



UK Health
Security
Agency

Attitudes to the
childhood vaccination
programme in parents

Parents most trust health professionals and the NHS

When asked to rank different sources of vaccine information

88%

ranked health professionals (GP, practice nurse, health visitor, midwife) or the NHS their most trusted source of information on vaccines

Fewer than

1%

ranked social media in 1st to 3rd place out of nine categories*

*Categories include: health professionals (like your GP, practice nurse, health visitor, midwife), the NHS, Pharmacists, the Government, newspapers/ magazines/ television/ radio, the internet, social media, my family, my friends/other parents

The data is taken from the Attitudes to the childhood vaccination programme in parents of babies and children under 5 years of age survey undertaken in 2022. UKHSA Immunisation and vaccine preventable diseases Division. UKHSA gateway number: 2022652

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