

## Assessing the impact of public health education on childhood immunization rates in south korea: A community-based study

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**Statement:** Childhood immunization plays a crucial role in reducing morbidity and mortality from vaccine-preventable diseases. While South Korea has a national immunization program with high overall coverage, disparities still exist in rural and low-income communities. This study evaluates the impact of targeted public health education campaigns on improving immunization compliance among parents in under-immunized areas. A quasi-experimental study was conducted over 12 months in two districts of Gyeonggi Province. A total of 400 children aged 0–5 years were enrolled. The intervention group received structured health education sessions, vaccine reminders via mobile apps, and free vaccination counseling. The control group received standard care. Immunization records were analyzed before and after the intervention. Data were collected using surveys, interviews, and official health center records. Post-intervention, the immunization completion rate in the intervention group increased from 74% to 93%, while the control group only showed a minor improvement (76% to 79%). Parents in the intervention group demonstrated higher awareness and understanding of the immunization schedule, and health center visits increased significantly. Public health education and digital reminders significantly improved childhood immunization rates in underserved South Korean communities. Integrating these strategies into routine pediatric services can enhance vaccine coverage and promote equitable child health outcomes across the country.

### Biography

Ji-Hyeon Park is a pediatrician and public health specialist at Seoul National University Hospital. She earned her Master of Public Health with a focus on community pediatrics and immunization strategies. Park has led various research initiatives aimed at reducing health disparities in South Korea's pediatric population, particularly in immunization and preventive care. Her recent work emphasizes the integration of technology in public health education to improve access and compliance. Committed to bridging healthcare gaps, Park also volunteers in outreach programs targeting rural communities and immigrant populations. She actively collaborates with the Korea Disease Control and Prevention Agency (KDCA) to enhance national vaccination strategies.

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