

Bringing Immunity To Every Community: Innovation on Nurse Competence in Immunization

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Objective

Nurses remain at the front line 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 webcast 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 patient-nurse video vignettes
- An education committee comprised of representatives from each organization meet virtually to develop the learning objectives, curriculum, and video scripts.
- Educational components were 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 video vignettes. The team from American Nurses Association took the lead to record vocals. 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-recorded due to microphone errors and low recording levels. Videos were re-shot for better clarity.
- American Nurses Association held a launch event during the 2010 National Influenza Vaccination Week, to release the webcast to the public.
- Press releases, media releases, and informational fliers were sent to the following:
 - State Immunization program managers
 - Local, state, and regional immunization coalitions
 - ANA State Associations
 - ANA Organizational Affiliates
 - National media outlets
 - Immunization stakeholder websites (nursingworld.org, anaimmunize.org, iac.com, cdc.gov, etc)
- A webcast promotional video was developed by the ANA in-house staff and disseminated to all ANA state and organization affiliates and posted to ANA YouTube channel

Evaluation

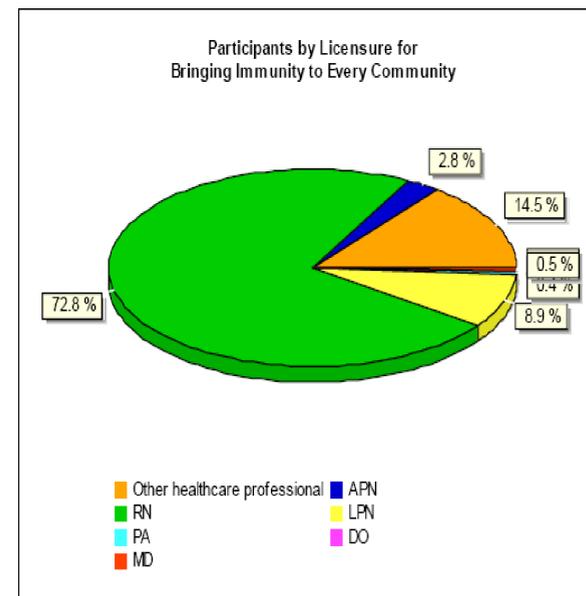
Continuing education piece includes an in depth pre and post test evaluation including suggestions for future webcasts and improvements to current program. Viewers seeking CE are required to complete the evaluation, while non-CE viewers are strongly encouraged. The Colorado Foundation for Medical Care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



Results

All Participants by Licensure

Licensure	Number of Participants Registered for the Course	Percent of Participants
MD	30	0.5 %
DO	2	0.0 %
PA	25	0.4 %
LPN	506	8.9 %
RN	4149	72.8 %
APN	159	2.8 %
Other healthcare professional	826	14.5 %
Total Participants	5697	100 %



Response Rate

Total Attendees 5697
Total Survey Respondents 3862

The results of this report reflect the responses received from 67.8% of total attendees.

Participant Distribution

	Count	Percent of Respondents
Physicians	0	0.0%
Nurses	1547	40.1%
Pharmacists	0	0.0%
Psychologists	0	0.0%
Social Workers	0	0.0%
Healthcare Professionals	2315	59.9%

Objectives

Rate how well each objective has been met for you:

	# of Respondents	Very Good	Excellent	Either
1 Discuss scientific findings regarding the safety of vaccines.	3861	25.0%	70.8%	95.8%
2 Outline systems in place to ensure ongoing safety of vaccines and adverse event reporting requirements.	3861	23.8%	72.7%	96.5%
3 Identify commonly expressed concerns over vaccine safety and appropriate responses to alleviate parental reluctance.	3861	21.2%	75.4%	96.6%
4 Discuss methods to eliminate spread of vaccine preventable diseases, such as influenza and pertussis, including vaccination of adults and, in particular, healthcare workers.	3861	21.1%	75.6%	96.6%

Overall

	# of Respondents	Rank 4*	Rank 5*	4 or 5*
1 How much did you learn as a result of this CE program?	3862	24.8%	69.3%	94.1%
2 How well was the program presented at the correct level for your background and knowledge?	3862	28.0%	65.4%	93.4%
3 To what extent did you gain increased confidence to enhance your performance?	3862	33.7%	56.7%	90.4%
4 To what extent did you gain a skill or strategy to apply in your work?	3862	34.0%	54.1%	88.1%
5 To what extent did you gain new knowledge or new information?	3862	37.0%	48.6%	85.7%
6 How likely will this educational activity help improve your practice?	3862	31.1%	60.7%	91.9%
7 Rate the format and presentation	3702	24.7%	69.4%	94.1%
8 Rate the content in terms of its value to you in your professional setting	3862	36.1%	52.4%	88.5%

* - Possible survey rankings are from 1 (low, poor, not likely) to 5 (high, excellent, highly likely)

Summary

- December 2010 to February 2012, webcast reached nearly 6,000 health professionals.
- Over 80% of webcast 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 webcast valuable (rank of 4 or 5) to their practice setting.

Testimonial:

I am writing to thank you for your exceptional work on the ANA *Bringing Immunity to Every Community* initiative. The webinar is a required component in my Community Health for RNs course in our online RN-BSN program at University of Massachusetts Boston College of Nursing and Health Sciences. We have up to 75 students enrolled each semester. It is an excellent, up-to-date course that is appropriately targeted for the RN workforce. The video vignettes and question and answer segments are effective learning tools. It is the best webinar for nurses that I have seen. As a public health nurse, I appreciate the information on common myths and risk communication, with decreased herd immunity threatening population health. Thank you again for providing this free resource to the nursing profession. Please let me know how I can continue to support your efforts on this important initiative.

Best Regards,
Joyce

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Future Directions

Colorado Foundation for Medical Care provides ANA & ECBT with monthly evaluation and summary reports. From review of these reports, there has been shown cause to review two of the summary evaluation questions as well as update an error that was not caught during the initial preview of the webcast. ANA has applied to renew the Continuing Education certification for this program. It is expected to be accepted with a renewal to 2014. An unexpected outcome of this project was the increase support and acceptance of this program in BSN programs. To date, ANA has received notification that colleges and universities have included this webcast as part of their nursing curriculum. In April 2012, ANA will conduct a mailing to all US 2-year college nursing programs to introduce them to this webcast.

Acknowledgements

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Financial Disclosures:

The following faculty members have disclosed that they have the following financial relationships: Mary Koslap-Petraco, DNP, PNP-BC, CPNP - Speakers Bureau - Glaxo - SmithKline
All other members of the faculty and planning team have nothing to disclose nor do they have any vested interests or affiliations. It is the policy of Every Child by Two and Colorado Foundation for Medical Care (CFMC) that the faculty discloses real or apparent conflicts of interest relating to the topics of the educational activity, and also discloses discussions of off label uses of drugs and devices before their presentation(s).

<http://www.anaimmunize.org/webcast>

