

“Love them, Protect them, Immunize them” Immunization Awareness Campaign

Type of Project: Education
Organization: Grey Bruce Health Unit
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Objectives:

1. Increase on-time routine vaccination of children in Grey and Bruce Counties.
2. Increase uptake of pneumococcal conjugate vaccine in children.
3. Increase parents' and healthcare professionals' knowledge of issues related to routine childhood vaccinations.
4. Promote effective immunization practices of healthcare professionals.

Target Audience: Parents and Healthcare Professionals

Project Summary: The importance of on-time childhood immunizations and the prevention of vaccine preventable diseases will be promoted using the following methods:

- Educational events including keynote speakers and displays will target healthcare professionals and parents/caregivers of young children.
- Promotional events will target healthcare professionals, parents/caregivers of young children and the general public through billboards in high-traffic in-town locations, radio ads and newspaper ads.
- Resources will be developed and/or distributed to healthcare professionals and parents/caregivers of young children and local libraries to raise awareness of and promote childhood immunizations. Resource materials will include “Your Child’s Best Shot”, vaccination schedules, magnets for high risk parents/caregivers, and display board.

It is expected that this campaign will reach approximately 200 physicians/healthcare professionals and a public audience of 153,000 individuals through billboards, radio ads, newspaper ads etc.

In addition to evaluating the success of the educational events based on numbers in attendance and attendee surveys, other evaluation methods will include determining:

- the percentage increase in pneumococcal vaccination at 18 months of age (current coverage rate is 18%).

Completion Date: June 2007

Outcomes:

“Love Them, Protect Them, Immunize Them” Immunization Awareness Campaign was launched in April 2007. This multi-faceted campaign involved billboard displays, newspaper, radio and TV advertisements, reminder magnets, display board, distribution of Your Child’s Best Shot to all public health libraries and parent resource centres in the region and resource packages for healthcare providers in the region.

Three well-attended education sessions were conducted for healthcare providers and parents. Dr. Dion Neame, Medical Advisor Meningitis Research Foundation of Canada, addressed physicians and nurses during two education events and discussed vaccine preventable diseases, existing and new vaccines, myths and misconceptions and provided concrete approaches to addressing parental concerns. Dr. Ron Gold, author of Your Child’s Best Shot, spoke with a group of parents about myths associated with vaccination during an education event in Owen Sound.

Positive outcomes have resulted from the campaign as measured by a dramatic increase of 22 % in the fourth dose pneumococcal immunization rates in the region.