

**Title of Intervention:** Peer education intervention for health care providers

**Intervention Strategies:** Provider Education, Campaigns and Promotions

**Purpose of the Intervention:** To improve provider immunization knowledge and behavior

**Population:** Health care providers at family or pediatric practices

**Setting:** Family medicine and pediatric practices in the Houston metropolitan area; health care facility-based

**Partners:** Health care facilities

**Intervention Description:**

- Provider Education: Health care providers attended peer-led educational presentations on avoiding missed opportunities, using available tools and resources to reduce barriers to giving immunizations and developing a practice-specific immunization action plan.
- Campaigns and Promotions: Incentives for enrollment in the education session included continuing medical and nursing education credit, free lunch and immunization education materials and office tools.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Peer educators
- Training: Not mentioned
- Technology: Computer and printer
- Space: Classroom space
- Budget: Not mentioned
- Intervention: Educational materials, incentives like lunches, office tools
- Evaluation: Survey

**Evaluation:**

- Design: Pre/post survey
- Methods and Measures:
  - Survey measured immunization behaviors

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Self-reported immunization behaviors of participants improved significantly after the intervention.

**Maintenance:** Not mentioned

**Lessons Learned:** The program had a significant positive impact on many aspects of self-reported immunization behaviors by using academic detailing, distribution of educational materials, group discussion and goal setting.

**Citation(s):**

Boom, J. A., C. S. Nelson, et al. (2007). "Improvement in provider immunization knowledge and behaviors following a peer education intervention." *Clin Pediatr (Phila)* 46(8): 706-17.