

# CIC 2014 CCI

December 2-4  
2 - 4 décembre  
OTTAWA

Canadian Immunization Conference  
Conférence canadienne sur l'immunisation

## Youth Education Initiative

A pre and post intervention study measuring the effect of an interactive education on adolescent perceptions of vaccines, vaccine safety and disease risk

# Disclosure Statement



- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

# Why?

- Youth are considered partners in decision making
- Adolescents will be parents in the next 5-15 years
- Simply; youth have NO IDEA why immunizations are needed

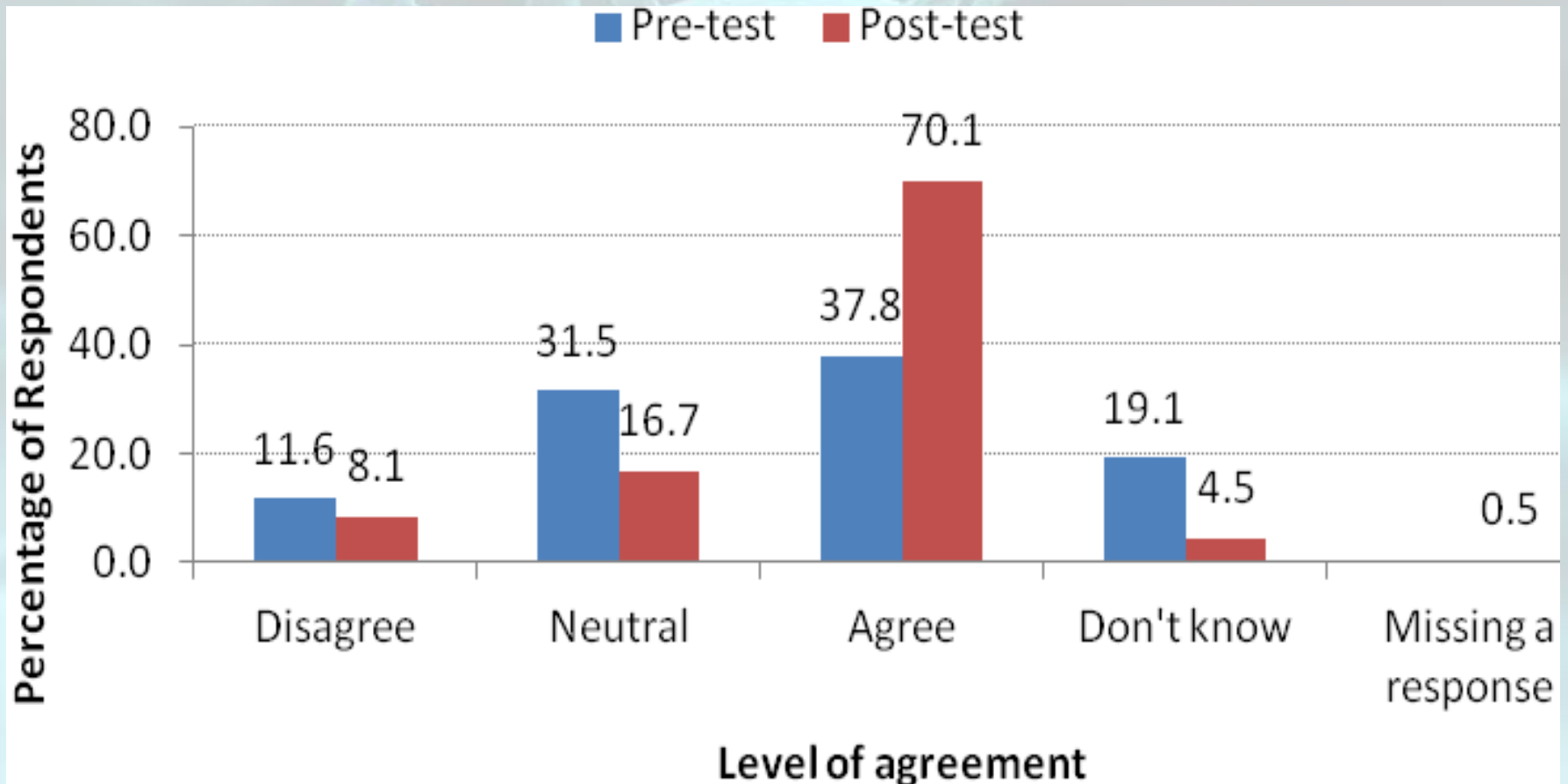
## Goal:

Reposition the value of vaccines

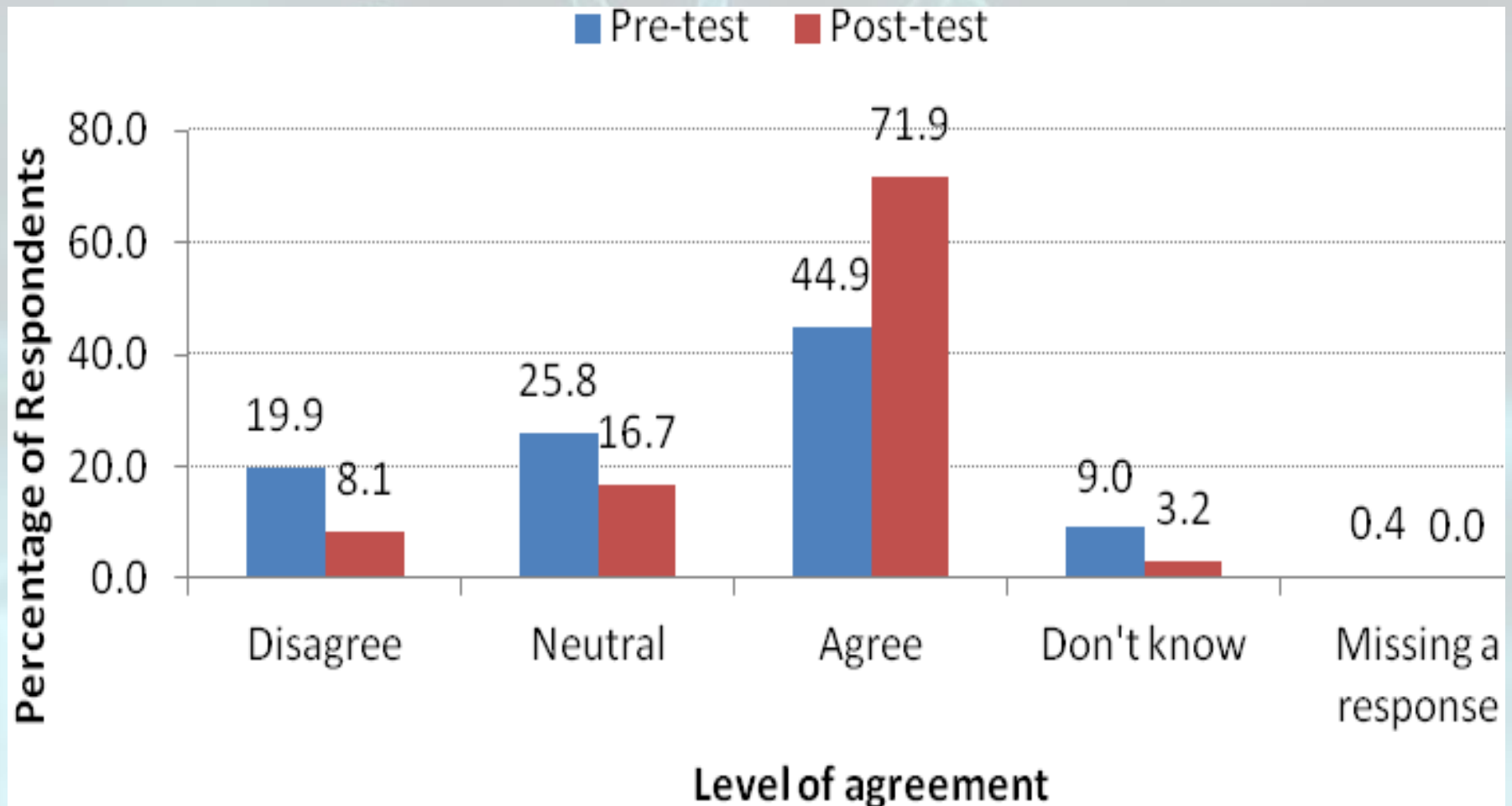
## Approach:

268 students at baseline and 221 students post-intervention were surveyed. Post survey results suggest that the interactive educational intervention had a positive change in adolescents' perceptions and attitudes towards immunization.

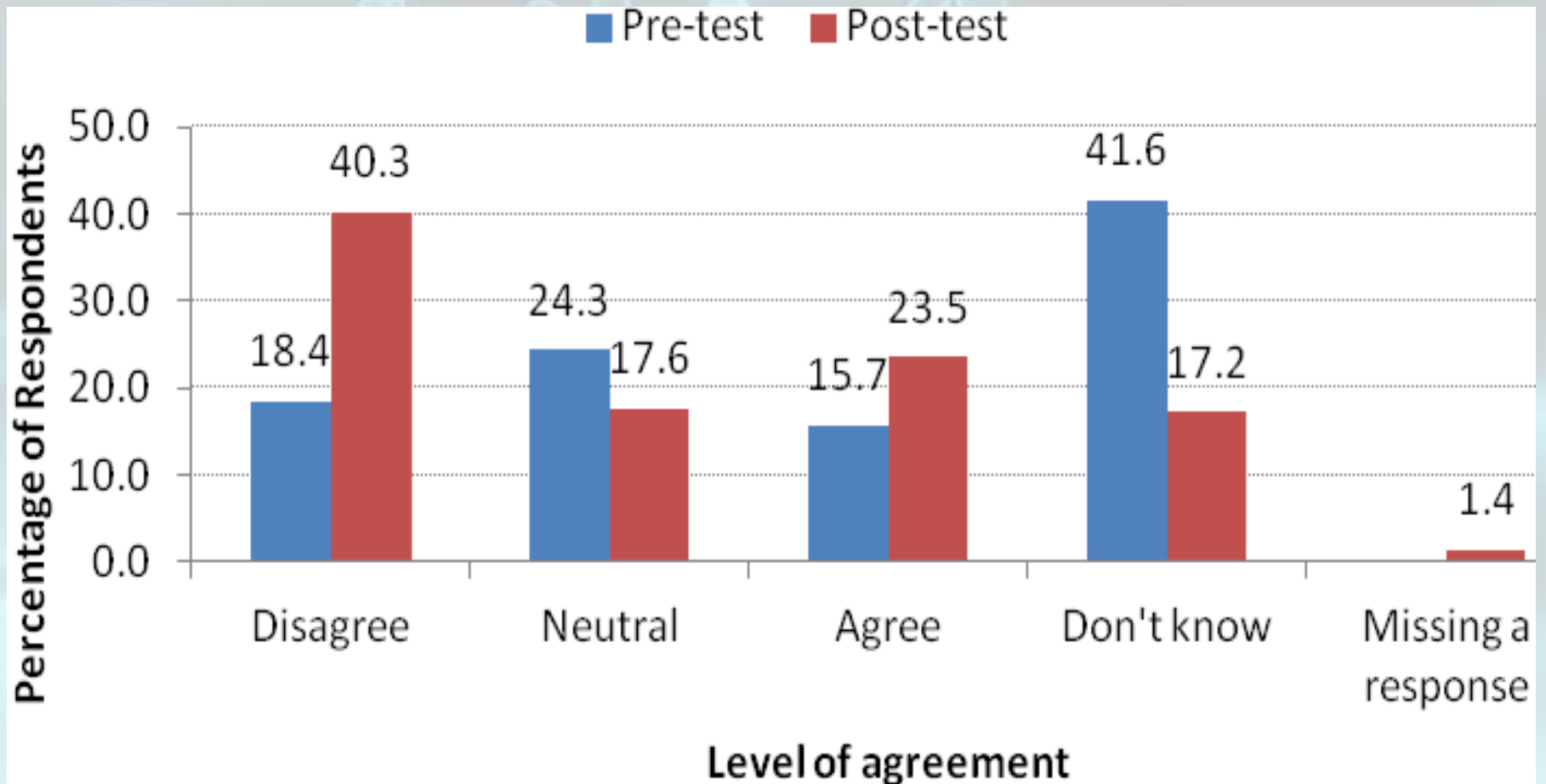
# I believe vaccines are safer now than when I was a baby



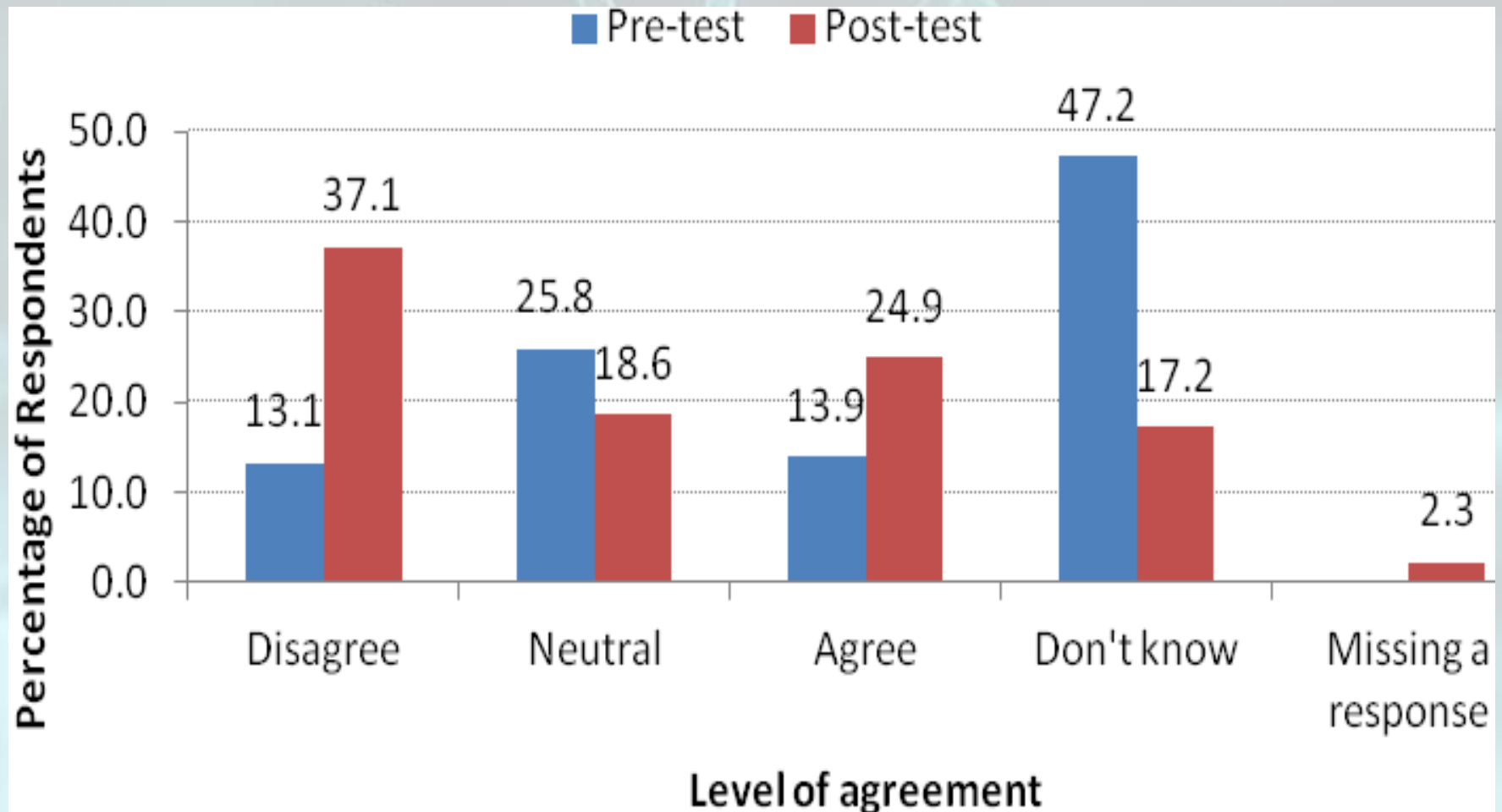
# I believe vaccines are safe



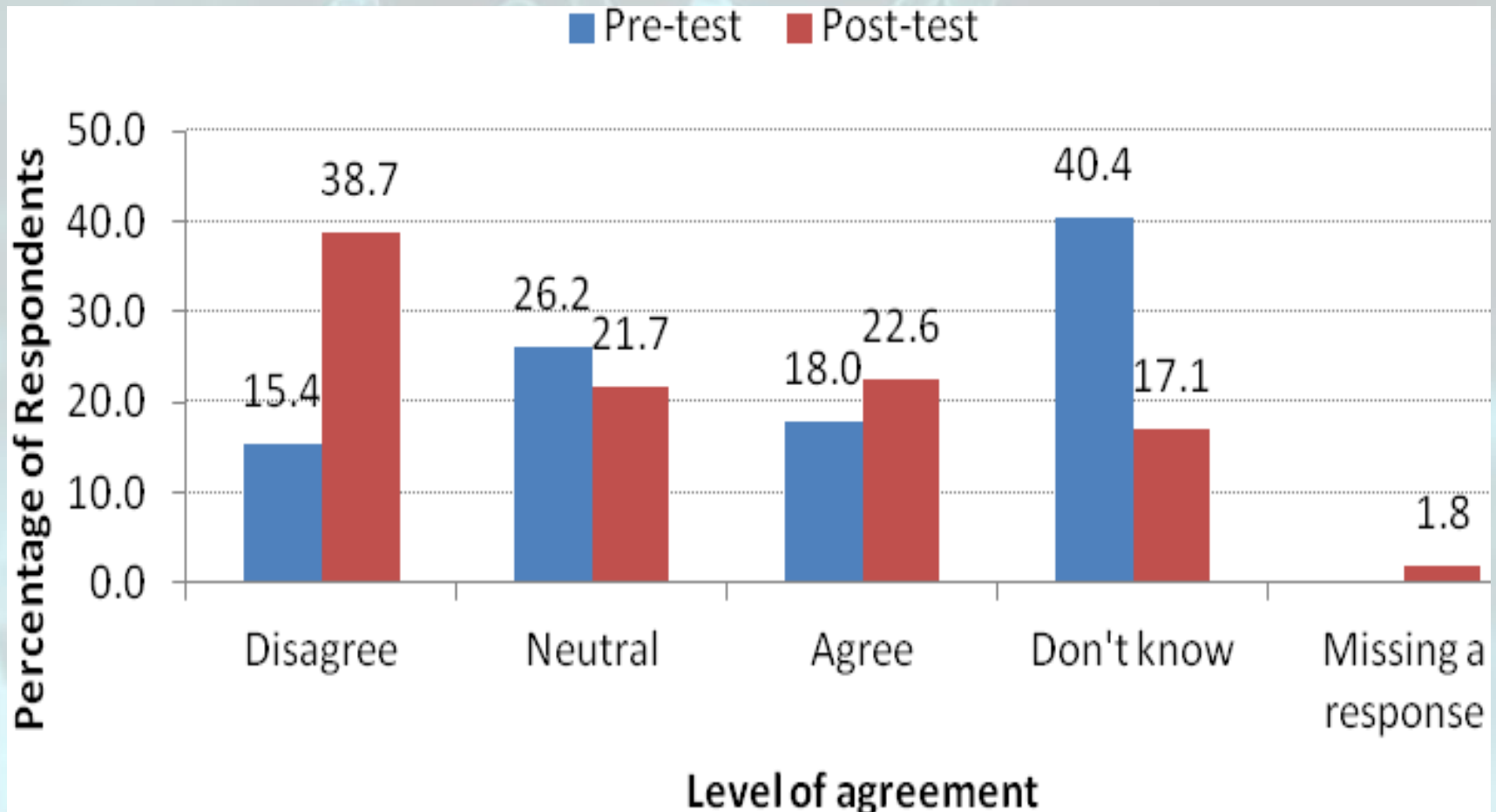
# The following diseases won't affect my generation: Tetanus



# The following diseases won't affect my generation: Pertussis

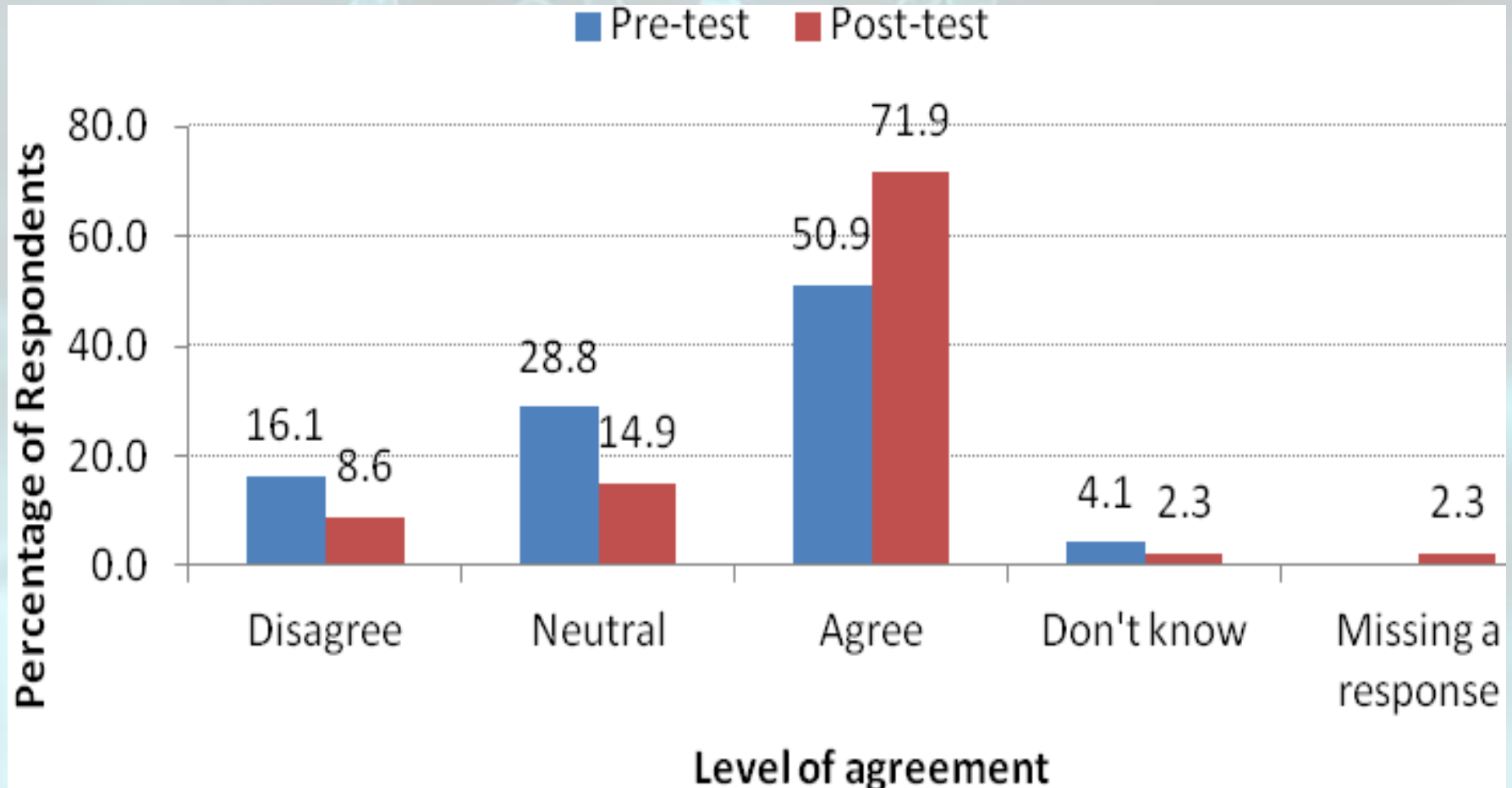


# The following diseases won't affect my generation: Measles

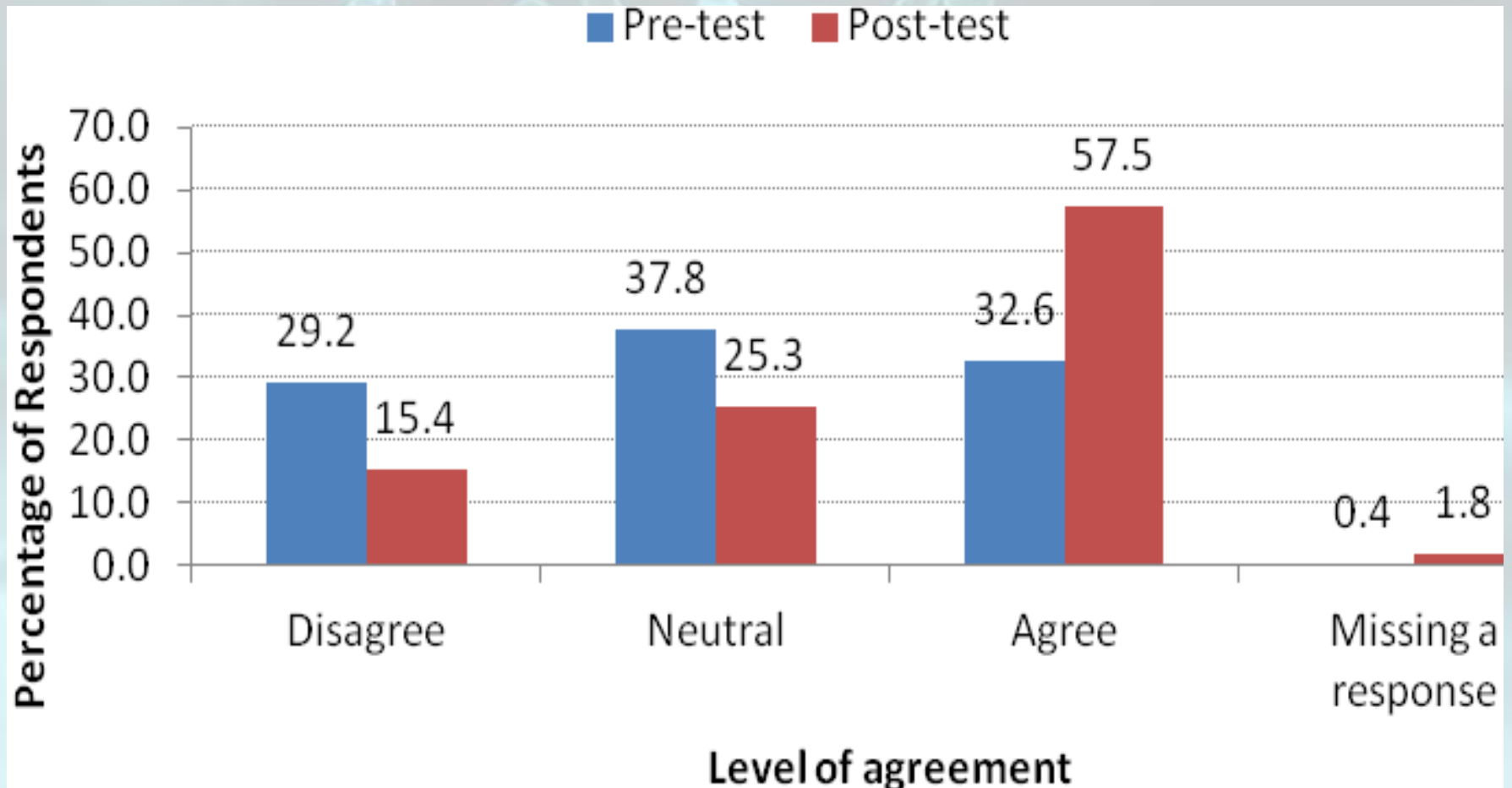




# I believe immunizations are important to my health



# I encourage my friends and/or family to get immunized



# Why it worked



- Realistic goals
- Simple concepts
- Provided context and history
- Incentives for participation
- Relevance to their life
- Humour
- Various forms of media
- Interactive
- Take-homes



# Next Steps



- Implement Youth Education Initiative in more schools in our district
- Use study results to demonstrate effectiveness
- Potential for further exploration – long term effect
- Cost
- Support at staff level
- School board support

# Contributors

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# For more Information

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