

POSTER ABSTRACT

Tackling childhood flu vaccination hesitancy with community engagement and co-production

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Introduction

Childhood vaccination hesitancy is a complex problem, compounded by fear of vaccine safety, trust and alternative health beliefs (1). Engagement with families is critical to understand barriers to vaccination (2). Tackling these barriers requires collaboration between community members and healthcare professionals.

Short description of practice change implemented

Connecting Care for Children (CC4C), an integrated care collaborative, links paediatricians, primary care (GPs) and local communities. GPs overwhelmed by flu vaccination resources reached out to CC4C. They requested CC4C to utilise their community links to support their childhood flu vaccination campaign.

Local community members interested in supporting child health ('community champions') were consulted on parental vaccination concerns. In response to their feedback and the needs of local GPs, a one-page infographic was produced. This focused on flu vaccination benefits and common concerns. It was distributed by GP practices, community groups and hospitals, largely through social media. Qualitative feedback was sought from community champions to validate the effectiveness of the infographic.

Aim and theory of change

The aim was to improve childhood flu vaccination rates, through community engagement and the co-production of a resource that addresses parental concerns. Listening and responding to concerns of local citizens is essential to enact change in behaviour.

Targeted population and stakeholders

The infographic was delivered to the diverse population of North West London. Stakeholders included community members, champions, GPs, specialists and local NHS communication teams.

Timeline

November 2020 to February 2021.

Highlights (innovation, impact and outcomes)

CC4C connects stakeholders by listening and sharing experience across organisational boundaries. The favourable impact of this co-produced infographic has been demonstrated by highly positive community feedback. Visit www.cc4c.imperial.nhs.uk/our-experience/common-paediatric-questions to access the infographic. Working alongside primary care ensures that all health professionals provide consistent messaging.

Comments on sustainability

Once community links and trust have been established, continued dialogue can support future health projects. The infographic has been converted into a template for future health promotion topics.

Comments on transfer-ability

Our co-production approach and infographic template can be applied to all vaccination campaigns within both paediatric and adult populations.

Conclusions

This collaborative strategy for producing and sharing local public health advice received excellent qualitative feedback, with full support for its re-utilisation in future health campaigns.

Discussions

It is critical to engage, listen and respond to local communities. The strategy taken for this infographic will inform our approach for future flu seasons, and all our health information promotions.

Lessons learned

Engagement is critical for establishing trust. Trust is the foundation for a productive dialogue, whereby healthcare professionals can better understand their community's perspectives. With this relationship established, the community in turn will become confident in bringing their questions to professionals. Together, all stakeholders can then establish how best to develop and focus public health messaging.

1. 2013 Guide to tailoring immunization programmes [Internet]. [cited 2021 Feb 4]. Available from: <https://www.euro.who.int/en/health-topics/communicable-diseases/poliomyelitis/publications/2013/2013-guide-to-tailoring-immunization-programmes>
2. Dubé E, Leask J, Wolff B, Hickler B, Balaban V, Hosein E, et al. The WHO Tailoring Immunization Programmes (TIP) approach: Review of implementation to date. *Vaccine*. 2018 Mar 7;36(11):1509–15.