

SUMMARY OF Work Plans – Performance Measure #1

Derived From the Consolidated Contract Deliverable

Performance Measure #1 – Increase the uptake of new and under-used child and adolescent vaccines; specifically focusing improvement efforts and reporting on Varicella, Rota Virus, HPV and pediatric influenza.

Reporting Measure

A: Number of doses of vaccine ordered by each LHJ

B: Number of doses administered as recorded in CHILD Profile

Summary

All 35 Local Health Jurisdictions (LHJ) identify using the E2SSB 5930 Public Health Funding to support Performance Measure #1. There are a total of 277 LHJ activities addressing the uptake of new and under used child and adolescent vaccines, which are segmented into 6 main categories within this document. These include: Respondents, Public Health Policy, Create Supportive Environments, Strengthen Community Action, Develop Personal Skills, and Reorient Health Systems.

The majority of LHJ activities focus around building public health policy through analyzing and interpreting current data, as well as increasing provider visits. Additionally, LHJ's are focusing on assessing providers, developing media campaigns, reducing the number of school exemptions, and planning influenza projects. Likewise, many of the LHJs are creating supportive environments by focusing on promoting and expanding the use of CHILD Profile and integrating or evaluating the use of a reminder recall system. Additional activities for creating a supportive environment include optimizing websites and developing or implementing reporting tools.

Strengthening community action is also a vital part of addressing the uptake of new and under used child and adolescent vaccines. To support these actions, LHJ's are providing parent and community vaccine education, collaborating with family planning and Planned Parenthood, and conducting back-to-school immunization education. Other activities include providing immunization information at community events.

Concurrent among most LHJ's are developing personal skills through providing education and training to community based providers. Likewise, many identified the plan to offer staff training and education, as well as provide CHILD Profile and Vaccine Ordering Module training.

Reorienting health systems through changes and outreach in business practices is noted in most of the LHJ plans. There are 25 LHJ's that intend to either hire or add new staff to address the uptake of new and under used child and adolescent vaccines, and some noted the plan to outreach and work with medical providers and hospitals.

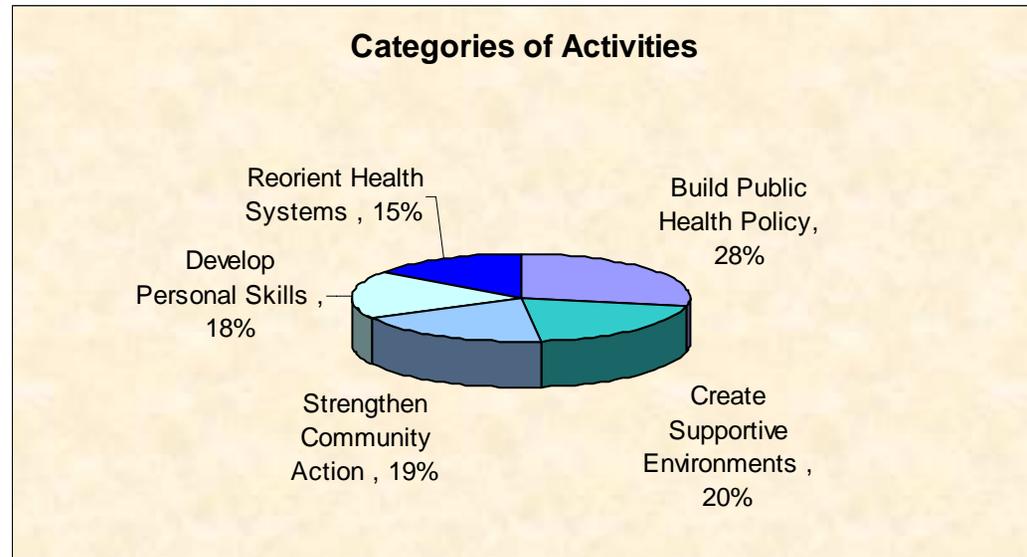
Number of Activities by Category

- Build Public Health Policy (77)
- Create Supportive Environments (55)
- Strengthen Community Action (53)
- Develop Personal Skills (50)
- Reorient Health Systems (42)

Total number of activities = 277.

Respondents

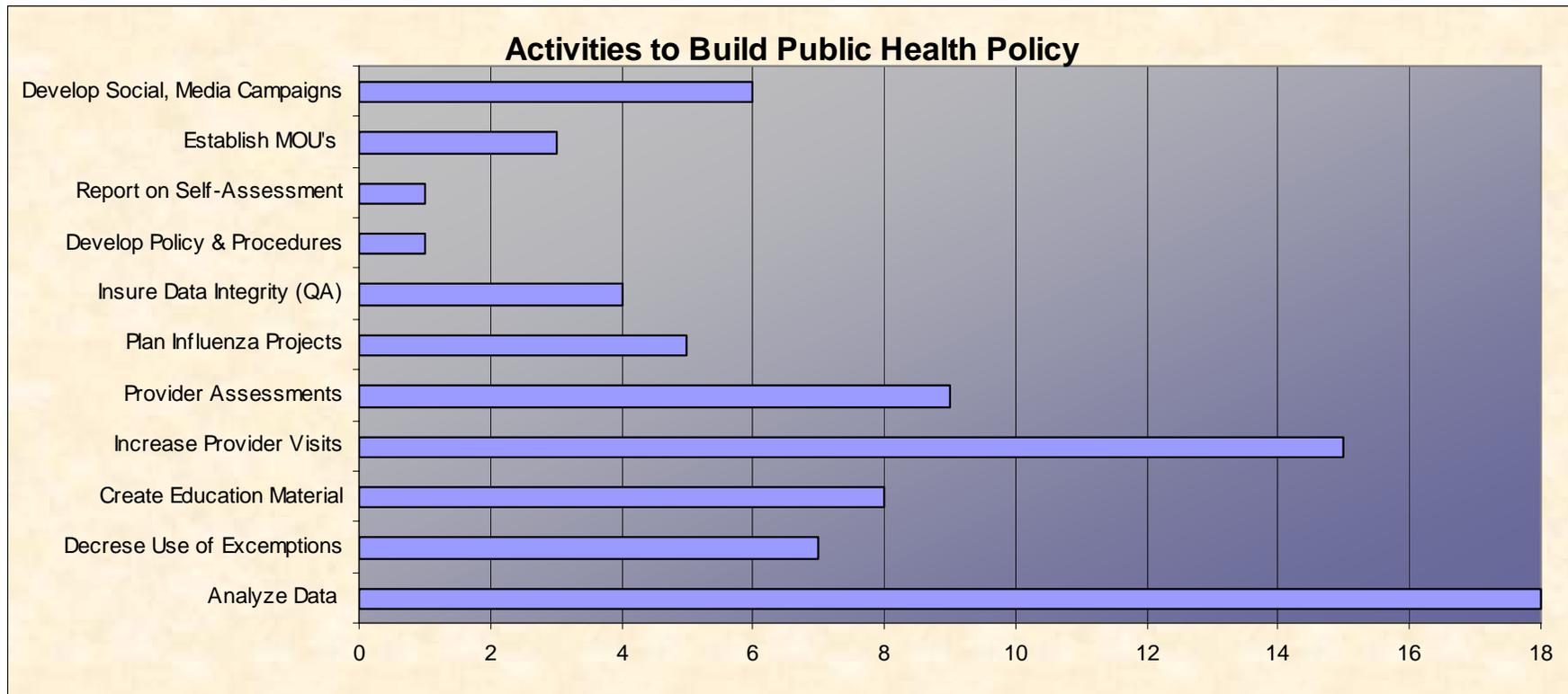
- 35 of 35 LHJ's will be conducting activities to support PM #1 with '08 – '09 5930 Funds



LHJ's describe their activities and resources in the document *5930 Work Plan Templates, Consolidated Contract Deliverable*. Each LHJ provides a description of the activities and resources supported through their E2SSB 5930 Public Health Funding for Performance Measure #1. The LHJ's are addressing the three performance measures, in rank order; all respondents plan to dedicate their allocated funding to Performance Measure #1 activity. The work plans demonstrate that LHJ activities and resources are innovative supporting current work and in developing new work to address immunization uptake.

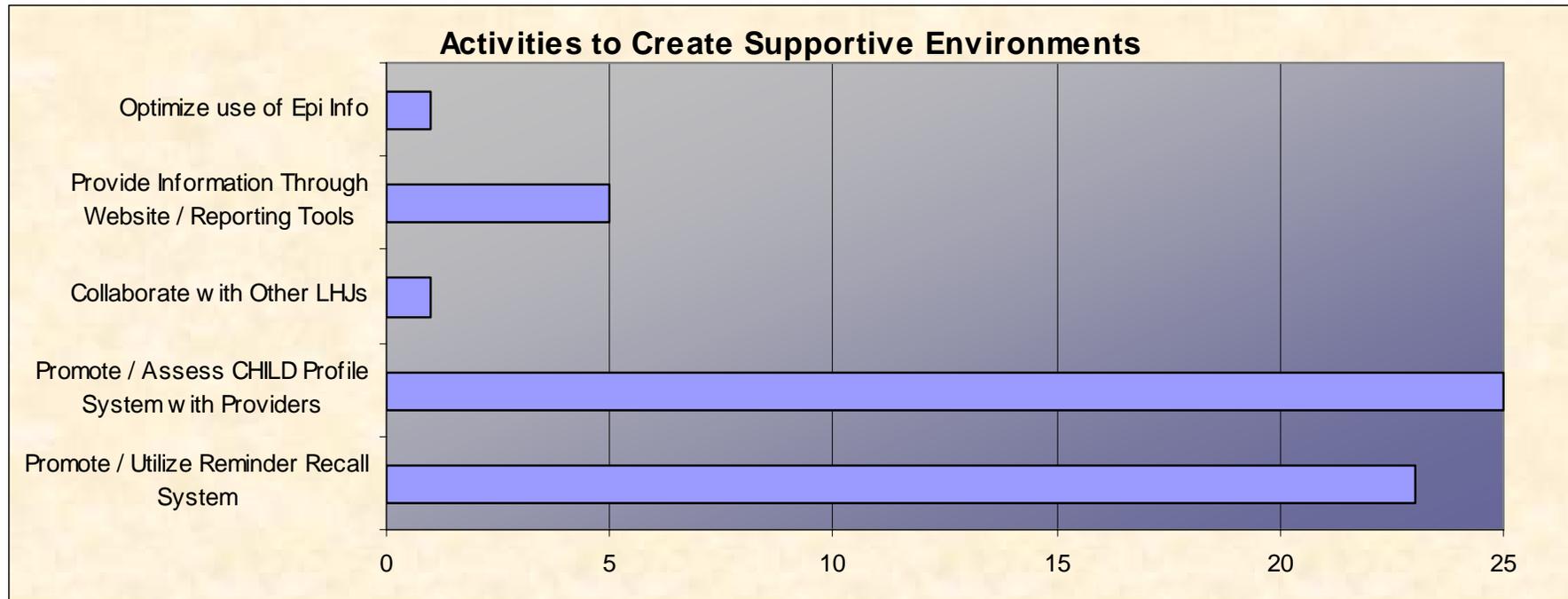
Public Health Policy

Activities to Build Public Health Policy	
Activity	# of Activities
Interpret Data to Support Vaccine Use	18
Decrease Use of Exceptions	7
Create / Distribute Education Manual / Pamphlets	8
Increase Provider Visits	15
Provide Provider Vaccine Assessment / Evaluation	9
Plan Influenza Projects	5
Insure Data Integrity (QA)	4
Develop Policy & Procedure for HPV Vaccine	1
Report on Self-Assessment	1
Establish Memorandums of Understanding with Healthcare Entities	3
Develop Social and/or Media Campaigns	6
Total Activities to Build Public Health Policy	77



Create Supportive Environments

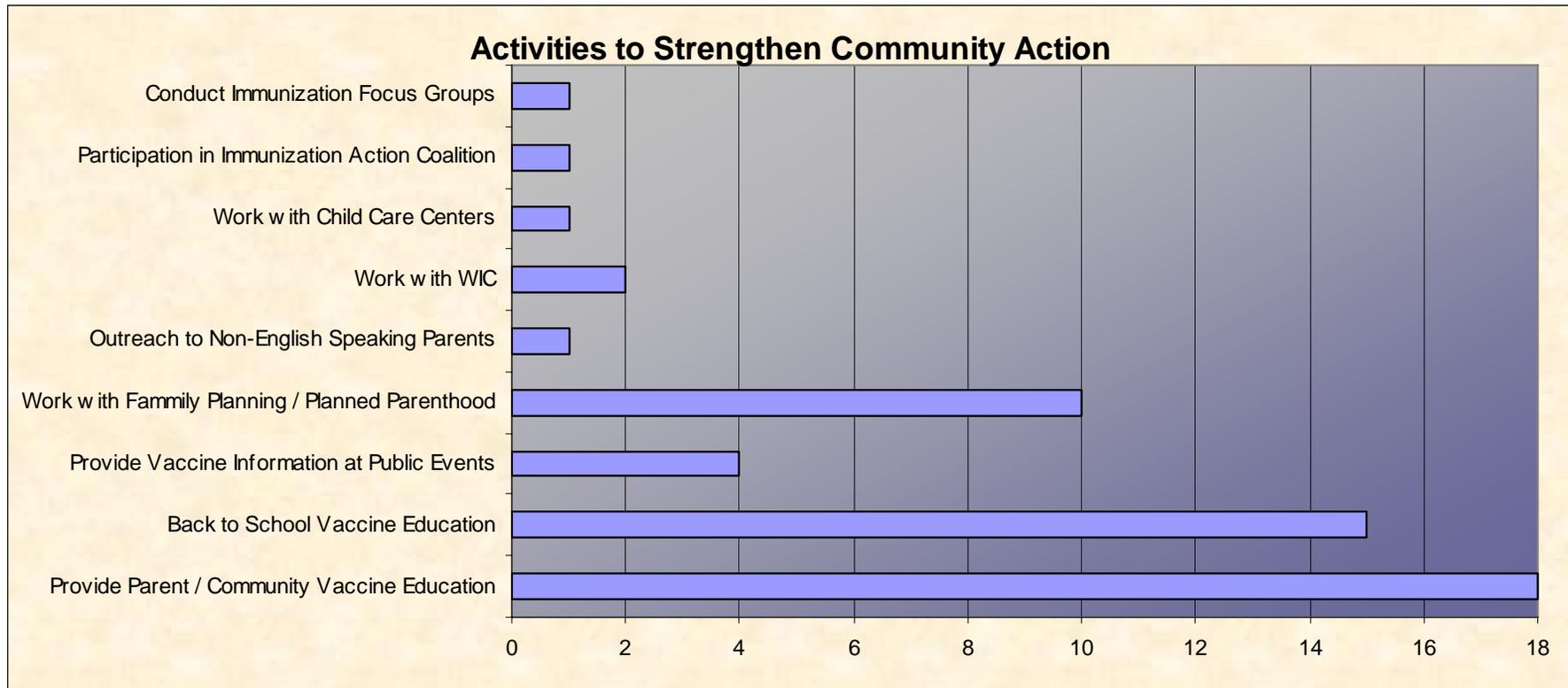
Activities to Create Supportive Environments	
Activity	# of Activities
Promote / Utilize Reminder Recall System	23
Promote / Assess CHLD Profile System with Providers	25
Collaborate with Other LHJs	1
Provide Information Through Website / Reporting Tools	5
Optimize use of Epi Info	1
Total Activities to Create Supportive Environments	55



Strengthen Community Action

Activities to Strengthen Community Action	
Activity	# of Activities
Provide Parent / Community Vaccine Education	18
Back to School Vaccine Education	15
Provide Vaccine Information at Public Events	4
Work with Family Planning / Planned Parenthood	10
Outreach to Non-English Speaking Parents	1
Work with WIC	2
Work with Child Care Centers	1
Participation in Immunization Action Coalition	1
Conduct Immunization Focus Groups	1

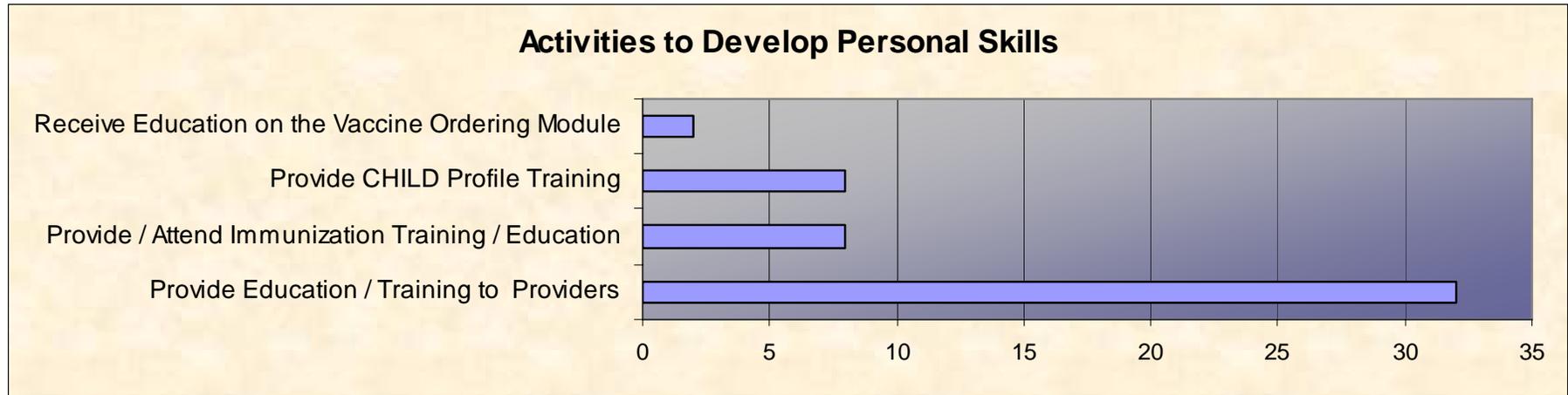
Activities to Strengthen Community Action	
Activity	# of Activities
Total Activities to Strengthen Community Action	53



Develop Personal Skills

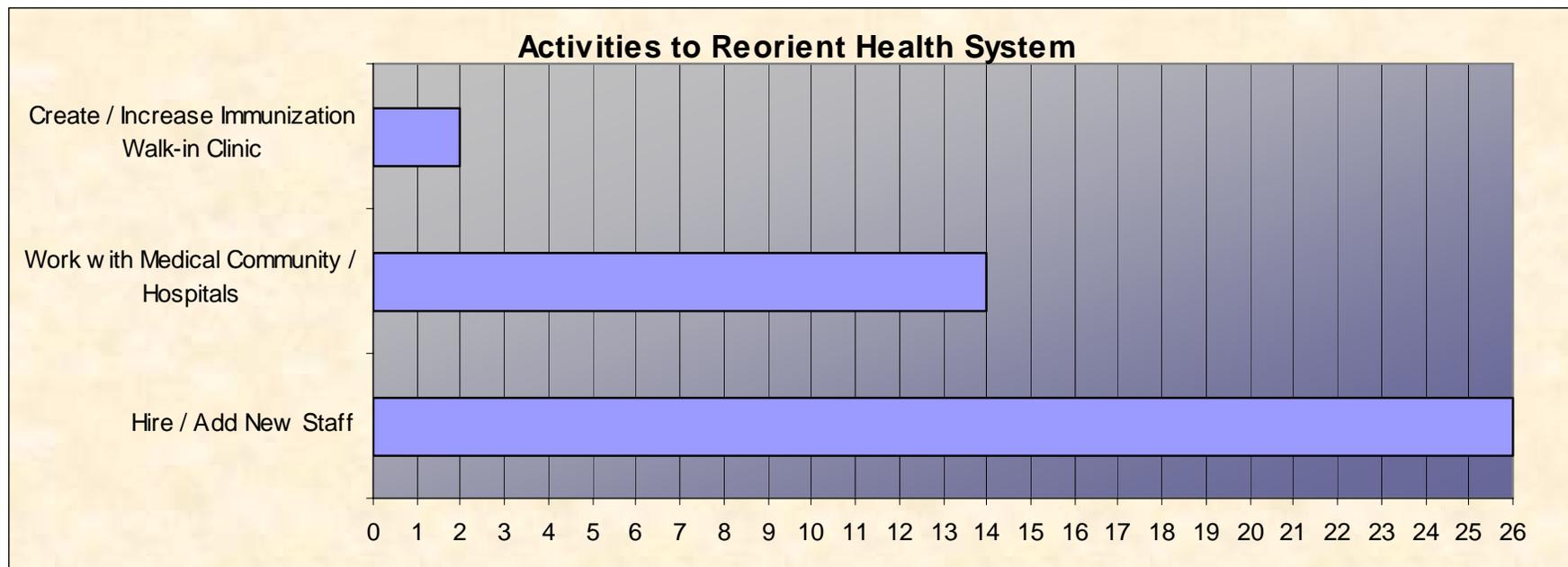
Activities to Develop Personal Skills	
Activity	# of Activities
Provide Education / Training to Community Providers	32
Provide / Attend Immunization Training / Education	8
Provide CHILd Profile Training	8

Receive Education on the Vaccine Ordering Module	2
Total Activities to Develop Personal Skills	50



Reorient Health Systems

Activities to Reorient Health System	
Activity	# of Activities
Hire / Add New Staff	26
Work with Medical Community / Hospitals	14
Create / Increase Immunization Walk-in Clinic	2
Track Vaccines Orders Shipped from DOH	1
Total Activities to Reorient Health System	43



LHJ Work Plan Tables

PM#	[ADAMS -1] Objectives / Strategies	Action
1	Visit the two primary providers of the new and under used vaccines, at least 1x this calendar year to provide education and training on the vaccinations, timing, benefits and reporting in CHILD Profile to improve their participation.	Hire 1.5 fte to manage data and to follow up with providers in assessing current use of child profile and barriers to providing the under used and new vaccinations.
1	Work with providers to evaluate their use of the reminder / recall portion of CHILD Profile. Provide improvement strategies as necessary.	Contact providers to assess current use of Child Profile and strategize improvements.
1	Increase the use of Child Profile recall system in the LHJ.	Instruct data entry person re: recall system and frequency of use. Document the frequency of sending reminders with the goal of 6 times per year.
1	Interpret county immunization/vaccine use data to health care providers, LHJ staff and community in order to understand and support appropriate use of vaccine to targeted populations.	1.5 fte to familiarize themselves and the LHJ with data sources and understanding data. The website will be utilized as a resource for data information as well.
1	Work with the schools and child care providers to reduce the use of exemption categories.	Contact the school and child cares to assist with immunization review and discuss exemption.
PM#	[ASOTIN -2] Objectives / Strategies	Action
1	Work with the immunization coordinator to work toward increasing immunization rates.	Hire 0.5 new RN (1FTE) & set up an office & resources for her.
1	Begin sending and tracking immunization reminders using Child Profile reports at our office and encouraging our providers to implement a reminder system.	Implement reminder/recall activities, contact providers to assist them.
1	Increase knowledge of immunizations for new RN and immunization staff.	Attend trainings as they are available for Child Profile & immunizations.
1	Increase knowledge of new vaccines and their use.	Teach and provide information to our staff and our providers.
1	Encourage all Asotin County providers to be on Child Profile.	Work with the one provider not currently on Child Profile.
PM#	[BENTON-FRANKLIN -3] Objectives/Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit/improve their participation	Hire 1.0 FTE PHN/RN
1	Begin sending and tracking immunization reminders using Child Profile reports at our office and encourage our providers to implement a reminder system.	Implement reminder/recall activities, contact providers to assist them.

1	Create and distribute a Vaccine For Children Program Provider Manual to include: orientation to vaccine for children program, vaccination standards, and other important information for the provider community. Establish relationships with providers and increase knowledge of immunizations especially for new immunization staff.	Attend and Provide trainings (one-on-one, and group trainings) as they are available for CHILD Profile & Immunizations
1	Increase knowledge of new vaccines and their use to both vaccine providers and the community	Teach and provide information to our staff and our providers, utilize media and blast fax to deliver key messages
1	Provide Program Evaluation and Assessment Functions (reports, statistics, research, etc.) to facilitate increasing the uptake of new and under-used child & adolescent vaccines.	Track program objectives and provide reports, statistics, research, etc.
1	Hire one FTE Assessment Coordinator	Hire 1.0 FTE Assessment Coordinator for Measure 1, 2 & 3
PM#	[CHELAN – DOUGLAS -4] Objectives / Strategies	Action
1	Increase the provider education and community education capacity of the LHJ's immunization program by adding bilingual community education position.	Hire full time bilingual PH Liaison/Health Educator and commit approximately 50% of the position to the imms program.
1	Increase the use of CHILD Profile by local providers and increase local uptake of childhood immunizations through increased educational efforts aimed at local providers, parents and educators.	<ol style="list-style-type: none"> 1. Increase annual provider visits from 25% of VFC providers to 100%. 2. Visits will focus on provider education, use of Child Profile and strategies for improving uptake of under-utilized vaccines. 3. Increase other educational efforts aimed at parents, educators and providers.
PM#	[CLALLAM -5] Objectives / Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit / improve their participation.	<ol style="list-style-type: none"> 1. Hire .5 FTE new RN 2. Hire .25 FTE new Administrative Assistant 3. Work with Providers to enter immunization data into Child Profile to be counted. 4. Identify Child profile status for all providers and identify barriers to use. 5. Provide on site evaluation to determine best way to integrate Child Profile into Practice. 6. Provide on site train the trainer use of Child Profile.
1	Work with providers in the county that use state supplied vaccine to develop/implement a reminder/recall system.	<ol style="list-style-type: none"> 1. To use child Profile immunization record, including historical dates, entered for each child. 2. Provide providers technical assistance with data entry 3. Explore possibility of "dumping data" from other programs. 4. Share paper method used by CCHHS
1	Provide immunization presentations for physicians detailing new vaccines, with emphasis on Rota virus, and HPV	<ol style="list-style-type: none"> 1. Presentations scheduled for providers in the county 2. Provide informational packets distributed to providers unable to attend

PM#	[CLARK-6] Objectives / Strategies	Action
1	Provide, support and facilitate educational trainings for local healthcare providers on immunizations, emphasizing new and under used vaccines.	Create and demonstrate Power Point presentation during provider site visits and at other training opportunities.
1	Collaborate with healthcare providers to use the CHILD Profile recall system to increase child vaccine timeliness and administration.	Run baseline CoCASA Summary reports and provide to clinics to use as a tool to recall clients.
1	Expand number of healthcare providers entering data into CHILD Profile.	Contact and visit providers to train them on how to enter data into CHILD Profile.
1	Visit healthcare provider clinics in Clark County that use state supplied vaccine and provide education and training	Hire new 1.0 FTE Public Health Nurse to conduct visits and training.
PM#	[COLUMBIA -7] Objectives / Strategies	Action
1	Visit our (1) Clinic Provider Site at least 1X this calendar year to provide education and training utilization of VFC supplied vaccines and improve their participation in Child Profile.	Plan an annual immunization update for Clinic staff and promote implementation of Child Profile.
1	We plan to begin use of the recall reminder system of Child Profile to increase child/adolescent vaccine timeliness and administration in our LHJ.	We will request training for our LHJ staff in the use of the reminder recall system with the Child Profile Help Desk staff and/or DOH Immunization Program partners.
PM#	[COWLITZ-8] Objectives / Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit / improve their participation.	Hire 1 new Health Educator (1FTE)
1	Work with providers to utilize the reminder / recall portion of CHILD Profile to increase child vaccine timeliness and administration	Contact providers and help them implement reminder/recall activities.
1	Conduct a community wide education campaign regarding back to school immunizations being provided by primary care physicians	Utilize existing campaign materials
1	During above described visits provide educational materials on adolescent vaccines to providers	Give providers a notebook of reusable educational materials
PM#	[GARFIELD -9] Objectives / Strategies	Action
1	Encourage the local providers to become educated and participate in CHILD Profile to improve their immunization rates.	GCHD introduced the clinic to CHILD Profile. On 3-26-08 CHILD Profile education by DOH was provided to the clinic and will they follow up w/ additional education as needed. GCHD RNs also

		received additional education w/ DOH staff.
1	Increase compliance in child immunizations in the school with recalls and coordination with the school district.	RN salary to work with parents and the school to increase compliance.
1	Maintain improved compliance in the school by educating staff about required vaccines and the importance of referring parents to GCHD to review their child's immune records for needed immunizations.	RN salary to educate school employees, parents, be a resource, and perform services.
1	Increase public education about new and current vaccines through website, written materials, and personal contact.	co.garfield.wa.us/health was developed January 2008, staff salary to maintain website, RN salary to provide additional education.
1	Improve and strengthen client services through assessment.	Increase hours (7 hr/wk) for existing staff person to learn assessment and participate in CHAMP. Contract w/ Spokane Regional Health District for assessment coordinator (short-term to provide us direction w/ assessment).
PM#	[GRANT -10] Objectives / Strategies	Action
1	Increase use of CHILD Profile (CP) among vaccine providers.	Collect baseline data. Provide training, demonstration, and incentives to providers. GCHD enters data if providers are not entering.
1	Increase/Enhance the use of Vaccine Reminder/Recall systems.	Collect baseline data.GCHD immunization coordinator will teach 2 support staff and will monitor accomplishment of reminder/recalls. GCHD staff will promote and demonstrate reminder/recalls using CP for vaccine providers. Incentives.
1	Decrease vaccine exemptions by working with school and childcare staff.	Immunization training for school staff and for childcare provider staff. Follow-up communications regarding vaccine-preventable diseases, targeted toward susceptible or unimmunized students.
1	Active promotion of immunizations to increase uptake of varicella, rotavirus, and other vaccines.	Health educator will assist nursing staff in promoting vaccines through HCCW activities (to parents and through community level activities), and other child-focused venues, including schools, parent-groups. GCHD will provide "Back to School" information or clinic during open houses at area school(s). Immunization coordinator will provide provider office nurses education on vaccination schedule of Rotavirus. Immunization coordinator will share updates with providers regarding CDC data/VAERS reports regarding Rotavirus.
1	Increase flu vaccine utilization.	Active promotion of influenza vaccination by health educator. Plan project(s) with 1 or more schools regarding flu immunizations.
1	Increase HPV vaccine utilization.	Promote and offer training to Family Planning and other service

		<p>providers regarding HPV vaccine. Provide vouchers for HPV vaccine at special events. Integrate HPV vaccine promotion with community-level prevention activities (CPIP group). Provide "Back to School" information or clinic during open houses at area school(s).</p>
PM#	[ISLAND -11] Objectives / Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit / improve their participation.	<ul style="list-style-type: none"> • Staff will continue to provide hands-on assistance with utilization of Child Profile • Schedule and visit each provider 1x per year to introduce staff, answer questions and provide educational materials – specifically: immunization schedules, and follow-up on use of Child Profile.
1	Work with providers to incorporate the use of the reminder / recall portion of CHILD Profile to increase child vaccine timeliness and administration.	Contact providers and help them implement reminder/recall activities.
1	Encourage all Island County providers to be on Child Profile.	ICPH staff will work with providers during site visits and assist in ensuring that historical data has been input into Child Profile.
1	Increase staff knowledge of new vaccines and their use.	Teach and provide information to staff including ongoing newsletter.
1	Increase provider knowledge of immunization guidelines for use of state supplied vaccines.	Schedule and visit each provider 1x per year to introduce staff, provide educational materials with emphasis on Varicella, Rota Virus, HPV and pediatric influenza, provide immunization schedules, and follow-up on use of Child Profile.
1	Increase school vaccination rates by reducing exemption rates.	Work to increase completeness of data entry for school immunizations, then review data and work with school personnel to reduce the number of exemptions filed.
1	Provide accessible and accurate information for the public through the ICPH website.	Update the ICPH website to include credible source links, immunization schedules, school and daycare entry requirements, related articles.
1	Support the Community Health Advisory Board (CHAB) in its effort to increase childhood immunization rates.	Provide staff support in outreach efforts. This would include providing immunization schedules and pamphlets at public meetings and social gatherings, providing appropriate publications for distribution, guiding community group toward targeted outreach measures.
1	DOH will send information to coordinators regarding vaccines.	ICPH staff will compare 2007/2008 numbers and target providers based on comparison results.
PM#	[JEFFERSON -12] Objectives / Strategies	Action
1	Promote use of Child Profile Immunization Registry in all Jefferson County Clinics providing State-Supplied vaccines,	<p>Hire new RN Increase Immunization RN staffing by .75 FTE to do all actions listed</p>

	in particular, Jefferson Health Care Clinics.	<p>below</p> <ol style="list-style-type: none"> 1. Train staff on Child Health Profile and Immunizations. Update all Community Health Nursing staff and support staff on new Immunizations and Schedules. 2. Meet with hospital COO and clinic managers to discuss advantages for clinics 3. Possible double entry of vaccinations until EMR is compatible with Child Profile
1	Increase HPV vaccine given in Jefferson County Public Health Family Planning clinic	<ol style="list-style-type: none"> 1. Train Family Planning staff on HPV vaccine; administration, schedule, contraindication advantages 2. make packets of information and administration forms for each FP exam room 3. Orient Medical records staff to HPV schedule and develop system to track internally.
1	Increase immunization compliance and completion of recommended vaccines in School age population	<ol style="list-style-type: none"> 1. Meet with each school district secretaries in East Jefferson County to discuss Immunization requirements, exemptions and compliance information 2. Ensure that secretaries understand new requirements 3. Offer support and resource information to Secretaries 4. Explore possible School based flu clinics fall 2008 5. Work with School Based Health Clinic planning grant process to insure immunization access included in services offered
PM#	[KITSAP -13] Objectives / Strategies	Action
1	Visit every provider in Kitsap County that uses state supplied vaccine at least 1x this calendar year to provide education and training.	<ul style="list-style-type: none"> • 1.5 FTE Nurse Epidemiologist to work with providers in assessing current use and barriers to providing the new and under-used vaccines
1	Expand number of healthcare providers using CHILD Profile.	<ul style="list-style-type: none"> • Contact and visit providers to train them on the benefits of CHILD Profile how to enter data into CHILD Profile
1	Increase HPV vaccine given at KCHD Family Planning Clinic, Spectrum School Based Health Clinic, Juvenile Detention Adolescent Health Clinic, and the Port Gamble S'Klallam Medical Clinic.	<ul style="list-style-type: none"> • Train clinic staff on HPV vaccine administration, schedule, contraindications, advantages • Provide educational information to patients

1	Identify providers who have a low rate of use of new and under-used child and adolescent vaccines.	<ul style="list-style-type: none"> Monitor vaccine usage and strategize with those providers to increase usage
1	Keep providers up-to-date on current immunization recommendations and practices.	<ul style="list-style-type: none"> Conduct immunization provider education updates biannually
PM#	[KITTITAS -14] Objectives / Strategies	Action
1A	Increase utilization of new and underused vaccines through education of target audiences	Educate public, medical providers, school nurses, parents, and employers
1A	Increase number of patients completing vaccine series; reduce number of students with immunization exemptions	Implement reminder/recall system from CHILD Profile and assist local providers with same
1A	Develop a reporting tool for communicating immunization rates to public health partners	Hire 1 FTE Assessment Coordinator I
1B	Provide a baseline estimate for coverage levels of new and underused vaccines	Check for use of new and underused vaccines during AFIX visits
1B	Increase the use of CHILD Profile by local providers	Facilitate training for local providers on the use of CHILD Profile and CHILD Profile Vaccine Ordering Module
1B	Assist local providers with back data entry of immunization information into CHILD Profile	Hire 1 FTE Public Health Clerk I
PM#	[KLICKITAT -15] Objectives / Strategies	Action
1	Increase HPV vaccine access to every female in designated age range utilizing services at KCHD	Purchase Gardasil for women 19-26. Develop P & P for administration. Obtain County Resolution for administration/fee designation.
1	Increase use of CHILD Profile and increase child vaccine timeliness and administration.	Contact, visit and work in-house with providers to incorporate the use of the reminder / recall portion of CHILD Profile
1	Provide training and support for schools desiring to implement CHILD Profile.	Purchasing educational support resources to distribute to schools. Schedule and visit schools as necessary.
1	Increased public awareness on childhood vaccines.	Targeted seasonal public awareness campaigns utilizing all media resources.
PM#	[LEWIS -16] Objectives / Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit / improve their participation.	Hire 1 new RN (0.6FTE)
1	Work with providers to incorporate the use of the reminder /	Contact providers and help them implement reminder/recall activities.

	recall portion of CHILD Profile to increase child vaccine timeliness and administration	
1	Increase provider knowledge of immunization guidelines for use of state supplied vaccine	Educate providers about vaccine usage
1	Increase parents' knowledge about recommendations and requirements for vaccination	Educate parents through outreach including health fairs, parent meeting and mass media.
PM#	[LINCOLN -17] Objectives / Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit / improve their participation.	Hire a .5 new public health nurse position
1	Enhance the use of Child Profile by immunization providers in the community.	Educate providers to better utilize the functions of Child Profile. 1. Reminder Recalls 2. Vaccine Ordering Module. Demonstrate to school nurses screening for immunization history on Child Profile
1	Work with School Nurses and area providers to provide back to school immunization clinics	Establish back to school immunization clinics throughout Lincoln County school districts
1	Develop an educational outreach program around underutilized vaccines focusing on the 4th MMR, DTaP, HPV, Varicella, rotavirus, and Tdap.	Place advertisements in local news publications and school handouts regarding immunization strategies. Work with providers to enhance their outreach efforts
1	Increase immunization rates for all children birth to 18 years	Review immunization records through Child Profile of all children birth to 18 receiving services at the Health Department and provide parents with a current record as posted on Child Profile
PM#	[MASON -18] Objectives / Strategies	Action
1	Work with Vaccine for Children Providers (VFC) on reducing barriers to generating and maintaining timely entry of CHILD Profile data into system.	Offer clerical and other support as needed to keep database accurate and up-to-date
1	Work with providers to incorporate the use of the reminder / recall portion of CHILD Profile or other recall systems to increase child vaccine timeliness and administration	Contact providers and help them implement reminder/recall activities.
1	Increase teens knowledge of HPV vaccine at Planned Parenthood (PP) teen clinic and Tribal Youth Outreach	Support PP teen clinic education and Tribal Youth Outreach through educational staff support
1	Improve provider understanding of community immunization rates and their role in improving overall rates.	Create a statistical report card that illustrates immunization rates and strategies to improve rates in medical practices.
1	Increase parents knowledge and education about Pediatric Influenza.	Educate parents through outreach, health fairs, schools and media.
1	Increase non-English parents' knowledge about	Educate parents through partnering with other community partners such

	recommendations and requirements for vaccination.	as Planned Parenthood, community agencies and school programs.
PM#	[OKANOGAN -19] Objectives / Strategies	Action
1	Work with providers to increase immunization rates with a focus on under-used child and adolescent vaccines.	Conduct annual one day training for clinic personnel responsible for state funded vaccine.
1	Work with providers to incorporate the use of the reminder / recall portion of CHLD Profile to increase child vaccine timeliness and administration	Contact providers and help them implement reminder/recall activities, demonstrate multiple uses of Child Profile
1	Increase knowledge of community health staff regarding new vaccines, recommendations, schedules.	Monthly staff updates in CH meeting
1	Increase the use of child flu vaccine in Okanogan County	Educate providers, parents through educational materials, PSA's, radio healthline.
PM#	[PACIFIC -20] Objectives / Strategies	Action
1	Promote the use and timeliness of data entry in the Child Profile Immunization Registry by local providers	Increase public health capacity by .5 FTE to implement 5930 immunization strategies Train public health nurses on child profile and current immunization recommendations On-site visits with all local vaccine providers to assess current utilization of child profile and identify strategies to improve use and timeliness of data entry
1	Assess the completeness/accuracy of data in Child Profile Immunization Registry in order to assess the current data for usefulness/accuracy of the recall system, and to evaluate the completeness of data for determining childhood immunization rates of Pacific County residents	Conduct child profile immunization data assessment project using WIC participant. Over 60% of all children born to Pacific County residents participate in WIC. Determining accuracy of child profile data for WIC population will identify need for further training/ support of providers to effectively use the registry, and assess the potential to utilize child profile data to assess overall immunization rates of children 12-36 months of age. Collect immunization records for all WIC participants with children 0-2 years of age Compare records with data in child profile registry Contact immunization providers identified by WIC participants to collect immunization records

		<p>Compare parent data, provider data and data in registry.</p> <p>Update child profile data as needed.</p>
1	Determine feasibility of centralizing immunization recall at the health department	<p>Health Officer will meet with local providers to discuss public health issues and childhood immunization</p> <p>Strategize with providers ways to implement regular, ongoing recall system</p> <p>Determine feasibility of health department providing immunization recall for county providers</p>
1	Increase uptake of new and underutilized vaccines	<p>Train staff on new immunization recommendations and schedules</p> <p>Conduct at least one on-site visit with every vaccine provider in the county to assess quality of current vaccine program and provide education, TA and support for appropriate and timely administration and reporting of all vaccines</p> <p>Sponsor one day county-wide provider update conference</p> <p>Offer adolescent immunization clinics at two health department sites. Assess feasibility of conducting school-based immunization clinics</p> <p>Develop local media campaign to encourage flu vaccination for children. Assess feasibility of conducting school-based flu clinics for students in conjunction with clinics already provided for school staff.</p> <p>Provide HPV vaccine to family planning clients.</p>
PM#	[SAN JUAN -21] Objectives / Strategies	Action
1	Assure provider knowledge and understanding of the goal, rationale, and focus of reporting efforts to improve the immunization status of children.	<ul style="list-style-type: none"> • Provide annual education visits to VFC providers. • Provide periodic information updates for VFC providers. • Obtain training DVDs from CDC for each provider office
1	Enhance utilization of Child Profile by Vaccines for Children providers in the county.	<p>.Provide training in Child Profile for:</p> <ul style="list-style-type: none"> • consistent vaccine data entry • use of the vaccine ordering module • use of the reminder/recall system

PM#	[Public Health Seattle – King Co -22] Objectives / Strategies	Action
1a	Increase public awareness of HPV disease and the benefits and availability of HPV vaccine through educational outreach efforts among health care providers and other organizations targeted to parents and adolescent girls.	Employ Advanced Practice Nurse Specialist. Perform site visits annually of 25% health care providers receiving HPV vaccine through Vaccines for Children Program. Partner with community-based organizations to promote HPV vaccination.
1b	Increase public awareness of HPV disease and the benefits and availability of HPV vaccine through educational outreach efforts targeted to parents and adolescent girls.	Develop educational materials and media plan, and implement distribution.
1c	Promote and, where feasible, facilitate voluntary participation of community health clinics and other health care providers in Merck Patient Assistance Program (PAP) that provides access to free or low-cost HPV vaccine for low-income women 19-26 years of age.	Conduct communications with CHCs, develop MOU or similar documentation for agreements with PAP, address vaccine inventory and patient referral issues to include vaccine purchase by SKCDOH.
1d	Target outreach and education to populations at high risk for cervical cancer and for non-compliance with recommendation for routine screening based upon best available data (through coalition of organizations that comprise the Women's Breast and Cervical Cancer Program). Populations include Vietnamese, Hispanic and low-income.	Create and implement curricula for "Train the Trainer" programs
PM#	[SKAGIT -23] Objectives / Strategies	Action
1	Increase access to vaccines including but not limited to Rotovirus, Influenza, HPV, and Varicella.	Increase walk in clinic days from 3 to 5. Hire RN (.5 FTE)
1	Recruit/improve provider's participation in Child Profile. Partner with Margo Harris to encourage and educate providers	Organize visits to 80% of all providers at least 1x this calendar year. Explain benefits and demonstrate usage when possible.
1	Educate care providers including school staff and day care providers regarding new vaccines including but not limited to Rotovirus, Influenza, HPV, and Varicella	Provide an educational conference/workshop for 50 providers, 25% of school staff and daycare providers
1	Educate the public regarding new vaccine recommendations, including suggested vaccines.	Distribute 10,000 handouts at schools, fairs, provider offices, to parents and at the Public Health Department. Utilize newsletters and the media to assist in dissemination
PM#	[SKAMANIA – 24] Objectives / Strategies	Action
1	Assure provider knowledge of the goal, rational, and focus of the reporting efforts to improve the immunization status of	<ul style="list-style-type: none"> Hire 1 new RN (1FTE) Provide annual education visits and periodic updates to VFC

	children.	<ul style="list-style-type: none"> providers. • Train staff on new immunization recommendations and schedules.
1	Work with providers to incorporate the use of the reminder / recall portion of CHLD Profile to increase child vaccine timeliness and administration.	<ul style="list-style-type: none"> • Contact providers and help them implement reminder/recall activities.
PM#	[SNOHOMISH -25] Objectives / Strategies	Action
1	Program development of 5930 activities	Hire 1 PHN
1	Track 5930 activities	Hire 1 Program Specialist
1	Research, collect and analyze health data related to vaccine preventable disease	Hire 1 Epidemiologist
1	Work with health care providers, schools, parents, agencies to develop health education materials to promote vaccine awareness	Hire 1 Health Educator
1	Visit provider offices to provide vaccine education, promote uptake.	Hire 1 PHN
1	Meet with providers to recruit and improve participation in CPIR	LHJ staff
1	Vaccinate at school based clinics in 1 high school and 1 middle school	LHJ staff
PM#	[SPOKANE -26] Objectives / Strategies	Action
1	Increase the number of health care providers (HCP) in Spokane using Child Profile (CP) and improve performance of providers using CP by providing technical assistance.	Hire 1.0 FTE Public Health Educator and .5 FTE Administrative Assistant; conduct strategy meeting with local DOH CP Consultant to coordinate efforts; identify HCP that are high priority and contact to discuss implementation
1	Conduct a minimum of 2 reminder recall projects.	Contact HCP currently using CP and invite them to participate; implement recall projects
1	Work with the local Women, Infant and Children (WIC) program to improve the immunization status of WIC clients.	Collect data on WIC clients that are behind on their vaccination schedule or have concerns about immunizations and provide targeted health education and outreach; plan for immunization "round-up" in 2009
1	Provide outreach and education to providers who are not offering HPV, Rotavirus, and Varicella vaccines.	Identify barriers; utilize peer providers to encourage use of vaccines
1	Promote immunizations among child care centers and preschools.	Identify barriers; provide education; coordinate on-site vaccination services when appropriate with community partners
1	Work with schools to decrease school exemption rates.	Identify barriers; provide education; coordinate on-site vaccination services when appropriate with community partners
1	Promote HPV vaccination in universities and schools by working with community partners.	Develop vaccination campaigns; develop partnerships with local universities, high schools, and junior highs; provide education; support vaccination services

1	Develop and implement a social marketing campaign to promote immunizations, such as infant well-child visits; childcare and school entry; adolescent well-child visit (6th grade); and seasonal flu.	Conduct research to identify specific target groups for campaign (i.e. pregnant women, mothers of adolescents, etc.), develop marketing campaign working with public information office
PM#	[TACOMA-PIERCE -27] Objectives / Strategies	Action
1	Educate Pierce County providers who use state-supplied vaccine about target vaccines and CHILDP profile through annual visits and provider newsletters.	Use Network Nurses to visit providers at least one time per year. Promote vaccines through quarterly newsletters sent to providers.
1	Provide training opportunities for providers who use state-supplied vaccine.	Inform providers about training opportunities (including CMEs).
1	Provide target vaccines to children through clinics targeting low income areas and areas with high concentrations of children.	Contract with community providers to provide mobile clinics.
1	Promote school based immunization clinics.	Partner with school districts and contracted immunization providers to conduct pilot clinics in schools.
1	Partner with schools to develop and implement model immunization exemption policies that minimize waivers granted for personal reasons.	Meet with school nurses to review model exemption policies and determine necessary steps to implement those policies.
1	Evaluate above objectives/strategies to determine effectiveness of interventions.	Use Epidemiologist to coordinate evaluation plan, data collection and data analysis.
PM#	[THURSTON -28] Objectives / Strategies	Action
1	Monitor baseline (current measures) and periodic improvements in vaccine uptake and utilization of Child Profile	<ul style="list-style-type: none"> ▪ Track vaccine orders through internal VFC order process (weekly) ▪ Track vaccine orders shipped from DOH (weekly) ▪ Track Child Profile reports from DOH (6 months) ▪ Track provider participation in Child Profile (6 months)
1	Improve number of doses of vaccine administered through VFC provider offices.	<ul style="list-style-type: none"> ▪ Provide CME training to improve delivery and uptake of child immunizations ▪ Increase participation in Child Profile ▪ Promote new vaccines through Epi Info ▪ Provide AFIX visits focusing on key vaccines ▪ Provide PSPH Physician Practice Support – [Joyce Linn (360) 493-5795] to promote reimbursements for and management of immunizations and vaccine <ul style="list-style-type: none"> 1. Managers' Forum - consists of about 20 office managers from local medical offices. 2. Billers' Forum - local managers, billers and coders from local medical offices.

1	Improve number of doses of vaccine administered to children through partnerships with the school and childcare systems using our Local Emergency Response system and Medical Reserve Corp.	<ul style="list-style-type: none"> ▪ Kindergarten roundup ▪ Back-to-school ▪ Childcare centers
1	Assure adequate immunizations of children in group childcare centers.	<ul style="list-style-type: none"> ▪ Educate childcare providers on new ACIP recommendations ▪ Review immunization records of licensed childcares to assess new vaccines, and make recommendations for improvements. ▪ Assure that childcare providers know where to refer parents who want these vaccines for their children.
1	Assure adequate immunizations of adolescents receiving services at Family Planning Clinics	Provide information to family planning clinics on how to provide and receive reimbursements for HPV and influenza vaccine for adolescent clients through the VFC program.
1	Enhance utilization of Child Profile by immunizations providers in the community.	<ul style="list-style-type: none"> ▪ Educate providers in better utilization of Child Profile for: <ol style="list-style-type: none"> 1. Reminder recalls 2. Vaccine ordering module 3. Fewer missed opportunities ▪ Demonstrate to school nurses screening for immunizations history on Child Profile ▪ Assist providers in Child Profile data cleanup for their clinic patients
PM#	[WAHAKIACUM -29] Objectives / Strategies	Action
1	Visit every provider in the county that uses state supplied vaccine at least 1x this calendar year to provide education and training on CHILD Profile and recruit / improve their participation.	Increase PHN 0.8 FTE to 1.0 FTE
1	Work with providers to incorporate the use of the reminder / recall portion of CHILD Profile to increase child vaccine timeliness and administration	Contact providers and help them implement reminder/recall activities.
1	Re-establish vaccine recall system through Child Profile	Develop and implement procedure
1	Offer immunizations at WIC Clinic	Continue to review all immunization records of WIC children at time of appointment and offer immunizations at that time
1	Offer immunizations at Family Planning Clinic	Establish and implement procedure for screening and offering immunizations in Family Planning Clinic with emphasis on HPV vaccine
1	Increase community awareness of availability and importance of immunizations including Varicella, Rotovirus, HPV and seasonal influenza	Implement community awareness/ social marketing campaign
PM#	[WALLA-WALLA -30] Objectives / Strategies	Action

1	Increase number of staff to accomplish 5930 Objectives	Hire 1 Health Educator (1 FTE) and dedicate (.2 FTE) RN to 5930
1	Increase client access to WWCHD immunization clinic	Expand clinic immunization hours to 4 pm
1	Increase the number of clients with completed HPV vaccine schedules	Update WWCHD's internal tracking system from manual to electronic
1	Increase capacity for vaccination of available clients at local clinic	Provide 3 Public Health nurses for local clinic's vaccination day on a trial basis
1	Increase uptake of Tdap and HPV vaccine	<ol style="list-style-type: none"> 1. Provide free Tdap and HPV vaccine vouchers to clients of SOS clinic & Heart to Heart 2. Ensure that all Walla Walla High School students have access to Tdap 3. Engage Planned Parenthood in providing HPV vaccine to their clients 4. Approach social and faith based women's groups to determine culturally appropriate education to increase acceptance of HPV vaccine
1	Increase number pediatric influenza vaccinations	Purchase 1000 doses of flu mist vaccine to be administered to children at the annual Flu Shot Roundup
1	Increase number of providers using Child Profile	Facilitate usage of Child Profile by first determining the barriers for those providers not using Child Profile and assisting those who wish
1	Reduce missed opportunities for vaccination	Investigate possibilities for ER policy change to reduce missed opportunities for vaccination
PM#	[WHATCOM -31] Objectives / Strategies	Action
1	<p>Increase linkage to and effective use of Child Profile</p> <ul style="list-style-type: none"> ▪ By December 31, 2008, two provider practices that do not currently use Child Profile or do not upload data on a routine basis will demonstrate improved use of Child Profile (Target: 4 practices) ▪ By December 31, 2009, two additional school districts will have access to Child Profile (Target: Meridian, Mt. Baker, Ferndale, and Lynden) 	<ul style="list-style-type: none"> ▪ Prioritize staff time to work with specific target practices and school districts ▪ Identify and utilize local physicians and provider office staff to serve as Child Profile "champions" with their colleagues ▪ Provide incentives/ supports for providers and school districts getting on Child Profile
1	<p>Increase implementation of effective immunization reminder and recall systems</p> <ul style="list-style-type: none"> ▪ By December 31, 2008, four additional provider groups will use reminder and recall systems that include more than one reminder. (Target: practices with up-to-date immunization rates <80%) 	<ul style="list-style-type: none"> ▪ Increase staff/health officer time spent on provider relations and systems quality improvement ▪ Contract/collaborate with Child Profile staff for setting up recall systems

1	Increase parent knowledge and understanding of immunizations and other communicable disease prevention approaches <ul style="list-style-type: none"> By December 31, 2008, implement at least four activities to increase parent knowledge and understanding (Target: parents of school age children and pregnant mothers/parents of newborns) 	<ul style="list-style-type: none"> Implement immunization marketing/education campaign associated with "Back to School" and school sports physicals Develop and/or distribute educational materials for new parents/parents-to-be focusing on infant immunizations and communicable diseases (child birth classes/post-partum information at hospital)
1	Increase health care provider and school/child care personnel knowledge and understanding of four priority vaccines: pediatric influenza, rotavirus, HPV, and varicella (need for 2nd dose) <ul style="list-style-type: none"> By December 31, 2008, implement at least two activities to increase provider knowledge of priority vaccines. (Target: all pediatric, family practice and Gyn providers) By December 31, 2008, implement at least two activities to increase school and child care health personnel knowledge of priority vaccines (Target: Whatcom school districts, child care centers) 	<ul style="list-style-type: none"> Develop and/or distribute educational materials/ newsletters to providers and school/child care health personnel
PM#	[WHITMAN -32] Objectives / Strategies	Action
1	Yearly site visits to providers to discuss above vaccine usage and determine county immunization rates for above vaccines	Visit 11 sites per year and assess all offices for immunization rates of above vaccines.
1	Increase community awareness about above vaccines	Newspaper advertisements, school newsletters, health fairs, child care/preschool program newsletters, hang flyers
1	Quarterly recognize provider who gives the largest number of above vaccines based on their practice size	Evaluate vaccine usage monthly, offer incentive, use website to recognize and ad in papers
1	Lunch or Dinner with MD, PA, ARNP's to discuss the use of above vaccines by Health Officer, Lunch or Dinner with RN, LPN, MA to discuss use of above vaccines by Health Dept. RN or State Immunization Representative.	Set up date and time for groups to met, use vaccine representatives to provide food, offer written materials, present current immunization rates for state and Eastern Washington
PM#	[YAKIMA -33] Objectives / Strategies	Action
1	Increase the number of doses of new and under-used vaccines administered by VFC Provider offices and clinics.	<ul style="list-style-type: none"> Site visits to all providers. Assess need for specific education/training or consultation by site. Provide training or information on available offerings. Promote new and under used vaccines in bimonthly YHD Bulletin and YHD web site for HCP's.
1	Encourage providers currently enrolled in Child Profile to	<ul style="list-style-type: none"> Contact providers and assist them with implementation.

	incorporate the use of the reminder / recall portion to increase child vaccine timeliness and administration.	<ul style="list-style-type: none"> • Provide demonstrations.
1	Expand number of providers enrolled in Child Profile.	<ul style="list-style-type: none"> • Contact VFC providers not enrolled. • Promote multiple uses of Child Profile. • Arrange for training and data entry of existing records for new enrollees.
1	Assure adequate immunization of children in child care centers and homes.	<ul style="list-style-type: none"> • Train and educate child care providers through YHD STAR classes. • Collaborate with YHD PHN child care consultant to identify home and center providers in need of assistance.
1	Assure adequate immunization of adolescents receiving services @ family planning clinics.	<ul style="list-style-type: none"> • Collaborate with family planning staff to identify barriers in their providing immunizations. • Promote administration of targeted adolescent vaccines such as HPV, Tdap, Meningococcal, and Flu.
1	Develop a community wide education campaign promoting the importance of childhood immunizations.	<ul style="list-style-type: none"> • Collaborate with community partners to develop educational messages and stories. • Utilize print, radio, TV and other advertising venues to reach providers, children, and families.

GRAYS HARBOR – 34 Goal: Improve provider participation in CHILD Profile.

Inputs		Objectives	Outcomes
Resources	Activities		
Public health nurse time to develop tool	Develop tool. Review, revision and approval of final tool.	By 4-30-08 develop a tool to assess each VFC provider's: <ul style="list-style-type: none"> • Current use of CHILD Profile • Current hardware access • Current internet access • Current practices in documenting childhood immunization • Current practices in implementing an immunization recall system • Storage capacity and practices 	Establish a baseline level for provider use of CHILD Profile and readiness for use of CHILD Profile. Establish baseline knowledge and practice of vaccine management, documentation, and reminder/recall.
•Public health nurse time to distribute, facilitate	Distribute to providers.	By 6-30-08 complete collection and analysis of data referenced	

<p>completion, and collect surveys.</p> <ul style="list-style-type: none"> Public health nurse time and expertise to collate and interpret results. 	<p>Collect from providers. Analyze results.</p>	<p>above.</p>	
<p>Public health nurse, supervisor, and manager time.</p>	<p>Prepare report for management, providers, and DOH. Review, revision and approval of report. Distribute report.</p>	<p>By 7-15-08 share results of assessment with DOH immunization program.</p>	
<ul style="list-style-type: none"> Public health nurse and nursing supervisor time to plan and implement training CHILD Profile staff time Funds for event refreshments. Funds for door prize. 	<p>Establish partnership with CHILD Profile. Establish training date. Develop plan and cost proposal for training, submit to management for approval Develop training according to approved plan</p>	<p>By 12-31-08 host a training targeting VFC provider office managers which features a CHILD Profile staff person demonstrating the various utilities of CHILD Profile. Offer a PC as a door prize</p>	<p>Increase provider knowledge of CHILD Profile utility.</p>
<ul style="list-style-type: none"> Public health nurse time. Provider time and cooperation. Expertise in facilitating CHILD Profile use. Assistance from CHILD Profile and/or DOH to address technical issues for data export as appropriate. 	<p>Visit six provider sites that were represented at CHILD Profile training. Assess individual situation and readiness. Provider training, technical assistance, and encouragement in implementing or increasing scope of use of CHILD Profile.</p>	<p>By 12-31-08, provide individualized follow-up with 6 VFC provider sites to increase utilization of CHILD Profile.</p>	<p>Increase provider perception that CHILD Profile is a useful tool for their practice.</p>

Goal: Identify provider-specific baseline levels of vaccine coverage by antigen via AFIX for all contracted VFC providers.

Inputs			
Resources	Activities	Objectives	Outcomes

<p>Public health nurse, supervisor, and manager time to develop proposal</p>	<p>Identify reasonable incentives using results from provider survey.</p> <p>Develop a proposal, including projected costs, for an incentive program for providers for the remainder of 2008.</p> <p>Submit proposal to management for approval.</p> <p>Develop plan from approved proposal and implement.</p>	<p>By 4-30-08 develop a proposal for the use of incentives in improving immunization rates and present to Department management for review.</p>	<p>Increased provider acceptance of CoCasa/AFIX assessment activity.</p>
<ul style="list-style-type: none"> • Education and evaluation manager time to assess current hardware. • Management time to evaluate proposal and develop an upgrade plan • Funds to support appropriate upgrades 	<p>Assess current hardware.</p> <p>Propose upgrades to meet current business needs.</p> <p>Submit to management for consideration.</p>	<p>By 4-30-08, develop a plan to improve access to adequate computer hardware for primary immunization-outreach staff.</p>	<p>Increased organization and efficiency in data collection, analysis, and storage for CoCasa assessments in the field.</p>
<p>Public health nurse time to schedule, prepare for, and execute visits. Expertise in CoCasa assessment. Provider office staff time</p>	<p>Schedule visits. Complete visits.</p>	<p>By 12-31-08 complete a CoCasa assessment for at least 6 VFC providers.</p>	<p>Establish immunization coverage rates for at least 6 providers.</p>

Goal: Increase provider awareness of underused vaccines (particularly in the arena of adult vaccines and reimbursement rates)

Inputs			
Resources	Activities	Objectives	Outcomes

<ul style="list-style-type: none"> Public health nurse and nursing supervisor time to plan and execute training. Education time and assistance with offering CMEs. Hospital assistance/partnership in offering CMEs. Health officer time and influence to recruit attendees. 	<ul style="list-style-type: none"> Establish training date. Explore providing CMEs and/or CNEs with health education staff. Develop plan and cost proposal for training, submit to management for approval Develop training according to approved plan Specifically target health care provider level – utilize health officer access to providers to recruit and remind providers to attend. 	<p>By 7-31-08 offer an in-service targeted to providers regarding reduction of missed opportunities for immunization, including adolescent immunizations. Target: minimum of 80% provider offices attending.</p>	<p>Improve provider understanding of true contraindications to vaccination; decrease missed opportunities; increase immunization coverage.</p> <p>Improve provider skill in incorporating routine adolescent immunization into adolescent health visits for illness and wellness.</p>
<ul style="list-style-type: none"> Public health nurse time to completed assessments and provider feedback. Public health nurse expertise in CoCasa assessment and the AFIX system.. 	<p>Complete CoCasa assessment.</p> <p>Provider feedback and recommendations for improvement.</p>	<p>By 12-31-08 provide feedback using the AFIX system to 6 VFC providers.</p>	<p>Improve provider understanding of true contraindications to vaccination; decrease missed opportunities; increase immunization coverage.</p>
<p>Public health nurse, supervisor, and manager time.</p> <p>Expert speaker in billing immunization services.</p>	<p>Establish partnership with Sanofi-pastuer.</p> <p>Establish training date.</p> <p>Develop plan and cost proposal for training, submit to management for approval</p> <p>Develop training according to approved plan</p>	<p>By 12-31-08 provide an in-service for office managers regarding maximizing reimbursement for immunizations, including immunization of adults</p>	<p>Improved office manager skill in billing immunization services to maximize revenue.</p> <p>Increased provider willingness to provide immunizations, including adult immunizations.</p>

Goal: Partner with schools to improve immunization awareness and uptake.

Inputs	
Resources	Activities
<ul style="list-style-type: none"> Public health nurse time and 	Contact school nurses and establish

Objectives
By 6-15-08 meet with school

Outcomes
Increased parent

<p>expertise in meeting facilitation</p> <ul style="list-style-type: none"> • School nurse time and expertise • Collaboration of school administration 	<p>meeting date.</p> <p>Facilitate meeting.</p> <p>Explore the utility of regular (quarterly) meetings convened by public health with the school nurse group</p> <p>Report to supervisor/manager.</p> <p>Plan for outreach at school events as agreed with school nurses.</p>	<p>nurses representing at least 3 districts to explore collaborating at conferences, open houses, orientations, etc to promote age-appropriate and optimal immunization.</p>	<p>knowledge about immunization recommendations and how to access immunization services locally.</p>
<ul style="list-style-type: none"> • Public health nurse time and expertise in planning and executing a group immunization clinic • Participation from sponsoring school districts and health care providers. 	<ul style="list-style-type: none"> • Contact athletic directors and coaches from local school districts • Propose that immunization services be offered on-site during sponsored sports physicals events. <p>Work with participating providers and other stakeholders to be present during sports physicals to provide all recommended adolescent vaccines.</p>	<p>By 6-15-08, develop a plan in collaboration with athletic directors and/or coaches from at least 3 school districts to offer adolescent immunization services on-site during sports physicals.</p> <p>By 8-31-08, deliver appropriate vaccines to adolescents via at least 3 sports physical events.</p>	<p>Increased number of doses of Tdap, varicella, and HPV vaccines administered to adolescents according to current recommendations.</p>

Goal: Increase awareness of the need for adolescent vaccination among parents

Inputs		Objectives	Outcomes
Resources	Activities		

<ul style="list-style-type: none"> Public health nurse, supervisor, and manager time Public information capacity Collaboration with local newspapers and radio stations 	<ul style="list-style-type: none"> Brainstorm list of appropriate times to highlight immunization in departmental public information activities. Consider targeting events such as back to school, national infant immunization week, etc for attention. Recommend optimal ways to communicate information about immunization-related events 	<p>By 5-31-08 develop a specific communications plan to promote immunizations throughout the remainder of 2008 and submit for inclusion in the Department's overall communications plan</p>	<p>Increased public awareness of the importance of immunizations for infants, children, adolescents, and adults.</p> <p>Increased public awareness of how to access immunization services locally.</p>
<p>Public health nurse time School nurse time and collaboration</p>	<p>Contact school nurses and request materials Explain purpose and request suggestions and assistance</p>	<p>By 6-15-08 assess what materials school nurses are using to communicate with parents about immunization requirements.</p>	<p>Increased frequency and accuracy of information to parents of school-age children regarding recommended vaccines for their child.</p>
<p>Public health nurse time School nurse time and collaboration School district approval</p>	<p>Procure materials Provide to school nurses with a recommendation for use</p>	<p>By 9-30-08 identify and procure materials to provide to school nurses for use in communicating with parents about adolescent immunizations requirements and recommendations.</p>	<p>Decreased confusion among parents about vaccinations recommended for their child.</p> <p>Increased perceived need for vaccination services among parents.</p>

North East Tri-35 PERFORMANCE MEASURE #1: Increase the uptake of new and underutilized child and adolescent vaccines

I. Annual visits to immunization providers

- A. Health care providers and hospitals
 - B. Education regarding vaccines, epidemiological books, good thermometers
 - C. Specific education regarding varicella and HPV
- II. Increase use of child flu vaccine
- A. Educate health care providers
 - B. Educate the public
 - C. Develop educational materials
- III. Reduce exemption rates in schools and childcare centers
- A. Review use of exemption category statistics (OSPI or DOH)
 - B. Work with school nurses and childcare providers to reduce the use of the exemption category
- IV. Child Profile
- A. Train staff to be power user of Child Profile
 - B. Determine number of health care providers currently using Child Profile
 - C. Encourage through contact and site visits the use of Child Profile
 - 1. Demonstrate the multiple uses of Child Profile
 - 2. Assist providers to sign up for Child Profile
 - 3. Assist in training providers and staff in the use of Child Profile
- V. Assess immunization status of clients and determine why they're underimmunized if they are
- A. Pull immunization records from Child Profile prior to a client visit
 - B. If underimmunized, discuss why with parent or guardian
 - C. Educate parents or guardian as to importance of immunizations
- VI. Conduct focus groups regarding immunizations
- VII. Newsletter (immunization and communicable disease)
- A. Content: all will send articles, information, etc. to single source
 - B. Production: will be produced quarterly for distribution to health care providers, hospitals
 - C. Distribution: finished newsletter will be mailed out quarterly to health care providers, hospitals
- VIII. Telehealth
- A. Set up telehealth system for staff and provider education sessions
- IX. Website development
- A. Credible source links
 - B. Immunization schedules
 - C. School and daycare entry requirements

- D. VIS
- E. Articles

- X. Immunization Action Coalition
 - A. CH supervisors and CH Director go to coalition meeting in Spokane to observe
 - B. Host two coalition meetings per year