

Title of Intervention: Immunization Plus! Curriculum

Intervention Strategies: Group Education

Purpose of the Intervention: To improve middle school student awareness, attitudes and proactive behaviors about immunization; to increase immunization rates among middle school students

Population: Middle school students

Setting: Sixth-grade classrooms in 4 California counties (Tulare, San Joaquin, Los Angeles and Santa Clara), urban, suburban and rural middle schools; school-based

Partners: Immunization Branch of the California Department of Health Services, University of California at Los Angeles School of Public Health and Graduate School of Education, school districts

Intervention Description:

- Group Education: An intensive 10- to 12-hour immunization curriculum was implemented by teachers. The Immunization Day video depicted a student being "invaded" by a disease and concluded with a student actually receiving a hepatitis B shot.

Theory: Health Belief Model, Social Learning Theory, Multiple Intelligences Theory, Cognitive Development (Piaget)

Resources Required:

- Staff/Volunteers: Training session leader, teachers
- Training: Teachers were trained to implement the curriculum.
- Technology: Audio-visual equipment, computers
- Space: Space for teacher training
- Budget: Not mentioned
- Intervention: Immunization video, parental consent forms, teacher manuals, classroom materials
- Evaluation: Questionnaires, envelopes, teacher logs

Evaluation:

- Design: Quasi-experimental, non-equivalent comparison groups
- Methods and Measures:
 - A student questionnaire measured knowledge about and attitude towards immunization along with health-related behaviors.
 - Teacher-completed logs described which lessons and activities from the 5 modules had been taught.
 - Teachers' activities were assessed.
 - Immunization rates were self-reported.

Outcomes:

- Short Term Impact: Negative feelings towards doctors decreased in the education plus video curriculum intervention condition compared with the other conditions. Intention to obtain immunizations increased significantly in education-only and education plus video schools. Telling parents about immunizations increased significantly in the education-only and education plus video and video-only schools.
- Long Term Impact: Self-reported immunization coverage rates went up significantly in the education-only and education plus video schools.

Maintenance: Not mentioned

Lessons Learned: The intensive 10- to 12-hour curriculum intervention on immunizations and infectious diseases did contribute to increases in knowledge, positive attitudes and behaviors towards immunizations among the sixth-grade students. Girls and non-Hispanic youth were more receptive to the subject matter

taught. The findings suggest that this type of education program is more successful when adolescents discuss the issue with parents.

Citation(s):

Glik, D., et al., Impact of an immunization education program on middle school adolescents. *Am J Health Behav*, 2004. 28(6): p. 487-97.

Glik, D.C., et al., A multi-disciplinary curriculum for 11- to 13-year-olds: immunization, plus! *J Sch Health*, 1997. 67(7): p. 256-8.