

# Pediatric Immunization: Identifying and Addressing the Gaps in South Western New Brunswick



Atlantic Health Sciences Corporation  
Corporation des sciences de la santé de l'Atlantique

**Type of Project:** Research/Education

**Organization:** Atlantic Health Sciences Corporation  
Public Health  
5th Floor, Mercantile Centre  
55 Union Street  
Saint John, NB  
E2L 5B7

**Project Coordinator:** Ms. Debra Godlewski  
Administrative Director, Public Health  
506-643-6068  
godde@reg2.health.nb.ca

## Objective:

To determine the best means of achieving 100% age-appropriate pediatric immunization in South Western New Brunswick.

**Target Audience:** Parents

**Project Summary:** As part of this initiative, a survey tool will be administered to 1200 parents of children who have appointments at regional Public Health Pediatric Immunization Clinics. The survey will aim to clarify reasons for 'no shows' and cancellations at Public Health Immunization Clinics. In addition to the survey, the prevalence of 'missed immunizations' through an in-depth analysis of local and provincial health data will be measured.

Survey and data analysis findings will be geomapped to inform the design and development of customized, 'local' community-based, immunization outreach strategies. These strategies will address the challenges to immunization that have been identified in the survey.

Targeted social networking and marketing tools will be used to heighten the public's awareness of the need for time-sensitive immunizations. A complementary, multi-pronged immunization 'reminder program' for parents will also be designed and piloted. Over 300 immunization providers will be apprised of the outreach strategies.

It is anticipated that between March 2008 and March 2009, 10,800 infants and preschoolers, between ages zero to six, will participate directly or indirectly in this program.

Tracking and trending in real time, 'no shows' and cancellation rates, will help to evaluate the success of the program.

**Planned Completion Date: March 2009**