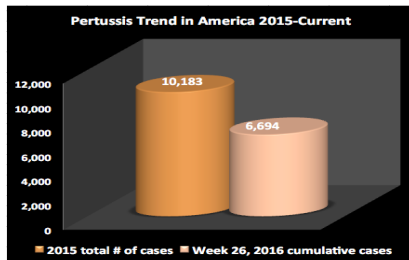


Purpose

The successful reduction of certain infectious diseases has shown immunization through vaccination to be one of the most successful and cost effective public health interventions available in the developed world (World Health Organization, 2008). An 80 % vaccination rate among children is a Healthy People 2020 goal in the United States. A recent trend shows that parents are delaying, declining or partially vaccinating their children.

Objectives

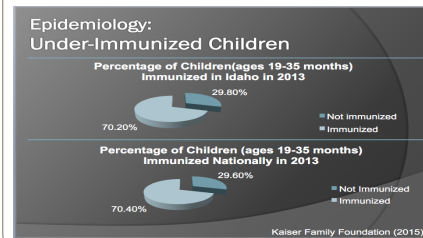
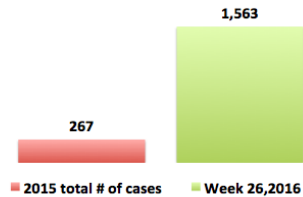
1. Support collaborative partnerships with parents and build trust regarding the importance of vaccination during the clinical visit with the DNP.
2. Educate parents, families and communities, utilizing research and an infographic tool to enhance understanding regarding preventable communicable disease and the safety of vaccines.
3. Improve health outcomes in their community and other health care settings by interdisciplinary collaboration through educational encounters regarding vaccine concerns.



Design

Collaboration between nursing professionals from two separate learning institutions, Idaho State University and University of Colorado Denver, worked together to review current articles addressing this health issue. Literature articles were reviewed regarding current vaccine information, parental attitudes towards vaccines, and educational solutions to increase vaccination rates of children. Evaluating the trend in vaccine hesitancy and reviewing options for successful implementation to alter that trend will offer a potential solution to improved population health outcomes.

Mumps on the rise in America



Methods

We reviewed online databases (Google Scholar, PubMed, Cochrane, Idaho State University & University of Colorado-Denver) and evaluated 29 articles on their merits of topic, content, strength of association, critical analysis (opinion versus empirical findings), gaps in the literature and key descriptors (use of infographic in health education). Search terms included: vaccines, vaccine hesitancy, vaccine rates, patient education, patient education handout, patient education assessment tool, health education trends, health promotion trends, health literacy, pictograph, infographic, parent education, randomized control trial, meta-analysis, and systematic review.

Results

Analysis shows that the use of infographics improves vaccine compliance.

The studies further demonstrate that when healthcare providers supplement their verbal instructions with health data containing pictographs, brochures, or infographics, parents' understanding and compliance with health care recommendations are significantly improved. While the use of infographics is not a panacea for all vaccination resistance, the literature reviewed does indicate that it can greatly aid in parental understanding of the evidence behind recommendations regarding childhood vaccination.

Conclusion

The literature conclusively demonstrates that the use of infographics will improve the vaccination rates of children as compared with verbal explanations alone, thus, moving us closer to the Healthy People 2020 goal. We recommend that further research utilizing an infographic of evidence-based data in populations of undervaccinated children or vaccine hesitant families be performed.

Clinical Relevance

A literature review performed by DNP candidates discovered a potential missing gap in current education given to parents considering vaccination. This collaboration by students at two learning institutions, and from multiple disciplines within the DNP programs, provided additional clinical relevance. The clinical practice of the DNP provides an opportunity to implement a complementary learning tool like an infographic, transforming health outcomes by improving the Healthy People 2020 goal from a baseline vaccination rate in 2009 of 44.3% to the goal of 80%.

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