



Vaccination Strategies and Promotion

COURSE INFORMATION

Course snapshot

COURSE TITLE	Vaccination Strategies and Promotion
VALUE FOR ORGANISATIONS	Vaccination Strategies and Promotion is a half day workshop that builds knowledge on vaccination practices and developing comprehensive health protection for patients. This includes pneumococcal disease and vaccine protection, dosing schedules, and development of community impact from the strategies learned toward disease prevention and health protection. This course explores opportunistic conversations for vaccine discussion, explores the use of practice software and other extraction tools to identify patient eligibility, and design effective local strategies to boost vaccination update. This course is a face-to-face workshop with hands-on learning and networking opportunity to share and learn with real-world case examples.
COST	POA
DELIVERY & ASSESSMENT	Half day face to face workshop. There are no formal assessment requirements for this course. All activities are completed within the workshop.
ESTIMATED HOURS OF STUDY	4 hours of active learning.
CPD HOURS	As a general guide, one (1) hour of active learning equates to one (1) hour of CPD. It is the responsibility of the individual student to calculate how many hours of active learning have been completed. The hours of active learning estimated above should act as a guide to CPD hours.
ENTRY REQUIREMENTS	Can be viewed on the following page.
TERMS AND CONDITIONS	Visit benchmarquegroup.com.au/terms-and-conditions View Student Handbook

Course summary

The Vaccination Strategies and Promotion course is a half-day workshop that equips attendees with specific knowledge of vaccination practices. Covering pneumococcal disease, pneumococcal vaccines, and dosing schedules, the course delves into community impacts and strategies for improving disease prevention. It explores optimal contexts for vaccine discussions and trains participants to identify eligible clients using practice software and other extraction tools.

The course empowers attendees to design and present effective marketing or promotional strategies to boost vaccine uptake, through interactive activities and real-world case examples. With a comprehensive agenda and hands-on learning, students are set to leave with practical insights and skills for implementing successful vaccination programs.

Course outcomes

On the successful completion of the course, students should have the ability to:

- Identify Pneumococcal, current vaccines available, dosing, timetables and co-administration.
- Discuss the burden of disease and how this can impact your community and how your clinic can improve this.
- Establish which client visits best allow for opportunistic vaccination discussions.
- Determine from practice software or the Australian Immunisation register extraction tools, clients eligible for Pneumococcal vaccines.
- Produce a promotional or marketing strategy to increase the uptake of clients receiving the Pneumococcal Vaccine.

Course content

Students engage in interactive group exercises, and the course concludes with presentations of innovative marketing or promotional campaigns.

Entry Requirements

Entrants to the course must provide evidence of a relevant professional role. Relevant roles would include:

- Aboriginal and/or Torres Strait Islander Health Practitioners
- Aboriginal and/or Torres Strait Islander Health Workers
- Allied Health Professionals
- Enrolled Nurses
- Midwives
- Nurse Practitioners
- Paramedics
- Other Health Professionals
- Registered Nurses

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About Benchmark Group

Benchmark Group is a Registered Training Organisation (RTO 21824) delivering a range of clinical skills courses to meet the needs of a broad range of health professionals across Australia.

As an RTO working in the health sector, our focus is on the delivery of courses and programs designed to provide healthcare professionals with the opportunity to expand their skills and careers. We concentrate on skills and knowledge that can be immediately implemented in a vocational context.

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