



CANADIAN
PUBLIC HEALTH
ASSOCIATION

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CANADIENNE DE
SANTÉ PUBLIQUE

The Voice of Public Health
La voix de la santé publique

THE CHALLENGES AND NEEDS OF IMMUNIZATION PROGRAM AND PROMOTIONAL MANAGERS TO IMPROVE VACCINE ACCEPTANCE AND UPTAKE

PUBLIC HEALTH
1 MAY 2019



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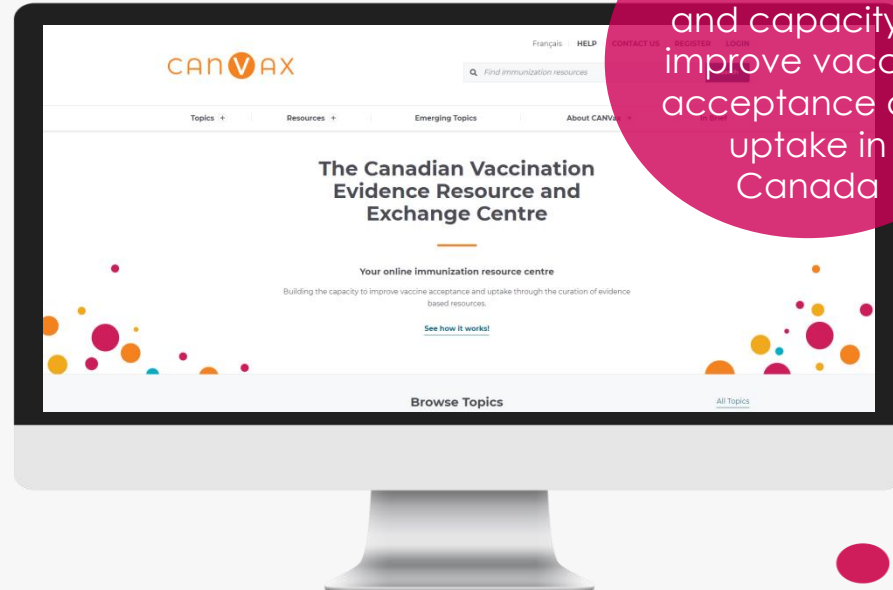
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WE HAVE NO AFFILIATIONS
(FINANCIAL OR OTHERWISE) WITH A
PHARMACEUTICAL, MEDICAL DEVICE OR
COMMUNICATIONS ORGANIZATION



CREATION OF A CANADIAN IMMUNIZATION RESOURCE CENTRE

Build an **accessible** and **searchable** online resource that offers access to **evidence-based** products and resources to support vaccine acceptance and uptake



Increase understanding and capacity to improve vaccine acceptance and uptake in Canada



TARGET AUDIENCE

Public health
professionals
involved in
immunization
program planning
and promotion



Health
promoters
and
educators



Program
managers,
planners &
developers



Public health
leaders &
decision
makers



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BUILDING THE FOUNDATION

1

Target Audience Engagement

2

Environmental Scan



1. TARGET AUDIENCE ENGAGEMENT

Engage target audience who work within and at a health systems level across Canada, including those serving various populations



Key Informant Interviews



Focus Group Engagement



- 14 Key Informants Interviews
- 9 Focus Group Consultations
- 11 P/Ts



WHAT ARE THEY SAYING?



GAPS & CHALLENGES

EMERGING AREAS

NEEDS & EXPECTATIONS



GAPS AND CHALLENGES

- Operationalize the evidence to action
- Inconsistent messaging
- Seeking and staying on top of the information
- Sharing of information and resources
- Engaging specific groups and populations



EMERGING AREAS

- Fake news and misinformation
- Engaging and educating youth
- Complimentary and alternative medicine
- Shifts in public concern and parental philosophy






NEEDS AND EXPECTATIONS

- 'How to' resources and tools
- Evaluations of interventions and campaign strategies
- Centralized information and resources



2. FINDINGS – ENVIRONMENTAL SCAN

597
resources

-  Background Knowledge
-  Implementation Tool
-  Evidence



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NEXT STEPS



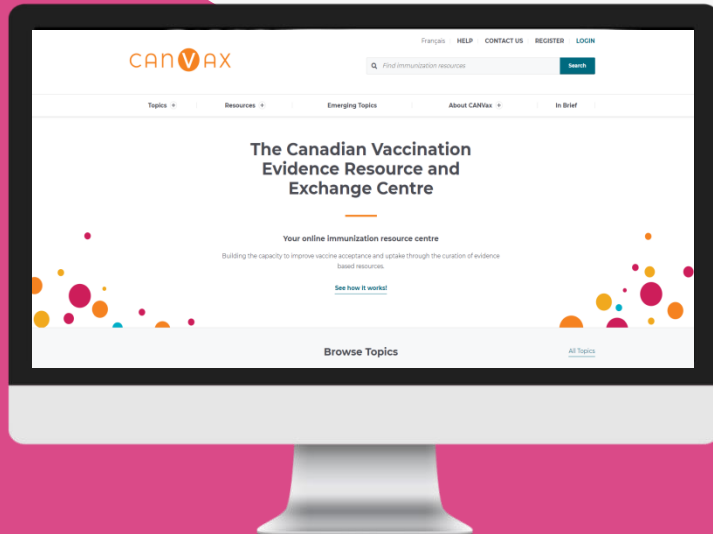
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VISIT
CAN VAX .CA

Stop
by
Booth
#26



FIND EVIDENCE BASED
INFORMATION AND RESOURCES
FOR IMPROVING VACCINE
ACCEPTANCE AND UPTAKE



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THANK YOU!

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