

Vaccines in Pregnancy Canada: A Co-Designed Digital Health Hub to Support Vaccine Communication During Pregnancy

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Background

Improving vaccine communication during pregnancy (VIP) is essential. VIP protects pregnant persons and their infants and predicts a higher likelihood of childhood vaccination. Yet uptake remains low.



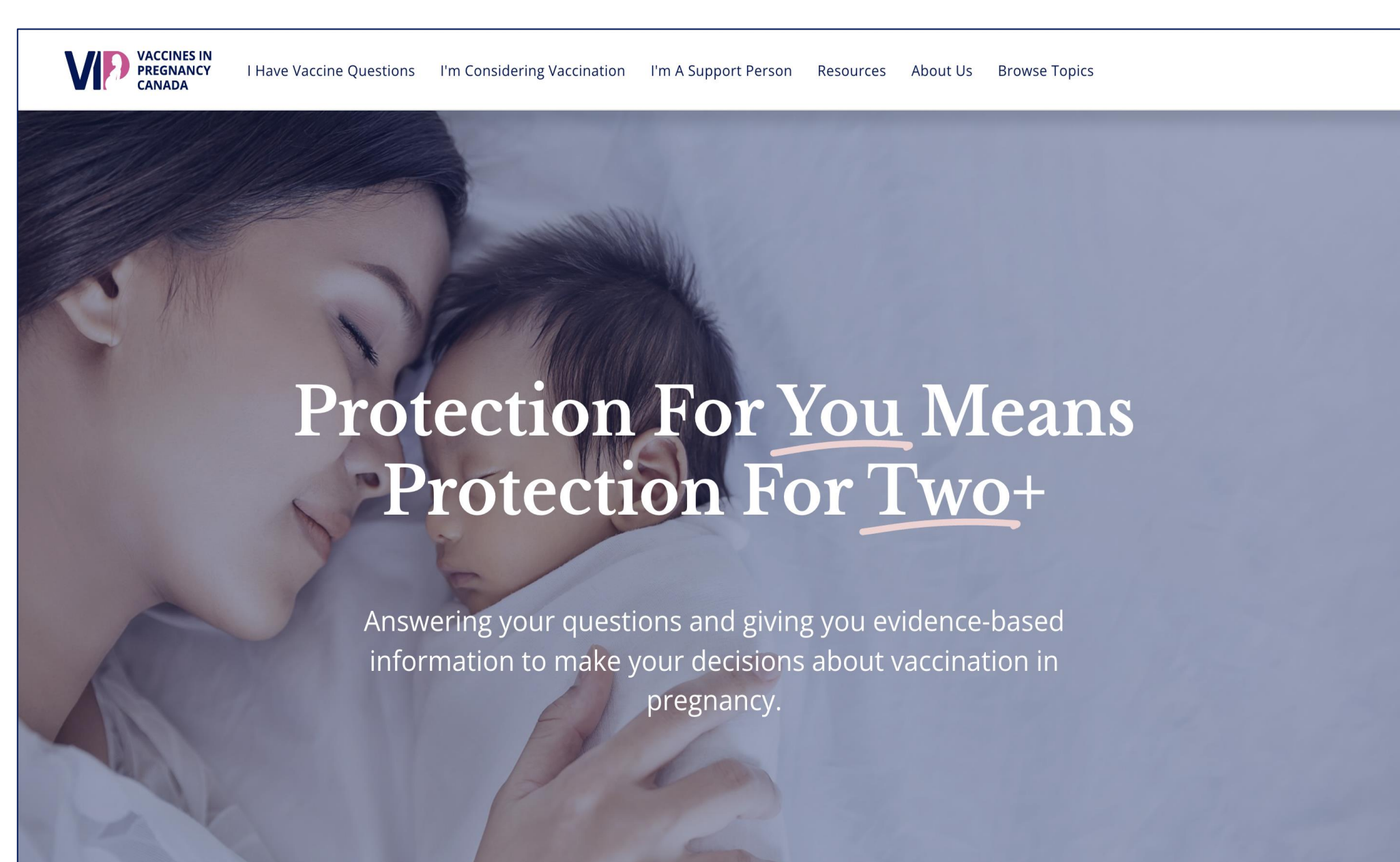
Methods

We used person-centred care, EDI principles and an implementation & behavioural sciences-informed approach to:

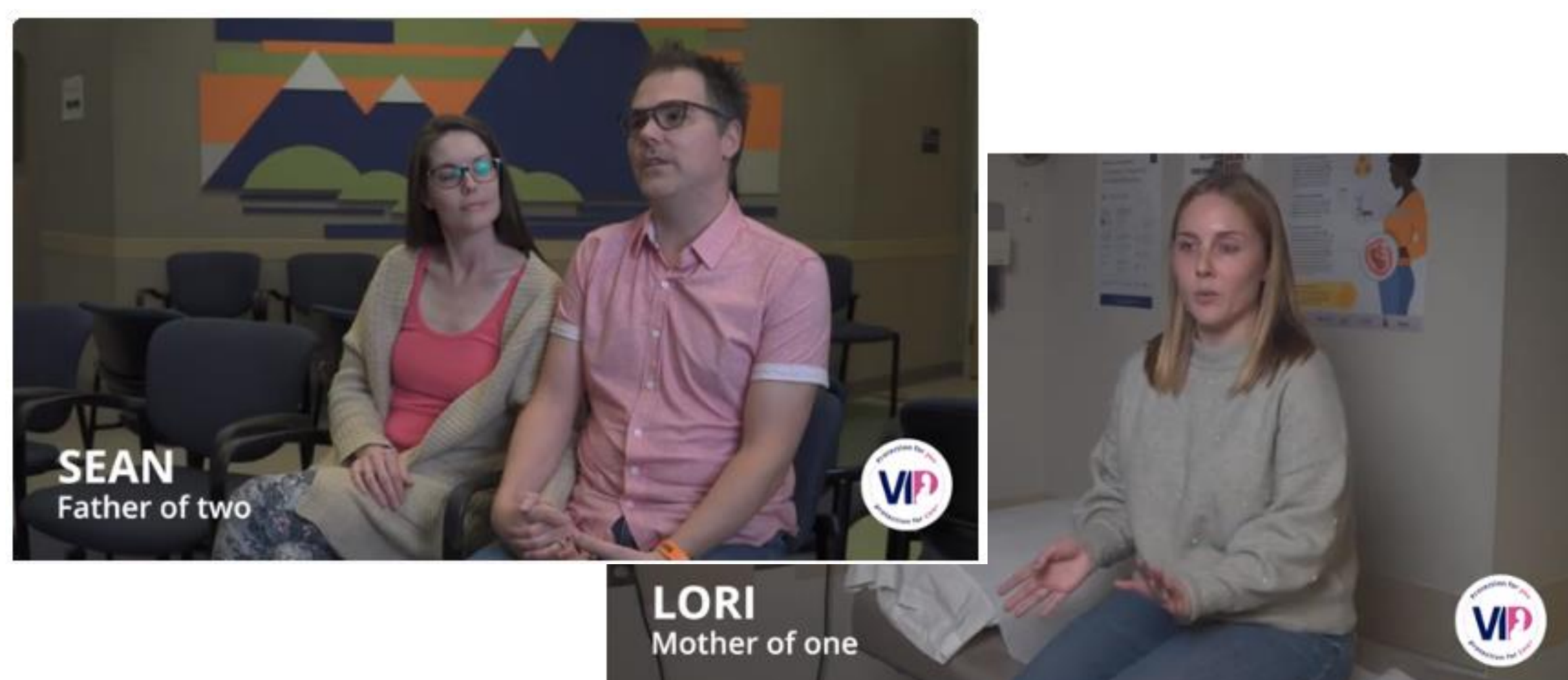
- Characterize existing interventions using Behaviour Change Theory
- Elicit Canadian pregnant individuals' and providers' perspectives and VIP resources using the Theoretical Domains Framework
- Co-design an intervention to address gaps in vaccine communication during pregnancy with pregnant people, their families, health care providers (HCPs) and intermediaries

Results

Pregnant parents want to understand what is best for their and their babies' health, balancing clear recommendations with shared decision-making. HCPs wish to improve their vaccine communication skills without alienating their clients. Existing VIP resources focus on knowledge rather than skill building and self-efficacy. Vaccines In Pregnancy Canada supports parents, families, and providers in sharing vaccine decision-making and trusted relationship-building. Intervention components are aligned with behavioural change techniques, grounded in the theoretical domains framework, and address the specific gaps in vaccine communication identified by Canadian parents and providers. HCPs learn the communication approach through synchronous and asynchronous interactive learning, earning them continuing education credits.



Easy-to-navigate website to answer vaccination in pregnancy questions and tips for support persons



Patient and partner testimonials



Evidence-based and referenced infographics

Conclusion

This co-designed intervention seeks to improve vaccine confidence and uptake during pregnancy by providing patient-facing resources needed to support informed vaccine decision-making.