

1069. Long-term effect of a Birth Vaccination Promotion Strategy

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Background. Infants' immunization coverage rates remain low, and below defined health objectives in Quebec, Canada. Delays in the first vaccinations at 2, 4 and 6 months have been associated with a higher probability for delay in age-appropriate vaccination during childhood. The aim of this study was to assess the long-term effectiveness of an information session targeting immunization that was performed during postpartum hospitalization on vaccination coverage in children.

Methods. A quasi-randomized controlled trial was conducted in the Sherbrooke University hospital nursery. Between March 1, 2010 and February 28, 2011, an individual educational information session regarding immunization of infants at 2, 4 and 6 months was

proposed or not to parents according to date and time of birth. Based on the Quebec Immunization protocol a five-point standardized information plan on vaccination was elaborated. Motivational Interviewing using Miller and Rollnick's trans-theoretical model of Prochaska were used during the session. Immunization data were obtained through the Eastern Townships Public Health registry at 3, 5, 7, 13 and 24 months of age.

Results. Respectively, 1140 and 1249 families were included in the experimental and control groups. A significant increase in vaccination coverage was observed at three (91.3 vs 88.1%; +3.2%; $p = 0.01$), five (83.2 vs 78.3%; +4.9%; $p = 0.003$) and 7 months of age (75.9 vs 68.6%; +7.3%; $p < 0.001$). There is a persistent effect on vaccination coverage at 13 months (66.2 vs 60%; +6.2%; $p < 0.001$) and 24 months of age (79.5% vs 74.7%; +4.8%; $p = 0.006$).

Conclusion. An educational information session at birth about immunization, based on motivational interviewing and given during postpartum hospitalization improves vaccination coverage in infants at 2, 4 and 6 months of age, but also at 13 and 24 months. This Birth Vaccination Promotion strategy not only improves the first vaccinations, but also could enhance the entire childhood vaccinations schedule.

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