Tdap Promotion Initiative for Daycares

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Metro Omaha Immunization Task Force

- Metro Omaha represents Douglas, Sarpy, Cass, Dodge and Washington counties in Nebraska and Pottawattamie County in Iowa.

- Volunteers interested in the promotion of universal vaccination across the life span
  - Public health departments
  - Public school nursing
  - NE Chapter of AAP
  - Physicians
  - MOMS
  - Universities
  - Pharmacy and Nursing
  - Major area hospitals
  - Industry partners
  - Community health centers
  - Walgreens
  - Insurance companies

- Limited resources with no financial support from either State Health Departments
Pertussis Prevalence

- In 2010
  - 27,550 cases reported
  - Many more go unreported (90%)

- According to MMWR week ending May 5, 2012
  - 8,159 provisional cases of pertussis in 2012
    - 19 cases in Nebraska

- Primary goal of pertussis outbreak control efforts is to decrease morbidity and mortality among infants

- Secondary goal is to decrease morbidity among persons of all ages
The Metro Omaha Immunization Task Force identified a need to promote pertussis vaccination.

Focused limited resources to those with infant contact.

Targeted daycare facilities:
- Providers
- Parents
- Older siblings
Objectives of the Initiative

1. To increase awareness of the need for pertussis vaccination for individuals in close proximity to infants

2. To develop an education campaign with limited resources

3. To target a population that could benefit from educational efforts
The strategy of vaccinating those in contact with high-risk populations to reduce the risk of transmissions.

Cocooning for pertussis has been recommended by ACIP since 2005.

- Likely provides indirect protection to infants.

Cocooning programs have achieved moderate postpartum coverage among mothers.

- Limited success in vaccinating fathers or other close contacts.

Programmatic challenges make implementation of cocooning programs complex and also impede program expansion and sustainability.
ACIP recommends that adolescents and adults who have or anticipate having close contact with an infant aged <12 months should receive a single dose of Tdap to protect against pertussis if they have not previously received Tdap.

- Parents
- Siblings
- Grandparents
- Child-care providers
- Health-care personnel

Ideally, these adolescents and adults should receive Tdap at least 2 weeks before beginning close contact with the infant.
Child Care in Nebraska

- 4,110 licensed child care facilities in Nebraska
  - 1,521 in six counties represented by Omaha Metro ITF

- Capacity for 117,564 children across Nebraska
  - 59,126 in six counties represented

- 217,087 families in Nebraska with children
  - 110,466 children < 6 yo potentially needing child care

- 43% of requests for child care are infant/toddlers

- 5,450 child care workers
  - Average annual income $18,470
Medical Requirements for Licensing

**Child Medical Requirements**
- Age-appropriate immunizations are required, including hepatitis B
- Screening for blood lead levels is not required
- Must have parental permission to administer medications

**Staff Medical Requirements**
- Medical exam is required
- TB test is not required
- AIDS test is not required
- No immunizations requirements
- Drug and alcohol tests are not required
Exempt from Licensing

- Care provided in the child’s home or by relatives
- Facilities providing irregular child care
- Care provided without cost or compensation
- Care for fewer than four children
- Care under federal or Native American jurisdiction
Child Care

- Important settings for transmission of a wide-range of infectious diseases in the community
- Immunizations of children attending group child care has been identified as an important means of reducing risk of specific diseases in this setting
- The size and vulnerability of this workforce are a potential problem for public health
- Outbreaks of pertussis may occur due to the waning of vaccine-induced immunity or due to under- or unimmunized persons
Description of Initiative

- The Task Force assembled packets for daycares

- Packets contained
  - Brief informational letters
  - Dear Day Care Provider
  - Dear Parent or Guardian
  - Unprotected person story
  - Informational brochures
  - Survey postcard
Dear Day Care Provider or Parent/Guardian

- Description of pertussis and introduction to prevalence
- Encouraging parents, guardians and staff to talk to healthcare provider about Tdap vaccine for themselves, teenagers and any other adults in their extended family – protect families and babies
- Prevalence graph
- Who, What and Where for Tdap
  - Pharmacies
  - Public health departments
  - Community health centers
Dear Provider or Parent Backside

- Unprotected story of NelynBaker
- Mother contracted pertussis two weeks before birth
- Nelyn died at just 18 days old
- More information about pertussis
  - What it is
  - How it is contracted
  - Statistics on prevalence
  - Vaccine information
Description of Initiative

- Sent to all licensed daycares throughout the six Nebraska/Iowa counties represented
  - Contact information obtained from DHHS

- Mailed to 1,516 facilities
  - 9 were returned as unable to deliver

- Survey response postcard
  - Ability to request additional Tdap informational packets for an unlimited number of families
  - *Also given permission to freely copy provided materials
Postcard Survey

Please return this post card by 10/1/11, even if you do not want materials

1. How many families are in your daycare? Total _____
   – Have a child less than 1 year old ______
   – Expecting a new baby ______

2. How many families in your daycare have teens in their household? _____

3. How many parent packets do you want us to send you for your families? ___

4. Do you - □ Encourage □ Require □ Have not addressed
   – The recommended Tdap vaccine for you and your staff

5. Will you - □ Encourage □ Require □ Won’t address
   – The recommended Tdap vaccine for you and your staff
Funding

- A volunteer Task Force member arranged for assembly of the packets in a local sheltered workshop, and mailed packets to the daycares
  - The ITF made a donation to the workshop in appreciation of their work

- The Tdap campaign was also supported by an area organization that helped contribute to copying, printing and mailing costs of packets

- The Task Force industry partners assisted by providing educational pamphlets included in the mailing
Budget

- Printing Costs for Tdap and Backpack Campaigns
  - $1,613.80

- Envelopes for Tdap Campaign
  - $179.80

- Postage expense for Tdap Campaign
  - $825.65

- Gift to sheltered workshop
  - $250.00
Survey postcards returned by 64 daycare facilities
- Collectively serve 1479 families
- 489 had children younger than one, teenagers and/or an expectant mother

In response to the informational packets
- 74% indicated they would encourage Tdap vaccine for staff
- 17% indicated they will require Tdap vaccination of staff
- 3% will not address Tdap vaccine with staff
- 6% did not respond

Additional 1200 parent information packets requested
1. How many families are in your daycare? Total 1479
   - Have a child less than 1 year old 215
   - Expecting a new baby 72

2. How many families in your daycare have teens in their household? 202

3. How many parent packets do you want us to send you for your families? 1200

4. Do you - 37 Encourage 10 Require 12 Have not addressed 5 NR
   - The recommended Tdap vaccine for you and your staff

5. Will you - 47 Encourage 11 Require 2 Won’t address 4 NR
   - The recommended Tdap vaccine for you and your staff
Outcomes

• A large scale campaign can be successful when people are committed to the cause and the work load is shared by many.

• This was an effective educational campaign to increase Tdap vaccine awareness and promotion for individuals in close proximity to infants.

• This campaign was successful because of the dedication of Task Force members, the local community, and pharmaceutical industry partners.
Future Directions

- Sent packets to daycares again in 2012
- Possibilities of getting vaccine to the facilities
  - AmeriCares® G.I.F.T. Program – 200 doses to underserved daycare providers
- Increase education of child care providers
  - Midwest Child Care Association
- Various health fair events for child care providers and new parents
References

- Centers for Disease Control and Prevention
  - www.cdc.gov

- Immunization Action Coalition
  - www.immunize.org

- Nebraska Department of Health and Human Services
  - http://dhhs.ne.gov/publichealth/Pages/crl_childcarecccccc.aspx

- Morbidity and Mortality Weekly Report
  - http://www.cdc.gov/mmwr/PDF/wk/mm6118md.pdf
Questions

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