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| **Title of Innovation in policy and practice presentation** (Sentence case)**Sharing Knowledge About Immunisation (SKAI): an innovative communication support package** |
| **Maximum 2500 characters (including spaces but excluding title)****Setting/problem**Many countries are facing public confidence challenges regarding childhood vaccination. Healthcare providers often find encounters with concerned parents difficult and unsatisfying. Formative research indicated these consultations can be more satisfying when clinicians (1) identify parental position on vaccination; (2) develop flexible goals; (3) employ sound strategies; and (4) provide selective content tailored to the parent's information and communication needs. We aimed to develop a system of consultation support, including tools that can be incorporated into the range of primary care workflows and tailored to meet parents' communication needs. The overarching aim is to improve care quality and satisfaction of parents and providers.**Intervention**The Medical Research Council (UK)'s Guidance on developing complex interventions informed the process, and a rigorous co-production approach was undertaken. In Phase 1 we developed the system concept and supporting resources during three investigator workshops and 26 in-depth-interviews with GPs and nurses. We assessed acceptability and face-validity using 11 focus groups with parents. During Phase 2 we observed paediatricians using SKAI during specialist immunisation clinics; in Phase 3 we assessed feasibility of integration into primary care clinic processes and education, and acquired key stakeholder feedback.**Outcomes**The SKAI system includes a set of communication pathways stemming from the identification of parental position. It includes a referral option for highly hesitant parents. Resources for parents are in plain language and relevant to child development stages. The SKAI system is delivered through two tailored websites and contains 'resources' such as a consent tool, knowledge tools, immunisation concern Q&A sheets guided by debunking literature, and communication skills building and tasks for providers. An integrated education package consists of an online learning module, with optional face-to-face support that includes simulation and feedback. **Implications**The SKAI system is an evidence-based, comprehensive, innovative and supportive package for providers and parents navigating the increasingly complex process of immunisation. It is built on an extensive body of knowledge and thorough formative testing. Provider skills gained and communication approaches learnt can be used more widely, and may also improve other aspects of health care. |