

Developing Sustainable Partnerships Between State Health Departments and Ob-gyn Practices: Lessons Learned

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Overview of Presentation

- Background Information
- Developing Partnerships in ACOG District V
- Lessons Learned from Partnership Building
- Moving Forward to Expand Lessons Learned

About the American College of Obstetricians and Gynecologists (The College)

- The College represents over 56,000 members, representing over 95% of board certified obstetrician-gynecologists.
- CDC's adult and adolescent immunization schedules are given to the College annually for review and endorsement.
- Fellows are strongly encouraged to recommend and to offer immunizations within hospitals and office based practices.

Opportunities for Partnership

- Many women see their ob-gyn as their primary care provider, reinforcing the need to receive immunizations from their ob-gyn. Ob-gyns indicate that they would like their practices to have additional education and local resources they could contact on immunization.
- State Health Department (SHD) Immunization Programs are developing programs to reach adolescents and adults; SHDs are creating and expanding resources to reach adolescent and adult providers.

Project Goals

- To create and expand ob-gyn office-based immunization programs in ACOG District V (IN, KY, OH, MI)
- To increase the types and doses of immunizations given in ob-gyn practices
- To build sustainable partnerships between each ob-gyn office and its respective state health department (SHD) immunization program

Benefits of Partnership to Ob-gyn Practices

- Provides ob-gyn practices with a state contact
- Offers comprehensive immunization trainings for staff
- Assists practices in Vaccine for Children (VFC) program enrollment
- Encourages practices to participate in state immunization registry (Ohio, Indiana, Michigan)

Project Methodology

- Recruited total of 60 ob-gyn practices, 15 selected from each state (IN, KY, MI, OH)
- Each practice received a one hour on-site training, given by the SHD and College program staff
- Each practice received a set of core immunization materials; materials jointly developed by SHD and program staff
- Each practice received contact information for SHD Immunization Program staff

Tracking Project Impact

- Prior to training, a pre-test was administered to the sixty practices to assess current immunization practice
- Three months following pre-test, a post-test was administered to see to what extent practices made improvements to their office -based immunization programs

Training Materials

SHD and College staff selected the following materials for onsite trainings

- Temperature Logs
- Do Not Unplug! Signs
- Immunization Schedules for Adults, Adolescents and the adolescent catch-up schedule
- Vaccine Administration
- Handouts on Proper Vaccine Storage and Handling
- Vaccine Information Statements (and why they must be given)
- Standing Orders
- Laminated Coding Card
- College Committee Opinions concerning vaccination including CO 468 Influenza Vaccination During Pregnancy
- Vaccines for Children (VFC) information, including enrollment forms
- CDC Vaccine Price List with ordering contact information

Additional Immunization Resource

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.immunizationforwomen.org/>. The browser's address bar shows the URL, and the page title is "Immunization for Women | Home". The website header features the logo of The American College of Obstetricians and Gynecologists (ACOG) on the left, the title "Immunization for Women" in large blue text, and the subtitle "Immunization Information for Ob-Gyns and Their Patients" in smaller blue text. Below the subtitle is the text "The American College of Obstetricians and Gynecologists". To the right of the header is a search bar with the text "Search by keyword" and a "Search" button. The main navigation menu includes links for "ABOUT US", "IMMUNIZATION FACTS", "PRACTICE MANAGEMENT", "VACCINE SAFETY", "NEWS & MEDIA", "RESOURCES", and "FAQS". The main content area has a heading "What's New on Immunizing Women" and a sub-heading "Check this section for the latest updates and advisories on immunizations for adult and adolescent women, including pregnant and breastfeeding women." Below this is a red warning icon and a text box stating "CDC issued [updated recommendations for Obstetric Health Care Providers](#) for seasonal influenza (flu)". A "Read More" link is positioned below the text box. To the right of the text box is a photograph of a doctor in a white coat examining a pregnant woman in a blue shirt. Below the main content area are three purple buttons: "Seasonal Influenza (Flu)", "Pregnancy", and "Adults & Adolescents". Each button has a corresponding icon (a caduceus, a pregnant woman, and a family icon, respectively). Below each button are two tabs: "OB-GYNS" and "PATIENTS". The "Seasonal Influenza (Flu)" button has the text "The College and ACIP recommend that" below it. The "Pregnancy" button has the text "Talk to your patients who are pregnant" below it. The "Adults & Adolescents" button has the text "Talk to all of your patients about the" below it. The browser's status bar at the bottom shows "Internet" and "100%".

www.immunizationforwomen.org

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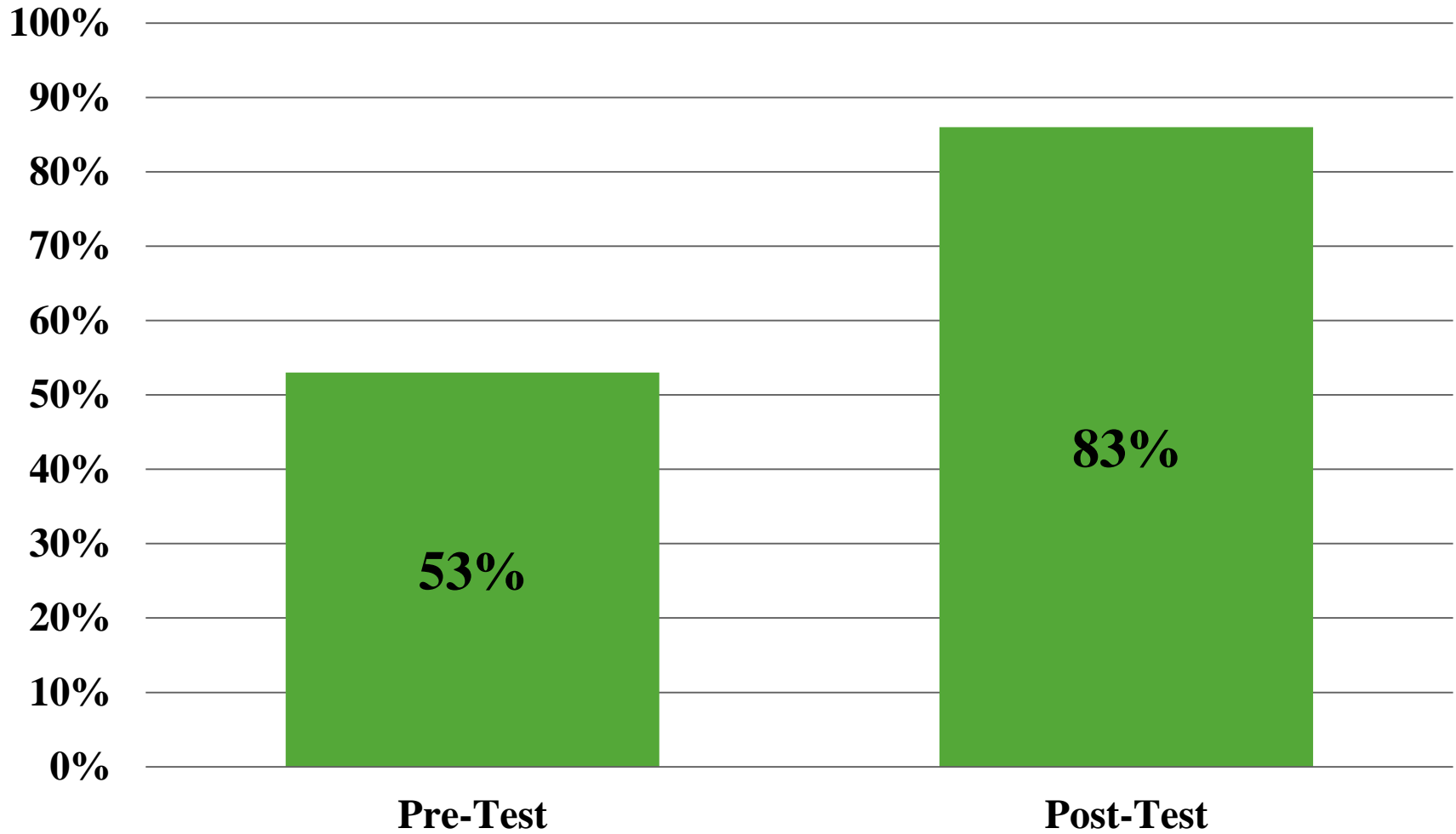


Results from Post-Test

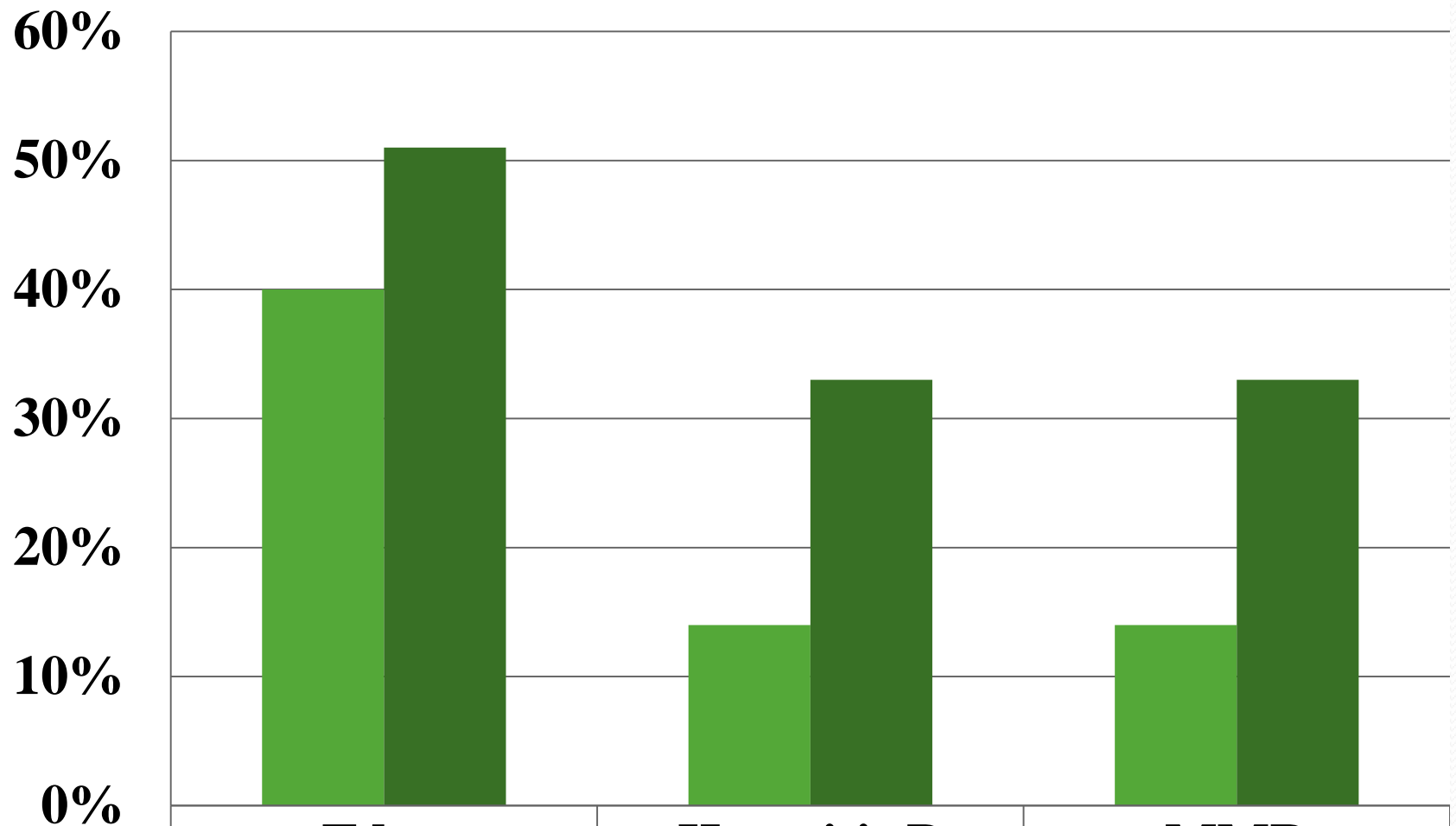
97% of participants responded to the post-test survey



- 29% of practices report they have increased vaccine doses from their pre-test rate.
- 48% of practices from IN, MI and OH are now participating in the state immunization registry; an additional 12% are interested in enrolling.
- 83% report they now have the name of a SHD contact person they can reach with questions about immunizations, an increase from 48% at the time of the pre-test.

Percent of Practices with an Immunization Coordinator



Increases in Type of Immunization



 Pre-Test	40%	14%	14%
 Post-Test	51%	33%	33%

Lessons Learned: Need for Endorsements

- It was important for ob-gyn practices to know that College national and district leadership supports immunizations; this motivated practice sites to model what the College was promoting.
- It was beneficial that the ob-gyn encouraged all practice staff to attend the training.

Lessons Learned: Importance of Practices Designating an Immunization Coordinator

- It was important for the practices to designate an immunization coordinator who would be the immunization point person for the practice.
- This person would also serve as a contact for SHD staff for follow-up trainings.

Lessons Learned: Ob-gyn Practices want state-specific immunization data

- Providing ob-gyn practices with state-specific immunization data helped motivate staff to discuss immunization with patients.

Benefits to SHDs and Ob-gyns of Continued Collaboration

- As immunization programs for adolescent and adult women continue to evolve, it is important for SHDs and the College to work together to effectively reach ob-gyn practices with up-to-date immunization information.
- Ob-gyn practices report that these trainings were beneficial and encouraged staff to promote immunizations within their practices.

Expanding Partnerships

- The College sent a 9 piece mailing to over 33,000 ob-gyns in active practice, encouraging Tdap Vaccination. These materials include a physician script, patient FAQs on Tdap Vaccination and patient FAQs on Vaccine Safety
- The College hopes to continue to create additional partnerships with SHD immunization programs and coalitions.

Conclusion

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- Indiana State Department of Health
- Kentucky Department for Public Health- Cabinet for Health and Family Services
- Michigan Department of Community Health
- Ohio Health Department

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