Session L6.1

0094_0174_000185
Effectiveness of a Web-Based Intervention to Increase Uptake of Maternal Vaccines
Sean O'Leary, Komal Narwaney, Nicole Wagner, Courtney Kraus, Jason Glanz

Background:
Tetanus-diphtheria-acellular pertussis (Tdap) and influenza vaccines are recommended for all pregnant women in each pregnancy. However, uptake is suboptimal.

Objectives:
To test of the efficacy of an online vaccine resource in increasing uptake of Tdap and influenza vaccines among pregnant women.

Methods:
The RCT was conducted in an integrated health care system in Colorado from September 2013 to July 2016 as part of a larger RCT regarding infant vaccination. Participants were pregnant women in the 3rd trimester of pregnancy. Participants were randomly assigned to a website with vaccine information and interactive social media components (VSM), a website with vaccine information only (VI), or usual care (UC). The interventions were designed and pilot tested using focus groups, interviews, surveys, and usability testing with vaccine-hesitant parents and pregnant women and included content on maternal and infant vaccination. Participants in the VSM and VI arms had access to the same base vaccine content. The VSM site also included a blog, discussion forum, chat room, and "Ask a Question" portal. Tdap and influenza vaccination outcomes were analyzed separately. Women were included in each analysis if they had no record of vaccination for the relevant vaccine at enrollment and were >2 weeks from delivery.

Results:
For Tdap (n=173), there were no significant differences between study arms (VSM: 71%, VI: 69%, UC: 68%). For influenza (n=289), women in both the VSM (OR: 2.19; 95% CI: 1.06-4.53) and VI (OR: 2.20; 95% CI: 1.03-4.69) arms had higher rates of uptake compared to UC (VSM: 57%, VI: 55%, UC: 36%).

Conclusion:
Web-based vaccination information sent to participants, with or without social media components, can positively influence maternal influenza vaccine uptake. Because of the potential for scalability, the impact of robust vaccination information websites should be studied in other settings and with women in earlier stages of pregnancy.
Increasing HPV immunizations among Asian immigrant adolescents: What worked
Mary Koslap-Petraco

Submitter Email: petraconp@gmail.com

Background:
Background: HPV immunization is still low among adolescents. Several evidence-based interventions have been instituted to increase those rates in various populations. Most recently arrived Asian adolescents were not aware of HPV vaccine. Some were fearful because of what they had heard or more importantly what they had read on the internet.

Setting:
Religious high schools in Suffolk County, NY

Population:
Asian students who had recently arrived from China, South Korea, and Viet Nam. The students ranged in age from 14-18 years of age. The population consisted of both girls and boys.

Project Description:
A letter was drafted explaining the benefits of HPV immunization and was sent to parents of all of the students. Contact information for the provider was included should the parents have questions. Parents were asked to email or text their consent for the vaccine. None of the parents agreed to HPV immunization after the letter was sent to the parents. The Nurse Practitioner discussed the benefits and the risks of HPV vaccine during each physical exam for the adolescents as part of the conversation. The adolescents were given the opportunity to ask questions. Most of the adolescents expressed interest in ‘a vaccine that could prevent cancer.’ They agreed to discuss what they had learned and ask their parents to agree to the administration of HPV vaccine.

Results/Lessons Learned:
HPV vaccine rates went from zero to 30% among the adolescent girls but remained at zero for the boys. The adolescents were receptive to discussing HPV vaccine. The one on one approach proved to be much more effective than letters to the parents. More investigation needs to be done to determine why the parents of the boys were not receptive to the vaccine after the boys discussed HPV vaccine with their parents.
Addressing Health Beliefs as Part of Hepatitis A Health Education Efforts
Kimberly Pettiford

Background:
On Sept. 1, 2017, the San Diego County public health officer declared a local public health emergency due to the ongoing Hepatitis A outbreak. The County of San Diego implemented a three-prong risk communication strategy to thwart the outbreak. The risk communication plan focused on vaccination, sanitation, and education.

Setting:
Health education was a key component of a three-pronged strategy to thwart an unprecedented Hepatitis A outbreak in San Diego county. A standard Hepatitis A presentation was created to ensure that there was consistency of key risk communications messages being shared with the impacted populations. The presentations were offered in person and via Webex. The overall goal was to increase awareness and promote the adoption of preventative actions.

Population:
The Hepatitis A outbreak cases were mainly concentrated in the homeless and illicit drug using population. Health education efforts targeted groups that had close ongoing contact with homeless persons and/or illicit drug users or their environment via employment or voluntary activities. These groups included organizations in the public and private sector as well County to San Diego County employees themselves.

Project Description:
The Immunization Program trained over 20 health educators from various departments within the San Diego County Health and Human Services agency to deliver a 20 minute Hepatitis A presentation. The health educators delivered over 100 presentations that reached over 3,000 individuals. The diverse groups of attendees required that underlying health beliefs be considered and addressed during the live presentations.

Results/Lessons Learned:
Although health educators were trained to consider varying potential health beliefs when conducting presentations, the need for on the spot adaptation to the standard presentation was experienced. Specifically, health educators had to tailor the delivery to take into consideration varying beliefs about perceived susceptibility, perceived seriousness, and perceived threat of contracting Hepatitis A.