

# Networking for Broader Reach and Applicability

Networking is often the key to success for many programs across many disciplines. Vancouver Coastal Health (VCH), British Columbia has demonstrated the power of networking through the development of their informed consent teaching tool entitled *Immunization: An Important Choice You Make for Your Child*. The final milestone of printing and distribution of this tool is scheduled early in 2008. Prior to mass production, the health department has undergone extensive field testing with 37 nurses, 12 parents, and 40 English as a Second Language students. "Overall the resource tested very well, with the graphic design, a key focus of the project, receiving high marks. The field testing process proved to be very valuable and highlighted the

need for additional content to be added and minor tweaking to placement of some of the material, as well as ensuring there is an orientation, to discuss content and use, prior to launch. We are looking forward to implementing these changes that will really strengthen the final product," explained Tamsin Morgana, Vaccine Promotion Specialist. How can you access this tool if you are not from British Columbia? Visit the VCH website at [www.vch.ca](http://www.vch.ca). Two abstracts regarding this project have also been submitted to the National Community Nursing Conference being held in Toronto 2008. If accepted, this will provide a forum for discussing approaches to developing resources and field-testing models.



## The Verdict on Recall Strategies

Two Partnering for Protection Grant Program projects are addressing delayed and missed immunizations using reminder/recall strategies. Calgary Health Region, Alberta is researching a "manual" reminder approach that is combined with direct education while Chinook Health Region, also in Alberta, is evaluating the cost effectiveness of using an "automated" reminder/recall system to improve immunization rates in the pediatric population. Projects are currently underway and results are expected in 2008...so stay tuned.

## On the Verge of Research Outcomes

Stay tuned as well for Northern Health's findings from an in-depth review of the Infant Preschool Immunization Program in Prince George, British Columbia. Survey results from regional parents, physicians and public health nurses are expected in early 2008. This will provide valuable information about current immunization practices in the region and solid direction for improvements in the future.

## Need more information on these projects?

Ask your Wyeth Public Health Educator about these projects or visit the Canadian Public Health Association's CCIAP website for more information about the grant program. The direct link is <http://immunize.cpha.ca/en/health-care-providers/grants.aspx>.

**The content of this newsletter is based on proposals and unpublished evaluation reports submitted to Wyeth by Partnering for Protection grant recipients and has been verified by each grant recipient.**





# Wyeth's Partnering for Protection Grant Program:

## Outcomes and Horizons



### What's Inside:

---

**New Challenges for the  
New Year**

---

**Measuring the Impact  
of Education**

---

**Do Two Shots a Day Keep  
Parents Away?**

---

**The Power of Reaching Out**

---

**Networking for Broader  
Reach and Applicability**

---

**The Verdict on Recall  
Strategies**

---

**On the Verge of Research  
Outcomes**

---

Wyeth believes that a partnership approach will help strengthen the ability to implement education and research programs and achieve routine childhood immunization coverage goals. As part of the Partnering for Protection Grant Program, Wyeth supports activities and programs aimed at creating new approaches to understand and/or improve routine pneumococcal childhood immunization coverage rates in Canada. For more information about this grant program, please contact your local Wyeth Public Health Educator.

# New Challenges for the New Year

In 2008, Wyeth's Partnering for Protection Grant Program continues to support grassroots education and research projects. These projects aim to improve and better understand pediatric pneumococcal immunization rates in Canada. This year, Wyeth received 24 new grant applications from across Canada. All

submissions were of very high quality and the selection process was quite challenging.

Congratulations to the following nine public health agencies who have been awarded a Wyeth Partnering for Protection Grant:

Organization	City	Province	Project
Atlantic Health Sciences Corporation, Research Services, Public Health	Saint John	New Brunswick	Pediatric Immunization: Identifying and Addressing the Gaps in South Western New Brunswick (Atlantic Health Sciences Corporation - Public Health)
Brant County Health Unit	Brantford	Ontario	Examining the Impact of Suspensions on Immunization Practices in Day Care Children
Department of Health and Social Services, Government of Northwest Territories	Yellowknife	Northwest Territories	The Practicalities of Immunization
Huron County Health Unit	Clinton	Ontario	Primary Care Immunization Promotion Initiative
Ottawa Public Health	Ottawa	Ontario	Colouring Contest with Gerri the Giraffe
Regina Qu'Appelle Health Region	Regina	Saskatchewan	Regina Qu'Appelle Immunization Scheduler and Educational Programs Link
Unité de recherche en santé publique	Quebec City	Quebec	Will Providing Doctors and Nurses in Medical Clinics with Personalized Feedback Help to Reduce Late Vaccinations with Prevnar®, Pentacel® and Meningitec®?
University of Ottawa, Faculty of Health Sciences	Ottawa	Ontario	The Immigrant Immunization Research Pilot Project, an initiative of the Loyer Da Silva Research Chair in Public Health Nursing
Windsor-Essex County Health Unit	Windsor	Ontario	Cold Chain and Simultaneous Injection Study

## Do Two Shots a Day Keep Parents Away?

Apparently not, according to a recent survey conducted by Kingston, Frontenac and Lennox & Addington Public Health, Ontario. The survey measured parental knowledge of childhood immunizations and barriers to immunization. Results from 500 parents surveyed by telephone during 2007 indicated that receiving two shots in one day is not a significant barrier to immunization. When two vaccines were recommended together, over 91% of children received them on the same day. Barriers to immunization that did emerge from the research seem to relate to costs associated with newly recommended vaccines that are not publicly funded. Another key finding from the research was that while parents are fairly knowledgeable of the appropriate responses and side effects to vaccines, they are not familiar with what the vaccines protect against. Only 1.8% could correctly identify all the diseases that Pentacel® protects against and 8.7% could identify the disease covered by Prevnar®. In addition,

up to 85% of parents mistakenly attributed some symptoms to vaccines when in fact they are not associated with immunization. Immunization rates were found to be high (92.4% to 98.6%) at various ages except for the 15- month immunization (79.4%) where uptake was lower. Implications of this research indicate a need for stronger education regarding why we immunize and information about side effects should be presented clearly with each immunization visit. Look forward to more details regarding this important research in upcoming public health publications.



# Measuring the Impact of Education

Although in different formats and for different audiences, many of the grant projects implemented during 2007 involved the same theme of improving knowledge and awareness of pediatric immunization. Grey Bruce Health Unit, Ontario created an in depth immunization awareness campaign using radio advertising, billboards, resource offerings, health care professional education and parent education initiatives. Much effort went into the development and execution of the Love Them, Protect Them, Immunize Them campaign. Positive outcomes have resulted from all of this effort as measured by a dramatic increase of 22 % in their fourth dose pneumococcal immunization rates in the region.



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.

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.



# The Power of Reaching Out

Simcoe-Muskoka Health Unit, Ontario has been extremely busy with their traveling immunization display, presentation and accompanying parent handout. Venues have included many Ontario Early Year Centers, Mother Care Programs, and Next Step Programs consisting typically of parents with infants and toddlers. Presentations promoted childhood vaccines and addressed common parental questions and concerns. Feedback from these sessions show the program is perceived as very positive. Most participants indicate value has been derived from the parent handout/calendar reminder stickers. The program will continue to have a positive impact within the region with the following region-funded expansion plans:

- Further presentations have been booked into the spring and summer of 2008.
- Parent handout is being included in 4300 packages to be distributed to parents of newborns in the region
- Physicians, nurse practitioners and other interested health care providers will receive the resource

- "Your Child... Their Future" Power Point presentation to be piloted as a bedside viewing program at Royal Victoria Hospital (RVH) in Barrie, Combined Care Post Partum Unit



Saskatoon Tribal Health's Inner City Immunization Program in Saskatchewan has also had an incredibly successful outreach approach resulting in approximately 1,000 immunizations given in 2007. Outreach initiatives included the flyer mailings, lunch and learn sessions, full day clinics with flexible hours to accommodate working parents, and on-demand home visits. Small

incentives had big impact in encouraging the completion of the immunization series. Teething rings, rattles, bath toys, baby nail clippers, "sippy" cups, and small toys were useful support items provided to clinic attendees. Lynne Johnson, Immunization Nurse explained the impact of the program, "Over 400 children in the core area who would probably not have received many, if any, needles are now immunized and are being followed to ensure primary series completion. In the beginning, all of the children who started the program came in very far behind. We have been able to bring them up-to-date and complete their scheduled immunizations. With the use of the mail outs, handouts and posters, we have noticed a real increase in the number of newborns in the program". Formal measurement of immunization coverage rates will take place in the Health Disparities Survey to be conducted by the health district in the future.

