

Online Immunization Education Module

Background

In October 2016, BYU College of Nursing researched several articles and collected information from states across the country on how they conduct immunization exemptions. Based on this research, it was determined that an online educational module might be beneficial for Utah. This recommendation led to the formation of an Exemption Work Group that included members from local boards of health, public health professionals, school nurses, members from several immunization coalitions and a parent of a non-immune child to develop plans for an online module. The committee met monthly to develop the proposed content and format for the module. During the 2017 Legislative Session, Representative Thurston ran HB 308, Public Health and Schools. The intent of the bill was to authorize the development and implementation of an online education module on vaccines and vaccine-preventable illness. Upon passage of the bill, the Utah Department of Health issued a bid process to secure a contract with an agency to develop the module. In partnership with BYU, the Summit Group (agency that was awarded the bid), schools nurses and staff, the work completed by the Exemption Work Group was adapted to meet the requirements of HB 308.

Module Development

Upon completion of the draft module, BYU began usability and content testing. To find parents with exemptions, public school nurses were contacted by BYU and the school nurses asked parents who claim exemptions if they would be willing to participate. These were children who were enrolled in a school and claiming exemptions to attend. Feedback from these families was consolidated and given to the Immunization Program and Summit Group to incorporate into the module.

During the development of the online education module, our workgroup used the statutory language in HB 308 as our guidance. Each of the requirements within the bill have been met, as listed below, and each of these required elements is included within the module:

- 1) How to recognize the symptoms of vaccine-preventable diseases;
- 2) Information regarding what to expect in a response in the case of an outbreak of a vaccine-preventable disease;
- 3) How to prevent the spread of vaccine-preventable diseases;
- 4) Best practices to prevent the spread of vaccine-preventable diseases;

- 5) Recommendations to reduce the likelihood of a nonimmune individual contracting or transmitting a vaccine-preventable disease;
- 6) Information about additional available resources related to vaccine-preventable diseases and the availability of low-cost vaccines;
- 7) Inclusion of interactive questions or activities; and
- 8) It will take the expected average user 20 minutes or less to complete, based on user testing.
- 9) Development of the module included representatives from organizations of health care professionals and parents of nonimmune children.

The module was implemented before the deadline of July 1, 2018.

Continued Module Development

In June 2018, the Immunization program asked the Nursing Department at BYU to evaluate the module. The evaluation goals were to receive feedback from interviewed participants, all of which had children that were immunized, and one of which was a parent of a non-immunized child. The following were the recommendations from the BYU evaluation team and has been implemented in the revised module.

- Adding a back button for users to review previous parts of the module.
- Providing a summary of the data in the module, perhaps as a chart, or a downloadable PDF at the end.
- Moderately redesigning the student information input page to make it more intuitive.
- Alerting users in the beginning of the module that they will be quizzed later on.
- Adding pictures to certain slides.

The Immunization program was requested by the Health and Human Services committee to give updates on the module on June 20, 2018 and October 17, 2018. During the two presentations, the Department received constructive feedback from several representatives, the Committee Chairs, and members of the public. The feedback is currently being incorporated and the revised module is expected to be completed by February 2019.

These changes include:

- Changing slide design and content to be more informative to parents of non-immune children, to engage and assure their understanding of the risks and responsibilities in the event of disease outbreak (removing of the three myth and reality slides).
- Allowing the use of the back button for user benefit.
- Adding additional links for information on vaccine safety and risks.
- Changing language to be more informative on the safety and effectiveness of vaccines.
- Acknowledging, though small, that there are risks involved in vaccinations.

- Updating the certificate to a more professional look.
- Based on user feedback, the module has updated the instructions to make it easier to navigate.

The goal of the Immunization Education Module is to inform and assist parents and guardians of an unvaccinated child to recognize the symptoms of a vaccine preventable disease, to respond in the event of an outbreak of a vaccine preventable disease, to protect children who contract a vaccine preventable disease, and to prevent the spread of vaccine preventable diseases.