

**EXPECTATIONS TOWARDS HEALTH STAFF AMONG PARENTS WHO REFUSE  
VACCINATIONS**

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**Abstract**

Parents consistently cite health care provider (HCP) as influential in their vaccine decision making. However, little is known about how HCP communicate with parents about vaccination. This exploratory qualitative study attempt to explore parent's expectation towards health staffs regarding vaccination. Twenty seven in-depth interviews (IDI) were conducted among parents in Selangor between July and September 2017. A semi structured interview guide was used in data collection. Key findings were determined through thematic analysis. Two broad main themes were identified in explaining parent's expectations towards HCP. The two main themes are i) preferred HCP and ii) hospitality of HCP. Most stated that doctors are their preferred HCP with regards to vaccination compared to others. Majority revealed they had bad experience when engaging with HCP such as being pushy, using cynical language and refuse to accept others' opinions. In conclusion, doctors should be aware that they are the most preferred and influential HCP in regards to vaccination; hence they must always be non-judgmental, courteous and diplomatic. These essential soft-skills should also be trained to other HCP to better educate and persuade parents in accepting vaccination. Furthermore, ensuring good experiences are priorities as one bad experience will detriment all the good ones.

Keywords: vaccine refusal, expectations, health care provider, communication, experiences, Malaysia