



For Immediate Release
April 11, 2022

**HOPE FOR HENRY PARTNERS WITH GIANT PHARMACY FOR
SUPER REWARDS FOR VACCINATIONS PROGRAM AS NEW STUDY FINDS
VACCINE HESITANCY DRIVEN BY FEAR OF NEEDLES**

**NATIONAL SURVEY OF PARENTS SPONSORED BY HOPE FOR HENRY SHOWS THAT
NEEDLE-PHOBIA IS LEADING TO A DELAY IN CHILDHOOD VACCINATIONS INCLUDING THOSE
FOR COVID-19**

**RESEARCH ALSO FINDS THAT INCENTIVE PROGRAMS MAY BE THE KEY TO EASING THE
EXPERIENCE**

Washington, DC – As the world grapples with how to move past the two-year pandemic that has upended the lives of adults and children, the Hope for Henry Foundation and Quadrant Strategies have fresh research indicating that fear of needles is a strong driver of vaccine hesitancy. A national survey conducted by Hope for Henry and Quadrant found that over half of children are afraid of needles, and that fear is affecting when and how they get vaccinated.

“The results of this survey are almost intuitive to those of us who have watched children in health care settings,” said Laurie Strongin, Hope for Henry Founder and CEO. “Whether it is a scheduled vaccination, a blood draw, or an IV – the fear of the needle remains a key impediment. Therefore we are thrilled to partner with Giant Pharmacy to bring our Super Rewards for Vaccinations program to more kids and their families to help ease and address this fear.”

Specifically, the survey of 1000 parents with children ages 2 to 11 found:

- 55% of parents say their child is afraid of needles or of getting shots and 24% say they have delayed getting their child vaccinated due to their child’s fear of needles.
- More than 1 in 3 parents (37%) have a fear of needles, and 50% of these parents said that fear makes them less likely to get their child vaccinated.
- More than 1 in 3 parents (36%) say their child has thrown a fit or become hysterical during the vaccination process and 39% of parents have struggled to calm their child down during the vaccination process.

While COVID-19 vaccines have become top-of-mind for the general public, the survey found that this fear and hesitancy extend to all vaccines, not just those for COVID-19. Delaying or forgoing any vaccine due to fear of needles can have major repercussions for children's health, and this survey has exposed the need for additional tools and resources to be made available to alleviate the stress on both parent and child during the process.

To that end, Hope for Henry is using its expertise in improving pediatric patient experiences and increasing adherence to address the fears and questions kids will have as they receive their shots with their new Super Rewards for Vaccinations, which expands Hope for Henry's innovative Super Rewards Program designed to help kids successfully complete challenging medical procedures. With clear, simple explanations of each step of the vaccination process and stickers to mark their progress, Super Rewards "gameboards" are placed in the waiting area of vaccine sites to give kids (and their guardians) a helpful guide of what to expect and a sense of accomplishment as they complete the process.

Hope for Henry is launching Super Rewards for Vaccinations in all 152 Giant Pharmacies in Washington, D.C., Maryland, Virginia, and Delaware, and 20 hospitals across the country, including Children's Mercy in Kansas and Missouri, Children's Hospital Colorado, Children's Hospital at Montefiore, Sinai Hospital of Baltimore, and Inova Health System, with plans to expand to additional standalone vaccine sites, drugstores, and pediatricians' offices.

"Giant Pharmacy is proud to partner with Hope For Henry on this very important initiative," said Paul Zvaleny, Giant Food's Director of Pharmacy Operations. "Our pharmacists have seen firsthand the challenges that can be present when immunizing children ranging from uncertainty to fear of the vaccination process due to needles. As pharmacists, we know the importance of fully immunizing children from various illnesses, including COVID-19. The launch of Hope For Henry's Super Rewards for Vaccinations in all Giant Pharmacies is a creative way for our pharmacy teams to make the vaccination process simpler and more enjoyable for both the child and guardian, leading to the overall goal of reducing fear and anxiety to improve vaccination rates and protect our children."

For more information about the Hope for Henry Foundation, visit hopeforhenry.org.

###

About Hope for Henry

Hope for Henry is reinventing how hospitals care for children and their families through innovative, scientifically tested programs that help hospitalized kids confront the challenges of serious illness, adhere to their medical plans, and thrive. Founded in 2003 and led by social innovator, patient advocate, and author, Laurie Strongin, Hope for Henry has served more than 72,000 of the sickest children in hospitals around the country.

About Giant Food

Since opening its first location over 85 years ago in Washington, D.C. in 1936, Giant has been an integral part of the communities and customers it serves. Giant is committed to being a Better Neighbor and has designated four main giving pillars that address local Food Insecurity, Military Support, Pediatric Cancer Research and Social Equality. Giant is headquartered in Landover, Md. and operates 164 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia with approximately 20,000 associates. Included within the 164 stores are 152 full-service pharmacies, 83 full-service PNC Banks and 26 Starbucks locations. Giant fits all the ways today's busy customers want to shop - whether in store or online. With 159 Giant Pickup locations and Giant Delivers available in all of its markets, customers have even more convenient options right at their fingertips to get the best products and prices, whenever and however they choose. For more information on Giant, visit: www.giantfood.com.

Contact:

Jack Goldberg, Hope for Henry, 202.813.3385, jack.goldberg@hopeforhenry.org

Elizabeth Ward, PR Collaborative, 202.339.9598, elizabeth@prcollaborative.com

Daniel Wolk, Giant Food, 301.980.3762, daniel.wolk@giantfood.com