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## **Promoting and evaluating provider engagement in new protocols: the Vax Northwest case study**

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## Presentation objectives

- Describe theory-informed best practices for effectively engaging providers in voluntary training in a clinic-based setting, including reinforcing training messages over time
- Identify methods for continuous process evaluation of physician trainings using a case study of an ongoing study testing the effects of a novel communications intervention

## Study background

- Addressing the challenge of vaccine hesitancy in Washington State
- Importance of empathetic communication from provider
- Toolkit

## Academic Detailing

- Establishing credibility
- Active learner engagement
- Multimedia instruction
- Consistent follow-up
- Repetition and reinforcement
- Clinic champion

## Reinforcement

▪ Establishing credibility	▪ Esteemed organizations
▪ Learner engagement	▪ Provider discussion, food, soliciting feedback
▪ Multimedia	▪ Lecture, movie, website, conversation, collateral
▪ Consistent follow-up	▪ Phone calls, visits, mugs, newsletters

## Continuous process evaluation

- Overall impression
- Value of training to practice
- Practical value of subject matter
- Written materials quality
- Presentation quality
- How well presentation met program objectives

## Surveys

- Anonymous evaluations administered at end of training
- Paper-based
- All data collected by presenters and inputted into study database by research specialist



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- What was most useful?

“The guide to conversations about immunizations and also the list of links for parents”

“The simplicity of the program”





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- What suggestions do you have?

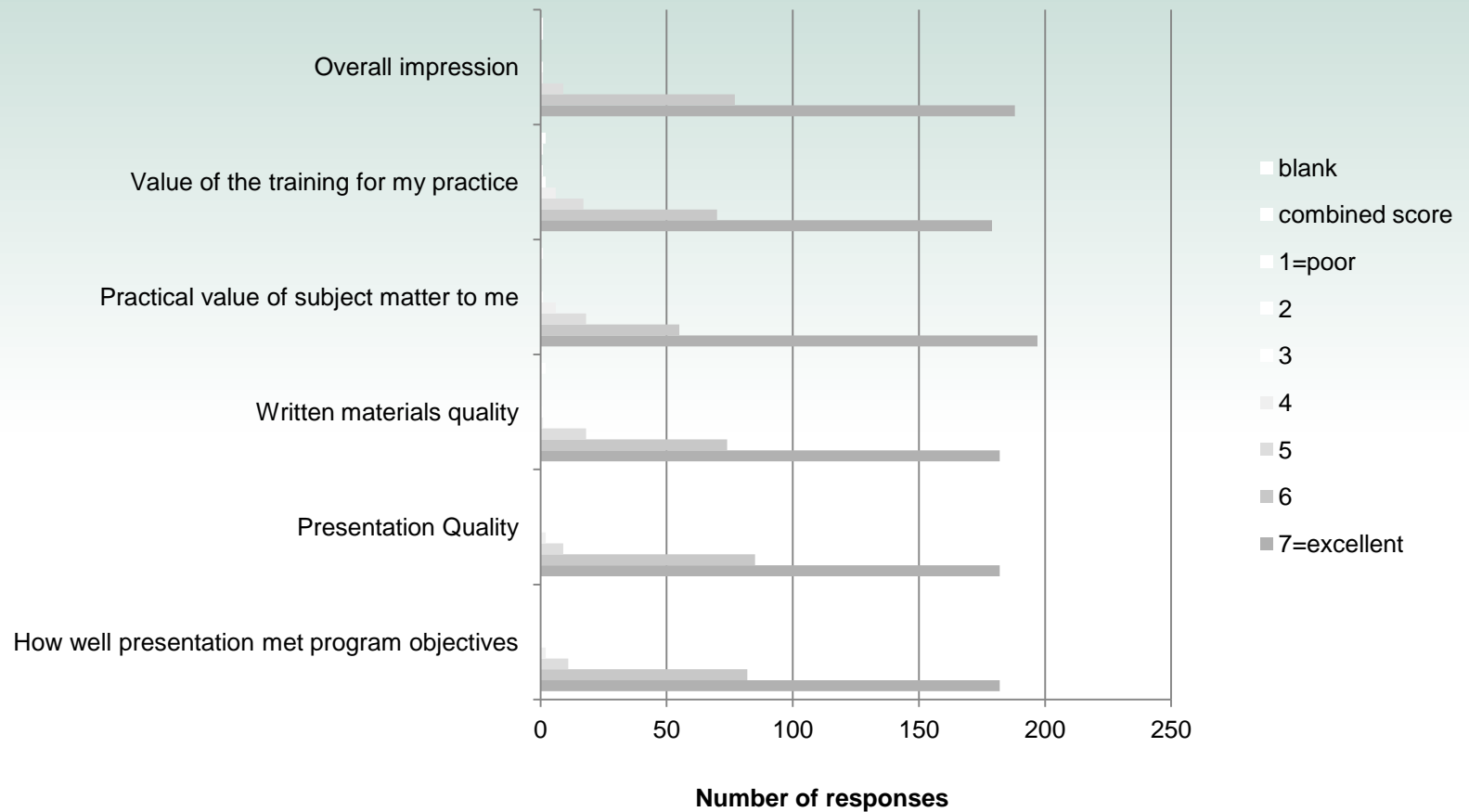
- “Include information on alternate vaccine schedules”

- “Shorten your presentation and leave more time for Q and A”

# Evaluation

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## Summary of provider evaluations from training



# The AAA Approach

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## In the end...

- 72% of physicians took the second survey
  - Successful engagement of providers in protocol
  - Importance of reinforcement activities
  - Critical importance of clinic champion
- Continuous process evaluation allowed fine-tuning of presentation



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**Thank you! Questions?**

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