

**Title of Intervention:** Large-scale school-based immunization program

**Intervention Strategies:** Group Education, Individual Education, Environments and Policies, Campaigns and Promotions

**Purpose of the Intervention:** To increase Hepatitis B immunizations among children and teens in a large urban area

**Population:** Seventh graders (12-13 years old) and their parents

**Setting:** Middle schools in The San Francisco Unified School District; school-based

**Partners:** None mentioned

**Intervention Description:**

- Group Education: Teachers taught Hepatitis B lessons to students. Seventh graders attended an assembly where high school students presented a skit on the importance of being vaccinated.
- Individual Education: Parents received information packets with a one-page description of the program. School nurse contact information, consent form, refusal form and a recent newspaper article about Hepatitis B immunization were sent to the parents of school-children. If the consent forms were not returned within one week, parents received a phone call.
- Campaigns and Promotions: Students were given extra credit points for returning signed consent forms. Additionally, every class was offered a pizza party if 100% of the class returned signed forms.
- Environments and Policies: A team was used to orchestrate the immunization of all eligible students in each school, consisting of two nurses to administer vaccines, a health clerk to keep records and a retired teacher to escort and monitor students.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Nurses, teachers, health clerk, staff
- Training: Teachers were trained in intervention protocol
- Technology: Computers and printers
- Space: Classroom and immunization space
- Budget: Not mentioned
- Intervention: Educational materials, consent forms, refusal forms, telephones and student incentives
- Evaluation: Survey

**Evaluation:**

- Design: Parent survey
- Methods and Measures:
  - A parent questionnaire assessed reasons for refusal.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: There was a significant increase in immunization rates for this age group.

**Maintenance:** Not mentioned

**Lessons Learned:** Language barriers in this population were overcome by developing educational materials that combined clear and simple language with visual cues such as a large dot at the signature space.

**Citation(s):**

Boyer-Chuanroong, L., et al., Immunizations from ground zero: lessons learned in urban middle schools. J Sch Health, 1997. 67(7): p. 269-72.