

# Vaccines in Pregnancy Canada: Improving Vaccine

## Communication & Supporting Vaccine Decision-Making in

### Pregnancy - Feasibility Study Results

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# PRESENTER DISCLOSURE

**Presenter: Maria Castellon Pardo**

## **Relationships with financial sponsors:**

 **Any direct financial relationships, including receipt of honoraria:**

Not applicable

 **Membership on advisory boards or speakers' bureaus:**

Not applicable

 **Patents for drugs or devices:**

Not applicable

 **Other:**

Not applicable



# DISCLOSURE OF FINANCIAL SUPPORT



**This program has received financial support from the Canadian Immunization Network (CIRN) in the form of a grant.**

# Land Acknowledgment

We respectfully acknowledge that we are situated on the traditional territories of Indigenous peoples of Turtle Island. We recognize their enduring connection to the land, water, and air that we all share, and we pay our respects to Elders, past, present, and emerging.

We are deeply committed to ongoing learning about the histories and cultures of First Nations, Inuit, and Métis peoples, and to engage respectfully and thoughtfully with the communities who have stewarded these lands for generations.



# Who We Are

We are a group of patients, providers & scientists.

**Our Goal:** Improve patient-provider communication and decision-making for all interventions that can protect mothers and babies from infections.

**How:** Co-design, behavioural & implementation sciences, and patient-oriented research.



# Background

## We know...

Pregnant individuals and their babies are naturally **at increased risk** of morbidity and mortality from infectious diseases.



1



2



## We also know...

Preventative measures like vaccination can **significantly lower these risks**.



3



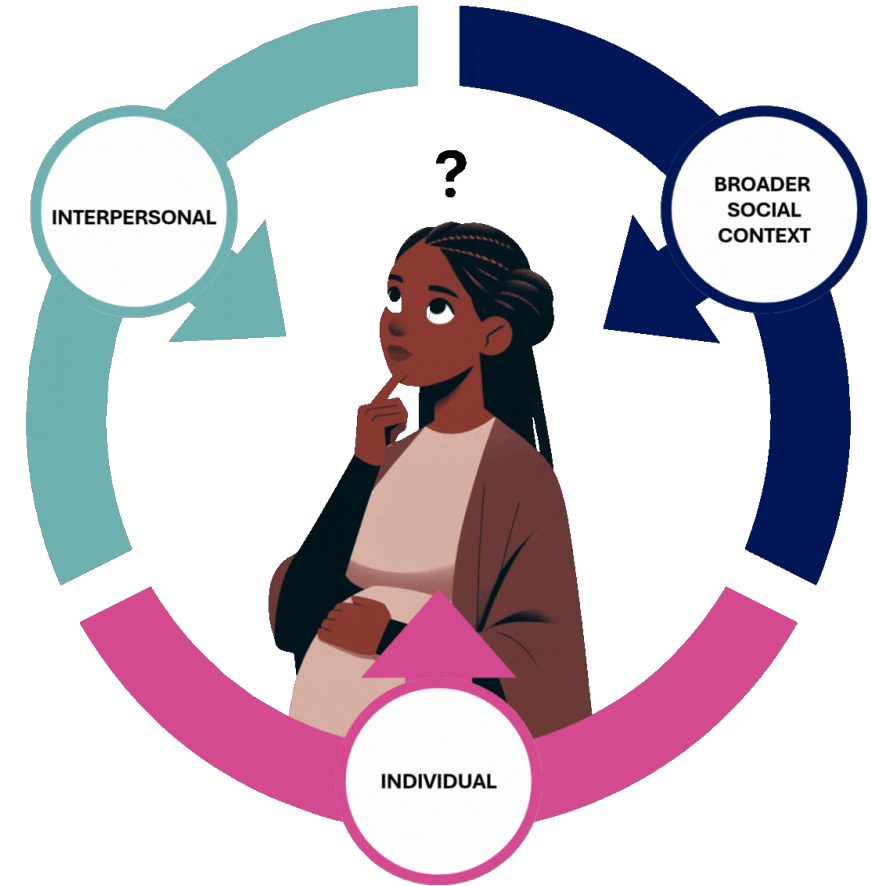
## Despite this...

Vaccination in Pregnancy (VIP) remains **under-utilized** in Canada, especially among ethnically diverse communities.

# Pregnancy is a Unique Lived Experience



- Vaccine decisions in pregnancy are influenced by **personal, social, and structural/societal factors**.
- Even vaccine-acceptant individuals may be more **cautious** during pregnancy.
- It's **normal** for pregnant patients to have questions or concerns during pregnancy.



# Problem understanding

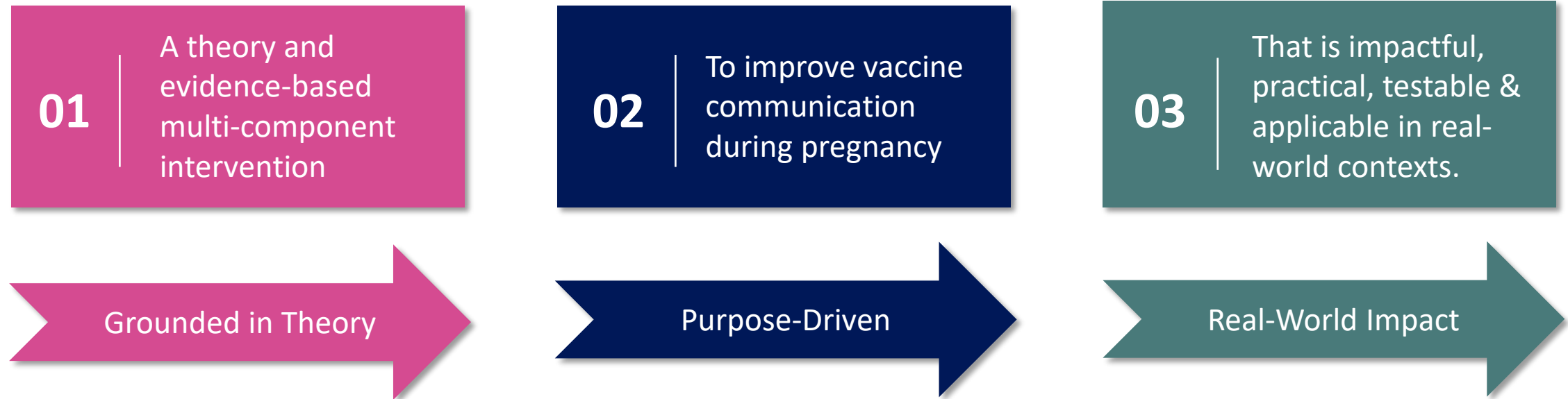
**Providers** told us that they Needed **SKILLS** to engage in vaccine communications with their pregnant patients.



**Patients** told us that they **expected their provider's recommendation** and more support to make an informed and autonomous decision.

**For these reasons, we created a **solution** to support vaccine communication and informed decision-making during pregnancy to address the needs we found using **specific behaviour change techniques**.**

## VIP Canada Intervention



The VIP Canada intervention was co-designed with hundreds of end-users (real patients, real HCPs including midwives, doctors, nurses, pharmacists, doulas) through a rigorous, iterative, and collaborative process that prioritized end-user needs and real-world applicability at every step.

# OBJECTIVES

To **support vaccination decision making during pregnancy** and improve vaccine communications.

## Providers

- Improve providers' skills, knowledge and motivation to make vaccine communications part of their routine practice.
- Improve patient-provider experience.

## Patients

- Empower pregnant patients with tools to make an informed decision and actively participate in shared decision-making.



# Vaccines in Pregnancy Canada Intervention



## 1. Pregnancy-Specific Vaccine Communication Approach

A novel communication approach ('DECIDE') designed to support informed vaccine decision-making in pregnancy.

## 2. Vaccination in Pregnancy Skills Course for Providers

A training course to build healthcare providers' confidence and skills discussing vaccination with their pregnant patients or clients.

## 3. Comprehensive Provider Practice Change Plan

A plan to incorporate vaccine communication into routine prenatal care through commitment, consensus and supporting resources.

## 4. Vaccines in Pregnancy Canada Website

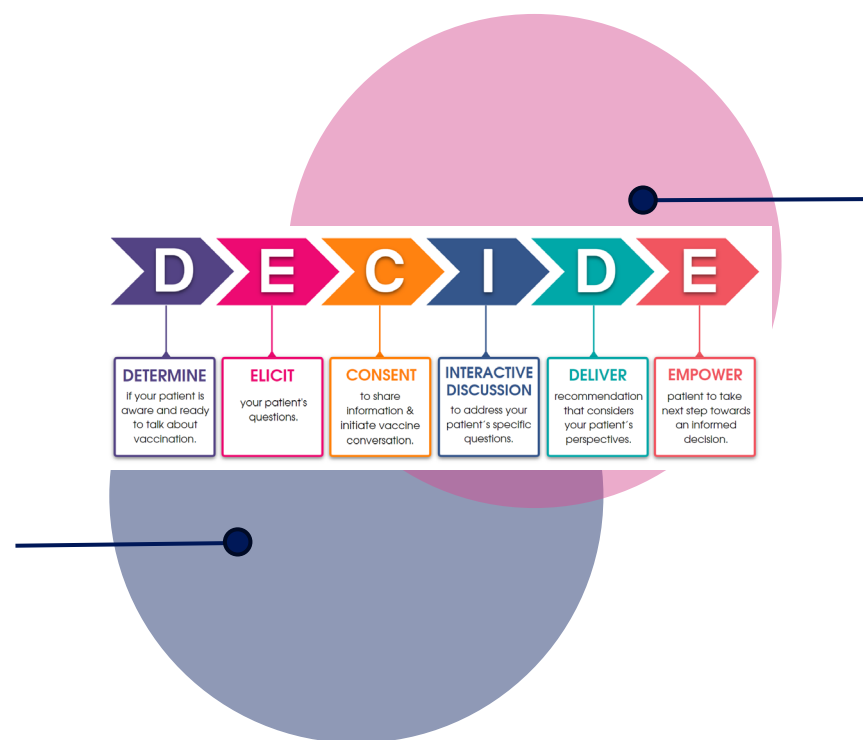
An open-source website with evidence-based information and decision-aids for pregnant individuals, their families and providers.

# 1. Pregnancy Specific Communication Approach

## PARTICIPATORY

"I think I've always preferred that it's a **conversation** rather than as I mentioned, dictated."

-Focus Group Participant 14




## PRESUMPTIVE

"I prefer the **strong recommendation** just to know the doctor's opinion. It's not like I'm going to base my decision on that, but I prefer [...] confident"

-Focus Group Participant 8

# 2. Vaccination in pregnancy skills course for providers

### PATIENT EXPERIENCE: CAI'LIN



CAI'LIN

0:03 / 1:07

Previous Next

### Module 1 – Introduction to the Course (Optional)

#### SUMMARY

Six Key Reasons for Vaccinating During Pregnancy:

- 01 Fetal and infant well-being depend on maternal well-being during pregnancy.
- 02 Infections increase the risk of maternal, fetal and infant morbidity and mortality (and we have vaccines that can protect them).
- 03 Vaccines harness mother nature's own system to protect newborns.
- 04 Vaccine components do not reach the fetus in clinically significant amounts, whereas protective antibodies do.
- 05 Vaccination during pregnancy is safe and well-tolerated.
- 06 We never know everything. Most of the time however, we know enough.

And number six: we never know everything.

6:08 / 6:35

Previous Next

*Self-directed learning modules to learn and practice communication*

### Module 1 – Introduction to the Course (Optional)

#### SELF-REFLECTION

*\*Only complete this self-reflection if you were unable to attend the initial synchronous (in-person) session.*

**Instructions:** Please take some time to reflect on and respond to the following questions:

1. Why do you think vaccination uptake during pregnancy is **lower than recommended**?
2. Describe an instance where you had a **challenging conversation** about vaccination in pregnancy.

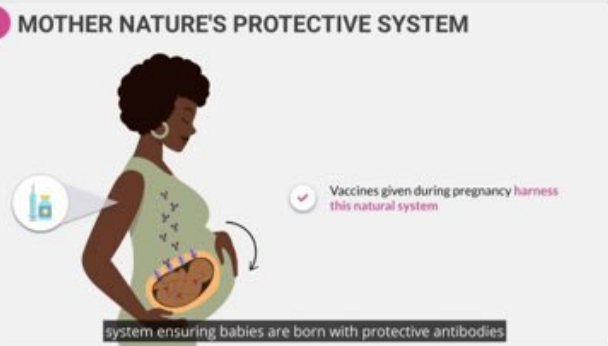
Please type your answers to each question in the box below.

Submit

Previous Next

### Module 1 – Introduction to the Course (Optional)

#### MOTHER NATURE'S PROTECTIVE SYSTEM



Vaccines given during pregnancy harness this natural system

system ensuring babies are born with protective antibodies

2:55 / 6:35

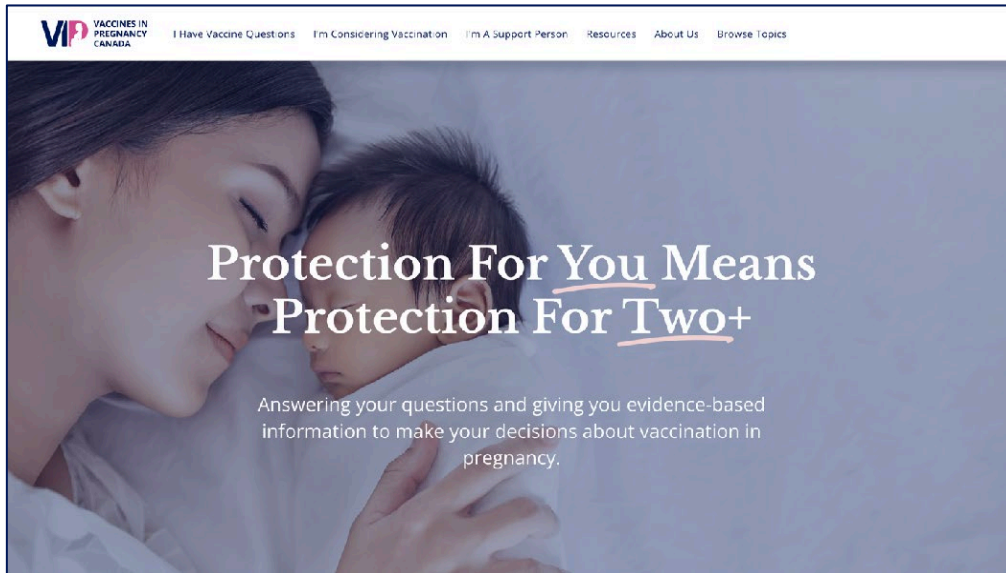
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### 3. Practice change plan

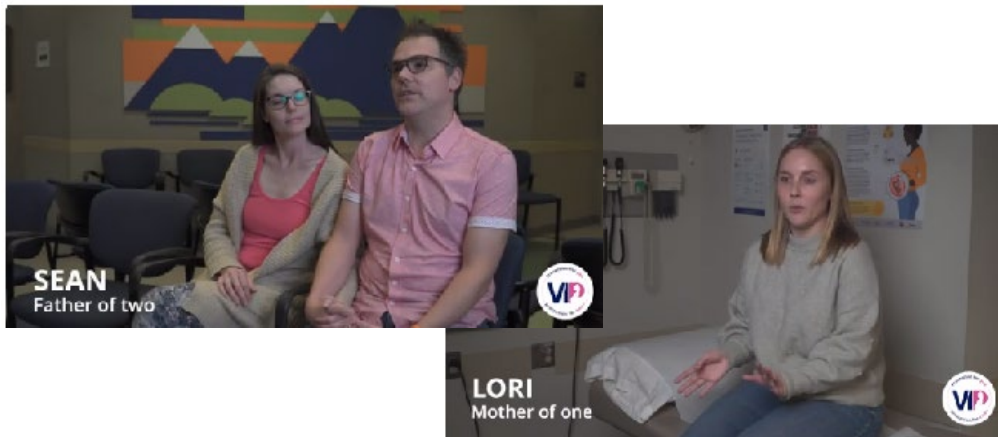


**Make vaccine communications part of routine prenatal care introducing changes and modifying the clinic environment.**

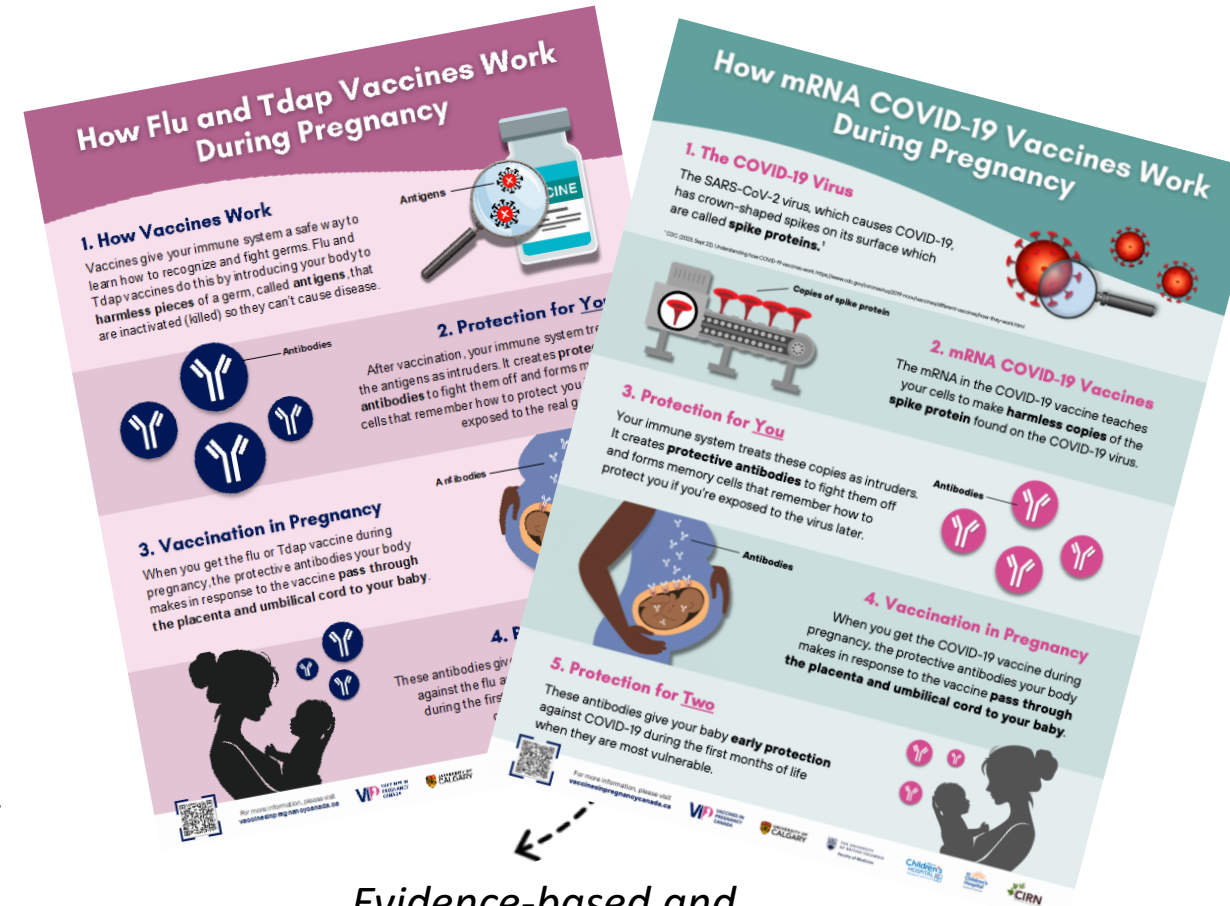
# 4. Vaccines in Pregnancy Canada Website



Easy-to-navigate website to support informed decision-making



Patient and partner testimonials



Evidence-based and referenced infographics

# Vaccines in Pregnancy Canada

**Protection For You Means Protection For Two+**

Answering your questions and giving you evidence-based information to make your decisions about vaccination in pregnancy.

**SEAN**  
Father of two

**I recommend vaccination in pregnancy.**

Here's a website with evidence-based information to support you in making an **informed decision** about vaccination in pregnancy.

[vaccinesinpregnancycanada.ca](https://vaccinesinpregnancycanada.ca)

I'm here to discuss your questions and support you in making a decision that feels **right for you.**

**VIP VACCINES IN PREGNANCY CANADA**

**Did You Know?**

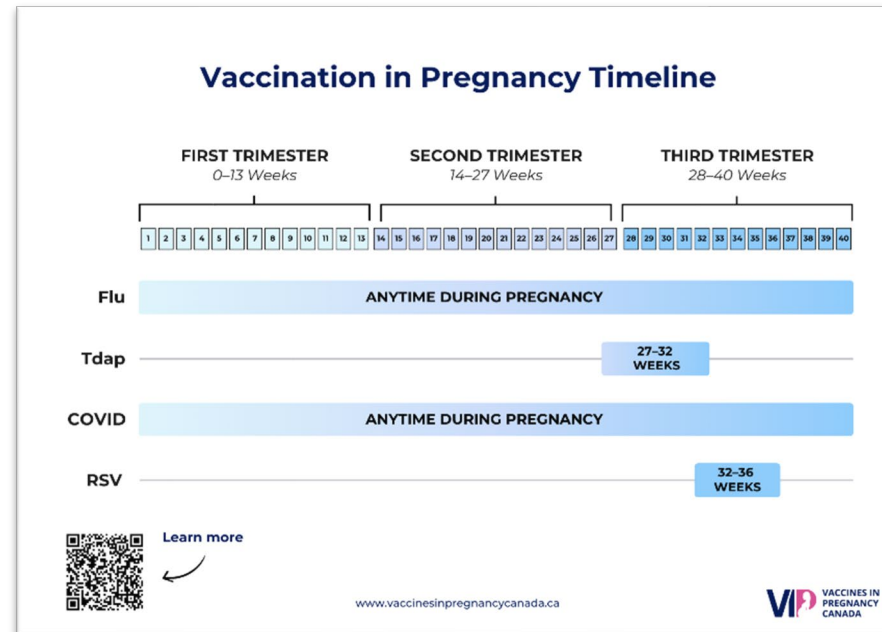
Getting **vaccinated in pregnancy** protects you from severe illness and gives your baby **early protection** against infections like pertussis (whooping cough), the flu, COVID-19 and RSV.

Here's a website with evidence-based resources to support you in making an **informed decision** about vaccination in pregnancy.

[vaccinesinpregnancycanada.ca](https://vaccinesinpregnancycanada.ca)

I'm here to **discuss your questions** and support you in making a decision that feels **right for you.**

**VIP VACCINES IN PREGNANCY CANADA**



**Protection For You Means Protection For Two+**

Getting **vaccinated in pregnancy** is the **best way** to protect **you** and **your baby** from infections like pertussis (whooping cough), the flu, COVID-19 and RSV.

**Learn more:**

[vaccinesinpregnancycanada.ca](https://vaccinesinpregnancycanada.ca)

**VIP VACCINES IN PREGNANCY CANADA**

# Feasibility Study - Overview

- Multi-methods, pre-post design
- Behaviour and implementation science methodology
- Three perinatal clinics in Canada
- Aim to enroll 30 healthcare providers and 600 patients

*Examine the acceptability, demand, integration, and fidelity of implementation of the VIP Canada intervention to improve informed vaccine decision-making and communication during pregnancy*

# Feasibility Study - Overview

	<b>What It Measures</b>	<b>Key Questions</b>	<b>How</b>
<b>Acceptability</b>	How suitable, satisfying, or attractive the intervention is for patients and their providers	<ul style="list-style-type: none"><li>- Do people like it?</li><li>- Is it seen as appropriate or satisfactory?</li></ul>	Surveys, interviews, focus groups, satisfaction ratings
<b>Demand</b>	The extent to which the intervention is used by providers and patients.	<ul style="list-style-type: none"><li>- Is there interest or need?</li><li>- Are people using it?</li></ul>	Enrollment numbers, participation rates, course completion rates
<b>Integration</b>	How well the intervention fits within existing clinic systems, workflows, or settings.	<ul style="list-style-type: none"><li>- Can it be embedded into routine practice?</li><li>- Is it sustainable?</li></ul>	Observations, field notes, clinic champion feedback
<b>Fidelity</b>	The degree to which the intervention is delivered as intended.	<ul style="list-style-type: none"><li>- Are we doing what we planned?</li><li>- Is it being implemented correctly?</li></ul>	Checklists, clinic champion feedback

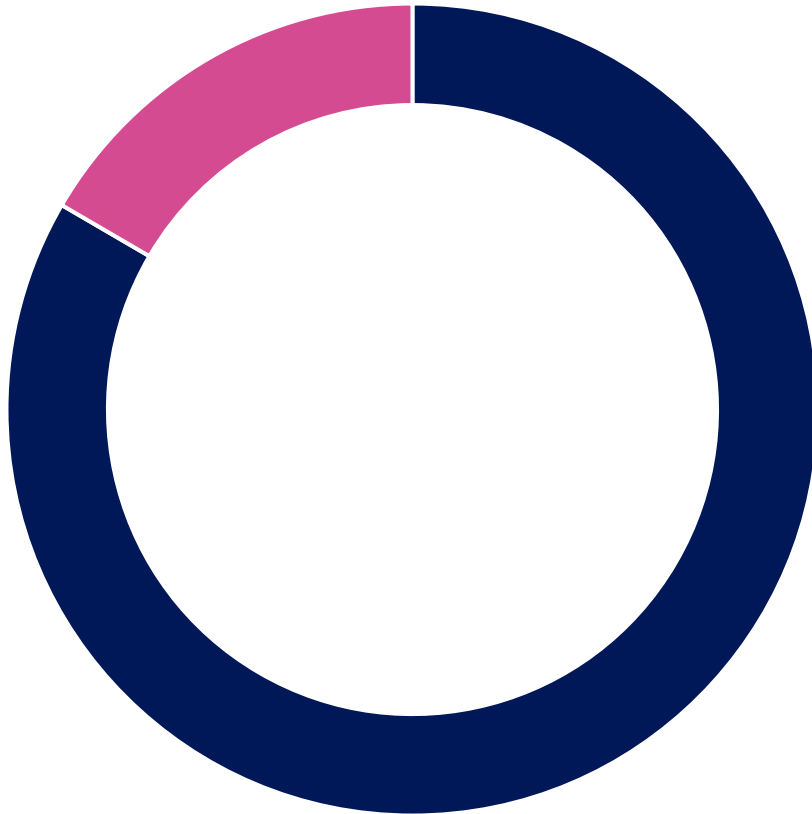
# Feasibility Study – Preliminary Results

## Alberta – Low Risk Outpatient Perinatal Clinic

- 12 Healthcare Providers: Family doctors and nurses providing low risk perinatal care
- 300 patients: Majority urban, Caucasian in their second or third trimester of their first pregnancy

# Feasibility Study Results

## Pre-Implementation Training Needs

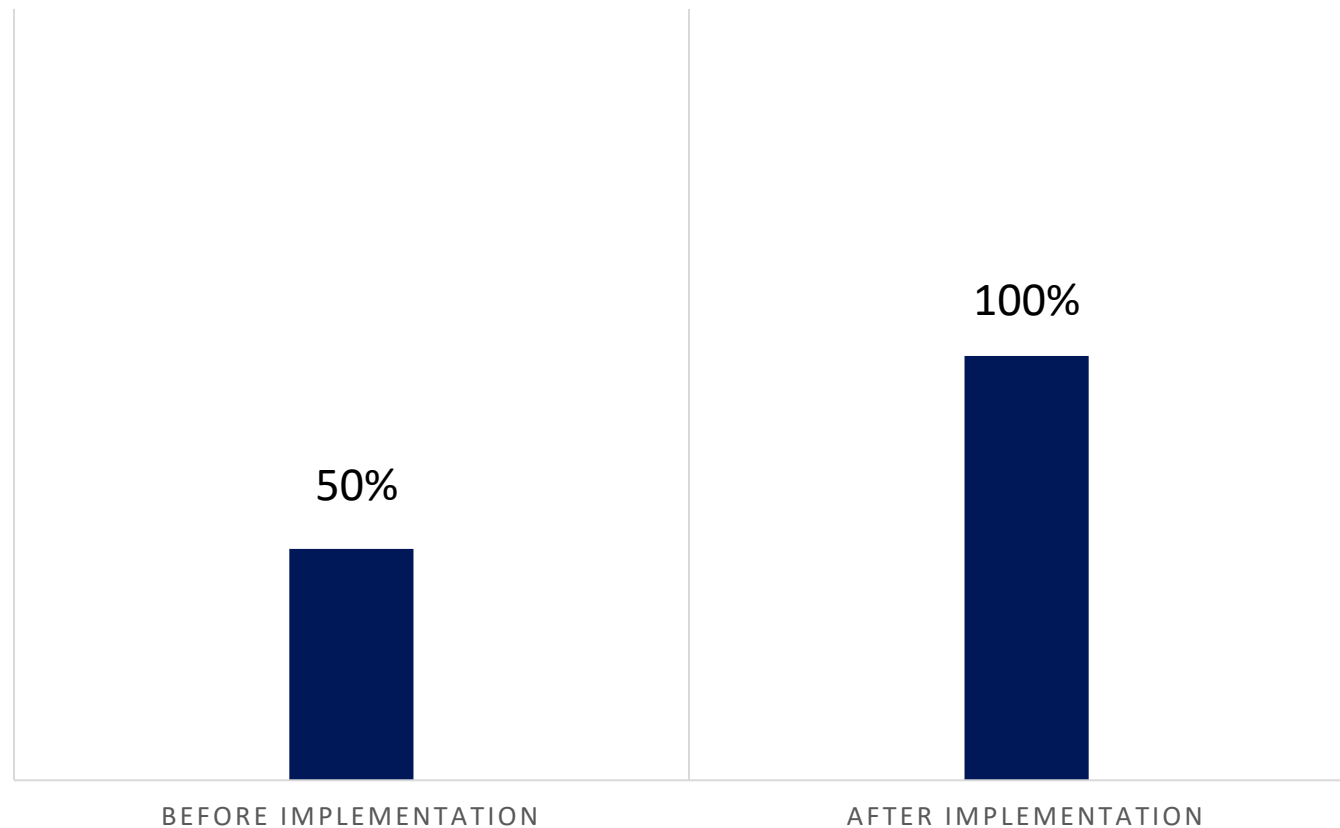


- 83% of Providers

"I want training on how to discuss vaccination in pregnancy"

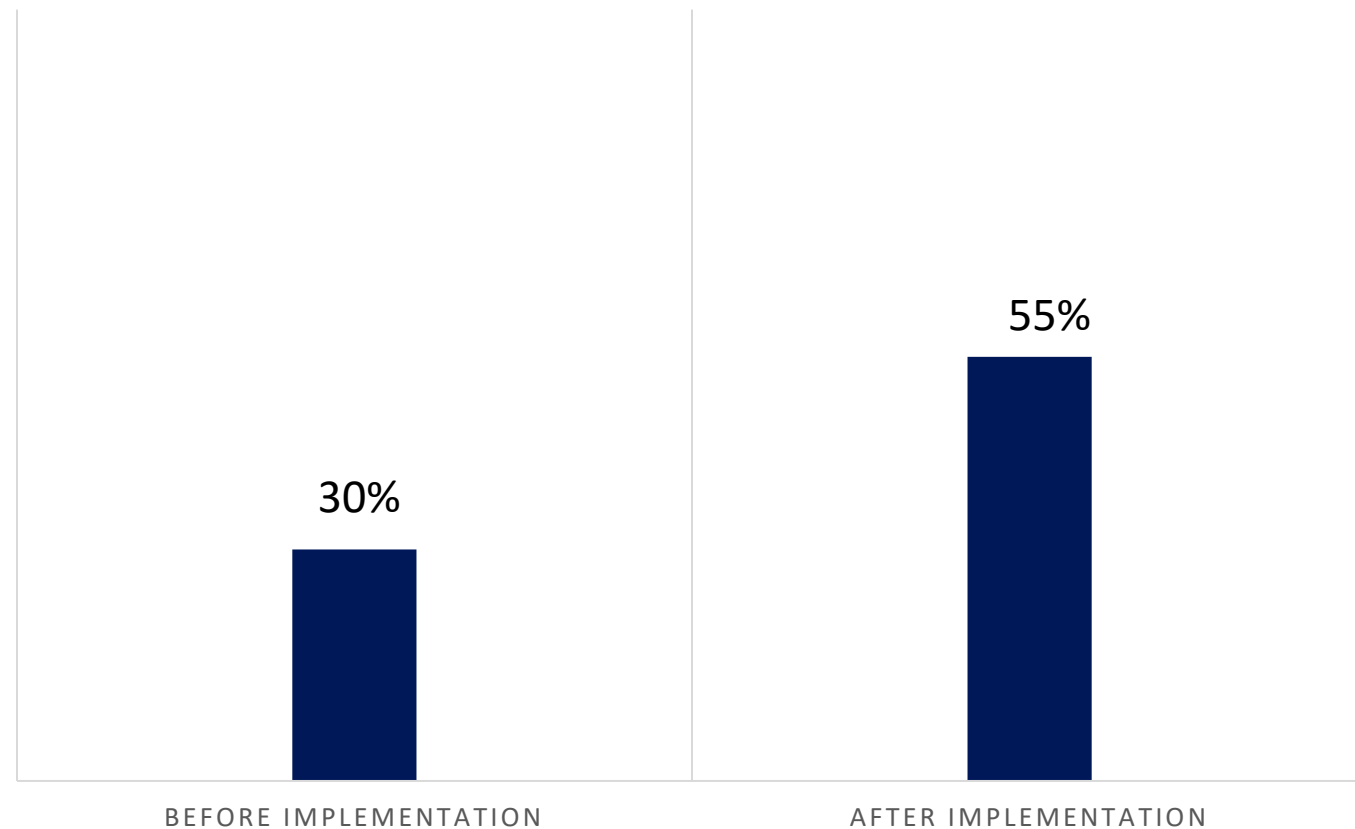
# Feasibility Study Results

## Provider Confidence Discussing Vaccination During Pregnancy



# Feasibility Study Results

## Vaccination Conversation Frequency Reported by Patients



# Testimonials



**Riana Weis – Clinic Champion (Calgary, AB)**

**"Even the doctors that were not part of the study are giving the materials to their patients (...) it is also a natural thing, it is a conversation starter"**

**Patricia Lee – Family Doctor (Calgary, AB)**

**"I thoroughly enjoyed the course. It was laid out well and was easy to follow, and of course has applications for any informed decision making process. Many thanks"**

# What Our Partners Are Saying...

“Even though I am seasoned with vaccination in pregnancy, **this course has provided me with new and informed ways to interact.**” *Provider 2*

“Now I understand better what is the vaccine, what kind of effects I'm going to feel. So, I think it's clear and have **all the necessary information** that [...] I need in the moment...” *Patient Partner 1*

“When you're pregnant [everything] is more concerning, but like something like this, when I was pregnant, **I would have looked at something like this [...]** it would have sold me”. *Patient Partner 2*

# Next Steps

- Finish the Feasibility Study – 2 more sites
- Larger Canada-wide Study – Effectiveness trial
- Support Newcomer Populations - Enhance materials and potentially co-create additional components
- Explore the use of our DECIDE Communication Approach beyond vaccination communication
- Find hard funding - maintain public website and patient decision aids

# Thank You!

See our work in action  
Vaccines in Pregnancy Canada

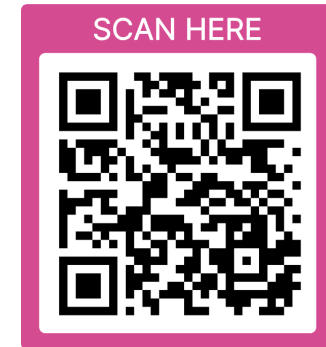


[vaccinesinpregnancycanada.ca](http://vaccinesinpregnancycanada.ca)



For more information, please contact:  
**Dr. Eliana Castillo** [castillo@ucalgary.ca](mailto:castillo@ucalgary.ca)

Learn more about PEP-C  
PEP-C Lab Information Page



[research.ucalgary.ca/pep-c](http://research.ucalgary.ca/pep-c)

# THANK YOU!

## PLEASE FILL OUT YOUR SESSION EVALUATION NOW!



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