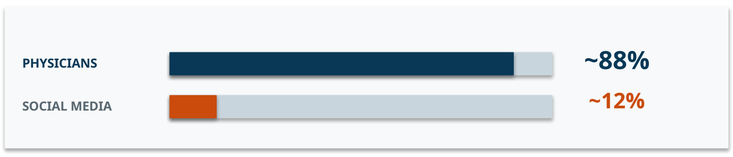
Positive vaccine attitudes do not uniformly translate to vaccine uptake.

PARENT VACCINE ATTITUDES



A gap between perceived necessity and safety may indicate residual concerns despite reported adherence.

TRUSTED INFORMATION • ADULTS + PARENTS



KEY FINDINGS

HIGH CONFIDENCE
Most participants viewed vaccines as safe or necessary.

HIGH TRUST
Physicians remained the most trusted information source.

TARGETED COUNSELING
Findings point to opportunities to address residual concerns.

FROM FINDINGS TO ACTION

ASK
Assess individual vaccine concerns rather than assuming hesitancy.

COUNSEL
Use the physician-patient relationship to address misinformation and safety concerns.

CONNECT
Pair counseling with opportunities for vaccination and preventive care.

NEXT STEP

These findings informed our

COMMUNITY INTERVENTION

INDIVIDUALIZED COUNSELING
Address specific questions and concerns

EVIDENCE-BASED EDUCATION
Provide clear, accurate, and culturally relevant information

VACCINATION RESOURCES
Improve access to vaccines and trusted materials

TAKE-HOME

- Patients demonstrated overall confidence in vaccines and high trust in physicians, despite exposure to vaccine misinformation.
- Differences between vaccine attitudes, safety perceptions, and vaccination behaviors suggest opportunities for targeted counseling.
- Family physicians can leverage trust to strengthen vaccine confidence in our communities.

Trusted Conversations. Healthier Communities.