





#### **PHAC Vaccine Confidence Webcast Series**

# Implementing the CARD system to support vaccination in community pharmacies

**November 23, 2022** 



## **Objectives**

At the end of this webcast, you will be able to:

- 1. Identify opportunities and strategies to implement the CARD system in your practice.
- 2. Discuss the potential benefits for patients and staff in improving the vaccination experience.
- 3. Recognize the importance and usefulness of the CARD system to support vaccination in pharmacy settings.

## What is the CARD (Comfort – Ask – Relax – Distract) system?



Watch this webcast to learn about the CARD system, the evidence behind it, and why it is needed.

# Implementing the CARD System to support vaccination in community pharmacies



Speaker: James Morrison BScPhm, RPh Director, Pharmacy Excellence



## **Acknowledgements**

### Funding & support:





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#### Partners:











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## Why is addressing needle fear and anxiety important?

- Vaccines are the most common reason why people receive needles.
- Pain is the most common adverse event associated with immunization.
- 2/3 children and 1/4 adults are afraid of needles.
- Fear can fuel pain and lead to immunization stress-related responses (dizziness, headache, nausea, fainting).
- Negative vaccination experiences contribute to negative attitudes about vaccination and to vaccine hesitancy.
- Up to 1 person in every 10 refuse vaccinations because of fear/pain.



#### The evidence



In 2015, the Canadian clinical practice guideline (CPG) was created. It has been incorporated into the Canadian Immunization Guide and adopted by the World Health Organization.

The CPG includes evidence-based recommendations for reducing pain, fear and fainting. There are 5 domains of recommendations (5Ps):











#### The CARD framework

- Targets all stakeholders involved in vaccination
- Translates the 5P's of pain management into a userfriendly tool
- Improves the vaccination experience by allowing stakeholders to 'play their CARDs'



## What does CARD look like in a community pharmacy?

#### **Education**

- Educate health care providers, vaccine clients, and caregivers ahead of time and on vaccination day
- Offer posters and handouts outlining CARD approach
- Distribute checklist with CARD options, patient preferences

#### **Environment**

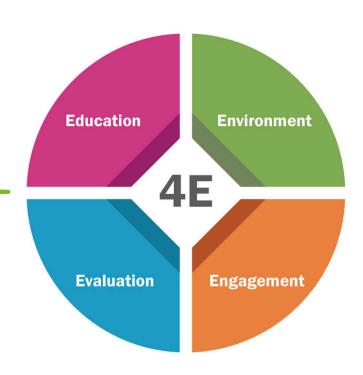
- Allow for privacy
- Offer distractions
- Provide seating for everyone, including support person
- Minimize auditory and visual fear cues (ex: sharps bins hidden)

#### **Engagement**

- · Be calm and positive to promote coping
- Assess the client's signs and symptoms (fear, pain, fainting)
- Invite participation, answer questions
- Support CARD (coping) choices
- Minimize injection pain

#### **Evaluation**

- Task specific staff with handing these out
- Provide surveys at the same time as check-in



## The CARD system in community pharmacy

- A CARD implementation project was conducted in collaboration with Whole Health Pharmacy Partners.
- Findings from this project will be reviewed along with key learnings for community pharmacy implementation.



#### **Methods**



### <u>Design</u>

Before and after study

### **Setting and Participants**

 5 independent community pharmacies in southern Ontario offering COVID-19 vaccinations to children aged 5-11 years old

#### **Procedures**

- Before phase (control) no changes to practices
- After phase (CARD) integration of CARD

### Methods (based on the 4E)



#### **CARD** interventions

- Environment: posters, distraction kits, privacy
- Education: immunizer training,
   CARD client coping checklist
- Engagement: reducing fear cues, supporting coping choices

#### **Evaluation**

- Children and parents completed surveys about pain/fear, experiences relative to the last needle, and how much CARD helped.
- Vaccinators provided quantitative and qualitative feedback.

## **Environmental changes to the waiting area**







## **Environmental changes to waiting area (cont'd)**







## **Environmental changes to waiting area (cont'd)**







## **Environmental changes to vaccination area**







## **Environmental changes to vaccination area (cont'd)**







## **Environmental changes to vaccination area (cont'd)**







## **Coping interventions**





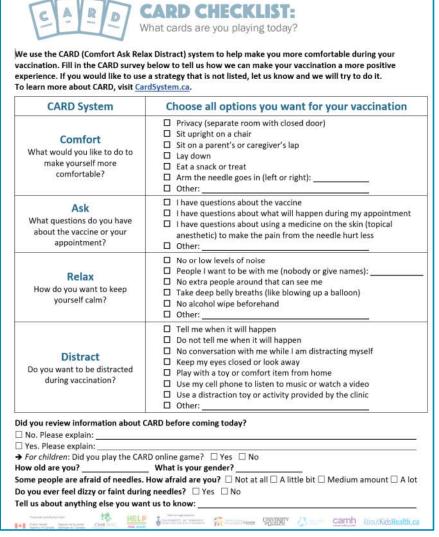




#### CARD checklist

"The difference of having this piece of paper in front of me, prior to giving the vaccination, it gives me a lot of perspective already as to what this child would prefer."





## **Client feedback survey**

(extract)

	TELL US HOW YOU FEELI For individuals aged 8 years and older  I us about what happened so we can help to make needles a better experience for you if you ever need get another needle. It's ok if you don't know or don't want to answer any of these questions.
25.70	
1.	Tell us how much the needle hurt.
	Pick a number from 0 to 10, where 0 is no pain at all and 10 is the most pain possible.
	0 1 2 3 4 5 6 7 8 9 10
2.	Tell us how scared/worried you were about the needle.  Pick a number from 0 to 10, where 0 is not scared/worried at all and 10 is the most scared/worried possible.
	□ 0 □ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10
3.	Tell us how dizzy you were before, during and after the needle.  Pick a number from 0 to 10, where 0 is not dizzy at all and 10 is most dizzy possible.
	0 1 2 3 4 5 6 7 8 9 10 I fainted
4.	Compared to the last time you got a needle, tell us if today's needle was better, worse, or the same.
	☐ Better ☐ The same ☐ Worse ☐ I don't know ☐ I don't remember
	Please explain.

#### **CARD** outcomes - children

Outcomes	Control (n=71)	CARD (n=81)	p- value
Fear, № (%)*	57 (80)	47 (58)	0.01
Pain, № (%)*	36 (51)	26 (32)	0.03
Fear score, Mean (SD)*	3.7 (3.5)	2.5 (3.1)	0.02
Pain score, Mean (SD)*	3.0 (2.5)	2.4 (2.5)	0.15
Experience, Median (25th, 75th centile)*	2 (1,2) <sup>a</sup>	1 (1,2) <sup>b</sup>	0.01
CARD helped, Median (25th, 75th centile)**	N/A	3 (2,4) <sup>c</sup>	N/A

<sup>\*</sup> Fear and pain measured from 0-10; fear dichotomized (yes/no) using cut-off of 0; pain dichotomized using cut-off of 2

<sup>\*</sup> Experience vs. last needle; scores range from 1=better, 2=same, 3=worse

<sup>\*\*</sup> How much CARD helped; scores range from 1=not at all, 2=a little bit, 3=medium amount, 4=a lot;

<sup>&</sup>lt;sup>a</sup>n=45; <sup>b</sup>n=48; <sup>c</sup>n=50

## **CARD** outcomes - parents

Outcomes	Control (n=71)	CARD (n=81)	p-value
Child experience, Median (25th, 75th centile)*	2 (1,2)ª	1 (1,2) <sup>b</sup>	0.05
Parent experience, Median (25th, 75th centile)*	2 (1,2)ª	1 (1,2) <sup>c</sup>	0.01
CARD helped, Median (25th, 75th centile)**	N/A	4 (2,4) <sup>d</sup>	N/A

<sup>\*</sup> Experience vs. last needle; scores range from 1=better, 2=same, 3=worse

<sup>\*\*</sup> How much CARD helped; scores range from 1=not at all, 2=a little bit, 3=medium amount, 4=a lot an=68; bn=73; cn=71; dn=79

# Vaccinator-reported behaviors after CARD (vs. usual practice) (n=6)

Actions specific to vaccinators	Frequency n (%)		
	Less	Same	More
Obscure needles	0 (0)	1 (17)	5 (83)
Provide privacy to patients (door closed)	0 (0)	1 (17)	5 (83)
Omit alcohol swab from injection process	0 (0)	0 (0)	6 (100)
Ask about preferred coping strategies	0 (0)	0 (0)	6 (100)
Invite questions before injection	0 (0)	0 (0)	6 (100)

# Vaccinator-reported behaviors after CARD (vs. usual practice) (n=6)

Children's actions	Frequency n (%)		
	Less	Same	More
Use distraction items/activities	0 (0)	0 (0)	6 (100)
Use topical anesthetics	0 (0)	1 (17)	5 (83)
Have a support person present (e.g., parent)	1 (17)	3 (50)	2 (33)
Sit on parent's lap	1 (17)	4 (67)	1 (17)
Injection while lying down	1 (17)	3 (50)	2 (33)



## **Key take-aways from the project**

Pharmacists' feedback on CARD after the project:

"CARD made the entire process less stressful: for myself, as a vaccinator, for the child, and also for the parents."

"Separating the fearful children while they're getting immunized, so the other children are not getting worked up. Offering that privacy, it really helped the whole flow of the day!"



"Overall, it's a great process - It's like a prescription that you drop off, you fill, and you dispense. [...] You implement that approach in your workflow."

(Pending publication in Canadian Pharmacists Journal) <sup>26</sup>

## **Key take-aways from the project (cont'd)**

Identify misconceptions and barriers	Address them with facts
CARD cannot be accommodated or adds time	It takes <b>less time</b> and is <b>easier</b> to provide immunizations to a child who is less fearful.
We can't educate vaccine clients before vaccination day	<ul> <li>Provide a couple of sentences about CARD upon arrival to the pharmacy.</li> <li>Offer the checklist to the child or parent, depending on age.</li> </ul>
Parents/caregivers may want family members together for all vaccinations	<ul> <li>Share that the best approach is to follow the child's choices.</li> <li>Vaccinate the most fearful child first: this will help avoid building up fear in siblings.</li> </ul>
Vaccine clients' coping choices not supported by family/caregivers	<ul> <li>Advocate on the child's behalf.</li> <li>It is best for children to be involved and participate in their care, than to have choices imposed on them.</li> </ul>
CARD is too costly	<ul> <li>Initial investment may be needed: posters, reusable toys</li> <li>Afterwards: inexpensive items (e.g. papers, pipe cleaners)</li> </ul>

(Pending publication in Canadian Pharmacists Journal) 27

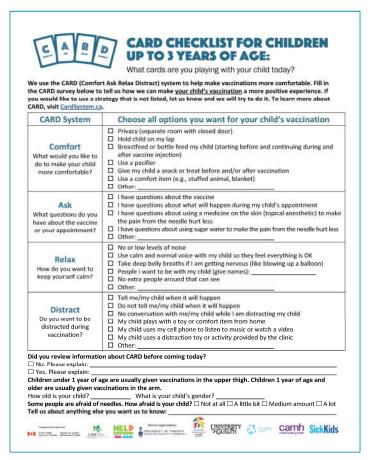
## **Key take-aways from the project (cont'd)**



### What can you do in your pharmacies?

- CARD checklist
- Make environment kid-friendly
- Provide distractions
- Address children directly
- Support children's decisions
- Separate children, most fearful first
- Always provide privacy
- Hide the needle
- No alcohol swabs
- Pharmacist sits beside child
- Remove extra clothing (sweaters, coats) before entering vaccination room

## CARD Resources for younger children < 3 years of age



**Comfort Positions** 



#### **CHEST TO CHEST:**

Your child will sit on your lap with their chest against your chest and their legs to either side.

#### **BACK TO CHEST:**

Have your child sit on your lap with their back against your chest. Have their legs on either side of your legs or in between your legs.





#### LAP SITTING:

Have your child sit on your lap in a sideways position.

Available at cardsystem.ca

Available at cardsystem.ca

#### For more information about CARD

- SickKids: www.cardsystem.ca or www.aboutkidshealth.ca/card
- Canadian Public Health Association
  - New: <u>CARD Game for Kids</u> (mobile web game for children)
  - New: <u>CARD e-module</u> (education for providers)
- HELPinKids&Adults (University of Toronto) and resources
- Pediatric Pain, Health and Communication Lab and resources
- Government of Canada: <u>Vaccination pain management for children</u>: <u>Guidance for health care providers</u>
- Government of Canada: <u>Vaccination pain management for adults</u>: <u>Guidance for health care providers</u>
- Canadian Paediatric Society's <u>statement on COVID-19 vaccinations</u>
- World Health Organization 2015 guideline on pain mitigation during vaccination
- Immunization stress-related responses: <u>full manual</u>, <u>synopsis</u>, <u>summary for clinicians</u>

# What's YOUR play?



www.helpneedlepain.ca

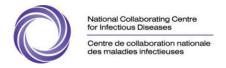
www.cardsystem.ca

# Public Health Agency of Canada resources for healthcare professionals:



Public Health Agency of Canada

Vaccination webinars and webcasts for health professionals - Canada.ca



National Collaborating Centre for Infectious diseases

NCCID hosts the Public Health Agency of Canada webcasts for Health Care

Providers



Canadian Vaccination Evidence Resource and Exchange Centre

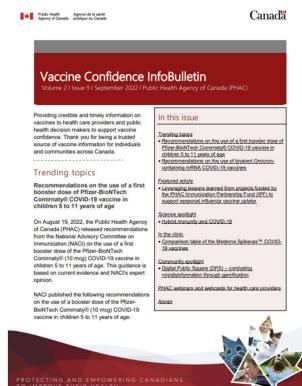
The Public Health Agency of Canada and CANVax Vaccine Confidence Webinars

and Webcasts for healthcare providers

## **Public Health Agency of Canada Vaccine Confidence** InfoBulletin for healthcare professionals

Subscribe to the Public Health Agency of Canada's Vaccine Confidence InfoBulletin by emailing: vaccination@phac-aspc.gc.ca

Link to previous editions of the Public Health Agency of Canada Vaccine Confidence InfoBulletin on CANVax.ca





# Thank you for joining us!

Scan the QR code using your phone's camera to complete the evaluation



#### Other CARD Resources

Videos from original research with CARD for kids getting vaccinated:

- School Vaccinations Improving the vaccination experience at school
- School Vaccinations What you need to know about vaccines at school
- School Vaccinations The CARD™ System: Play your power **CARD**

Some new stuff posted for adults:

CARD video playlist (released Sept 2021)









#### References

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