

Stuffee and MaxxVaxx: A Health Literate Immunization Workshop

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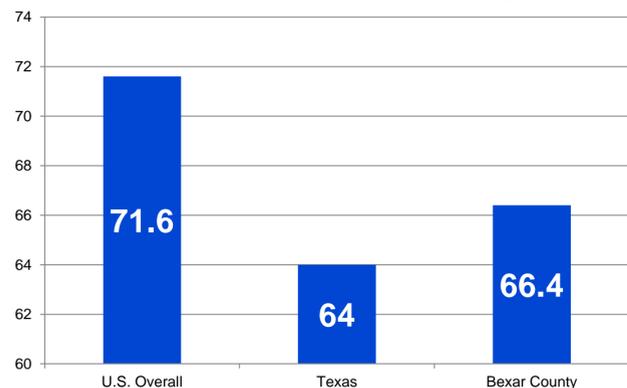
Introduction

Immunizations have drastically reduced death and disability caused by preventable diseases in the United States. Through immunizations, we can now protect infants and children from more than 14 vaccine-preventable diseases.

It's easy to think of these as diseases of the past, but the truth is they still exist. Children in the United States can, and do, still get some of these diseases.

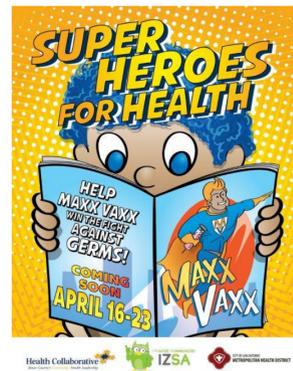
According to the Morbidity and Mortality Weekly Report (MMWR), Bexar County has a lower percentage of immunized children than the National average. What could we do to positively influence this data and increase the percentage of children that are immunized in Bexar County?

Estimated Vaccination Coverage



Methods

The Bexar County Health Collaborative, with guidance from the San Antonio Health Literacy Initiative and the Immunization Collaborative, developed and presented the Stuffee and MaxxVaxx Immunization Education Workshop in the school setting as part of our Super Heroes for Health education series during National Infant Immunization Week (NIIW).



Stuffee is a normal kid who loves comic books and MaxxVaxx is one of his favorite comic book characters. MaxxVaxx helps Stuffee to understand the importance of getting immunizations by explaining how they are “power-ups” that give him special super powers against diseases. The children can join MaxxVaxx’s team to defeat diseases by getting their immunizations too.

Results

During NIIW, The Bexar County Health Collaborative visited multiple, previously arranged, elementary schools and day care centers in Bexar County to present the Stuffee and MaxxVaxx Immunization Workshop. We surpassed our goal of reaching 2,000 children during the 10 presentations that we provided.

At the end of every presentation, each child was given a goodie bag complete with Stuffee and MaxxVaxx coloring sheets, stickers, an immunization calendar, and a Parent’s Guide to Childhood Immunizations. The children could then share the information with their families. Prizes were also distributed in order to encourage participation.



Conclusions

The expected outcomes of the Stuffee and MaxxVaxx presentations are to decrease the amount of infants and children who are not immunized in Bexar County, reduce the rates of vaccine-preventable diseases, and increase the knowledge of the community about the importance of immunizations.

By bringing this innovative form of immunization education into the school setting, we hope that the incidence of disease and death as well as cost related to immunizations will be significantly reduced in the Bexar County community.