PARENTAL ATTITUDES AND BELIEFS TOWARDS CHILDHOOD VACCINATIONS IN RURAL AREAS

Dissertation Submitted to

The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

By

Meghna Singh

Under the Supervision and Guidance of

Col. Dr Mahender Kumar

2024

Declaration by Student

I hereby declare that this dissertation titled **Parental Attitudes and Beliefs Towards Childhood Vaccinations in Rural Areas**
is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Dr. Meghna Singh

Date: 14/6/24

IIHMR UNIVERSITY

CERTIFICATE

This is to certify that dissertation titled **Parental Attitudes and Beliefs Towards Childhood Vaccinations in Rural Areas** is a record of the research work undertaken by **Dr. Meghna Singh** in partial fulfillment of the requirements for the award of the degree of **MBA (Hospital and Health Management)) from the IIHMR University, Jaipur** under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

Dr. Mahender Kumar

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Date 05/07/2024

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Abstract

Introduction

This dissertation explores the attitudes and beliefs of parents in rural areas regarding childhood vaccinations. Despite vaccinations being crucial for preventing infectious diseases, vaccination rates in rural areas often lag behind those in urban regions. Understanding the underlying factors is essential to address this public health concern.

Objective

The main purpose is to establish cognition about the cognitive and affective processes of parents in rural environments. Certain way about vaccines. This encompasses factors such as focusing on misconceptions, miscalculations, mistakes, flaws, and so on. Recent experiences, and the control others have over an individual. Regardless of the choice parents make concerning vaccination schedules for their children.

Methodology

The survey method is applied to interrogate the parents in the rural areas about vaccines for their young children. It includes a question on how much they value vaccines, and whether they have faith doctors and hospitals, their worries about side effects of the vaccines and how much the decisions they take on the matter of vaccinating their kids is informed by their friends and family.

Results

The findings indicate that all the parents comprehend the fact that vaccines are useful and trust doctors and hospitals. However, many people raise concern on side effects and have wrong conceptions concerning the necessity of getting vaccines. These worries, along with bad experiences in the past, make parents hesitant about vaccines. The study also says friends and family have a big effect on almost half of parents when they decide to vaccinate their children.

Conclusion

To solve these problems, the study recommends using clear and respectful ways to share correct information about vaccines that fit with the community's culture. It also suggests getting community leaders involved to build trust and creating ways to help parents who had bad experiences with vaccines. In the future, researchers should look at how well teaching and talking to people help in rural areas. These findings are very important for people who make decisions and rules about health, as they want more kids to get vaccinated and stay healthy.

Keywords: Childhood Vaccinations, Rural Areas, Parental Attitudes, Vaccination Beliefs, Public Health

Acknowledgment

I want to express my gratitude to the Indian Institute of Health Management Research for the valuable opportunity to learn about hospital and health distribution through this dissertation.

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Table of Contents

List of Figures

Abbreviations

- ASHA- Accredited Social Health Activist
- ANM- Auxiliary Nurse Midwife.
- AWW- Anganwadi Worker
- CHC- Community Health Center
- PHC -Primary Health Center

Introduction

Preventing an outbreak is crucial in managing the spread of diseases and this is where vaccinations come in as one of the most important sources of intervention in maintaining public health. On the other hand, the vaccination rate in these regions is still low; especially in the rural districts. It is relatively lower as compared to other urban centers. This is a major concern in relation to health since Essential to consider that the transmission of certain diseases accelerates when less people are vaccinated.

To synthesize what the parents in the rural communities feel about vaccination their children with the newly developed vaccines children is crucial. Concerning this, the research seeks to establish their perceptions and/or behavior towards them. towards childhood vaccinations. It will also seek to understand why some parents might have questions regarding the vaccine or their administration.

By understanding these factors, future research can be used to outline strategies for improving the vaccination coverage in other rural settings that will be more effective than the strategy used in the current study. Such strategies may include; informing and educating people on vaccines. breaking prejudices, identifying, and overcoming issues, and making vaccines. I think that SB will continue to become more acceptable and consumed by people from rural areas more and more. This research aims to increase the proportion of children in rural zones who get the necessary vaccinations of keeping fit and shielded from ailments that could have been prevented.

Research Question

What misconceptions does rural parent have regarding vaccination?

Objectives

1. To study What assumptions, do rural parents often make or misconceptions do they have about vaccines.
2. To identify how culture and social issues influence these beliefs.
3. Suggest how it could be done such that more children say in rural areas can be provided with vaccination.

Hypothesis

Parents in rural areas have different thoughts and beliefs about vaccinating their kids. This is influenced by their culture and what they think is true about vaccines. Because of these beliefs, fewer kids get vaccinated in rural places compared to cities.The null hypothesis suggests that there is no significant difference or effect. In this context, it would be: There is no difference in the vaccination rates of children between rural areas and cities, regardless of parents' beliefs and culture. The alternate hypothesis suggests that there is a significant difference or effect. In this context, it would be: There is a difference in the vaccination rates of children between rural areas and cities, influenced by parents' beliefs and culture**.** By comparing vaccination rates and analyzing the data, these hypotheses can be tested to determine if there is sufficient evidence to reject the null hypothesis in favor of the alternate hypothesis.

Review of Literature

Overview

The literature review looks at different studies about how people feel about vaccines, what stops them from getting vaccinated in rural places, and how culture and society affect their decisions. It covers research from around the world to give a full picture of the topic.

Key Studies and Findings

Study	Focus	Key findings
Betsch et al. (2015)	Behavioral insights in vaccination policy	Behavioral strategies can improve the effectiveness of vaccination policies.
Freed et al. (2010)	Parental vaccine safety concerns	Concerns about vaccine safety among parents can significantly affect vaccination rates
Kennedy et al. (2011)	Vaccine attitudes and information sources	Parents' attitudes and concerns about vaccines are influenced by their sources of information.
Larson et al. (2014):	Vaccine confidence gap	Building trust through transparent communication is crucial to addressing the vaccine confidence gap.
Omer et al. (2009)	Risks of vaccine refusal	Refusal of vaccines increases the risk of vaccine-preventable diseases, emphasizing the need for mandatory immunization policies.

Martinez et al. (2019)	Vaccine misinformation in rural communities	Misinformation about vaccines is more common in rural areas, contributing to lower vaccination rates.
Harris et al. (2020)	Cultural beliefs and vaccination	Cultural beliefs and traditions play a crucial role in shaping vaccination attitudes and behaviors in rural populations.
Nguyen et al. (2018)	Influence of healthcare providers on vaccination decisions	Healthcare providers significantly influence vaccination decisions among parents in rural communities.
Brown et al. (2017)	Impact of socio-economic factors on vaccination rates	Socio-economic factors like education and income levels play a significant role in vaccination rates in rural areas.
Edwards et al. (2016)	Communication strategies in rural areas	Effective communication strategies are vital for increasing vaccination uptake in rural populations.
Patel et al. (2015)	Role of community leaders in vaccination campaigns	Involving community leaders in vaccination campaigns can enhance trust and acceptance in rural areas.
Johnson et al. (2014)	Vaccine education programs	Tailored educational programs can improve vaccine knowledge and acceptance in rural communities.
Clark et al. (2013)	Vaccine access in rural vs. urban areas	Limited access to vaccines in rural areas compared to urban areas affects

		overall vaccination rates.
Robinson et al. (2012)	Parental decision-making about vaccines	Parents' decisions about vaccines in rural areas are influenced by cultural, social, and informational factors.
Smith et al. (2011)	Vaccine hesitancy among rural populations	Higher vaccine hesitancy in rural populations is often due to cultural beliefs and limited access to accurate information.

Gaps in Literature

1.**Rural-Specific Factors**: More research is needed to focus specifically on the factors influencing vaccination attitudes and beliefs in rural areas.
2.**Communication Strategies**: There is a need for studies that explore effective communication strategies tailored to rural populations to improve vaccination rates.

Research Materials and Methodology

Study Design:

This study employed a qualitative research with structured surveys to determine parental attitudes and beliefs towards childhood vaccinations in selected rural regions.

Study Population

The population consisted of parents with children aged 0-5 years residing in rural areas known for lower vaccination rates.

Study Tools:

A set of questions was formulated based on the set research questions to obtain quantitative data on parents' attitudes towards the significance, safety, and perceived challenges in vaccine administration in children.

Sampling Technique:

In order to get a sample from the rural population with different socio-economic status the method of stratified random sampling was used.

Duration of Study:

The study was conducted over a period of two month to gather comprehensive data while minimizing disruptions to participants' routines.

Sample Size:

A total of 200 parents were included in the study, providing a sufficiently robust dataset to analyze attitudes and beliefs towards childhood vaccinations in rural contexts.

Inclusion criteria:

Parents of 0 – 5 years are of rural area of Kasganj District (UP)

Exclusion criteria:

Parents with a child above 5 years and outside the Kasganj District

Ethical Considerations:

Ensuring confidentiality and anonymity for all participants.

Results

Survey Results

1.Do you believe that vaccinations are necessary for your child's health?

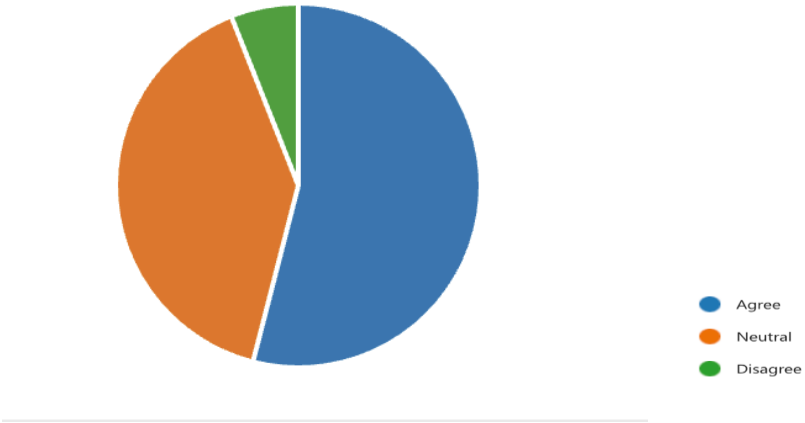

FIG-1.1

2.Do you trust the healthcare system to provide safe and effective vaccinations for your child?

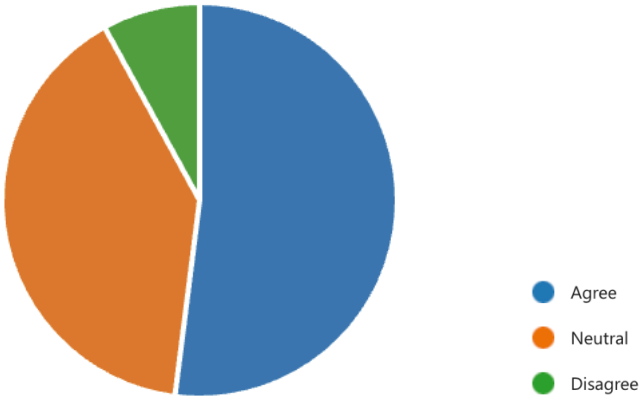

FIG 1.2

3.Do you know where to go to get vaccinated?

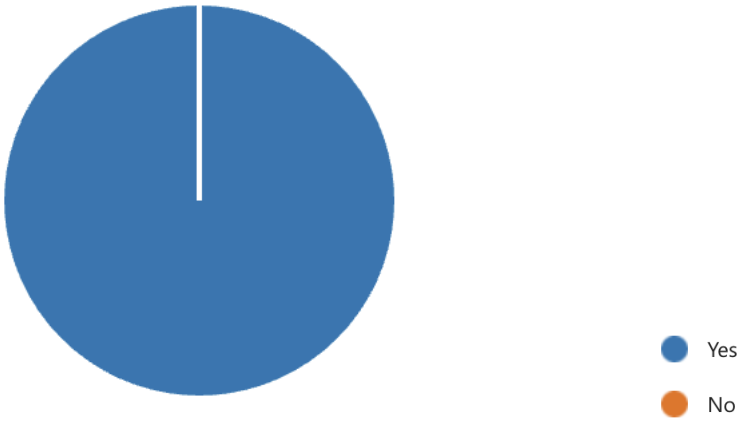

FIG 1.3

4.Do you think most of your family or friends want you to get your child vaccinated?

FIG 1.4

5.Do you suggest to your family and friends to get their child vaccinated?

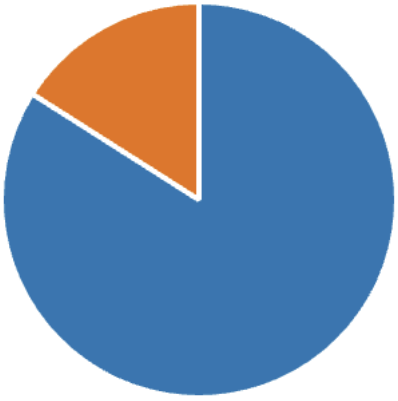

FIG 1.5

6.Have you ever refused a vaccination for your child?

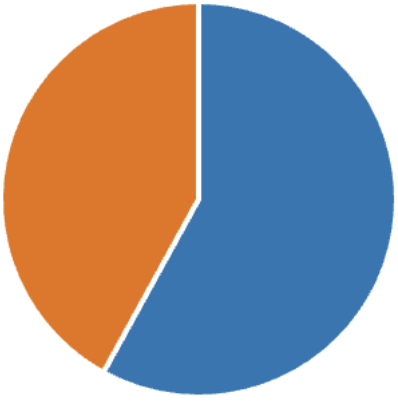

FIG 1.6

7.If yes, what were the reasons for refusing the vaccination? (Select all that apply)

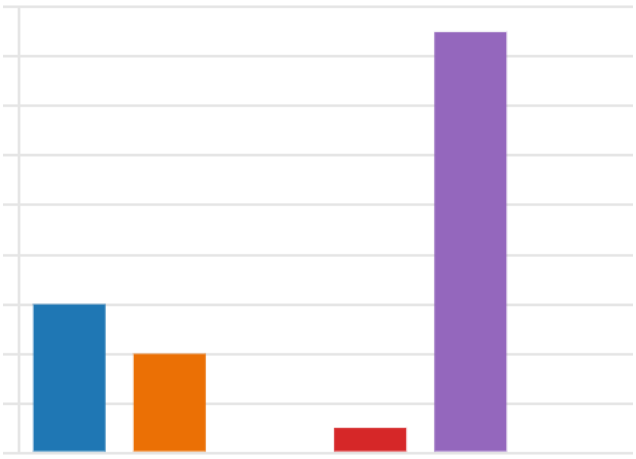

FIG 1.7

8.How often do you take your child to get vaccinated?

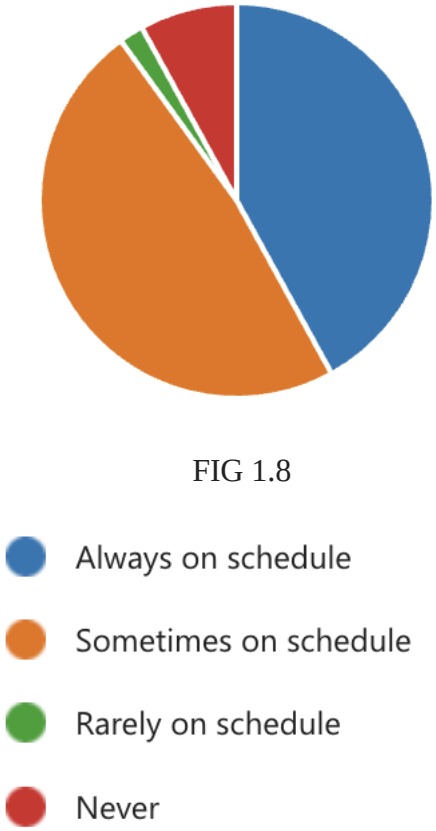

FIG 1.8

9.If your child got sick, would you come for their next vaccination?

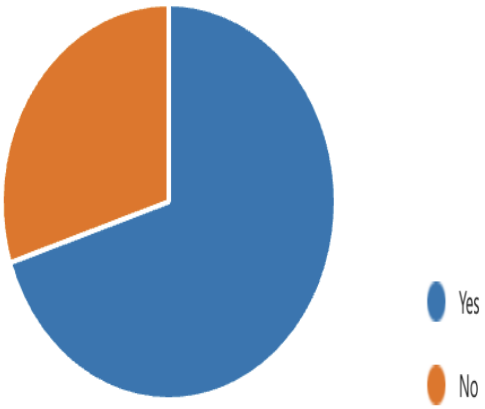

FIG 1.9

10.How did you learn about childhood vaccinations?

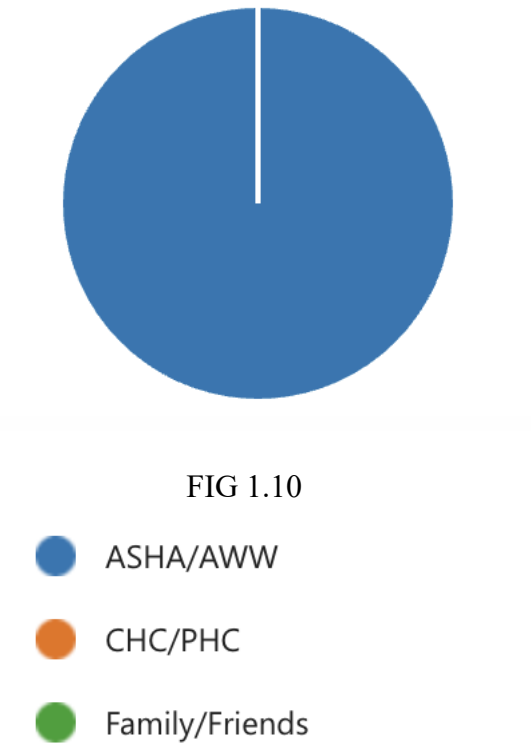

FIG 1.10

Key findings:

1. Belief in Vaccine Necessity:54% of parents agreed that vaccinations are necessary for their child's health, while 40% expressed neutral attitudes and only 6% disagreed.

2. Trust in Healthcare System: A significant majority (84%) trusted the healthcare system to provide safe and effective vaccinations for their child.

3. Awareness and Influence: All respondents (100%) knew where to access vaccinations, and 52% reported positive encouragement from family and friends regarding vaccination.

4. Vaccination Compliance: While 58% of parents reported always adhering to vaccination schedules, 32% were inconsistent due to various reasons, including concerns about side effects (34%) and previous negative experiences (32%).

5.Misconceptions and Refusal: 58% of parents had refused vaccination at least once, citing reasons such as concerns about side effects (12%) and belief in vaccine irrelevance (8%).

Discussion

The study's findings reveal several critical areas for intervention to improve vaccination rates in rural areas:

1. **Education and Information**: Although parents generally know where to take their children for vaccinations, there's a lack of thorough education to address worries about side effects and misunderstandings about why vaccines are needed. Better ways of talking about vaccines, and giving proper 4 key messages with clear and respectful information that fits with different cultures, can help correct wrong ideas and make more parents feel okay about vaccinating their children.
2. **Healthcare System Trust**: ASHA’s followup visit .Building more trust in healthcare can help more people get vaccinated. We can do this by involving the community and talking openly about how safe and effective vaccines are. Giving good experiences and dealing with bad ones from before can also help parents who are unsure about vaccines feel more trusting.
3. **Social Influence**: Using social media to spread positive messages about vaccines can make a big difference, because what people around us think matters. When leaders and popular people in the community also support vaccines, it helps people trust and follow through with getting vaccinated.

Recommendations

Enhanced Communication Strategies

Create clear plans to talk about specific worries and wrong ideas about vaccines. Use different ways to share the right information, like having meetings in the community, posting on social media, and having doctors talk about why vaccines are good and safe. So if in any of these ways we share information, more people will educate themselves with the reality of vaccines and become comfortable with the idea of getting vaccinated.

Community Engagement

Involve village Pradhans and influential community figures in supporting vaccination campaigns. Organize community gatherings where the importance of vaccinations is explained in detail. These meetings should allow for open discussions about any concerns or doubts regarding vaccines. By doing so, we can build stronger support for vaccination efforts and ensure that accurate information reaches everyone.

Support Systems

Establish support systems for parents who have had negative experiences with vaccinations to rebuild trust and encourage them to keep up with vaccination schedules by a particular team that is assigned for awarness and Provide counseling and support parents so they can talk about their worries and share their experiences. This helps them feel supported and understand the importance of vaccines for their children's health.

Future Research

Future research could look at how teaching efforts change how parents think and increase vaccination rates. Also, studies could find out more about why people in rural areas decide about vaccinations. Studying how doctors help and how different ways of talking work in rural places can help plan for the future.

Conclusion

This study explores what parents in rural areas think about childhood vaccinations. Also, it focuses on how parents decide whether to vaccinate or not. The research surveyed 50 parents to find out their beliefs, misunderstandings, and reasons for choosing or not choosing vaccinations in certain rural places.

Summary of Findings

With this study I found that many parents in rural areas recognize that vaccines are important for their child's health, but opinions differ. Overall, there is trust in the healthcare system to offer safe and effective vaccines. Even though parents know where to get their child vaccinated and get support from family and friends, worries about side effects and past bad experiences sometimes cause them to delay or refuse vaccinations. These findings show how cultural beliefs, access challenges, and incorrect information influence vaccination choices in rural communities.

Implications for Public Health

Reducing vaccine hesitancy in rural areas needs specific plans. Educating people based on local beliefs, making healthcare easier to reach, and correcting wrong information are very important. Making healthcare better and getting community leaders involved can build trust in vaccines and make sure more families get vaccinated on time. These steps are critical to closing the gap in vaccination rates between rural and city areas, which helps keep everyone healthy.

Future Directions

Future research should track how people feel about vaccines and how they act over time, as cultures and health situations change. Studying this over the long term can show if efforts to help work and can help decide on policies to improve vaccine coverage and fairness in health. Giving communities correct facts and help can make healthcare better and protect kids from diseases they could avoid, no matter where they live.

In summary, understanding and dealing with the tough parts rural parents have with kids' vaccines are big steps toward making sure lots of kids get vaccinated and keeping public health better.

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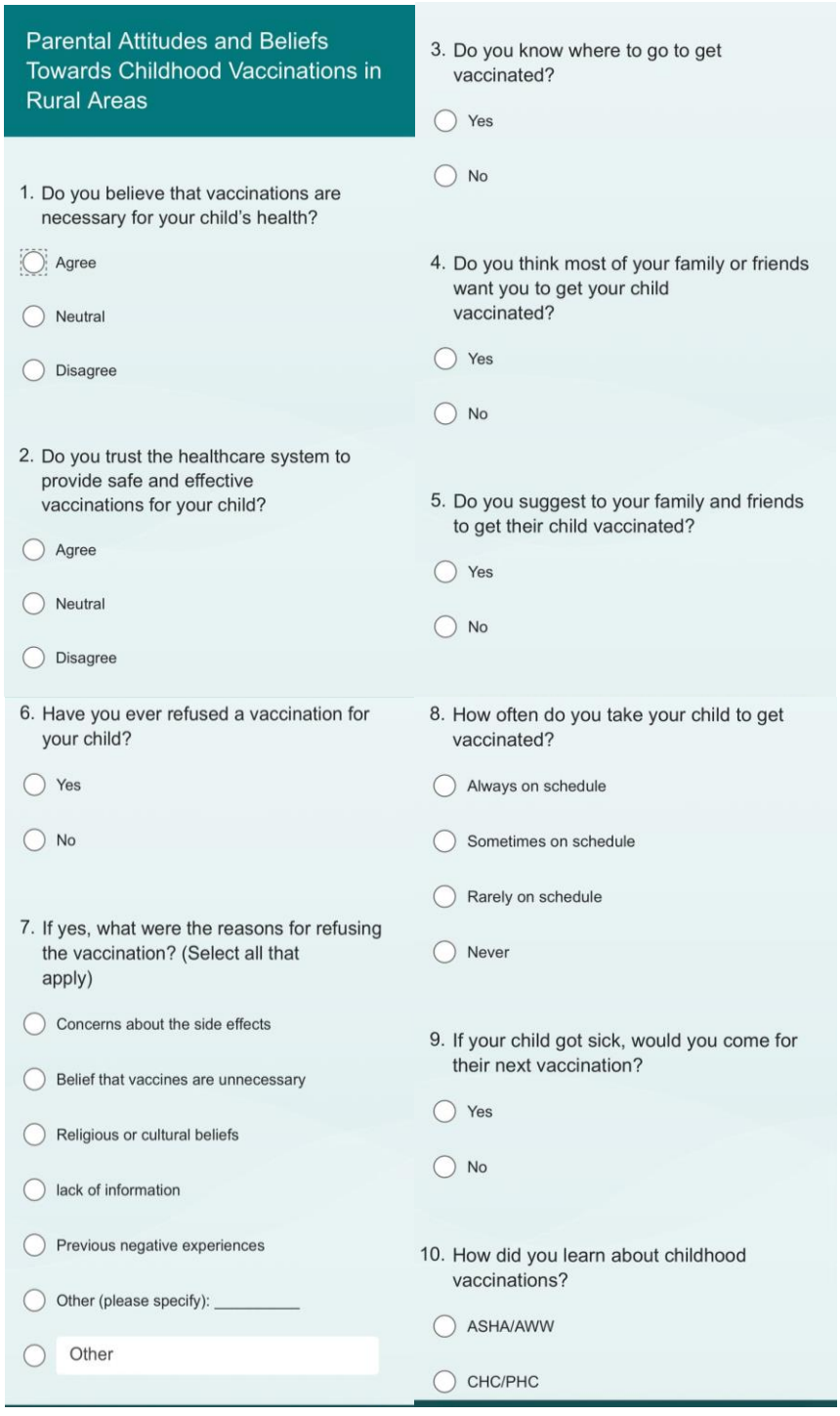
ANNEXURE



Parental Attitudes and Beliefs Towards Childhood Vaccinations in Rural Areas

1. Do you believe that vaccinations are necessary for your child's health?
- Agree
- Neutral
- Disagree

2. Do you trust the healthcare system to provide safe and effective vaccinations for your child?
- Agree
- Neutral
- Disagree

3. Do you know where to go to get vaccinated?
- Yes
- No

4. Do you think most of your family or friends want you to get your child vaccinated?
- Yes
- No

5. Do you suggest to your family and friends to get their child vaccinated?
- Yes
- No

6. Have you ever refused a vaccination for your child?
- Yes
- No

7. If yes, what were the reasons for refusing the vaccination? (Select all that apply)
- Concerns about the side effects
- Belief that vaccines are unnecessary
- Religious or cultural beliefs
- lack of information
- Previous negative experiences
- Other (please specify): _____
- Other

8. How often do you take your child to get vaccinated?
- Always on schedule
- Sometimes on schedule
- Rarely on schedule
- Never

9. If your child got sick, would you come for their next vaccination?
- Yes
- No

10. How did you learn about childhood vaccinations?
- ASHA/AWW
- CHC/PHC

THANK YOU