

Supplemental Materials for
“Crafting normative messages to promote childhood vaccine advocacy”
By Hurlstone et al. (2018)

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Intervention Components By Condition

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Age of vaccination

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Rates of *measles, mumps and rubella* have declined in the United States due to the introduction of the MMR vaccine.¹

Cost

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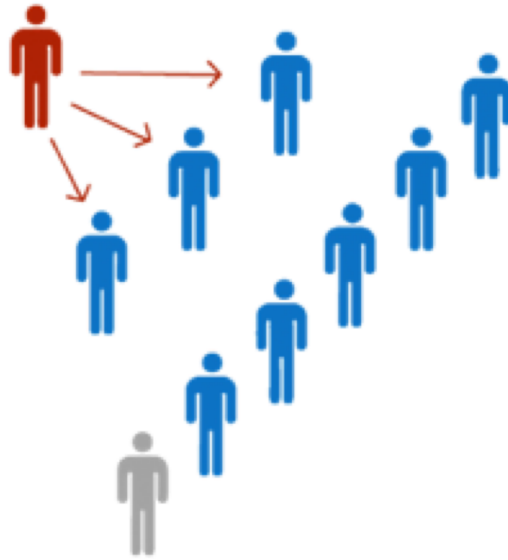
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Herd immunity works by creating an *immunity wall* that makes it unlikely for non-immune individuals to come in contact with a contagious disease.

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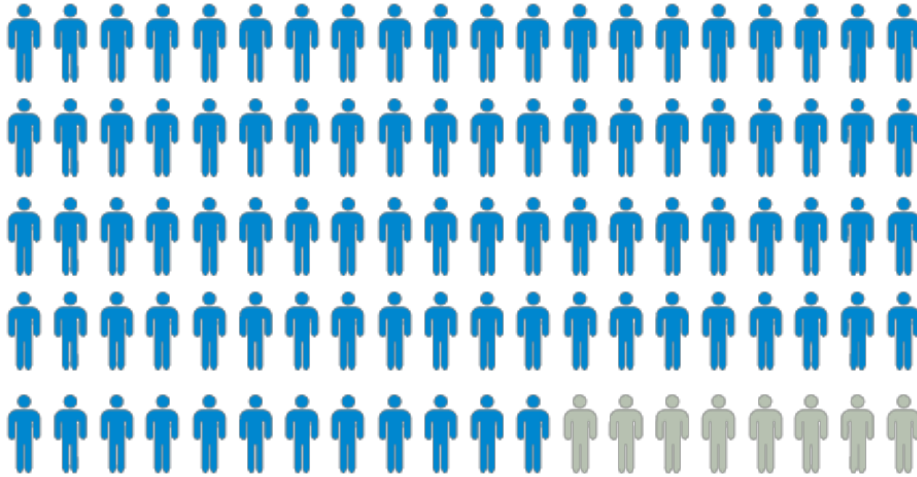
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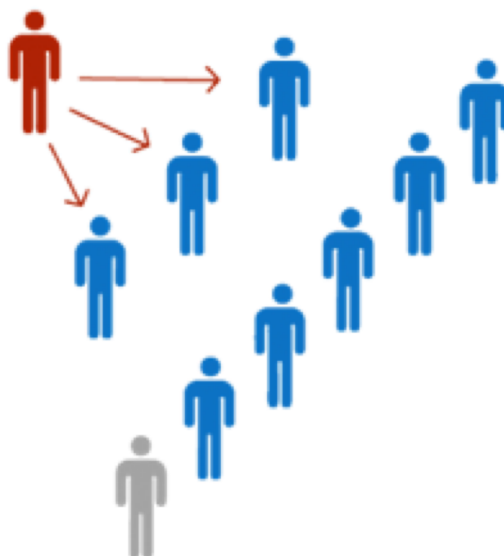
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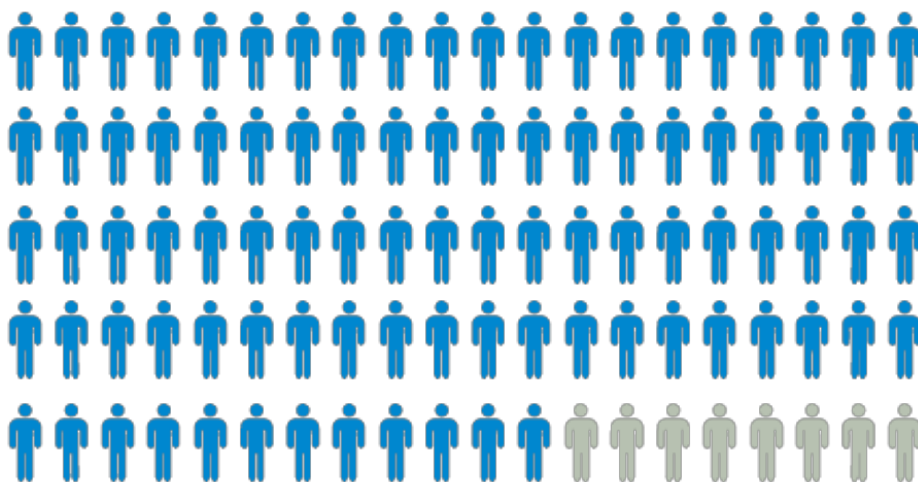
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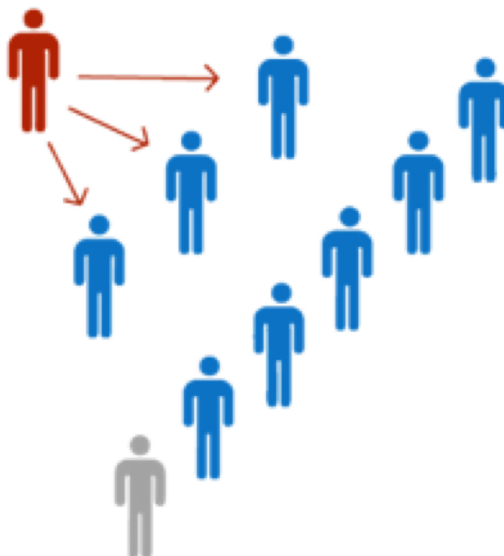
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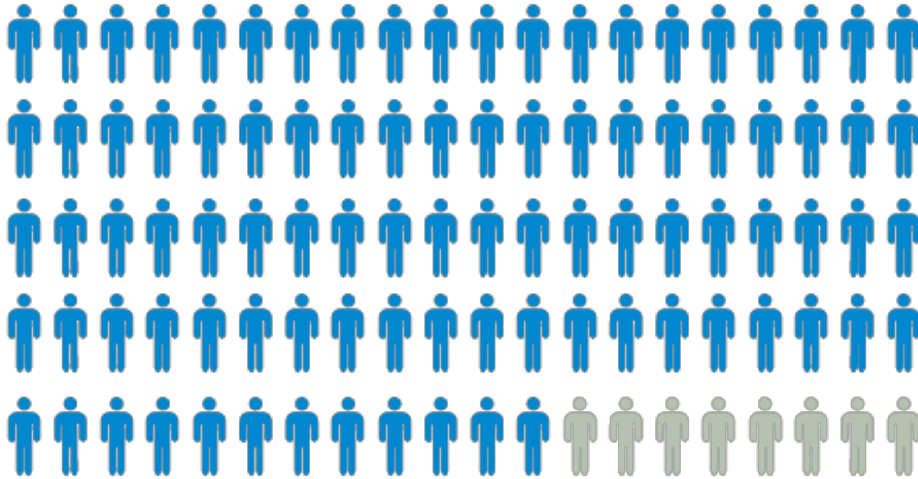
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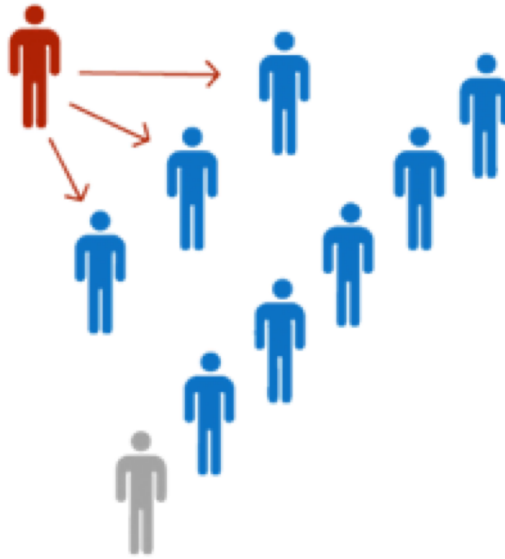
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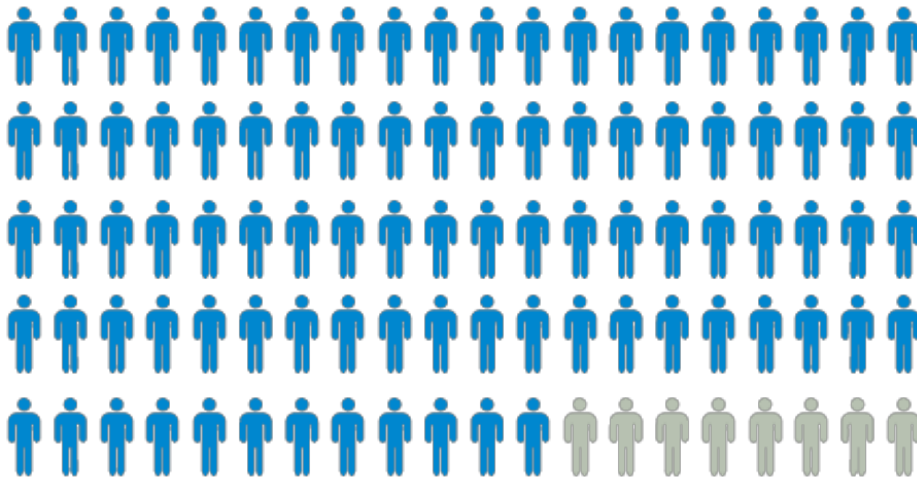


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Questionnaires

Perceived Descriptive Norm

Please estimate **how many U.S. parents (out of 100)** you think vaccinate their children with the measles, mumps and rubella (MMR) vaccine.

Pre-Vaccination Attitude

Using a scale ranging *strongly disagree* (1) to *strongly agree* (7), please indicate how much you agree or disagree with the following statements.

1. Getting vaccines is a good way to protect my child(ren) from disease.
2. Generally I do what my doctor recommends about vaccines for my children.
3. I am concerned about serious adverse effects of vaccines. *
4. New vaccines are recommended only if they are as safe as older vaccines.
5. Parents should have the right to refuse vaccines that are required for school for any reason. *
6. My children do not need vaccines for diseases that are not common anymore. *
7. Pharmaceutical companies conceal information about the safety of vaccines. *
8. Nowadays children receive too many vaccines. *

Note: Negatively keyed statements denoted by * were reverse coded so that larger pre-manipulation attitude scores reflected greater pro-vaccination attitudes.

Moral Conviction

Using a scale ranging *not at all* (0) to *very much* (10), To what extent are your general attitudes toward vaccination a reflection of your **core moral beliefs and convictions**?

Post-Manipulation Attitude (Vaccine Confidence Scale; Rossen, Hurlstone, Dunlop, & Lawrence, 2018)

Using a scale ranging *strongly disagree* (1) to *strongly agree* (7), please indicate how much you agree or disagree with the following statements.

1. Vaccines have not been adequately tested for safety. *
2. People should be able to decide whether or not to vaccinate their children. *
3. Vaccines overwhelm a child's undeveloped immune system. *
4. Getting vaccinated helps protect those who are unable to be vaccinated against disease.
5. Vaccines can cause or worsen allergies. *
6. Improved living standards, not vaccination, have reduced infectious diseases. *
7. It is important that people are able to make their own decisions about vaccination. *
8. Pharmaceutical companies purposefully conceal information about the safety of vaccines. *
9. Infectious diseases are virtually eliminated so vaccination is not needed. *
10. It should be compulsory for all children to be vaccinated.

11. Vaccines cause the diseases they are supposed to prevent. *
12. The government conceals information about the safety of vaccines. *
13. Homeopathic medicines are an effective alternative to conventional vaccines. *
14. Vaccines introduce unnatural toxins into the body. *
15. The more people who get vaccinated the greater the protection against disease.
16. Building immunity by naturally fighting off a disease is better protection than getting a vaccine. *
17. It is okay for people to be exempt from vaccination for moral or personal reasons. *
18. Pharmaceutical companies create ineffective vaccines in order to make high profit. *
19. Vaccinations do nothing to protect people who are not vaccinated. *
20. Infants immune systems are not developed enough to cope with vaccinations. *
21. Infants are too young to be vaccinated. *
22. Doctors should not recommend vaccination to all parents with healthy children. *

Note: Negatively keyed statements denoted by * were reverse coded so that larger post-manipulation attitude scores reflected greater pro-vaccination attitudes.

Behavioural Intention

Using a scale ranging from *not at all likely* (0) to *extremely likely* (10), please indicate the likelihood that you would vaccinate a future child with at least one dose of the MMR vaccine.

Figures

Marginal Means—Normative Message

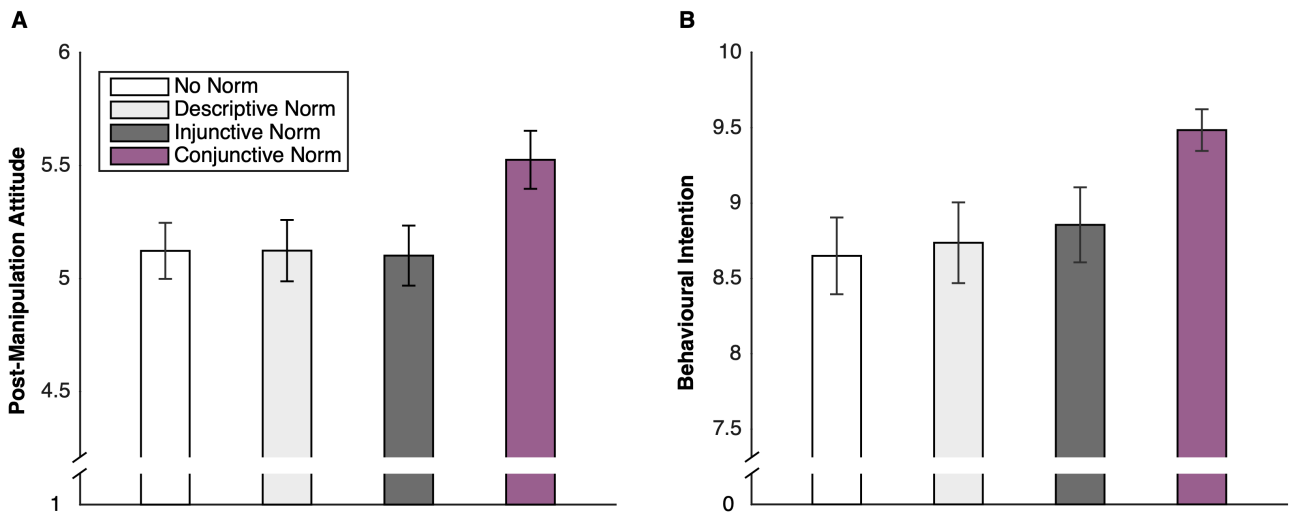


Figure S1.

Post-manipulation attitude (A) and behavioural intention (B) as a function of normative message condition. Error bars represent 95% confidence intervals.