



TOURO UNIVERSITY
WORLDWIDE

Find, Evaluate and Cite Articles for Research

Using ProQuest Central

Objectives

- Learn how to search for scholarly information using the ProQuest Central database portal
- Understand the differences between scholarly and popular publications
- Learn how to read and create citations



Scholarly Articles

Suppose your professor has asked you to find scholarly peer-reviewed articles for a research paper. What does that mean?

Scholarly articles are written by experts in a field and are intended for other scholars in that field

These are often **peer-reviewed**, meaning that other experts have read and approved of the article before publication.

This means that information in the article is most likely to be **credible** and **reliable**.



Where to Find Scholarly Articles

You can find scholarly articles using library databases.

Databases are large digital collections of information – in this case, journal articles and other scholarly information. These are often paid for by libraries, so access is restricted to library users.



Find Articles using ProQuest Central

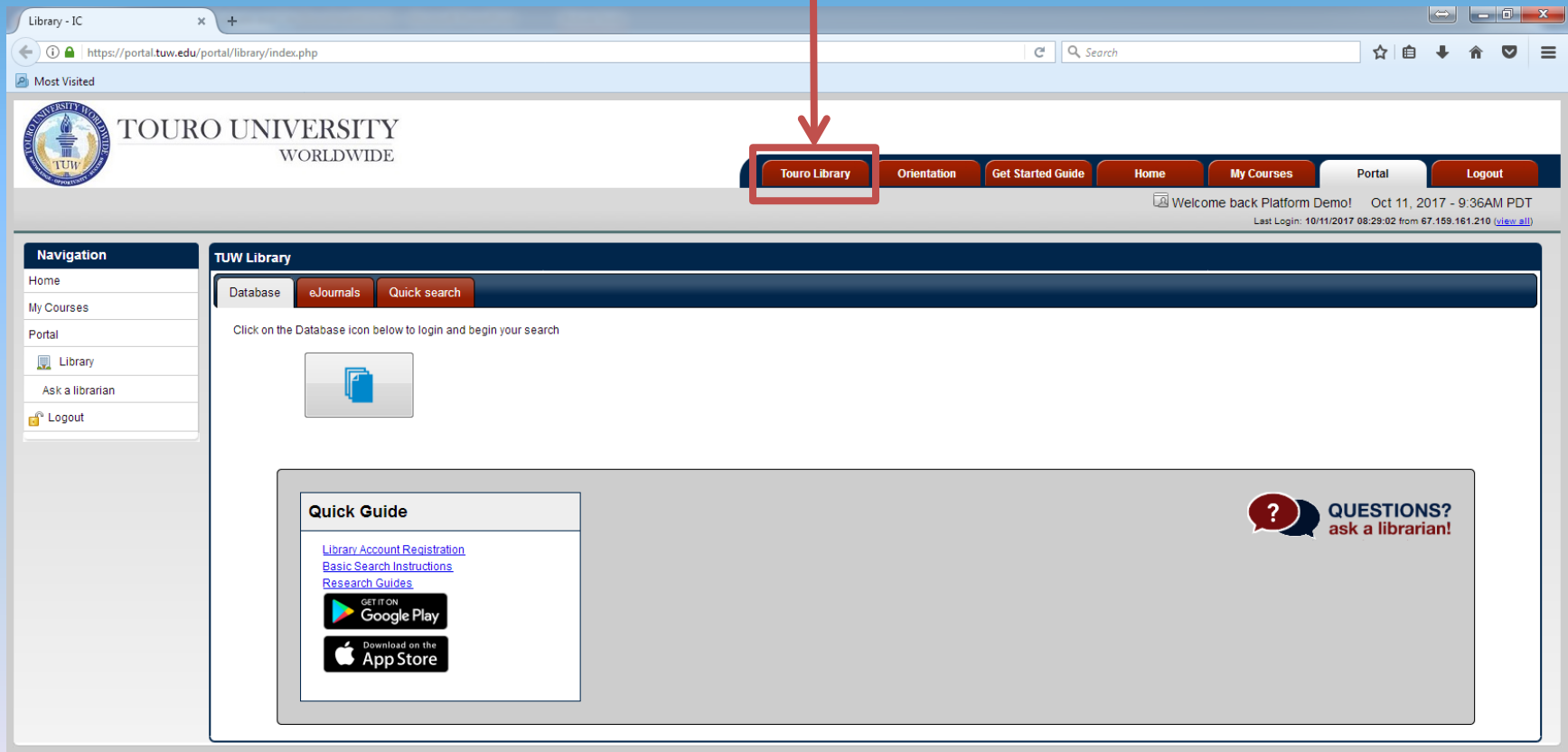
Let's look at how to find articles using the ProQuest Central database portal.

This database contains articles from a wide variety of scholarly journals and popular publications.

It is available to Touro students through the Touro Library tab in Integrated Campus (IC)



Click on the Touro Library tab in Integrated Campus (IC)



The screenshot shows the Touro University Worldwide Integrated Campus (IC) library page. The browser address bar displays <https://portal.tuw.edu/portal/library/index.php>. The page header features the Touro University Worldwide logo and a navigation bar with tabs: **Touro Library**, Orientation, Get Started Guide, Home, My Courses, Portal, and Logout. A red arrow points to the **Touro Library** tab. Below the navigation bar, a welcome message reads: "Welcome back Platform Demo! Oct 11, 2017 - 9:36AM PDT. Last Login: 10/11/2017 08:29:02 from 67.159.161.210 ([view all](#))". The main content area is titled "TUW Library" and includes a "Database" icon, "eJournals", and "Quick search" buttons. A message states: "Click on the Database icon below to login and begin your search". Below this is a "Quick Guide" section with links for "Library Account Registration", "Basic Search Instructions", and "Research Guides". It also features "GET IT ON Google Play" and "Download on the App Store" buttons. A "QUESTIONS? ask a librarian!" button is located in the bottom right corner of the main content area.



Click on the Database Icon

Library - IC

https://portal.tuw.edu/portal/library/index.php

TOURO UNIVERSITY
WORLDWIDE

Touro Library Orientation Get Started Guide Home My Courses Portal Logout

Welcome back Platform Demo! Oct 11, 2017 - 9:36AM PDT
Last Login: 10/11/2017 08:29:02 from 67.159.161.210 ([view all](#))



Navigation

- Home
- My Courses
- Portal
- Library
- Ask a librarian
- Logout

TUW Library


Database eJournals Quick search


Click on the Database icon below to login and begin your search


 

Quick Guide

- [Library Account Registration](#)
- [Basic Search Instructions](#)
- [Research Guides](#)

GET IT ON
 Google Play


Download on the
 App Store


 **QUESTIONS?**
ask a librarian!



You will be asked to submit your username and password.

[Library Accounts](#) | [Locations and Hours](#)[Touro College](#) | [MyTouro](#) | [Blackboard](#)

 **Touro College Libraries**
Learn here, succeed anywhere

 **QUESTIONS?**
ask a librarian!
via chat | twitter | email | phone

[Find](#) ▾[Help](#) ▾[Services](#) ▾[About](#) ▾

Log in to my account

Username

Password

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Select ProQuest Central

Library Accounts | Locations and Hours Touro College | MyTouro | Blackboard

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 **QUESTIONS?**
ask a librarian!
via chat | twitter | email | phone



Find ▾ Help ▾ Services ▾ About ▾

Find Articles - Touro University Worldwide and Touro College Los Angeles



Select subject area:



ALL SUBJECTS ▾

The following subscribed resources are restricted to the Touro community. They can be accessed on-campus from the Touro network, and off-campus with a [Username & Password](#).



 Includes journals  Open Access (does not require Touro affiliation)



Featured databases:



 [Proquest Central](#) 



 [EBSCO multi-search](#) 


All databases:

 [ABI/INFORM \(ProQuest\)](#) 

 [Academic Journals](#) 

 [Academic Search Complete \(EBSCO\)](#) 

 [Accounting & Tax \(ProQuest\)](#) 

[ACLS Humanities E-Book Project](#) 



You will be redirected to ProQuest


ProQuest🔄 📁 👤 ?


Basic Search Advanced Search ▾ Publications Browse Databases (9)


🔍


☐ Full text ☐ Peer reviewed ⓘAdvanced search Search tips


Search subject areas [List view](#)



The Arts



Business



Dissertations & Theses



Health & Medicine


History


Literature & Language


News & Newspapers


Science & Technology


Social Sciences

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Select “Advanced Search”

ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

Full text Peer reviewed ⓘ

Advanced search Search tips

Search subject areas [List view](#)

The Arts Business Dissertations & Theses Health & Medicine History

Literature & Language News & Newspapers Science & Technology Social Sciences

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- Discover answers to common questions at ProQuest's Product Support Center.
- [Contact Support](#) if you need further assistance.

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Enter your search information at the top of the page.

ProQuest

Basic Search **Advanced Search** Publications Browse Databases (9)

Advanced Search [Thesaurus](#) [Field codes](#) [Search tips](#)

in

OR in

[+ Add a row](#)

Limit to: ☐ Full text ☐ Peer reviewed

Publication date:

[Search](#) [Clear form](#)

More search options

Location: [Look up Locations](#)

Source type:

- ☐ Select all
- ☐ Audio & Video Works
- ☐ Blogs, Podcasts, & Websites
- ☐ Books
- ☐ Conference Papers & Proceedings
- ☐ Dissertations & Theses
- ☐ Government & Official Publications
- ☐ Magazines

Document type:

- ☐ Select all
- ☐ Accounting & Tax Standard
- ☐ Advertisement
- ☐ Annual Report
- ☐ Article
- ☐ Audio/Video Clip
- ☐ Back Matter
- ☐ Bibliography

Language:

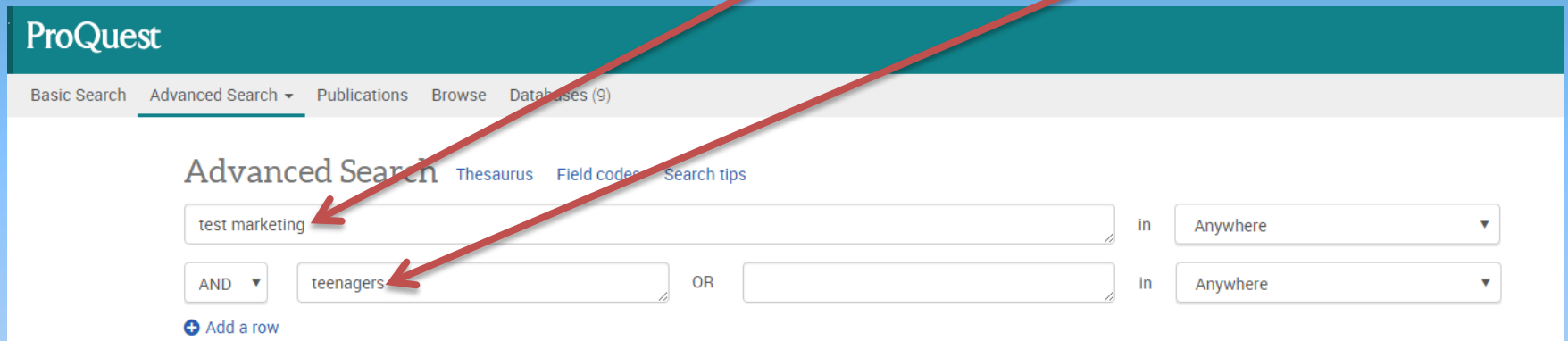
- ☐ Select all
- ☐ Abkhazian
- ☐ Afrikaans
- ☐ Albanian
- ☐ Ancient Greek
- ☐ Arabic
- ☐ Azerbaijani
- ☐ Basque

Sort results by:

Items per page:



Let's say you want to find out about test marketing products to teenagers. Enter the key terms “test marketing” and “teenagers” then select the “Search” button.



ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

Advanced Search Thesaurus Field codes Search tips

test marketing in Anywhere ▾

AND ▾ teenagers OR in Anywhere ▾

+ Add a row

Do not type “test marketing products to teenagers”

If you do, results will only include article records that contain all of those words, leaving out many relevant articles. Search only the most important key terms for the best results.



This search has returned 22,765 results. Not all results are necessarily on the right topic. Let's see if we can narrow it down.

The screenshot shows the ProQuest search interface. The search bar contains the query "(test marketing) AND teenagers". Below the search bar, the number of results is displayed as "22,765 Results", which is highlighted with a red box and a red arrow pointing to it. The interface includes filters for "Full text" and "Peer reviewed", and a "Related searches" section. The results are sorted by "Relevance" and displayed in a list format. The first three results are visible, each with a preview and a "Full text" link. The first result is titled "Marketing: Low-alcohol, brightly labeled cocktails stir fears they will tempt teenagers" and is from the Wall Street Journal. The second result is titled "Teen marketing: Visa Brings Buxx to the 'Burbs: Teenagers Have Plastic, Will Spend Credit card giant lets member banks go for the youth market by introducing a secured card" and is from Financial Services Marketing. The third result is titled "Knox students tout OK Soda Coca-Cola gets marketing ideas from teenagers" and is from the News Sentinel. The interface also includes a "Narrow results" section on the left with filters for "Full text", "Peer reviewed", and "Source type".

ProQuest

Basic Search Advanced Search Publications Browse Databases (9)

(test marketing) AND teenagers

Full text Peer reviewed

Modify search Recent searches Save search/alert

Related searches Test markets Test markets AND Market research Test markets AND Product introduction View all >

22,765 Results Search within

Cite Email Print More

Relevance Sort

Select 1-20 0 Selected items

Brief view Detailed view

Narrow results

Full text

Peer reviewed

Source type

Newspapers (7,844)

Scholarly Journals (4,670)

Dissertations & Theses (3,117)

Trade Journals (2,480)

Wire Feeds (1,721)

More options...

Publication date

1947 - 2016 (decades)

1

Marketing: Low-alcohol, brightly labeled cocktails stir fears they will tempt teenagers

Shapiro, Eben. Wall Street Journal, Eastern edition [New York, N.Y.] 04 Aug 1993: PAGE B1.

...will be tempting for teenagers

...Cuervo Margaritas with a test of Smirnoff Quenchers

...result of the various marketing moves will be more problem

Abstract/Details Full text

2

Teen marketing: Visa Brings Buxx to the 'Burbs: Teenagers Have Plastic, Will Spend Credit card giant lets member banks go for the youth market by introducing a secured card

Financial Services Marketing 2.6 (Sep/Oct 2000): 57.

...Buxx card, Visa USA is targeting teenagers in what detractors say is a quest for

...say such cards are just another marketing gimmick destined to train an

...take a financial skills assessment test to determine their "financial literacy

Abstract/Details Full text

3

Knox students tout OK Soda Coca-Cola gets marketing ideas from teenagers

Melonee McKinney News-Sentinel staff writer. News Sentinel [Knoxville, Tenn] 30 Apr 1995: D.1.

...by some big-city marketing corporation. They

...eleven OK Soda test markets to provide Coca-Cola with marketing ideas by

...was developed by teenagers for teenagers, the

Abstract/Details

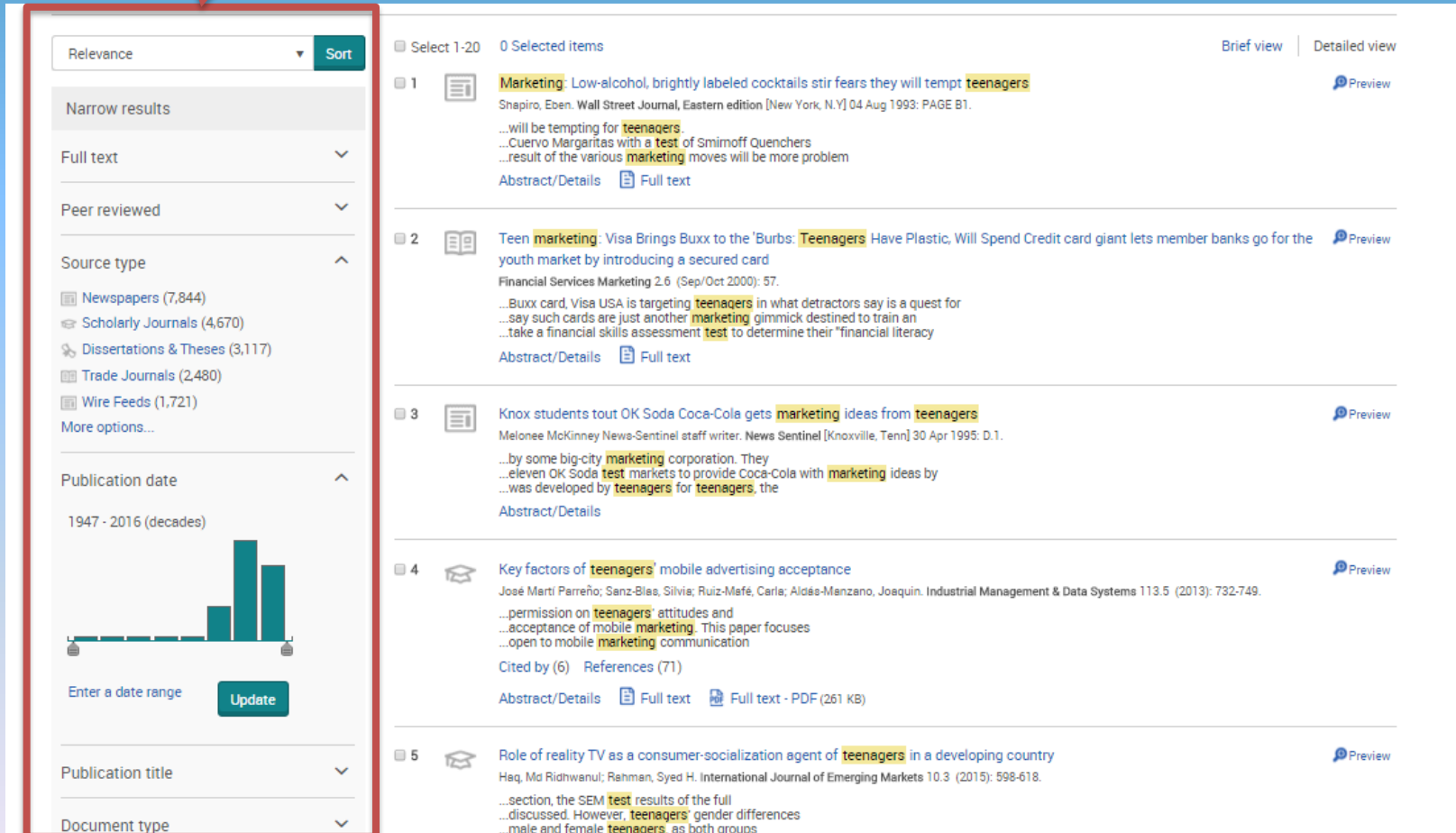
4

Key factors of teenagers' mobile advertising acceptance

Just Mark Perry. Cross River, Calif. Univ. Calif. Santa Barbara. Graduate School of Management & Business 112.6 (2012): 222-248.



On the left hand side of the page, there are a number of ways to refine your search.



The screenshot shows a search results interface. On the left, a sidebar is highlighted with a red box and an arrow pointing to it. The sidebar contains the following sections:

- Relevance** (dropdown) and **Sort** (button)
- Narrow results** (header)
- Full text** (dropdown)
- Peer reviewed** (dropdown)
- Source type** (dropdown) with the following options:
 - Newspapers (7,844)
 - Scholarly Journals (4,670)
 - Dissertations & Theses (3,117)
 - Trade Journals (2,480)
 - Wire Feeds (1,721)
 - More options...
- Publication date** (dropdown) with a bar chart showing the distribution of results from 1947 to 2016 (decades). Below the chart is an input field for "Enter a date range" and an "Update" button.
- Publication title** (dropdown)
- Document type** (dropdown)

The main content area displays a list of search results. The first result is titled "Marketing: Low-alcohol, brightly labeled cocktails stir fears they will tempt teenagers" by Shapiro, Eben. The second result is titled "Teen marketing: Visa Brings Buxx to the 'Burbs: Teenagers Have Plastic, Will Spend Credit card giant lets member banks go for the youth market by introducing a secured card" from Financial Services Marketing 2.6 (Sep/Oct 2000): 57. The third result is titled "Knox students tout OK Soda Coca-Cola gets marketing ideas from teenagers" by Melonee McKinney News-Sentinel staff writer. The fourth result is titled "Key factors of teenagers' mobile advertising acceptance" by José Martí Parreño; Sanz-Blas, Silvia; Ruiz-Mafe, Carla; Aldás-Manzano, Joaquín. The fifth result is titled "Role of reality TV as a consumer-socialization agent of teenagers in a developing country" by Haq, Md Ridhwanul; Rahman, Syed H. Each result includes a brief abstract and links to "Abstract/Details" and "Full text".



Try playing around with these options to see what kind of results you get.

- For now, let's select only "Peer reviewed" journals

- For the Source Type, select "Scholarly Journals."

- Publication date is very important – we will look at this next

- Select "teenagers" as the official subject heading

- Select "United States" under location

Narrow results

Full text

Peer reviewed

Peer reviewed (4,049)

Other (14,110)

Source type

Newspapers (2,816)

Scholarly Journals (4,670)

Academic journals & eBooks (3,111)

Trade Journals (2,480)

Wire Feeds (1,721)

More options...

Publication date

1947 - 2016 (decades)

Enter a date range

Update

Publication title

Document type

Subject

teenagers (1,486)

marketing (1,002)

children & youth (671)

humans (641)

More options...

Classification

Company/organization

Location

US (1,341)

United States-US (1,238)

United States (778)

Europe (250)

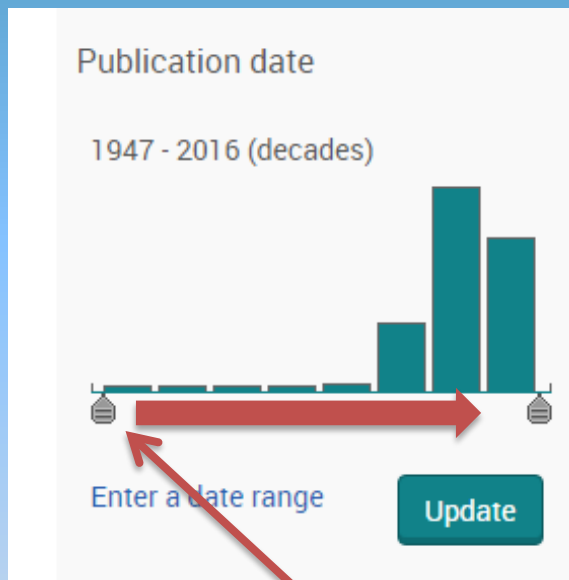
United Kingdom-UK (235)

More options...

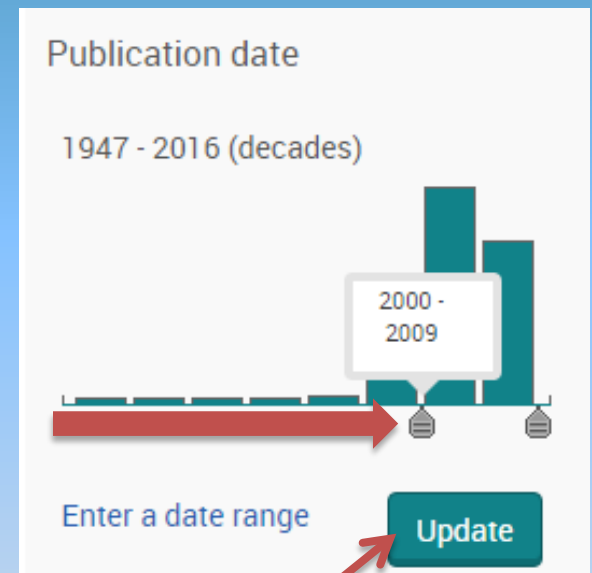
Person



It's usually best to look for recent information – research conducted in 1937 may not be the most up to date.



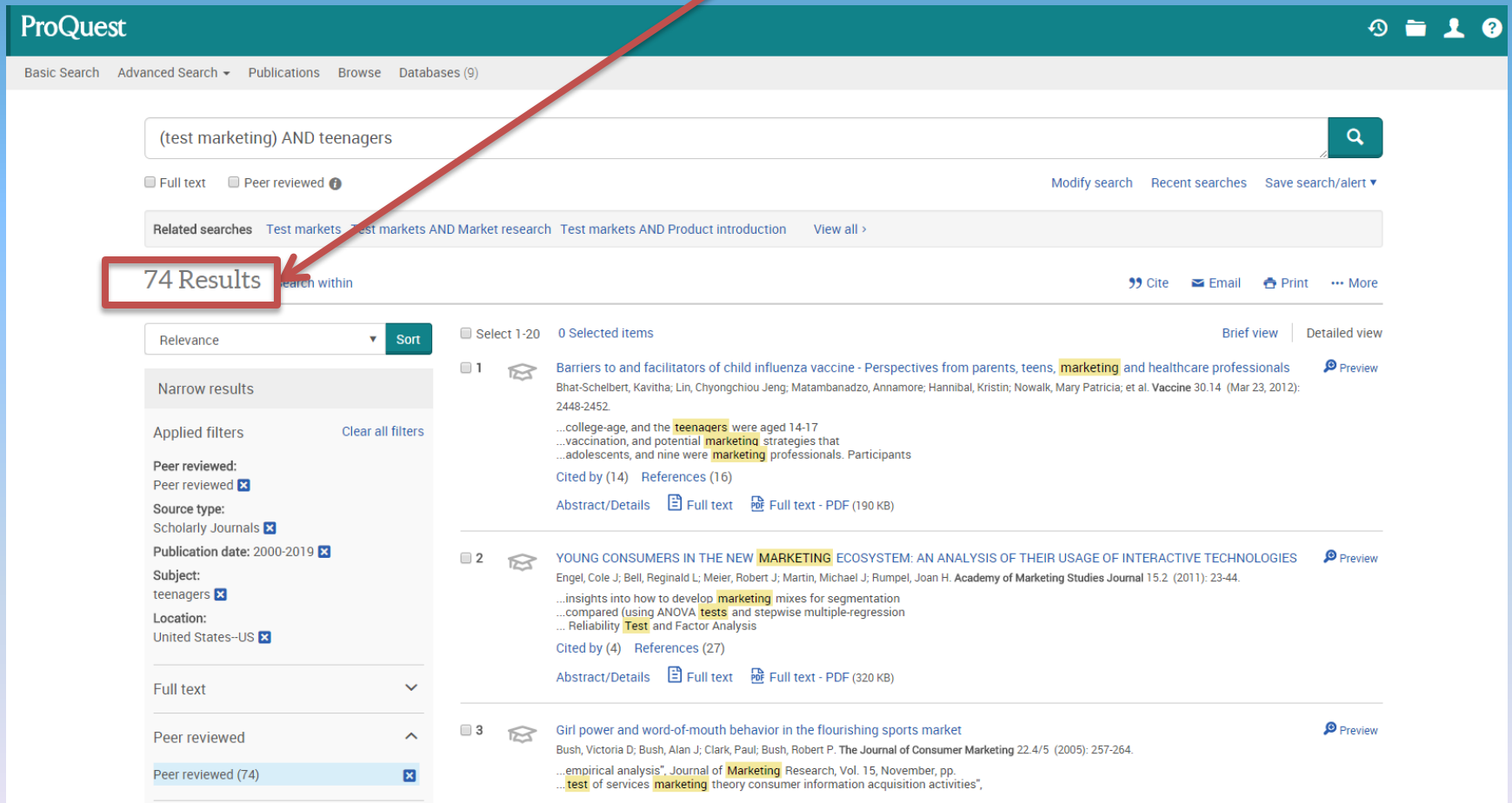
- You can change the dates by clicking on the scroll bar and sliding it towards the center.



- Date ranges will become visible above the scroll bar.
- Click update.



Our refined search returns 74 results. Take a look at them, but remember to take your time and try different limits whenever you search in a database.



The screenshot displays the ProQuest search interface. At the top, the search bar contains the query "(test marketing) AND teenagers". Below the search bar, the results count "74 Results" is highlighted with a red box and an arrow. The left sidebar shows applied filters: Peer reviewed (checked), Source type: Scholarly Journals (checked), Publication date: 2000-2019 (checked), Subject: teenagers (checked), Location: United States-US (checked), Full text (checked), and Peer reviewed (74) (checked). The main results area lists three items:

- Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals**
Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matambanadzo, Annamore; Hannibal, Kristin; Nowalk, Mary Patricia; et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452.
...college-age, and the teenagers were aged 14-17
...vaccination, and potential marketing strategies that
...adolescents, and nine were marketing professionals. Participants
Cited by (14) References (16)
Abstract/Details Full text Full text - PDF (190 KB)
- YOUNG CONSUMERS IN THE NEW MARKETING ECOSYSTEM: AN ANALYSIS OF THEIR USAGE OF INTERACTIVE TECHNOLOGIES**
Engel, Cole J; Bell, Reginald L; Meier, Robert J; Martin, Michael J; Rumpel, Joan H. *Academy of Marketing Studies Journal* 15.2 (2011): 23-44.
...insights into how to develop marketing mixes for segmentation
...compared (using ANOVA tests and stepwise multiple-regression
...Reliability Test and Factor Analysis
Cited by (4) References (27)
Abstract/Details Full text Full text - PDF (320 KB)
- Girl power and word-of-mouth behavior in the flourishing sports market**
Bush, Victoria D; Bush, Alan J; Clark, Paul; Bush, Robert P. *The Journal of Consumer Marketing* 22.4/5 (2005): 257-264.
...empirical analysis", *Journal of Marketing Research*, Vol. 15, November, pp.
...test of services marketing theory consumer information acquisition activities",



Results are listed in the center of the page. To learn more about an article, hover your cursor over “Preview.”

ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

(test marketing) AND teenagers

Full text Peer reviewed ⓘ

Modify search Recent searches Save search/alert ▾

Related searches Test markets Test markets AND Market research Test markets AND Product introduction View all >

74 Results Search within

Cite Email Print More

Relevance ▾ Sort

Select 1-20 0 Selected items

Brief view Detailed view

Preview

Narrow results

Applied filters Clear all filters

Peer reviewed: Peer reviewed ⓘ

Source type: Scholarly Journals ⓘ

Publication date: 2000-2019 ⓘ

Subject: teenagers ⓘ

Location: United States--US ⓘ

Full text ▾

Peer reviewed ^

Peer reviewed (74) ⓘ

Source type ^

1 Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals
Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matar, 2448-2452.
...college-age, and the teenagers were aged 14-17
...vaccination, and potential marketing strategies
...adolescents, and nine were marketing profession
Cited by (14) References (16)
Abstract/Details Full text Full text - PDF (190 KB)

2 YOUNG CONSUMERS IN THE NEW MARKETING
Engel, Cole J; Bell, Reginald L; Meier, Robert J; Martin,
...insights into how to develop marketing mixes fo
...compared (using ANOVA tests and stepwise mu
...Reliability Test and Factor Analysis
Cited by (4) References (27)
Abstract/Details Full text Full text

3 Girl power and word-of-mouth behavior in the
Bush, Victoria D; Bush, Alan J; Clark, Paul; Bush, Rober
...empirical analysis", Journal of Marketing Resear
...test of services marketing theory consumer inf
Images (2)

Abstract (summary)

Highlights

* We conducted focus groups regarding perspectives on child influenza vaccination. * Barriers were fear, mistrust, half truths, inconvenient or unnecessary vaccination. * Facilitators were access, health promotion, child request, and not missing work. * Practice-based strategies were staff buy-in, standing orders, and vaccine clinics. * Teen-specific strategies included using schools and web-based social networks.

Subject Influenza; Teenagers; Vaccines; Marketing; Focus groups; Immunization; Medical research

Location Pittsburgh Pennsylvania; United States--US



Select an article by clicking on the title.

ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

(test marketing) AND teenagers

Full text Peer reviewed ⓘ

Modify search Recent searches Save search/alert ▾

Related searches Test markets Test markets AND Market research Test markets AND Product introduction View all >

74 Results Search within

Cite Email Print More

Relevance ▾ Sort

Select 1-20 0 Selected items

Brief view Detailed view

1 Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals
Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matambanadzo, Annamore; Hannibal, Kristin; Nowalk, Mary Patricia; et al. Vaccine 30.14 (Mar 23, 2012): 2448-2452.
...college-age, and the teenagers were aged 14-17
...vaccination, and potential marketing strategies that
...adolescents, and nine were marketing professionals. Participants
Cited by (14) References (16)
Abstract/Details Full text Full text - PDF (190 KB)

2 YOUNG CONSUMERS IN THE NEW MARKETING ECOSYSTEM: AN ANALYSIS OF THEIR USAGE OF INTERACTIVE TECHNOLOGIES
Engel, Cole J; Bell, Reginald L; Meier, Robert J; Martin, Michael J; Rumpel, Joan H. Academy of Marketing Studies Journal 15.2 (2011): 23-44.
...insights into how to develop marketing mixes for segmentation
...compared (using ANOVA tests and stepwise multiple-regression
... Reliability Test and Factor Analysis
Cited by (4) References (27)
Abstract/Details Full text Full text - PDF (320 KB)

3 Girl power and word-of-mouth behavior in the flourishing sports market
Bush, Victoria D; Bush, Alan J; Clark, Paul; Bush, Robert P. The Journal of Consumer Marketing 22.4/5 (2005): 257-264.
...empirical analysis", Journal of Marketing Research, Vol. 15, November, pp.
...test of services marketing theory consumer information acquisition activities",
Images (2)

Narrow results

Applied filters Clear all filters

Peer reviewed: Peer reviewed x

Source type: Scholarly Journals x

Publication date: 2000-2019 x

Subject: teenagers x

Location: United States-US x

Full text ▾

Peer reviewed ^

Peer reviewed (74) x

Source type ^



The article's record is now in view, in this case, in HTML full text. You also have the option to view in Full text – PDF or Download PDF.

The screenshot shows the ProQuest interface for an article titled "Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals". The article is by Bharti-Schelbert, Kavitha; Lin, Chyongchiou; Jeng, Matambanadzo, Annamore, Hannibal, Kristin, Nowalk, Mary Patricia, et al. The article is from the journal *Vaccine*, volume 30, issue 14, dated March 23, 2012, with pages 2448-2452.

Navigation tabs include: Full text, Full text - PDF, Abstract/Details, and References (16). The "Full text - PDF" tab is selected.

The "Full Text" section is visible, starting with the "Background" section. The text discusses the burden of influenza on children and the need for vaccination. The "Full Text" section is highlighted with a red arrow.

On the right side, there is a "Search ProQuest..." bar and a "Download PDF" button, which is highlighted with a red box and a red arrow. Below the search bar are links for "Cite", "Email", "Print", and "More". There is also a "Related items" section and a "Search with indexing terms" section.

The "Subject" section lists: Influenza, Teenagers, Vaccines, Marketing, Focus groups, and More... The "Location" section lists: Pittsburgh Pennsylvania and United States-US.






If PDF is selected, a copy of how the article looks in print will populate the page. This format is useful because it provides page numbers, which may be required if this article is cited in your research.

ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

Back to results 1 of 74 ▸

Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals

Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng ; Matambanadzo, Annamore ; Hannibal, Kristin ; Nowalk, Mary Patricia  et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452.

Full text Full text - PDF Abstract/Details References 16

Barriers to and facilitators of child influenza vaccine - Perspect... 1 / 6

Vaccine 30(2012)2448–2452

Contents lists available at SciVerse ScienceDirect

Vaccine

journal homepage: www.elsevier.com/locate/vaccine

Barriers to and facilitators of child influenza vaccine – Perspectives from parents, teens, marketing and healthcare professionals

Kavitha Bhat-Schelbert^{a,*}, Chyongchiou Jeng Lin^a, Annamore Matambanadzo^a, Kristin Hannibal^b, Mary Patricia Nowalk^a, Richard K. Zimmerman^a

^a Department of Family Medicine, University of Pittsburgh, 3518 Fifth Avenue, Pittsburgh, PA 15261, USA
^b Department of Pediatrics, Child Development Unit, University of Pittsburgh Children's Hospital of Pittsburgh, 3420 Fifth Avenue-CHOP, Pittsburgh, PA 15213, USA

ARTICLE INFO

Article history:
Received 17 October 2011
Received in revised form 12 January 2012
Accepted 17 January 2012
Available online 31 January 2012

Keywords:
Influenza
Vaccination

ABSTRACT

Background: The CDC recommends annual influenza vaccination for all children age 6 months and older, yet vaccination rates remain modest. Effective strategies to improve influenza vaccination for children are needed.

Methods: Eight focus groups with 91 parents, teens, pediatric healthcare staff and providers, and immunization and marketing experts were conducted, audiotaped, transcribed verbatim, and coded based on grounded theory.

Results: Three themes emerged: barriers, facilitators, and strategies. Barriers included fear, misinformation, and mistrust, with exacerbation of these barriers attributed to media messages. Many considered

Search ProQuest...

Download PDF

Cite Email
Print More

Add to Selected items

Cited by (14)
Documents with shared references (3794)

Related items ▾

Search with indexing terms ^

Subject

☐ Influenza
☐ Teenagers
☐ Vaccines
☐ Marketing
☐ Focus groups
[More...](#)

Location

☐ Pittsburgh Pennsylvania
☐ United States-US

Search



To save yourself time, skim through the article and see if it will be useful for you. Look at the abstract and introduction first.

Barriers to and facilitators of child influenza vaccine – Perspectives from parents, teens, marketing and healthcare professionals

Kavitha Bhat-Schelbert^{a,*}, Chyongchiou Jeng Lin^a, Annamore Matambanadzo^a, Kristin Hannibal^b, Mary Patricia Nowalk^a, Richard K. Zimmerman^a

^a Department of Family Medicine, University of Pittsburgh, 3518 Fifth Avenue, Pittsburgh, PA 15261, USA

^b Department of Pediatrics, Child Development Unit, University of Pittsburgh Children's Hospital of Pittsburgh, 3420 Fifth Avenue-CHOR, Pittsburgh, PA 15213, USA

ARTICLE INFO

Article history:
Received 17 October 2011
Received in revised form 12 January 2012
Accepted 17 January 2012
Available online 31 January 2012

Keywords:
Influenza
Vaccination
Child/adolescent
Focus group
Barriers
Facilitators
Strategies
Qualitative study

ABSTRACT

Background: The CDC recommends annual influenza vaccination for all children age 6 months and older, yet vaccination rates remain modest. Effective strategies to improve influenza vaccination for children are needed.

Methods: Eight focus groups with 91 parents, teens, pediatric healthcare staff and providers, and immunisation and marketing experts were conducted, audiotaped, transcribed verbatim, and coded based on grounded theory.

Results: Three themes emerged: barriers, facilitators, and strategies. Barriers included fear, misinformation, and mistrust, with exacerbation of these barriers attributed to media messages. Many considered influenza vaccination unnecessary and inconvenient, but would accept vaccination if recipients or other family members were considered high risk, if recommended by their doctor or another trusted person, or if offered or mandated by the school. Access to better information regarding influenza disease burden and vaccine safety and efficacy were notable facilitators, as were prevention of the inconvenience of missing work or important events, and if the child requests to receive the vaccine. Marketing strategies included incentives, jingles, videos, wearable items, strategically-located information sheets or posters, and promotion by informed counselors. Practice-based strategies included staff buy-in, standing orders protocols, vaccination clinics, and educational videos. Teen-specific strategies included message delivery through schools, texting, internet, and social networking sites.

Conclusion: To improve influenza vaccination rates for children using practice-based interventions, participants suggested campaigns that provide better information regarding the vaccine, the disease and its implications, and convenient access to vaccination. Strategies targeting adolescents should use web-based social marketing technologies and campaigns based in schools.

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1. Background

The burden of influenza on children is substantial. For every 100 children, an annual average of 6–15 outpatient visits and 3–9 courses of antibiotics are attributable to influenza [1]. Millions of school absences and lost work days among parents caring for sick children occur each year and in 2010–2011, 116 pediatric deaths associated with influenza were reported in the United States [2]. Influenza vaccination provides protection to the individual child, which also confers some protection of others in the household and community [3]. Vaccinating school children could reduce the

incidence of disease in other age groups [4]. Although influenza vaccination is now universally recommended for all individuals six months of age or older and has been recommended for children with chronic medical conditions for years [5], less than half of U.S. children were vaccinated in 2010–2011 [6]. Clearly, traditional vaccination efforts have been insufficient to reach the entire population of eligible children.

To understand barriers and facilitators of childhood influenza vaccination, a study was conducted to collect opinions of primary stakeholders in childhood immunizations. This paper discusses the results and identified themes, and offers recommendations for

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2452 K. Bhat-Schelbert et al. / *Vaccine* 30 (2012) 2448–2452

from several groups, including professionals, parents, teenagers and marketers; moreover our groups represented a variety of ethnic and socioeconomic backgrounds.

5. Conclusion

To improve influenza vaccination rates for children, participants recommended that influenza vaccination campaigns address the need for vaccination, concerns about safety, vaccine efficacy and indirect benefits to others. They recommended strategies targeting adolescents, using web-based social marketing technologies, improving clinic-based access and developing campaigns based in schools.

Conflict of Interest: Drs. Zimmerman and Lin have research grants from Sanofi. Drs. Zimmerman, Nowalk and Lin have consulted for MedImmune. **Source of Funding:** This investigation was supported by the grant (U01 IP000321) from the Center for Disease Control and Prevention. However, its contents do not represent the official viewpoint of the CDC.

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Let's take a closer look at a reference.

Adams, Rebecca A., Fred P. Piercy, Joan A. Jurich, and Robert A. Lewis (1992), "Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study," *Family Relations*, 41 (July), 312-17.

Each reference provides the following information about an article or book:

Author. (Date of Publication). **Title.** *Source*, *Volume* (*Issue*), *Pages*.

Author (last name, first initials), followed by **Date of Publication** (year) and **Title**.

➤ **Adams, Rebecca A., Fred P. Piercy, Joan A. Jurich, and Robert A. Lewis (1992), "Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study,"**

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➤ **Family Relations, 41(July),**

Finally **Pages** are listed

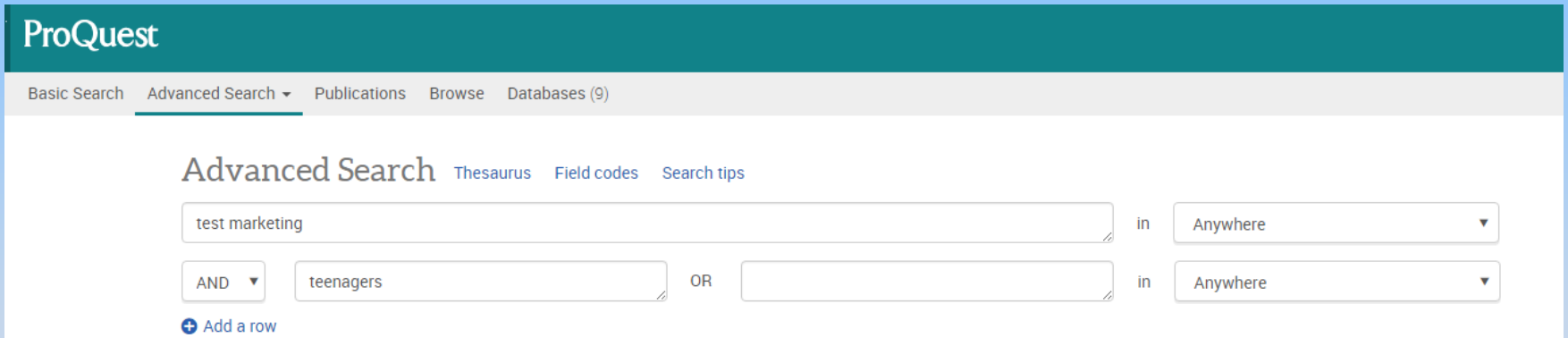
➤ **312-17**

Adams, Rebecca A., Fred P. Piercy, Joan A. Jurich, and Robert A. Lewis (1992), "Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study," Family Relations, 41(July), 312-17.



References enable the author to identify where they found their information and allow readers to locate it as well.

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The screenshot shows the ProQuest website's Advanced Search interface. At the top, the ProQuest logo is on the left, and navigation links for Basic Search, Advanced Search (selected), Publications, Browse, and Databases (9) are on the right. Below the navigation bar, the 'Advanced Search' section includes links for Thesaurus, Field codes, and Search tips. The search area contains two rows of input fields. The first row has a text box with 'test marketing' and a dropdown menu set to 'Anywhere'. The second row has a dropdown menu set to 'AND', a text box with 'teenagers', an 'OR' option, an empty text box, and another dropdown menu set to 'Anywhere'. At the bottom left of the search area, there is a link that says '+ Add a row'.

ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

Advanced Search Thesaurus Field codes Search tips

test marketing in Anywhere ▾

AND ▾ teenagers OR in Anywhere ▾

+ Add a row



Our search begins the same as before except now we know and can use exact information about the article we are searching for.

The screenshot shows the ProQuest Advanced Search page. The header includes the ProQuest logo and navigation links: Basic Search, Advanced Search (selected), Publications, Browse, and Databases (9). The main section is titled 'Advanced Search' with links for Recent searches, Thesaurus, Field codes, and Search tips. The search interface consists of two rows of input fields. The first row has a text box containing 'Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study' and a dropdown menu set to 'Document title – TI'. A purple box highlights the text box, and a purple arrow points to the dropdown menu. The second row has a dropdown menu set to 'AND', a text box containing 'Adams', and a dropdown menu set to 'Author – AU*'. A red box highlights the 'AND' dropdown and the 'Adams' text box. A red arrow points to the 'Author – AU*' dropdown menu, which is also labeled 'Look up Authors'. Below the search rows are options for 'Limit to: Full text' and 'Peer reviewed', and a 'Publication date' dropdown set to 'All dates'. At the bottom right are 'Search' and 'Clear form' buttons. The text 'More search options' is partially visible at the bottom left.

Select a field or multiple fields on the right and type in the appropriate information on the left. Then select the “Search” button. **Title** and **Author** are used in this example.



As you can see, the single result returned is the correct record!

The screenshot displays the ProQuest search interface. At the top, the ProQuest logo is on the left, and navigation icons (refresh, folder, user, help) are on the right. Below the header, a navigation bar includes 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Databases (9)'. The search bar contains the query: 'ti(Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study) AND au(Adams)'. To the right of the search bar are links for 'Modify search', 'Recent searches', and 'Save search/alert'. Below the search bar, a 'Related searches' section shows 'Drug abuse' and 'Drug abuse AND Drug prevention'. The results section is titled '1 Result' with a 'Search within' dropdown. On the left, a sidebar for 'Narrow results' includes filters for 'Full text', 'Peer reviewed', 'Source type' (set to 'Scholarly Journals (1)'), and 'Publication date' (set to 'July 1992 (days)'). The main results area shows a single entry, 'Components of a Model Adolescent AIDS / Drug Abuse Prevention Program : A Delphi Study', which is highlighted with a red box. This entry includes the author 'Adams, Rebecca A; Piercy, Fred P; et al.', the journal 'Family Relations 41.3 (Jul 1992): 312', and options to 'Cited by (6)', 'References (60)', 'Abstract/Details', and 'Full text - PDF (694 KB)'. A red arrow points from the top of the page down to the search bar, and another red arrow points from the search bar down to the highlighted result. At the bottom of the results area, there is a 'Search Within' field, a 'Search' button, and an 'Items per page' dropdown set to '20' with a 'Change' button.

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Basic Search Advanced Search Publications Browse Databases (9)

ti(Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study) AND au(Adams)

Full text Peer reviewed

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1 Result Search within

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1 Components of a Model Adolescent AIDS / Drug Abuse Prevention Program : A Delphi Study

Adams, Rebecca A; Piercy, Fred P; et al. Family Relations 41.3 (Jul 1992): 312.

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