

Title of Intervention: School-based influenza immunization program

Intervention Strategies: Campaigns and Promotions, Supportive Relationships, Environments and Policies

Purpose of the Intervention: To increase influenza immunization rates among school-aged children

Population: Parents of healthy children at least five years old attending public elementary school

Setting: Public elementary schools; school-based

Partners: Carroll County Public School System

Intervention Description:

- Campaigns and Promotions: Parents were informed about immunization opportunities through public service announcements, informational flyers, posters and various school-based promotional functions.
- Supportive Relationships: Interested parents were told to contact school nurses, who answered questions and provided information.
- Environments and Policies: Nurses administered vaccines at the elementary school for no charge.

Theories Used: Not mentioned

Resources Required:

- Staff/Volunteers: Nurses
- Training: Not mentioned
- Technology: Computers, posters and video equipment
- Space: Classroom space and vaccine clinic space
- Budget: Not mentioned
- Intervention: Educational videos, flyers, posters, informed consent forms and vaccines
- Evaluation: Questionnaire

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - A parent questionnaire assessed recall information about fever, respiratory illness, flu-related medical visits, medical costs and days missed from school/work.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: There was decreased absenteeism from school/work among children and parents. Households in the intervention school experienced significantly fewer medical visits by both adults and children. Significantly fewer over-the-counter and prescription drugs were purchased by households in the intervention school. Significantly fewer paid workdays and schooldays were missed by members of the intervention school.

Maintenance: Not mentioned

Lessons Learned: Schoolchildren are a good audience to target for immunization interventions, since they contribute greatly to the transmission of influenza in households and the community.

Citation(s):

King, J.C., Jr., et al., A pilot study of the effectiveness of a school-based influenza vaccination program. *Pediatrics*, 2005. 116(6): p. e868-73.