

How to Make Vaccine Clinics More Appealing to Parents and Children

Lessons learned from parents of children of ages 5-11, 2021-2022 Worcester, Massachusetts



How can vaccination clinics increase their appeal?

1. Be inclusive

- Provide signs in Spanish and other languages
- Welcome people with disabilities

2. Increase privacy during vaccination

- Have privacy screens available
- Separate waiting areas from vaccinating areas

Parents say...

"A privacy setting because kids get so shy"

3. Make waiting time easier and safer

- Provide chairs with social distancing, and shelter from the weather
- Provide activities such as small toys, coloring supplies, stickers, squeeze ball, and stickers for children

4. Offer incentives to children and parents

The most important incentive is keeping children safe and reducing severity of disease.

- For children: small toys, Roblox gift cards
- For parents: gift cards to supermarkets, stores

Parents say...

"For me, the biggest incentive would be the security of knowing that the vaccine is 100% safe for my child. That is the biggest incentive, safety."

Methods for Focus Group

The UMass Worcester Prevention Research Center of UMass Chan Medical School held seven virtual focus groups with 68 parents in Worcester, Massachusetts between 10/27/201-1/21/2022. Four groups were held in English, and three in Spanish.

Participants were invited to participate by social media and by El Buen Samaritano Food Pantry, YMCA of Central Massachusetts, and the Parents Union of Massachusetts (PUMA).

Clinic advertisements should highlight:

- The fact that each person vaccinating is a trained **medical professional**.
- Medical professionals are onsite and will be available to talk with parents and monitor for signs of allergic reaction.
- Vaccines are free.
- No appointment is needed.
- The personal stories that other parents and trusted pediatricians share about vaccinating their own children.

Parents prefer being contacted through: local radio, text messages, What's App, Facebook, school communications, and doctors/medical practice communication.

Collaborate with trusted health care providers – pediatricians, doctors, school nurses

Parents trust their own doctors and providers the most.

- Create information sessions with local doctors answering questions about the COVID-19 vaccines for children
- Use MyChart messaging to tell families where children can get vaccinated
- Have trusted pediatricians at vaccine clinics
- Have school nurses share information on the vaccines

Parents say...

"Doctor advice I would rank it at top."



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