

12<sup>th</sup> Asia Pacific Global Summit and Expo on

# Vaccines & Vaccination

November 24-25, 2016 Melbourne, Australia

## Parental vaccine hesitancy and available online vaccine information

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Rates of childhood vaccinations according to schedules by health agencies in the US are declining. To further understand this trend, vaccine information available online was analyzed for credibility. Parents were then surveyed on sources of vaccine information and vaccination beliefs. Results indicate most information regarding vaccination safety and schedules are obtained online in the US. However, most online information has limited scientific validity. If the medical and public health goal is to disrupt the decreasing trend of childhood vaccinations, an increased volume and more frequent online presence is needed.

### Biography

Nikki Keene Woods is an Assistant Professor at Wichita State University in the Department of Public Health Sciences. She has earned Master's degrees in Behavioral Science and Public Health in addition to a PhD in Behavioral Psychology from the University of Kansas. She is a Maternal, Infant and Child Health Researcher and Educator with an emphasis on addressing health disparities. She has published more than 15 papers, serves on a State Board of Public Health and serves on an Editorial Board for the *Journal of Family Medicine and Disease Prevention*.

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