

ADVOCACY BY PEDIATRICIANS FOR CHILDREN AND THEIR FAMILIES

BCPS Immunization Projects

BC Immunization Committee (BCIC)

Purpose: To increase uptake of non-publicly funded vaccinations for British Columbians

For a third year BCPS received a grant from BCIC to support the delivery of information about non-publicly funded (NPF) immunizations to Physicians (and through them to patients and families). The 2013/14 project explored the effectiveness of connecting directly with community members rather than via Physicians as in previous years (direct mail 2011/12 and in partnership with Fraser Health Authority via Health Units 2012/13). Materials were available in four languages: English, Punjabi, Simplified Chinese and Traditional Chinese.

Although the materials were well received when reviewed by the intended target audiences (physicians and parents), BCPS materials such as posters/tear sheets placed in community locations along with the NPF vaccine splash page/*Extra Protection Checklist* on the ImmunizeBC website did not, by themselves, provide sufficient information for parents to make decisions regarding NPF vaccines for their children.

- Parents continue to look to their Physicians for information. Findings suggest that Pharmacists and Health Unit staff are trusted community resources that could be actively involved in providing information about NPF vaccines, reinforcing one another's efforts.
- Parents who do not speak (or read) English require more and personal assistance than their English-speaking counterparts.

Downloadable materials are available from the ImmunizeBC website at: <http://www.immunizebc.ca/get-vaccinated/non-publicly-funded-vaccines-children>

2) NPF Vaccines - Meningococcal Vaccination Clinical Practice

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The 2013 project developed, tested and obtained feedback on online, printable resources for use by physicians. Although the original intent was to focus on meningococcal vaccines, through conversations amongst BCPS Leads and representatives of the Society of General Practitioners and BC College of Family Physicians, the scope was broadened to all non-publicly funded vaccines. The resources reflect challenges experienced and questions typically received by physicians related to NPF vaccine discussions - and remind physicians of how critical they are in parental immunization decisions.

The Factsheets for physicians highlight disease incidence and characteristics, vaccines available and give take-away messages about the vaccine for parent discussions. Factsheets on Meningococcal Disease Vaccines (including Meningococcal B) and Travel-Related Vaccines (including Hepatitis A) are under development. Work has not started yet on the two other vaccines not currently funded for BC children: Influenza and Human Papillomavirus (HPV) for males.

Resources about non publicly funded vaccines for children designed for physicians to give to families include: Vaccine Information (Trusted Websites) and information about costs, whether the vaccines are covered by insurance and directions on how to access the vaccines from pharmacies.

To view or access these resources visit www.bcpeds.bc.ca/physicians