

Title of Intervention: A Vaccine Education Program

Intervention Strategies: Individual Education

Purpose of the Intervention: To determine whether parents learned more from the Vaccine Information Pamphlets than from the methods used previously to educate families about vaccinations; to ascertain whether this augmented knowledge increased parents' worries about immunizations and vigilance about possible side effects

Population: Parents of children scheduled to be immunized

Setting: Private pediatric practices in the Nashville, TN area and a resident continuity clinic at Vanderbilt University Medical Center; health care facility-based

Partners: Clinics

Intervention Description:

- Individual Education: Parents were given an eight-page vaccine information pamphlet (VIP) with information about the measles, mumps, rubella (MMR) vaccine.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Interviewers, health care providers for recruitment
- Training: Not mentioned
- Technology: Statistical software
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: VIPs (vaccine information pamphlets)
- Evaluation: SPSS statistical software, GLIM software, computers, phones

Evaluation:

- Design: Randomized treatment/control trial; post-test only
- Methods and Measures:
 - To assess what parents learned about immunizations during the visit, open-ended questions regarding concerns, topics of importance, opinions of immunizations and any problems their children had with recent immunizations were asked.

Outcomes:

- Short term Impact: Parents who received VIPs before their children's doctor visits (treatment group) gained more knowledge about immunizations than did those who received VIPs after their children's doctor visits (control group). Parents who received VIPs before their children's doctor visits (intervention group) had a greater increase in their acceptance of immunizations than those in the control group.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: VIPs are a marked success. Providers should realize that giving out pamphlets does not prevent the need to talk with parents about immunizations.

Citation(s): Clayton, E.W., G.B. Hickson, and C.S. Miller, Parents' responses to vaccine information pamphlets. *Pediatrics*, 1994. 93(3): p. 369-72.