

The Role of the School Nurse in Vaccine Uptake

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A Campaign of the National Consumers League

Speakers

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Nursing Education and Practice Specialist

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About NASN



NASN is a 20,000 member strong organization



50 Affiliates (48 states, DC, and Overseas School Nurses)



State School Nurse Consultants in 45 states



NASN Vision:
All Students are Healthy,
Safe, and Ready to Learn



The School Nurse (SN) Practice Framework

Supporting Students to be Healthy, Safe and Ready to Learn



How can the SN support vaccine confidence?

By building a trusting relationship to support vaccine decision making

Best Practices to Encourage Vaccine Uptake

- ✓ Ask - open ended questions
- ✓ Avoid - medical jargon
- ✓ Show - respect for decision making autonomy
- ✓ Seek - permission to provide more information
- ✓ Ensure - information provided is understood

What is the #1 influence in a parent or caregiver's decision to vaccinate their child?

The strong recommendation of a healthcare provider!



Strategies to Build Vaccine Confidence in Schools

Use short, strong, affirming statements

Bundle the recommendation

“Your child will be due for Tdap, HPV, Meningococcal”

Ask open ended questions

“What is the main concern you have?”

Consistent, positive messaging

“The vaccine is recommended by CDC and AAP”

Address concerns with empathy and respect

“I am hearing your concern about safety; may I give you some information?”

Vaccine Exemptions

- Medical
- Non-medical:
 - Religious
 - Philosophical
 - Temporary
- Must be documented
- Not universal among all states





Take steps to make sure your kids are ready to return to school with recommended vaccinations.

Centers for Disease Control and prevention. Resources to encourage routine childhood vaccinations.

<https://www.cdc.gov/vaccines/partners/childhood/stayingontrack.html>



The Role of the SN in SLVs

Create
awareness

Influence
action

Provide
leadership

Partner with
key
stakeholders

Partnerships to Support SLVs



Association of
Immunization
Managers

Seasonal Influenza

RESOURCES / HEALTH AND PRACTICE TOPICS / SEASONAL INFLUENZA



RELATED ORGANIZATIONS

[Centers for Disease Control and Prevention: Influenza \(Flu\)](#)

[Families Fighting Flu](#)

[Immunize.org \(formerly Immunization Action Coalition\)](#)

NASN Immunization Resources

- [AIM-NASN: School-Located Vaccination Clinics Toolkit](#)
- [AIM-NASN: School-Located Vaccination Planning Checklist](#)
- [Focus on Fall: Respiratory Illness Vaccines to Support Student and Staff Wellness](#)
- [NASN: School-Located Vaccination Position Statement](#)
- [Vaccine Confidence Toolkit for School Nurses](#)
- [SLV Resource Library](#)





Thank you!

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