

Title of Intervention: Rural pharmacy immunization partnerships

Intervention Strategies: Environments and Policies, Campaigns and Promotions, Provider Education, Individual Education

Purpose of the Intervention: To increase immunizations in infants and adults in rural areas

Population: Residents of five contiguous rural counties in West Virginia

Setting: Five pharmacies in rural counties in West Virginia; health care facility-based

Partners: American Pharmaceutical Association, West Virginia University School of Pharmacy

Intervention Description:

- Environments and Policies: Nurses offered free immunizations at pharmacies based on standing orders established by the county health departments. Immunization services were offered typically in the evenings or weekends when the health department clinic and other local providers were closed.
- Campaigns and Promotions: Parents were contacted prior to the start of the program through direct mailings. The mailings informed parents about the importance of timely immunization. The availability of pharmacy-based programs at the various sites was also described. Posters, bag stuffers, and weekly ads in local newspapers and TV stations were also used. Two dollar pharmacy coupons were given to parents each time their child was vaccinated.
- Provider Education: Training programs were implemented for participating nurses and pharmacists. Training included instruction on immunology, immunization practice, patient assessment and vaccine storage.
- Individual Education: Pharmacists and other employees communicated directly with patients to inform them about the service, remind them about the schedules, stress the importance of immunization and reinforce immunization behaviors.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Nurses and pharmacists
- Training: Not mentioned
- Technology: Computers and printers
- Space: Pharmacy space
- Budget: Not mentioned
- Intervention: Vaccines, letters, posters, bags, coupons, incentives
- Evaluation: Surveys

Evaluation:

- Design: Non-comparative study
- Methods and Measures:
 - Parent surveys assessed immunization status of their children, where the children were immunized and any reasons for not immunizing

Outcomes:

- Short Term Impact: There was increased access to immunizations and immunization sites.
- Long Term Impact: There was a significant increase in immunization rates.

Maintenance: Not mentioned

Lessons Learned: From a health department perspective, partnership with pharmacies for immunizations is useful for establishing “satellite” locations to target hard to reach individuals.

Citation(s):

Ndiyae SM, et al., The Use of Pharmacy Immunization Services in Rural Communities. *Public Health*. 117 (2003) 88-97.

Rosenbluth, S.A., et al., Pharmacy immunization partnerships: a rural model. *J Am Pharm Assoc (Wash)*, 2001. 41(1): p. 100-7.