

## Immunization Education Campaign

### INFLUENZA IMMUNIZATION FOR PREGNANT WOMEN

How can your organization use its circles of influence to increase the effectiveness for this education campaign?

Organization	Actions to Increase Campaign Effectiveness
Texas Children's Hospital	<ol style="list-style-type: none"> <li>1. Use the new women's pavilion to educate moms</li> <li>2. Get into prenatal classes</li> <li>3. Include immunization as part of discharge</li> <li>4. Canvass post-partum units with campaign</li> </ol>
Hospitals	<ol style="list-style-type: none"> <li>1. Educate providers (ER also) of need during pregnancy</li> </ol>
LHD	<ol style="list-style-type: none"> <li>1. Contact Ob/Gyns in jurisdiction</li> <li>2. Needs to come from ACOG or ACIP to get buy-in; or studies supporting flu immunization for pregnant women- not totally comfortable with this campaign.</li> </ol>
HHSD/VFC	<ol style="list-style-type: none"> <li>1. Provide education materials targeted to pregnant women so that they will ask about a flu shot</li> </ol>
TOMA	<ol style="list-style-type: none"> <li>1. Add message to monthly newsletter</li> <li>2. Provide lectures at professional conferences (PCP, FP) including PTAs, PTOs, WIC.</li> <li>3. Focus on OB and NP</li> </ol>
WIC	<ol style="list-style-type: none"> <li>1. Provide information and referrals</li> <li>2. Screen and inform pregnant mothers</li> </ol>
DSHS	<ol style="list-style-type: none"> <li>1. Provide education materials for doctor's offices</li> <li>2. Survey further and possibly enter zip to find a provider like flu finder</li> <li>3. Survey: where do you get your immunization information?</li> <li>4. ImmTrac can push adults and children but miss young adults; so push lifetime registry</li> </ol>
Public Health Districts	<ol style="list-style-type: none"> <li>1. Educate through TALHO (82%)</li> <li>2. And local health depts.</li> <li>3. Have Lupe come to present the campaign details</li> <li>4. Have an "Immunization Day" in larger population areas at doctor's office or LHD</li> </ol>
FQHC	<ol style="list-style-type: none"> <li>1. Work with midwives</li> <li>2. develop talking points for medical assistants working with pregnant women</li> <li>3. Get \$5 coupon vaccine reward</li> <li>4. Target near term, post partum</li> </ol>
El Paso Immunization	<ol style="list-style-type: none"> <li>1. Learn more about the campaign; endorse and advocate it with peers, families, etc.</li> </ol>
Fort Bend County	<ol style="list-style-type: none"> <li>1. Family practice physicians need information               <ol style="list-style-type: none"> <li>a. Primary care for grandparents</li> <li>b. Needs for special consent</li> <li>c. Letter from ObGyn telling that they need it</li> </ol> </li> <li>2. Redi-Clinics will bill Medicaid for it; what is Medicare coverage?</li> <li>3. Educate VFC providers; good, solid partnerships</li> </ol>

Tarrant County	1. Need more education because of fears of immunization in pregnancy
San Antonio	2. Promote to Ob/GYn through the Bexar County Medical Society
MedImmune	1. Distribute print materials after July 31 end date (and in flu vaccine season)
GSK	1. Address funding & reimbursement that prevents buy-in by TISWG members 2. 40 reps and 8 account managers are education providers through education pieces and programs
Sanofi Pasteur	1. Layer on top of other vaccines 2. Encourage local health departments to participate
Manufacturers	1. Referrals on line
Health Plan Association	1. Provider pharmacy partnership for local referrals 2. Community OB/Gyn education and audits
Texas Pharmacy Association	1. Pharmacists point mom to primary care doctor