

Implementation of a family centred model of vaccination in Portugal



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Context

- Two outbreaks of measles in 2017 (region of Lisbon and the Tagus Valley and Algarve).
- Growth of anti-vaccination groups in Portugal.
- Parents' arguments relied mostly on their interaction with healthcare professionals.
- Not sensitive to individual characteristics (e.g., lifestyles) and needs (e.g., information on side effects).



Situation

- HCPs tend to adopt a paternalistic model of communication (authoritarian tone & directive in their discourses).
- Lack of training courses aimed to promote healthcare professionals' communication skills on vaccination.

The intervention

- Aimed to improve the **communication skills** of HCPs in their interaction with vaccine-hesitant parents through the development of an in-person educational session.
- Adoption of an evidence-based approach - **motivational interviewing (MI)** - which is based on a person-centred framework. This approach advocates the use of certain **communication skills** by HCPs when interacting with vaccine-hesitant parents.



The intervention

- **Short-term goal:** train HCPs in motivational interviewing and thereby increase their communication skills with vaccine-hesitant parents.
- **Medium-term goal:** HCPs feel comfortable using motivational interviewing in clinical practice, increasing their perceived confidence when approaching vaccine-hesitant parents.





Intervention structure

- Introduction of the topic of vaccine hesitancy (based on the findings from WP2, WP3 and WP4) - powerpoint presentation
- Theoretical exposure of the main fundamentals underlying the motivational interviewing approach (and its applicability to address vaccine hesitancy)

Intervention structure

- Presentation of a cartoon depicting an encounter between an HCP and vaccine-hesitant parents (current paternalistic model VS motivational interviewing approach)
- Role play activity based on the cartoon;
- Focus-group discussion about the main barriers in the interaction (both from the parent's and HCP's point of view).





Materials

A powerpoint presentation
with the main findings arising from
VAX-TRUST

A pocketbook of cartoons
representing different approaches to
vaccination (traditional vs.
motivational interviewing),

A handbook

A brochure

with written information about
motivational interviewing skills.



Target groups

- HCPs involved in the vaccination strategies (n = 25)
- HCPs who were involved in the ethnographic study (n = 25)
- Master students of Community Nursing who are already working as HCPs (n = 25)

Conclusions

- The main challenges identified by the trainers relate to logistical issues or the level of interest of the participants;
- Based upon the satisfaction questionnaire results, participants have learnt communication skills necessary to deal with vaccine-hesitant parents, which they can apply immediately in their professional practice;
- Some constraints have also been identified by the participants that might prevent possible implementation of the acquired skills/competencies in practice, namely referring to time available per consultation and existing parents' beliefs;



Conclusions

- Participants expressed willingness to continue learning on the topic and to share the obtained knowledge with colleagues;
- Participants found the training materials useful and were able to apply the acquired knowledge to concrete situations as reported in the post-training survey;
- According to the analyses carried out, all interventions produced positive effects in terms of effectiveness, sustainability, and utility.





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