



Building Trust and Confidence in Pediatric Vaccines
Seeing Your Clinic from the Patient and Family Perspective:
How to Conduct a “Walk-About”

A key way to build trust and confidence in vaccines is to engage patients and families themselves in the design and implementation of vaccine outreach programs. One strategy is to see a clinic through the “eyes” of patients and families and learn how information about vaccines is shared.

A “**walk-about**” is an activity that can be used to obtain patient and family perspectives about the experience of care, especially about first impressions, and how your clinic’s practices and environment help build trust in vaccines and other aspects of health care.

If your clinic currently does not have any patients or families identified as advisors, invite several patients and families who have received care to participate. Select patients and families who represent the diversity of communities served by the clinic and who are willing to share their opinions.

Guidance

Select a time when patients and families whom you’ve identified as well as staff members, including community health workers (CHWs), can tour the facility together. Begin in the parking area, enter the patient entrance, and follow the steps of a typical patient visit. Consider **all** the areas that patients and families may see or access.

Before beginning the tour, review, **Welcoming, Supportive Clinics: A Checklist**, focused on these key aspects of the clinic:

- First Impressions
- Check-In
- Signage and Art
- Waiting Room
- Exam Room
- Information and Education
- Staff and Other Personnel
- Check-Out

Explore how the clinic **welcomes, supports, and shares useful information** with patients and families, and, especially, offers a variety of ways to learn about vaccines.

The members of the touring team should collect “evidence.” Assign one or more of the team members to document the “walk-about,” using:

- Digital photos or videos
- Notes from the observations of patients and families
- Samples of informational and educational materials
- Specific quotes or messages on posters or other announcements

Encourage patient and family members to share their perceptions throughout the “walk-about.” One team member should be assigned to take notes or audio-record their observations throughout the tour.

Following the tour, meet to debrief or determine another time to discuss what the team, including the patients and family members who participated, discovered through the “walk-about.” Bring all the “evidence” to the meeting, review it, and share what the team learned about the clinic’s practices and environment, especially as it relates to building trust and confidence in vaccines.

The “walk-about” activity can be an initial, non-threatening way to begin to partner with patients and families in the design and implementation of vaccine programs and other aspects of the clinic.

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