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PHAC Vaccine Confidence Webcast Series

Implementing the CARD system to support vaccination in practice: Experiences from the Centre for Addiction and Mental Health



Objectives

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

- 1) Identify strategies and approaches used by the Centre for Addiction and Mental Health (CAMH) to implement the CARD system to support vaccination
- 2) Identify strategies and approaches for implementing CARD in your own practice or clinic

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



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

Implementing the CARD System in practice

Experiences from the Centre for Addiction and Mental Health



Erin LeDrew, Centre for Addiction and Mental Health
Dr. Anna Taddio, University of Toronto

Acknowledgements

Funding & support:



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Partners:



Anxiety
CANADA

AboutKidsHealth.ca



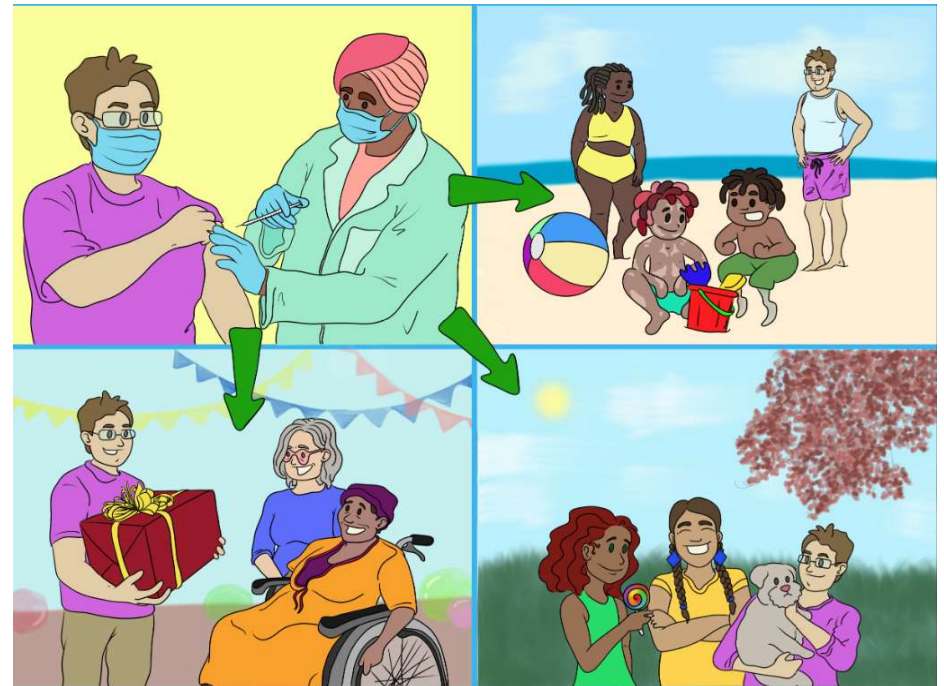
The University of Toronto holds a Section 9 Trademark No. 924835 for CARD.

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 vaccine hesitancy.
- Up to **1 person in every 10** refuse vaccinations because of fear/pain.

Why we needed CARD

- CAMH started a vaccine clinic for their patient population.
- Identified need for supports to prepare individuals for positive vaccination experience.
- Adult Neurodevelopmental Services were offered first opportunity.
- Positive experiences lead to expanding the program.
- Anecdotal feedback from early clinics.



What does the CARD System look like in a hospital clinic?

Education

- Posters with CARD approach outlined
- Handouts with information about the approach
- Checklist with accommodation options, patient preferences

Environment

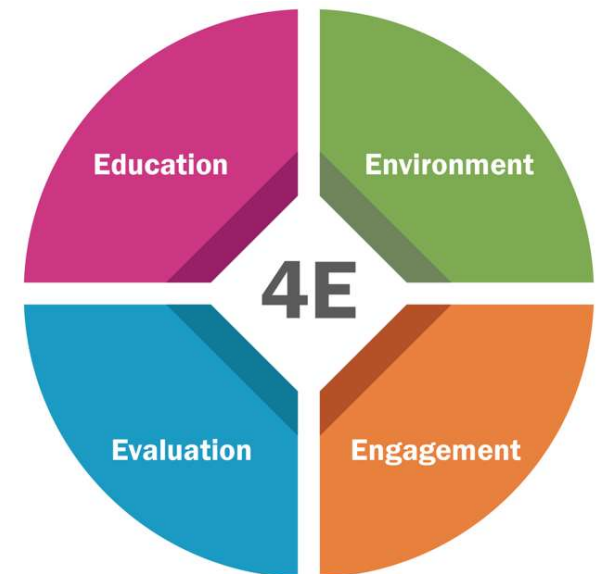
- Lights and sounds (ocean sounds vs. news on TV)
- Crowd control (reduced volumes)
- Remove triggering visuals (vitals machines, sharps bins)

Engagement

- Friendly approachable staff (t-shirts)
- Offer of extra support (walk to privacy booth, fidget items)
- Train vaccinators in the approach

Evaluation

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



Preparing clients ahead of time for their vaccination



COVID-19 Vaccine Clinic



Answer The Following

Choose from the following vaccine sites: (Required)*

Select location

What priority area do you belong to? (Required)*

Special Assistance or Accommodations Needed

Please specify

At our clinic we accommodate those who have a needle phobia or medical anxiety.

We use the CARD System, Comfort, Ask, Relax, and Distract. We provide handouts with a checklist of accommodations we are able to support.

We can give you options such as offering you a privacy booth, a stretcher to lay down, juice, longer appointment slots and a variety of distraction techniques during the appointment.

You are welcome to bring a support person to your appointment...

What our posters, handouts and checklists look like:



ID: _____

- Tell us how anxious/nervous you were about getting the needle before coming to the clinic.**
Circle a number from 0 to 10, where 0 is none and 10 is worst possible anxiety/nervousness.
0 1 2 3 4 5 6 7 8 9 10
- Tell us how anxious/nervous you were about getting the needle during your appointment.**
Circle a number from 0 to 10, where 0 is none and 10 is worst possible anxiety/nervousness.
0 1 2 3 4 5 6 7 8 9 10
- Tell us how anxious/nervous you were during the actual needle injection.**
Circle a number from 0 to 10, where 0 is none and 10 is worst possible anxiety/nervousness.
0 1 2 3 4 5 6 7 8 9 10
- Tell us if you reviewed information about the CARD (Comfort Ask Relax Distract) system before coming to the clinic today.**
☐ No: explain _____
☐ Yes: explain _____
→ If you answered Yes to this question, tell us how much this information influenced your decision to get vaccinated at the clinic.
☐ not at all ☐ very little ☐ a moderate amount ☐ a great extent
- We use the CARD (Comfort Ask Relax Distract) system to help make vaccinations a more positive experience. Tell us how much the CARD system helped you with your vaccination today.**
☐ not at all ☐ very little ☐ a moderate amount ☐ a great extent
- Tell us about the things that helped make your vaccination LESS scary or stressful for you?**
☐ Privacy booth
☐ Bringing a support person (e.g., parent, sibling, friend)
☐ Having clinic staff support you during your needle
☐ Using the checklist to identify accommodations
☐ Having a distraction to take my mind of the vaccination
☐ Having time to ask questions to staff
☐ _____
☐ _____
- Tell us about anything that made your vaccination MORE scary or stressful for you and how we can make that better the next time.**

- Would you come here for other vaccines?**
☐ No: explain _____
☐ Yes: explain _____
- How far did you travel to get here today?** ☐ 0 ☐ 1-10km ☐ 11-20km ☐ 21-50km ☐ 51+km
- Your age:** ☐ <12 ☐ 12-17 ☐ 18-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61-70 ☐ >70
- Your gender:** ☐ Female ☐ Male ☐ Transgender ☐ Non-binary ☐ Other ☐ Prefer not to answer

Thank you for your feedback! Please return this survey to the box at check out in front of the waiting area.

Patient clinic feedback survey

Version date: Sept 13, 2021

Visit www.CardSystem.ca to download printable resources for your clinic!

Examples of checklists



Adult version

IMPROVING THE VACCINATION EXPERIENCE

CARD System	Options in our clinic (circle all that apply)
Comfort – what type of seating would you prefer for your appointment?	<ul style="list-style-type: none"> Regular table (seated up right) Privacy booth Lay down on stretcher Lay down on floor mats Option to wait outside
Ask – do you have any unanswered questions about the vaccine, or your appointment?	<ul style="list-style-type: none"> Ask questions to the Medical Doctor Monitoring the Clinic Floor about the vaccine Ask staff about accommodation options available during the appointment Ask any staff for information on how to connect or follow up with services at CAMH
Relax – you can reduce your fear cues by letting us know what we can do to help!	<ul style="list-style-type: none"> No noise Less over head lights Do not see the needle No alcohol wipes before hand No consent reviewed at the table (paper work completed in advance and brought to vaccinator review)
Distact – different distraction techniques can be used to reduce the stress response while receiving the vaccine.	<ul style="list-style-type: none"> Have a support person with me Have a staff member support with me Use of comfort items and fidgets to play with and distract during the appointment Wear headphones and listen to my music the whole time No conversation at the table Keep my eyes closed and my gaze away from vaccinator Tell me when it will happen Do not tell me when it will happen

*please note that if you are not able to achieve your goal within the **20 minutes appointment window** you are welcome to go outside for a quick stretch and reset and come in to try for another 20 minutes

vs.



Child version

IMPROVING THE VACCINATION EXPERIENCE

At CAMH, you have the following options, please let us know what you prefer. Check all that apply.

COMFORT
What type of seating would you prefer for your appointment?
☐ Regular table (seated upright)
☐ Privacy booth
☐ Lying down on a stretcher
☐ Lying down on floor mats
☐ You can also wait outside

ASK
Do you have any unanswered questions about the vaccine or your appointment?
☐ Ask questions to the medical doctor monitoring the clinic floor about the vaccine
☐ Ask staff about accommodation options available during the appointment
☐ Ask any staff for information on how to connect or follow up with services at CAMH
☐ Ask about numbing cream to dull the pain*
☐ Ask about anything not on this list that you would like to know more about or have access to

RELAX
You can reduce your fear cues by letting us know what we can do to help!
☐ Have no noise
☐ Have fewer overhead lights
☐ You do not want to see the needle
☐ You do not want alcohol wipes used beforehand
☐ Consent not reviewed at the table (paperwork is completed in advance and brought to the vaccinator for review)

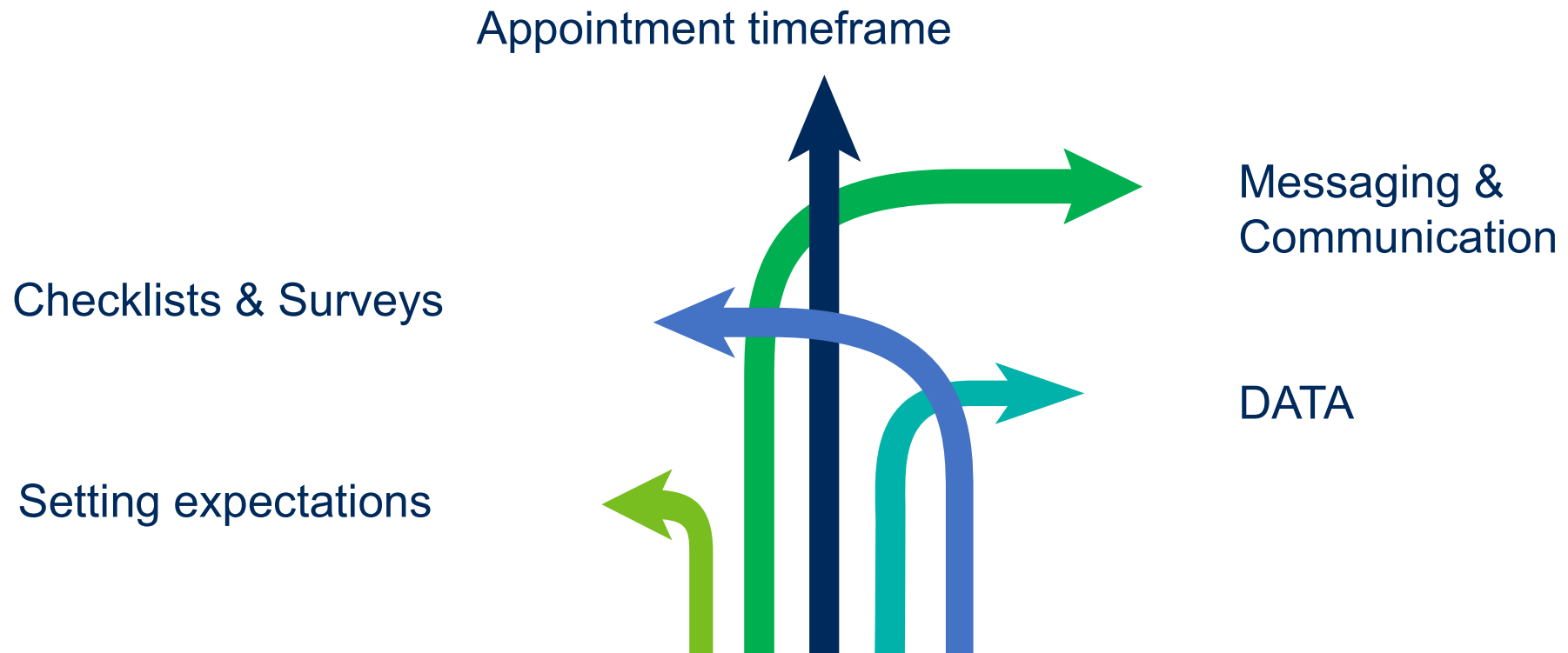
DISTRACT
You can use distraction techniques to reduce your stress response while receiving the vaccine.
☐ Have a support person with me
☐ Have a staff member support with me
☐ Use comfort items and fidgets to play with and distract me during the appointment
☐ Wear headphones and listen to my music the whole time
☐ No conversation at the table
☐ Keep my eyes closed and my gaze away from the vaccinator
☐ Tell me when it will happen
☐ Do not tell me when it will happen

*You may need to purchase and apply the numbing cream 20 to 60 minutes before your appointment.

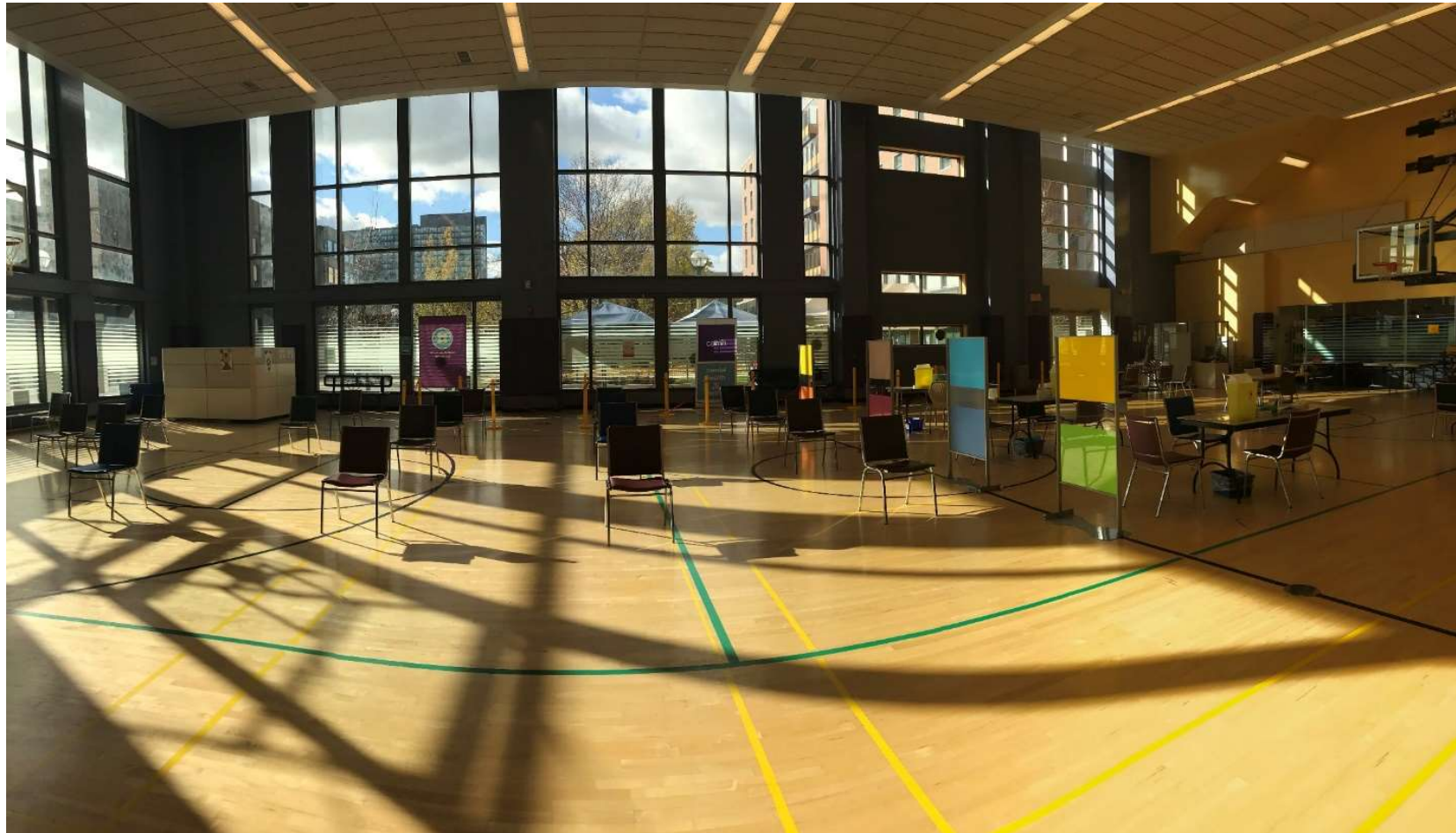
Please note that if you are not able to achieve your goal within the 20 minute appointment window you are welcome to go outside for a quick stretch and reset and come in to try for another 20 minutes.

Visit www.CardSystem.ca to download printable resources for your clinic!

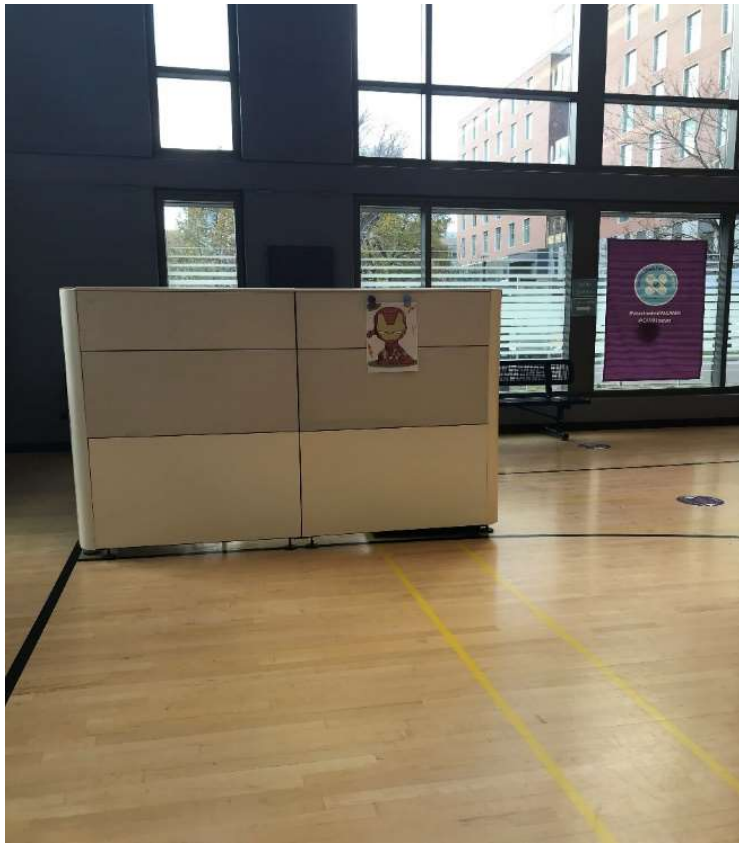
Lessons Learned from Implementing CARD at CAMH COVID Vaccine Clinic



What does CARD look like in a clinic?



Privacy Booths



Privacy Booths (cont'd)



What does CARD look like in a clinic from a kids' perspective?



Feedback Survey Results about CARD at CAMH

	Frequency (%)
Number that reviewed CARD information before attending	(n=116) 75 (65%)
CARD information affected decision to attend clinic by a moderate amount to a great extent	(n=71) 51 (72%)
CARD helped by a moderate amount to a great extent	(n=103) 71 (69%)
Experience better compared to last needle	(n=61) 43 (71%)
Number that would get other vaccines at CAMH	(n=59) 56 (95%)

Qualitative Feedback about CARD at CAMH

I truly feel that this approach saved my son from fearing health care professionals for the rest of his life and I am forever grateful. Please know that this approach is an important offering, not just for my son but for anyone with severe needle phobia.

I could go there knowing I would be understood, supported, and no one would refer to me as a "fainter".



Having fears of needles myself, this was particularly exciting on a personal front. As psychiatrists, seldom do we have opportunities to integrate our clinical skills in non-psychiatric treatment settings. The privilege of doing so will be one that I cherish for some time. Kudos to the stars who organized and coordinated this very important service!

CARD improves:



Attitudes



Knowledge



Safety



Experiences

Self-reflection activity

Take a moment to think about what you learned here today.

Thinking back on the strategies and approaches used by CAMH to **implement the CARD system**, what could you apply in your clinic setting?



Resources

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

Resources (cont'd)

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 \(released Sept 2021\)](#)



Use

to improve your
vaccination experience



Utilisez le Système

pour améliorer
votre expérience
vaccinale

For more PHAC webinars and videos on COVID-19, visit:



COVID-19 for health professionals: Training

www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/health-professionals/training.html



National Collaborating Centre
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www.nccid.ca/phac-webinars-on-covid-19-vaccines



Canadian Vaccination Evidence Resource and Exchange Centre

www.canvax.ca/canvax-webinar-series

Subscribe to the PHAC Vaccine Confidence InfoBulletin: vaccination@phac-aspc.gc.ca



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Thank you for joining us!

Copies of the presentation and video will be made available on canvax.ca

References

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