

Helping Healthcare Professionals Address Parental Concerns About Vaccine Safety: Stepped Flip-Chart Guide and Education Program

Type of Project: Education

Organization: Wellington-Dufferin Guelph Public Health
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Public Health

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Objectives:

1. To create a quick reference guide and counseling tool using a flipchart format that will encourage and assist healthcare professionals to address common parental concerns and anti-vaccination claims
2. To launch the new flipchart tool with an education night regarding 'Reservations to Vaccinations' for local healthcare professionals

Target Audience: Healthcare Professionals/Parents

Project Summary: The project will involve two key initiatives:

1. Quick reference "stepped-flipcharts" will be developed and 350 flipcharts distributed to healthcare professionals that will address common anti-vaccination claims. The flipchart will aim to:
 - promote pediatric vaccination through current research-based information on common vaccine myths
 - provide education on vaccine safety and the rigid process of vaccine manufacturing and licensing
 - function as a tool to educate parents on the risk of disease vs. risk of vaccine
 - provide tips to healthcare professionals on how to best counsel parents who are questioning immunization and help them sort out conflicting information about vaccines
 - encourage physicians and healthcare professionals to discuss parental concerns about vaccines and dispel anti-vaccination claims at well-baby visits
2. Two Education Nights to launch the new flipchart will be conducted with a guest speaker who will speak on the topic of 'Reservations to Vaccinations' for local healthcare professionals who educate or provide immunizations to children. Approximately 200 healthcare professionals will be invited to these events.

To evaluate the effectiveness of this program, a questionnaire will be mailed to 50 sentinel physicians in the four months after the launch and distribution of the flipchart. The questionnaire will pertain to the content and applicability of the resource to physicians and ask for feedback.

Completion Date: December 2007

Outcomes:

Wellington-Dufferin-Guelph Health Department, Ontario created a spiral-bound flip chart resource for healthcare professionals called *Educate. Protect. Vaccinate: A Resource to Address Parents' Concerns About Childhood Vaccines*. It was anticipated that this resource would be helpful to healthcare professionals who deal with parents of young children in the community during well baby and well child visits. A secondary resource was also developed to accompany the flip chart. Tear off sheets called *How to Use Internet Resources Wisely* were also provided to all physicians.

The new resources were shared at two educational sessions with over 130 participants. Dr. Andrew Latchman, Pediatrician, McMaster Children's Hospital was the guest speaker for the two fully booked education nights. He spoke with physicians and nurses regarding techniques for handling common parental concerns regarding immunization.

An in depth evaluation survey regarding these resources was distributed to 158 physicians with a response rate of 30.1%. In summary, the evaluation results for the flip chart resource were positive. The majority of respondents use this new resource and over 70% agree that the flip chart is useful. Respondents also described a need for further simple, support materials for parents including:

- A simplified information tool for patient use – i.e., tear off sheets
- More information on effects, risks for each vaccine in simple table format
- Chart and pie graphs to illustrate the effect of immunization.