

BACKGROUND

The American Travel Health Nurses Association (ATHNA) is the only organization in North America focused solely on the professional development of nurses caring for the international traveler.

The mission of ATHNA is the advancement of the profession of travel health nursing through education and public awareness.

ATHNA members include nurses from the U.S. and Canada from diverse practice settings who provide care for individuals and groups before, during and after international travel. Our members work full and part-time in primary care, college health, occupational health, public health, the military, infectious disease, migrant health, and in dedicated travel health clinics.

INTRODUCTION

Immunizations are a critical component of the pre-travel visit. Since 2004 ATHNA has developed multiple communication methods to inform and educate nurses about travel vaccines. In 2012 ATHNA undertook a descriptive study to evaluate these methods.

OBJECTIVES and METHOD

OBJECTIVE:

The purpose of this study was to determine how ATHNA members perceive the value of 4 immunization communications: web postings, bimonthly newsletter, Facebook page, and online puzzles.

METHOD:

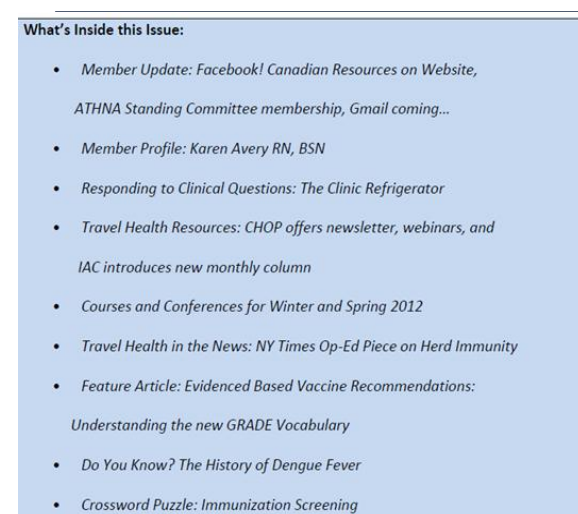
152 ATHNA members were invited to complete a 10 item electronic questionnaire using SurveyMonkey.

ATHNA COMMUNICATIONS

ATHNA uses four tools to educate and inform nurses about immunizations.



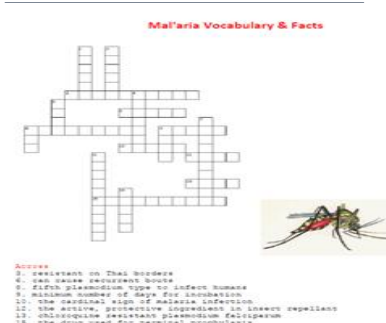
WHAT'S NEWS on the ATHNA website provides timely updates about travel health topics including vaccines and immunization.



Published bi-monthly, the ATHNA Newsletter includes in-depth immunization articles about resources, issues, and a member Q & A column.



ATHNA's Facebook page is our newest tool to communicate travel health information for nurses.



ATHNA publishes word puzzles as an additional method for educating nurses about immunizations.

RESULTS

Overall response rate was 49% (81 % RNs / 19% Advanced Practice Nurses). Respondents represent more than 10 different practice settings. 78% ranked the ATHNA newsletter as very useful. The website update, *What's News*, ranked second with 59% rating it very useful. 61% of members either don't use Facebook (29%) or have not yet used this newest communication method (32%). 22% of respondents rate puzzles as very useful but 41% do not do them. Members ranked 7 potential communications in descending order from what "I really need" to "not important to me": CE programs, resources lists, email blasts, more newsletter immunization content, standing orders, pediatric content, and a chat room. Respondents also listed 23 other immunization resources they regularly use.

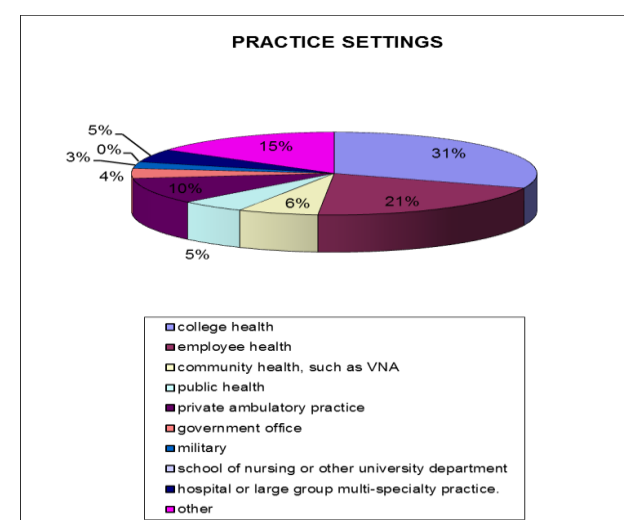


Table 1

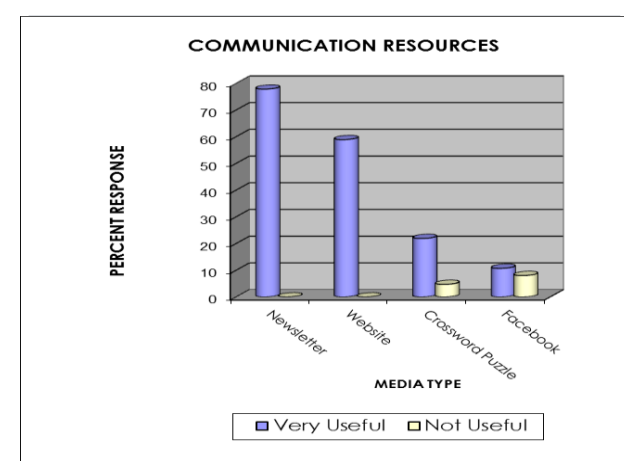
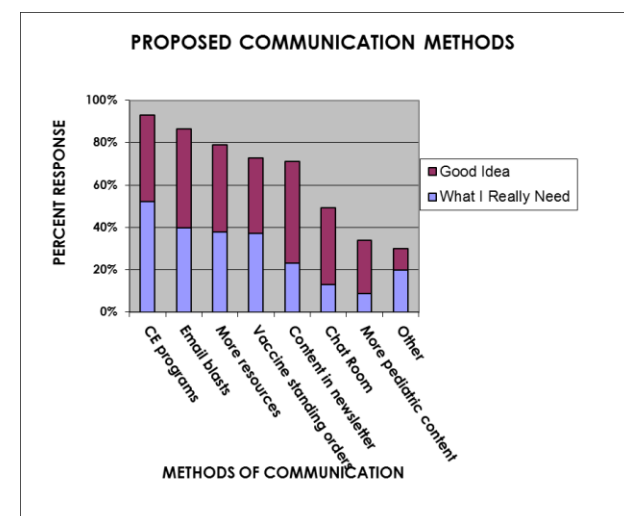


Table 2



CONCLUSIONS

This study demonstrates that ATHNA :

- Utilizes its newsletter and *What's News* web column effectively to meet member needs for immunization updates and education
- Members do not use Facebook or puzzles as immunization resources
- Respondents support three new immunization communications: #1 CE programs, #2 email blasts about immunization updates, and #3 more immunization resource listings

FUTURE PLANS

Using the results of this study, ATHNA plans to:

- Provide 3 new communications to members
- Introduce immunization CE programs in the summer of 2012
- Expand its listing and description of immunizations resources on its website and Facebook page
- Send quarterly email blasts to its members that incorporate updated immunization information including ACIP recommendations, new resources, changes to VIS and IAC forms, and important journal articles.
- ATHNA plans to restudy its membership in 18 months for the impact of these new changes.

CONTACTS

To learn more about the American Travel Health Nurses Association, please contact us at info@athna.org or go to our website www.athna.org or like us on FACEBOOK @<https://www.facebook.com/pages/American-Travel-Health-Nurses-Association/102292833221669>