

Title of Intervention and Website: Immunization education package

Intervention Strategies: Campaigns and Promotions, Provider Education

Purpose of the Intervention: To improve compliance with the federal mandate to improve provider/parent vaccine risk/benefit communication

Population(s): Pediatricians, parents and guardians of children aged 24 months and younger

Setting(s): Private group pediatric offices in Shreveport, Louisiana; health care facility-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: "Seven Questions Parents Need to Ask about Baby Shots" posters were placed in each room to encourage parents to ask questions.
- Provider Education: Local opinion leaders conducted in-service trainings for each office. The sessions provided an orientation to the Immunization Education Package materials and the vaccine contraindication screening sheet.

Theories Used: Not mentioned

Resources Required:

- Staff/Volunteers: Health care providers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Space to conduct in-service
- Budget: Not mentioned
- Intervention: Immunization Education Package included screening sheet, exam room poster, information sheet, brochures
- Evaluation: 49-item Checklist for immunization visit observations

Evaluation:

- Design: Controlled trial
- Methods and Measures:
 - Content of well-baby visits, including vaccine communication practices and risk/benefit discussion times were observed and recorded through direct observations.

Outcomes:

- Short Term Impact: There was a significant increase in Vaccine Information Statements distribution, provider initiation of verbal teaching and parent initiation of questions. There was a significant increase in discussion of contraindications, common side effects, treatment of common side effects, severe side effects, management of severe side effects and schedule of the next immunization.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: In post intervention focus groups, provider staff endorsed the Immunization Education Package method. This Immunization Education Package was a feasible way to facilitate compliance with the National Childhood Vaccine Injury Act. A significant amount of additional information was provided to parents with only a slight increase in time. Physicians highly valued an office-based in-service by a local opinion leader whom they perceived as credible and knowledgeable. Future replication efforts could be improved in 4 ways: 1) Offer professional education credit for both nurses and physicians, 2) Include strategies to empower the nurse to have a better defined role in vaccine risk/benefit communication, 3) Provide easy to use materials based upon provider and parents needs assessment, and 4) Facilitate each practice to develop a standard system of vaccine information delivery and contraindication screening.

Citation(s):

Davis, T.C., et al., Improving vaccine risk/benefit communication with an immunization education package: a pilot study. *Ambul Pediatr*, 2002. 2(3): p. 193-200.