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Nursing role in health education about vaccines: Analysis of institutional communication styles as compared to main social science models

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Background: The lack of adhesion to vaccination represents a main issue for population prevention, as well as a real challenge for public health operators. Besides analyzing deep motivations and causes of such a behavior, evaluating style and topics of official communication campaigns can contribute to a better understanding of this complex matter.

Objective: In the present study, an instrument was built to deeply evaluate main aspects of official communication campaigns aimed at population health education. Such an instrument was prepared starting from nurse competencies in that field, followed by a wide integration with other healthcare professionals competencies. The relevant contribution of other disciplines, such as social science and communication methodology, was considered as well. Main objective was to develop an instrument to evaluate main contents and structure of official education campaigns about vaccination.

Methods: The most relevant models of positive communication were chosen, in order to define contents of each health education campaign to be evaluated. Nurse core competencies were defined and combined with communication models highlights. A 13-item grid was prepared for the study purpose.

Results & Discussion: Official vaccination campaigns were evaluated through the application of this original instrument. Differences were observed among institutions and their communication campaigns. Efficacy evaluation was performed by comparison of different vaccination campaigns.

Conclusions: Understanding vaccination adherence and refusal, and the motivations thereof, is especially critical for creating effective systems of health communication. An instrument to evaluate main contents of official communication campaigns can contribute to increase the knowledge in this field.

Figure: Example of analysis for different Institutions

Recent Publications:

1. Zhang J, While A and Norman I J (2012) Development and testing of an instrument to assess nurses' knowledge, risk perception, health beliefs and behaviour related to influenza vaccination. *J Clin Nursing* 21(17-18):2636-2646.
2. Schmid P, Rauber D, Betsch C, Lidolt G and Denker M L (2017) Barriers of influenza vaccination intention and behavior - a systematic review of influenza vaccine hesitancy, 2005-2016. *PLOS one* 12(1): e0170550.
3. Coté F, Gagnon J, Houme P K, Abdeljelil A B and Gagnon M P (2012) Using theory of planned behaviour to predict nurses' intention to integrate research evidence into clinical decision-making. *J Adv Nursing* 68(10): 2289-2298.
4. Di Pietro M L, Poscia A, Teleman A A, Maged D and Ricciardi W (2017) Vaccine hesitancy: parental, professional and public responsibility. *Ann Ist Super Sanità* 53(2):157-162.

5. Petitti T, Candela M L, Ianni A, De Belvis A G, Ricciardi W and De Marinis M G (2015) GHAA-9 m questionnaire on patient satisfaction in digestive endoscopy. Ig San Validation of the Italian version of the Pubbl 71:465-476.

Biography

Andrea Ianni completed his MD in 1997 at Catholic University Medical School (UCSC-Rome, Italy); a Post-graduate course in Hygiene and Public Health, in 2002 in the Department of Public Health, UCSC-Rome. Since 2003, he works in the Medical Directorate of Campus Bio-Medico University Hospital in Rome and in the Research Unit in Hygiene, Statistics and Public Health at Campus Bio-Medico University Medical School, Italy.

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