Objective
Nurses remain at the forefront of healthcare and are trusted sources of information for families seeking well-child care. By arming nurses with the latest information on vaccine safety, the life-saving benefits of vaccines and the potential consequences of not adhering to the ACIP recommended schedule, nurses will be better equipped to respond to concerns about vaccines. The object of this project was to create an innovative online webinar featuring an all-nurse faculty that instructs viewers about the importance of vaccines in public health, the role of nurses as independent vaccinators, and effective risk communication for hesitant co-workers and patients.

Methods
- A planning committee comprised of American Nurses Association, Every Child by Two, and Colorado Foundation for Medical Care collaborated to design the format of a nurse panel presentation and a series of independent nurse vignettes.
- An education committee comprised of representatives from each organization met virtually to develop the learning objectives, curriculum, and video scripts.
- Educational components where reviewed by an Advisory Panel of vaccine experts to ensure content was accurate and met project objectives.
- The team from Colorado Foundation for Medical Care and Every Child by Two took the lead to develop the video vignettes. The team from American Nurses Association took the lead to record the video. The team from Colorado Foundation for Medical Care took the lead for continuing education submission and approval.
- Upon completion, webinar was reviewed. It was determined a few of the video vignettes would need to be re-edited due to microphone errors and low recording levels. Videos were re-shot for better clarity.
- American Nurses Association held an event launch during the 2010 National Influenza Vaccination Week, to release the webinar to the public.
- Press releases, media releases, and informational flyers were sent to the following:
  - State Immunization program managers
  - Local, state, and regional immunization coalitions
  - ANA State Associations
  - ANA Organization/Arbitrations
  - National media outlets
  - Immunization stakeholder websites (nursingworld.org, anaimunize.org, iac.com, etc)
- A webinar promotional video was developed by the ANA in-house staff and disseminated to all ANA state organizations and affiliated programs and posted to ANA YouTube channel.

Evaluation
Continuing education piece includes an in depth pre and post test evaluation including suggestions for future webcasts and improvements to current program. Viewers seeking CE are required to complete the evaluation, while non-CE viewers are strongly encouraged. The Colorado Foundation for Medical Care (CFMC) is an approved provider of continuing education by the Colorado Nurses Association, an accredited provider by the American Nurses Credentialing Center's Commission on Accreditation. This activity provides 2.5 contact hours.

Response Rate
- Total Attendees: 8674
- Total Survey Responders: 867
- The results of this report reflect the responses received from 87% of total attendees.

Participant Distribution
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percent of Responders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>1047</td>
<td>12%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Psychologists</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Social Workers</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Healthcare Professionals</td>
<td>200</td>
<td>23%</td>
</tr>
</tbody>
</table>

Future Directions
Colorado Foundation for Medical Care provides ANA & ECTB with monthly evaluation and summary reports. From review of these reports, there has been shown cause to review both of the summary evaluation questions as well as update an error that was not caught during the initial preview of the webinar. ANA has applied to renew the Continuing Education certification for this program. It is expected to be accepted with a renewal to 2014.

Acknowledgements
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Financial Disclosure
The following faculty members have disclosed that they have the following financial relationships:
- Mary Bush, PhD, FNP, BC, Glaxo SmithKline - Speaking Bureau - Glaxo SmithKline
- Beth Koslap, DNP, CPNP, GlaxoSmithKline
- Beth Sawyer, MD, RN, BC, DNP, UC - University of Massachusetts Boston College of Nursing and Health Sciences, College of Nursing and Health Sciences, University of Massachusetts Boston
- Mary Wilcock, MD, MPH, Laraine Pickrell, CFMC Director of Education
- Nancy Bramlage, RN, MS, CPNP, CFMC nurse Product Specialist
- Mary Koslap, RN - Plumb's The Nurse Practitioner, Joanne D'Agostino

Summary
- December 2010 to February 2012, webinar reached nearly 6,000 health professionals.
- Over 80% of webinar attendees self-identified as a nurse.
- 67.8% of total attendees completed the post-evaluation survey.
- 88.5% of post-evaluation respondents, rated the content of the webinar valuable (rank of 4 or 5) to their practice.

http://www.anaimmunize.org/webcast

Katie Brewer, MSN, RN, and Kelly Clay, MS, CHES
American Nurses Association

[Image 723x1573 to 2735x1728]
[Image 861x1215 to 1334x1535]

[Image 1499x1215 to 1895x1535]