

**Breakout Session #2:**  
**Supporting BC Physicians to Deliver Immunization**  
**June 2009**

Presenter: Andrea Derban

Facilitator: Marilyn McIvor

- Physicians are important partners in immunization as either immunizers or influencers – studies show that a physician’s recommendation to receive a vaccine is an important factor in the decision to immunize
- Phase 1 of the Partners in Prevention study demonstrated:
  - that physicians highly value immunization as an important health behaviour
  - physicians rely heavily on information from their regional health authority to keep up to date and apprised of new immunization programs/changes
  - doctors often have long standing relationships with families and thus are trusted sources of information
  - the most common barrier for physicians regarding immunization is the time that it consumes in their practice
  - the reporting back of immunization to the health authority is seen to be very time consuming
  - physicians would appreciate the development of an online immunization registry that both physicians and clients could access
- Highlights from the ensuing group discussion:
  - Consider inviting Medical Office Assistants (MOAs) or other office staff to the focus groups in Phase 2
  - Some physicians stop offering immunizations after 6 or 12 months of age and refer child to public health – to avoid a ‘negative association’ with the family doctor
  - All immunizers should complete the Immunization Competency exam that is mandatory for all immunizing Public Health Nurses
  - Communicating with MOAs is a good way to relay information to physicians regarding immunization policy and procedure
  - Some health units send a regular update/newsletter to the MOAs in their community
  - One health region has a formal MOA association which has ‘mandatory’ meetings bimonthly. This would be an excellent venue to discuss immunization.
  - Nurse Practitioners would like to be involved in this study and included in any further information – their distribution list can be accessed through the CRNBC.