

Talking with Patients about Vaccines

WEBCAST AND DISCUSSION SEMINAR (available at <http://www2.cdc.gov/vaccines/ed/nurses>)

Many immunization providers are looking for ways to make their vaccine conversations more effective. The goal of this discussion and its accompanying webcast session is to offer the best information, resources, and tips that healthcare providers can use to increase their effectiveness in talking with patients about immunization. The training includes discussions of evidence-based strategies and offers “my best piece of advice” from experienced immunization nurses.

Target Group Healthcare personnel who talk with patients or parents about immunization. This session was planned by nurses, for nurses, but the information would be of value to any immunization provider.

- If you’re a new provider, this program should give you a starter “mini-training.”
- If you’re a teacher, mentor, supervisor, or administrator, you’ll want your team to know this information. This will work well as an opportunity for group discussion, allowing team members the opportunity to discuss the information and their best ideas with one another. Before going into the group session, be sure to check your knowledge by reviewing the questions listed below.
- Check your knowledge and see if you’re familiar with all points covered in this session.

Discussion Guide This guide was developed as a resource for individuals who would like to facilitate a meeting, training, or discussion on this topic for staff in any healthcare setting in which immunizations are provided. The Discussion Guide is designed to accompany the slide set presentation found at www2.cdc.gov/vaccines/ed/nurses/. You should view the slide set presentation before attending the live meeting or training.

Learning Objectives After viewing the webcast and participating in the discussion session, healthcare provider participants will be able to:

- 1) Define risk communication.
- 2) Describe resources from CDC and other groups that assist providers in their conversations with parents about vaccines, vaccine-preventable diseases, and vaccine safety, and be able to efficiently locate online resources to meet their needs.
- 3) Cite the evidence-based strategies for providers who want to make their vaccine conversations more effective.
- 4) Cite some of the best “pieces of advice” when it comes to talking with patients about vaccines.

Discussion Questions for Your Group

The Big Picture *To be used to facilitate discussion among participants after they have viewed the webcast.*

- When talking with parents or patients about immunization, what’s your one best piece of advice?
- Which immunization resources do you use or recommend? Which materials are the most useful? How are you using them?
- Which of the strategies discussed in the webcast really makes sense to you? What resonates?
- What’s your definition of risk communication?

Self-Assessment Questions

The “Nitty-Gritty” Test-Your-Knowledge Questions

Although these questions may be helpful in general discussions, they were developed mainly for training and individual self-assessment.

- What does CASE stand for?
- What are the best resources to assist with vaccine discussions with parents?
- Where can you find the best resources for non-English speaking patients?
- What is the interactive scheduler, and where can you find it?
- For patients who rely on the Internet for their immunization information, what’s your best piece of advice?
- Where do you go when you have an immunization question yourself?
- What’s YOUR approach for combining the science of risk communication with your personal experience?

Check your learning. Did you achieve the learning objectives?

Questions to review at the end of the session.

- 1) Can you define risk communication?
- 2) Can you describe resources from CDC and other groups that assist providers in their conversations with patients about vaccines? Can you efficiently locate online resources to meet your needs?
- 3) Can you cite the evidence-based strategies for providers who want to make their vaccine conversations more effective?
- 4) Can you cite some of the best “pieces of advice” for providers who want to make their vaccine conversations more effective?

Resources *(Description, link, and source of information)*

Patient Education Resources

www.cdc.gov/vaccines/ed/patient-ed.htm
Centers for Disease Control and Prevention

Provider Resources for Vaccine

Conversations with Parents

www.cdc.gov/vaccines/spec-grps/hcp/conversations.htm
Centers for Disease Control and Prevention

Information for the General Public

www.vaccines.gov
Department of Health and Human Services

Talking About Vaccines: Responding to Concerns

www.immunize.org/concerns
Immunization Action Coalition

Immunization Information for Nurses

www.animmunize.org
American Nurses Association

General Vaccine Information

www.chop.edu/service/vaccine-education-center/home.html
*Children’s Hospital of Philadelphia
Vaccine Education Center*

CASE Method

<http://cdc.confex.com/cdc/nic2010/webprogram/paper22643.html>
*Archived presentation from 2010
National Immunization Conference*

Adult Immunization CME Learning Center

www.medscape.org/resource/vaccines/cme
Medscape

Online Immunization Training Curriculum

www.nip-it.org
University of Oklahoma School of Nursing

This resource listing was developed as a collaboration of CDC, the American Nurses Association, the National Network of Immunization Nurses and Associates, and the Immunization Action Coalition. However, the opinions expressed are those of the individuals and do not constitute an endorsement from CDC or the other groups. CDC cannot endorse any weblinks or outside products. For questions, contact Susan Farrall at sof3@cdc.gov.