

# Vaccines and Your Child: Display and Information Package

**Type of Project:** Education  
**Organization:** Simcoe Muskoka District Health Unit  
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## Objective:

To provide information about childhood vaccinations and an information package for parents regarding vaccinations.

**Target Audience:** Parents

**Project Summary:** The Vaccines and Your Child: Display and Information Package will provide parents with children under the age of five the opportunity to learn about childhood immunizations. It will include a display which will describe vaccines and vaccine preventable diseases from past to present, provide informative and interesting facts and display pictures of diseases for parents to see. There will also be a package for parents to take home, which will include items such as magnets with immunization promotional phrase (to be developed), immunization stickers reminding parents of immunization schedules, and vaccine resource information. The goal of the display and information package is to allow parents of young children to make informed choices through the use of educational and visually interesting material.

The display and resource package will be made available to parents/guardians of approximately 5000 children who attend Simcoe Muskoka's:

- 137 daycares
- 9 Ontario Early Year Centres
- pre- and post- natal workshops
- multidisciplinary workshops

A short questionnaire will be available for all parents who view the display or utilize the information package. The questions will try to illicit if the attendee:

- felt the display raised awareness of the importance of childhood immunization
- assisted them to understand the importance of childhood immunization
- answered questions or concerns about vaccines
- encouraged them to have their child immunized or have immunization updated.

**Completion Date: December 2007**

## Outcomes:

The immunization display and parent handout created and launched during National Immunization Awareness Week were exhibited at various venues throughout the year. Ontario Early Year Centers, Mother Care Programs, and Next Step Programs as well as pre- and post-natal classes received presentations promoting childhood vaccines and addressing 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 and calendar reminder stickers created as part of the program. 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