An Approach to Increase Education in the Flu Vaccination Clinic Process

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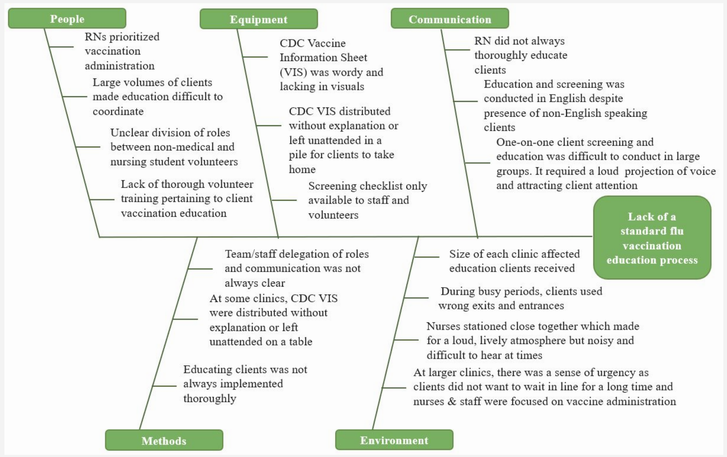
Introduction

University of San Francisco (USF) nursing students, in collaboration with the Health Ministries Program at a faith-based hospital developed the implementation of a multi-purpose educational flyer with the purpose to increase education of the flu vaccination clinic process throughout Orange County. The cost of flu-related illnesses and deaths upon individuals, families and the overall healthcare system has shown to be a great burden on society. The expected outcome to emerge from the project is that by providing access to simple, easy to read educational materials, this will decrease skepticism and increase the willingness of individuals to get vaccinated, which will ultimately result in higher flu vaccination rates.

Problem Statement

- The CDC estimates 12,000 - 79,000 deaths annually are attributed to the flu, and less than half of Americans get vaccinated due to broader misconceptions.
- It was determined by observing the flu clinics that the current process in place lacked a standard flu vaccination educational process.

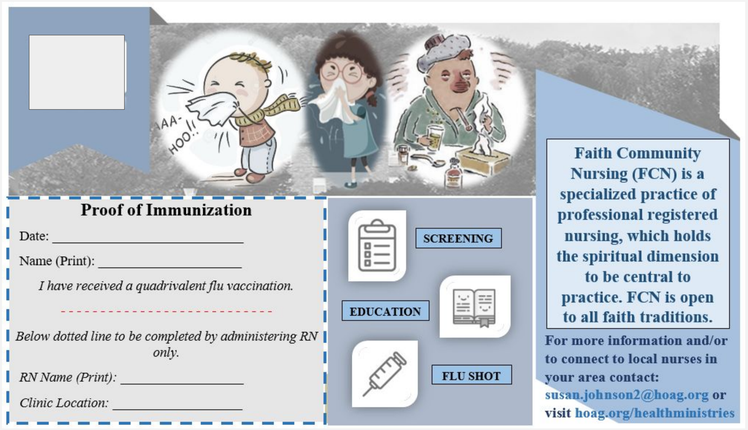


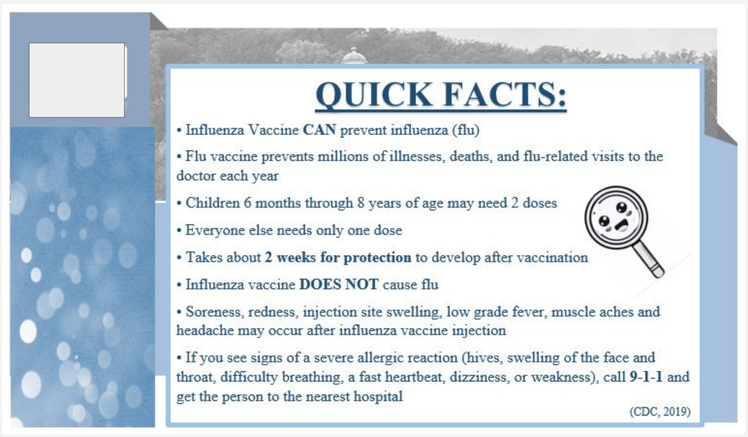
Literature Review

- Education is one of the main factors in influencing participants to receive the flu vaccine.
- With education, patients are more likely to understand the rationale behind immunity and seek vaccination.
- Therapeutic communication, personal narratives, educational flyers, CDC handouts and face-to face client education is key in improving vaccination administration rates.

Methodology/Implementation

- Faculty and Patient education included: purpose, importances, and use of the multi-purpose educational flyer (English and Spanish)
- Method A: Involved in-line education
  - Review Facts before Screening
  - Additional Staff/Volunteers
  - Larger sites
- Method B: Screening and education combined
  - Facts presented at time of Screening
  - Minimal to no increase in staff (0-2)
  - Smaller sites
- A pilot test was performed at a Senior Center utilizing Method B
  - A sample size of 30 flyers were used
  - Flyers were distributed to the first 30 individuals waiting in-line outside the vaccination site
  - Method B was briefly explained to the staff/volunteers





"Education is so important! I wish they would do this for all vaccinations to clear up myths that prevent others from staying healthy." - *anonymous*

Expected Results/Evaluation

- At least 80% of staff and volunteers will report being satisfied with the flow and education process of each flu clinic by scoring a 4 or higher on a Likert Scale Satisfaction Survey.
- At least 75% of patients will be able to verbalize at least two facts about flu vaccinations by the end of the educational portion of the flu clinic.
- As a result:
  - Increase patient's literacy on flu vaccines
  - Improve the flow and practice of safe vaccination administration
  - Increase patient's rate of flu vaccination
  - Decrease flu-related admissions and costs
  - Decrease mortality due to flu-related symptoms

Nursing Relevance/ Recommendations

- Nurses work at the forefront of healthcare and have a major role in preventing disease
- Vaccines and health promotion through education = forms of primary prevention
- Nurses should stay educated and up to date on latest updates from the CDC
- More vaccinations lead to herd immunity, which results in decreased risks for infection and transmission rates within the community → decreased admissions and mortality rates
- Recommendations:
  - Supplemental vaccination educational video to play while patients are waiting in line
  - Training for new volunteers (using the educational flyer and reviewing the CDC Influenza Toolkit)
  - Translation of flyer to Chinese, Korean and Hindi to suit the needs of the surrounding Orange County population

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