

Title of Intervention: The MMR Decision Aid

Website: www.ncirs.usyd.edu.au/decisionaid

Intervention Strategies: Individual Education

Purpose of the Intervention: To determine whether an evidence-based decision aid on the measles, mumps, rubella vaccine changed parents' attitudes towards immunization

Population: Parents who are internet users

Setting: Homes with websites; home-based setting

Partners: Stakeholders; Australian National Centre for Immunisation Research and Surveillance

Intervention Description:

- Individual Education: A website was developed that provided an evidence-based decision aid with text and graphical representation of the possible outcomes of measles, mumps and rubella (MMR) diseases compared with the MMR vaccination. The aid provided numerical and graphical evidence of the risks associated with the diseases in conjunction with the potential risks associated with the vaccine. Frequently asked questions were addressed and some key advantages and disadvantages of MMR vaccination were listed.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: computer, website
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Website, content
- Evaluation: Data management system, computer, analysis software

Evaluation:

- Design: Cohort, pre/post evaluation
- Methods and Measures:
 - Participants were asked to rate the importance of the advantages and disadvantages of the immunization and their attitudes toward the MMR vaccination via a three point scale.

Outcomes:

- Short term Impact: More participants indicated they were leaning towards immunization after using the decision aid.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Further research is needed to clarify the effectiveness of the decision aid. The aid could become more interactive and provide more in-depth scientific evidence that may be layered according to parents' information needs. Future studies should examine changes in knowledge, anxiety and decisional conflict since many parents have difficulty deciding for or against the MMR vaccine.

Citation(s): Wallace, C., J. Leask, and L.J. Trevena, Effects of a web based decision aid on parental attitudes to MMR vaccination: a before and after study. *BMJ*, 2006. 332(7534): p. 146-9.