Growing Pains: Moving Beyond the Printed AIM Provider Tool Kit and into the Electronic Age

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Learning Objectives

- Participants of this session will be able to:
  - Identify the steps taken by the Alliance for Immunization in Michigan (AIM) Coalition to adapt to the:
    - Changing needs of the AIM kit users
    - Climate of continually changing immunization recommendations
  - Learn about the successes and barriers in:
    - Re-branding the AIM Coalition
    - Making the AIM website more technologically savvy and user-friendly
AIM Background

- 1994 - Michigan had the lowest immunization rates in the nation
- In response, a partnership of public and private sector organizations was formed to focus on childhood immunization issues in Michigan
- Initial focus - provider education
  - Reduce missed opportunities to immunize
  - Increase childhood immunization rates
  - Integrated into what became known as the AIM Provider Tool Kit
- Southeast Michigan – now has a statewide presence
Mission and Goals of AIM

Mission:
- To promote immunizations across the lifespan through a coalition of health care professionals and agencies

Goals:
- Raise immunization rates of children, adolescents, and adults
- Promote use of the Michigan Care Improvement Registry (MCIR)
- Increase health care providers’ knowledge of immunization schedules
- Increase the general public’s awareness of immunization schedules
- Recognize high-achieving immunization champions throughout Michigan
  - AIM Outstanding Achievement Award
AIM Membership

- State and Local Health Departments
- Hospitals and Health Systems
- Health Care Associations
- Health Plans
- State Registry Representatives (MCIR)
- Community Vaccinators
- Pharmacies
- Colleges and Universities
- Vaccine Manufacturers
What is the AIM Provider Tool Kit?

- A comprehensive resource for:
  - Immunization management
  - Parent and consumer education
  - Reliable vaccine information sources
  - Up-to-date immunization materials for health care providers
- Used as a teaching tool for provider offices
- Offers continuing education credits for nurses and pharmacists
Evolution of the AIM Provider Tool Kit
Evolution of the AIM Provider Tool Kit

- 2012 re-evaluation of the current kit
  - Often outdated by the time it gets to providers
  - World we live in is becoming increasingly dependent upon electronic forms of communication
  - Can no longer rely on only printed materials to share the latest and most up-to-date information
  - Transient nature of vaccines and immunizations
2014 Survey of Kit Users

Purpose

- To determine usefulness of current printed kit and website and willingness to move to web-only kit in the future

Distribution via e-mail

- MDCH listserv, past kit users

483 responses!

- “Take the AIM Tool Kit Survey for a Chance to Win a $25 Amazon Gift Card!”
Survey Results

- 86% (n=414) have a printed AIM kit in their office/at their work site
- 1/3 use the kit at least weekly; 1/2 at least monthly

How often are the materials in the printed AIM kit used in your office?

- 26% Daily
- 21% Weekly
- 19% Monthly
- 16% Quarterly
- 13% Annually
- 5% Never
- 13% Never
Select the top TWO most useful resources: (n=320)

- Colored immz schedules: 71%
- Patient educational resources: 40%
- Storage & handling resources: 33%
- Immz admin resources: 30%
- Awareness raising posters: 28%
- Immz resources (brochures, websites): 23%
AIM Website Access/Use

How often have you accessed the AIM kit website: www.aimtoolkit.org?

- Daily: 2%
- Weekly: 4%
- Monthly: 10%
- Quarterly: 17%
- Annually: 32%
- Never: 36%
Usefulness & Future of Website

- 94% (n=261/279) find the information on the current AIM website very or somewhat useful; 6% neutral

- The BIG question: If the printed AIM kit were to be eliminated in 2015, would the resources available at www.aimtoolkit.org be sufficient for your needs?
  - 83% (n=235) said yes; 201 skipped the question

- Of the 47 people (17%) that said no:
  - 45 have a printed AIM kit in their office
  - All have access to the internet at work
  - All but one can download and print at work
  - 22 access the website often (weekly or monthly)
  - 43 find the information on the AIM website very or somewhat useful
Comments

- Three frequent themes:
  - Ease of use
  - Monetary issues
  - Access

- “Without the printed resource, how would I know what I need?”
Existing Website: www.aimtoolkit.org
Existing Website: www.aimtoolkit.org

Vaccine & Immunization Topics

- Schedules
  - Childhood: Birth-6 yrs
  - Catch Up: 4 mos - 18 yrs
  - Adolescent: 7-18 yrs
  - Adult: 19 yrs and older

- Vaccine Information Statements
  - VIS Sheets by the CDC to explain benefits & risk of a vaccine

- Vaccine Administration
  - Child and teen records
  - Adult records
  - Injectable Vaccine Admin.
    - Children · Adolescents · Adults

- After the Shots
  - What to do if child has discomfort.

- Screening Questionnaire
  - Children & Teens
  - Adults

- Summary of Recommendations
  - Children: Birth - 18 yrs
  - Adults

- MDCH Quick Looks
  - Handouts designed for healthcare providers

- AIM Outstanding Achievement Award Winners
  - 2010 Award Winners

Toolkit Highlights

... additional highlights

Order

How to order an AIM Toolkit

News

- Pertussis (Whooping Cough)
- Information in Michigan

Health Officials Urge Measles Protection

Key Facts About Measles

AIM Member Receives National Nursing Award

FluZone Vaccine Safety

Education

- MDCH 2011 Fall Regional Immunization Conferences
- CDC offers free immunization education and training courses
- Nursing Continuing Education Information
- Pharmacist Continuing Education Information

Support

Help support AIMToolKit.org by putting one of our web buttons on your website.
New Website:  www.aimtoolkit.org
Schedules

Schedules for Health Care Professionals

Each year, the Advisory Committee on Immunization Practices (ACIP) publishes immunization schedules for children and adolescents ages birth through 18 years and adults 19 years of age and older.

- Birth-18 Years & "Catch-up" Immunization Schedules
- Adult Immunization Schedules
- ACIP Vaccine Recommendations
- Summary of Recommendations for Childhood and Adolescent Immunizations
- Summary of Recommendations for Adult Immunization
- Immunization of Health Care Personnel: Recommendations of the Advisory Committee on Immunization Practices
- Health Care Personnel Vaccination Recommendations (IAC Flyer)
- Vaccinations for Pregnant Women

Parent and Patient Friendly Schedules

These schedules list the age or age range when each vaccine or series of shots is recommended. If your child (birth through 6 years old) or adolescent (age 7 through 18 years old) has missed any shots, review the catch-up schedule AND check with their health care provider about getting back on track. Don’t forget that adults need vaccines to stay healthy, too. Talk to your health care provider about vaccines you need based on age, lifestyle, high-risk conditions, travel, and previous immunizations.

- Immunization Schedules for Infants and Children in Easy-to-read Formats
- Immunization Schedules for Preteens and Teens in Easy-to-read Formats
- Immunization Schedules for Adults in Easy-to-read Formats
- Keys to Prevention – Immunize Your Patients On Time Every Time
- How Does Your Teen Stack Up Vaccine Poster & Flyer for Parents
- Make the Call Pre-teen and Teen Vaccine Flyer
Vaccine Administration

Appropriate vaccine administration is a critical component of a successful immunization program. The information on this page is organized into the six steps of the immunization process: assess the immunization record; check the current recommended schedule; ask the screening questions; educate the patient and family; administer all recommended vaccines; and document what you have done.

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Vaccine safety is a prime concern for the public, vaccine manufacturers, and immunization providers. All vaccines are carefully tested before being given to healthy people, as well as those with certain medical conditions, in accordance with the highest standards of safety. Each and every vaccine must meet strict U.S. Food and Drug Administration (FDA) guidelines before approval for use. Even though the FDA requires extensive testing before its approval, monitoring after licensure, immunization providers still play a key role in helping to ensure the safety and efficacy of vaccines. Immunization providers ensure the safety of vaccines through proper vaccine storage and administration, observation of precautions, and contraindications, management of vaccine side effects, reporting of suspected side effects to the Vaccine Adverse Event Reporting System (VAERS), and educating patients and parents about vaccine benefits and risks.

Vaccine Safety for Health Care Personnel

- Communicating with Vaccine-Hesitant Parents
- AIIM Endorsement of ACP Schedules
- Food and Drug Administration
- CDC
- Communicating with Parents About Vaccines
- Vaccine Safety: Responding to Parents Top 10 Concerns
- CDC
- Responding to Concerns About Vaccines
- Alternative Vaccine Locations: Helping Parents Improve
- FDA
- Facts About Polio
- The Problem with HPV: Alternative Vaccine Schedules
- Talking With Parents About Vaccine Safety
- Vaccine Safety Information from CDC
- Vaccine Safety: Information from AIIM
- Resources for Health Care Personnel
- Vaccine Adverse Event Reporting System (VAERS)
- Vaccine Adverse Event Reporting System (VAERS)
- National Vaccine Injury Compensation Program (IVCP)
- CDC
- Vaccine Safety Resources
- Helping With the Pain of Vaccines
- Thrombosis in Vaccines Table
- Latest in Vaccine Regulating Table
- Vaccine Outbreak and Media Summary

Vaccine Safety for Individuals and Families

- General Information
- Vaccine Safety Information from CDC
- Dear Answers & Smart Advice About Your Baby’s Vaccines
- The Journey of Your Child’s Vaccine
- If You Choose Not To Vaccinate Your Child, Understand the Risks and Responsibilities
- Personal Belief Exemptions for Vaccination: People at Risk
- Vaccine Safety: What’s New
- FAQ on Vaccine Safety (AIIM)
- Evaluating Vaccine Information on the Internet
- Ten Reasons to Protect Your Child by Vaccinating

[Links and resources related to vaccine safety for health care personnel and families]

“POLIO is only a plane ride away from the UNITED STATES”

Walter Orenstein, Deputy Director for the Gates Foundation’s Global Health Program
Order the Toolkit

To order your free copy of the kit, go to www.healthymichigan.com

- Click “TUSH LIFE”
- Click on IMMUNIZATIONS
- Scroll down to IM/IV AIM Provider Toolkit
- Enter 1 in the box and click ADD
- In the right column click Checkout
- Complete the form that appears on the left side of the page and hit Submit

What’s in this year’s kit?

Communicating with Vaccine-Hesitant Parents

- Patient Educational Brochures (Parent)
- If You Choose Not to Vaccinate Your Child, Understand the Risks and Responsibilities
- Think It's Protected? ADFH Poster - Winter Bay
- Think It's Protected? ADFH Poster - Summer Girl
- Immunizations and Developmental Milestones
- Be There for Your Child During Shots
- How Does Your Team Stack Up?
- A Parent’s Guide to Prevent and Treat HPV Infection
- HPV Vaccine: A Little Pain is Worth the Gain
- Make the Call to Protect Yourself
- Vaccinate Before You Graduate
- Flu and You: Know Your Risks College Infographics
- No More Excuses: You Need a Flu Vaccine
- Vaccinations for Pregnant Women
- Do You Know Which Adult Vaccines You Might Need?
- Protect Yourself and Your Family by Getting Vaccinated - Adult Poster
- Why Get Vaccinated Against Influenza? Abraham’s Story
- Why Get a Flu Vaccine? Albert’s Story
- Why Get a Flu Vaccine? Nikki's Story

Provider Education

- 2014 Recommended Immunization Schedule for Persons Age 0-18 Years and Catch-up Immunization Schedule for Persons Age 4 Months through 18 Years, U.S.
- 2014 Recommended Adult Immunization Schedule, U.S.
- Routine Influenza Vaccine Administration: Birth-18 Years
- Routine Influenza Vaccine Administration: Adults
- Quick Reference to Combination and/or Reconstituted Vaccines: Childhood
- Quick Reference to Combination and/or Reconstituted Vaccines: Adult
- Contraindications to Immunizations
- Tips and Timesavers for Taking with Parents about HPV Vaccine
- Free Immunization Resources for Your Office
- Guide to Using Quick Looks
- Refusal to Consent to Vaccination: Children and Adolescents
- Refusal to Consent to Vaccination: Adults
- Warning: Do Not Use Syringe Poster
- Vaccine Storage and Handling
- Vaccine Preparation and Administration
Contact Us

Have a Question?
Fill out the form below - or - send us an email at: aimcoalition@gmail.com

Name
Organization
Phone
Email
Address
City
State
ZIP

What document(s) were you looking for that you couldn't find?

Submit
Vacines Save 2.5 Million Children’s Lives every year worldwide. That’s like saving the life of every Kid Under 5 Yrs in California Every Year.

Vaccine Schedules

Following the recommended immunization schedules put forth by the Advisory Committee on Immunization Practices (ACIP) provides the best protection against serious diseases. Make sure that you and your family follow the ACIP recommended immunization schedules for these reasons:

- Infants & Children
- Adolescents
- Adults

Read more about the AIM Guidelines for following the routinely recommended immunization schedule.
Browse by Age

- Infants & Children
- Adolescents
- Adults
Parents want to do everything possible to make sure their children are healthy and protected from preventable diseases. Vaccination is the best way to do that. Vaccines are recommended at certain ages to best protect your child. Some vaccines may require more vaccines than others. Studies have shown that children can safely receive multiple vaccines at one time.

It's a good idea to prepare for vaccines ahead of time. Simple things like bringing a favorite toy or blanket can help keep children calm during their vaccinations.

Vaccines Your Child Needs
- Parent-Friendly Version of the Childhood Immunization Schedule
- Keys to Prevention - English
- Keys to Prevention - Spanish
- Parents' Guide to Childhood Immunization
- When Do Children and Teens Need Vaccinations?
- Immunizations for Babys: A Guide for Parents
- Posters and Flipper on Childhood Vaccines

Common Questions
- Clear answers and Smart Advice About Your Baby's Shots
- Common Questions Parents ask about Infant Immunization
- Vaccine Questions and Answers (MCHC)
- Frequently Asked Questions
- Vaccine Safety and Concerns

Websites with More Detailed Information
- Vaccine Information for Infants and Toddlers (CDC)
- Protect Your Child at Every Age (DCO)
- Vaccine Information for Infants and Children (MCHC)

Diseases Vaccines Protect Against
- Diseases and the Vaccines that Prevent Them (MCHC)
- Facts for Parents: Diseases & Vaccines that Prevent Them (CDC)

How Vaccines Work
- Understanding How Vaccines Work
- The Journey of Your Child's Vaccine

Common Questions
- Understanding How Vaccines Work
- The Journey of Your Child's Vaccine
Getting vaccines and staying protected from serious diseases is a lifelong job. Some preteens and teens are missing doses of vaccine, and as kids get older, protection from some childhood vaccines begins to wear off. Older kids can also develop risks for other diseases. Health check-ups and sports or camp physicals can be a good opportunity for your preteens and teens to get the recommended vaccines.

I’m a Parent of a Teen... What Vaccines Does My Teen Need?
- Parent Friendly Version of the Adolescent Immunization Schedule
- What Do Children and Teens Need Vaccinations?
- Teen Vaccines: Information for Parents
- A Parent’s Guide to Preteen and Teen HPV Vaccination
- HPV Information for Parents
- Posters and Flyers on adolescent vaccines

I’m a Teen... What Vaccines Do I Need?
- Vaccines Before You Graduate From High School
- Adolescent Quiz: What vaccines do you need?
- Posters and Flyers on adolescent vaccines

Websites with More Detailed Information
- Vaccine Information for Preteens and Teens (CDC)
- Protect Your Child at Every Age (CDC)
- Vaccine Information for Preteens (IAC) - what vaccines you need, personal stories, videos, and resources
- Vaccine Information for Teens (IAC) - what vaccines you need, personal stories, videos, and resources
- Prevent HPV (Cは何)
- HPV Vaccine Safety (CDC)

How Vaccines Work
- Understanding How Vaccines Work
- The Journey of Your Child’s Vaccine

Common Questions
- HPV Vaccine: A Little Pain is Worth the Gain
- Vaccine Questions and Answers (IAC)
- Frequently Asked Questions
- Vaccine Safety and Concerns

Paying for Vaccines
- Questions Parents Ask About Vaccines and Insurance - English
- Vaccines for Children (IAC) Information for Parents
- MDCH Brochure: Vaccines for Your Child

Additional Resources for Parents of Adolescents
- How the Immunization schedule has changed since your child was born
- Immunization Brochures for the Whole Family
- Vaccine Information Statements in Michigan
- Stay Healthy While Traveling
- Immunizations for Travelers

Diseases Vaccines Protect Against
- Diseases and the Vaccines that Prevent Them (IAC)
- Facts for Parents: Diseases & the Vaccines that Prevent Them (CDC)
Vaccination is a lifelong process and individuals never outgrow the need for vaccines. Some adults are missing doses of vaccine, and, as they get older, protection from some childhood vaccines begins to wear off. Adults may need certain vaccines based on age, lifestyle, high-risk conditions, travel, and previous immunizations. Learn about the vaccines you or your family members may need to stay healthy.

Vaccines You Need
- Patient Friendly Version of the Adult Immunization Schedule
- Do You Know Which Adult Vaccines You Might Need?
- Vaccines for Adults: You’re Never Too Old to Be Immunized
- Posters and flyers on adult vaccines

Websites with More Detailed Information
- Vaccine Information for Adults (CDC) – information on adult vaccines, and vaccines needed for specific groups, such as college students and young adults, pregnant women, adults with special health conditions, travelers, older adults, and health care workers
- New Vaccine Recommendations for Adults
- Vaccine Information for Adults (IAC): what vaccines you need, personal stories, videos, and resources

Diseases Vaccines Protect Against
- Vaccine-Preventable Adult Diseases (CDC)
- Diseases and the Vaccines that Prevent Them (IAC)

How Vaccines Work
- Understanding How Vaccines Work

Common Questions
- No More Excuses, You Need a Flu Vaccine
- Vaccine Questions and Answers (IAC)
- Frequently Asked Questions
- Vaccine Safety and Concerns

Paying for and Finding Vaccines
- Helping Adults Pay for Vaccines
- Finding and Paying for Vaccines (CDC)
- HealthMap Vaccine Finder

Additional Resources for Adults
- How the Immunization schedule has changed since you were born
- Immunization Brochures for the Whole Family
- Vaccine Information Statements in Michigan
- Stay Healthy While Traveling
- Immunizations for Travelers
There are many different topics and common questions that come up when discussing vaccines. Always feel free to discuss any vaccine questions or concerns you have with your health care provider.

**Vaccine Safety and Concerns**

Vaccine safety is a top priority among parents and health care providers. Many parents have questions about vaccines, like how many shots are too many, what ingredients are found in vaccines, are vaccines related to other health issues, and so on. Read about the strong safety record of vaccines on AiM's vaccine safety webpage.

A few common concerns are also discussed below. Watch videos from leading experts in the field of immunization on common vaccine questions.

- **What are the side effects or risks of vaccines?**
- **How many shots are too many?**
- **Who makes vaccine recommendations?**
- **How do vaccines prevent diseases?**
- **How are vaccines made?**
- **Where can I find reliable vaccine information?**
FAQs

Where do I find my immunization record?

Keeping your family's vaccination records in a safe place is important. Immunization history is often needed for entrance into child care and schools, as well as for certain jobs and international travel. Here are some good places to begin your search:

- Family Records
- Doctor office or clinics
- College/School/preschool or childcare provider
- Military records
- An immunization registry (In Michigan, this is called the Michigan Care Improvement Registry, or MCIR)
- More tips on finding your personal immunization records are available from the Immunization Action Coalition.

How do I obtain an immunization record through MCIR?

What do I do if I can't find my record?

How can I get help paying for vaccines for my child?

How much will I have to pay for VFC vaccines for my child?

Where can I get VFC vaccines for my child?

How can I get help paying for vaccines for myself?

What vaccines does my child need to get into school or child care?

What vaccines does my adopted child need?
General Public

- Order Immunization Brochures through the Health Promotions Clearinghouse
- CHOP Vaccine Education Center Materials
- CDC Flu Resources

**English**

- **August**
  - The Holidays May Be Over But Flu Season Is Not.
  - Don't Let The Flu Change Your Plans.

- **September**
  - It's That Time of Year Again... School Days!
  - Don't Fall Short!

- **October**
  - Trick-or-Treat!
  - Bring Your Cassing Dish Not the Flu.

- **November**
  - Spread Holiday Cheer. Not the Flu.
  - Get Vaccinated This Year and Every Year.

- **December**
  - It's Not Too Late To Get Vaccinated Today.
  - This April, don't be fooled.

- **January**
  - Catch Spring Fever NOT the Flu
  - The Flu is much more serious than that. Get vaccinated today.
Re-branding the AIM Coalition

Then

Now
Next Steps: Education

- **To print or not to print?**
  - 2014 - assess the ease of use of the new website
  - 2015 - final printed kit
  - 2016 – limited materials available for order

- **Website**
  - Build social media presence
  - Enhance search engine functionality

- **Educational outreach**
  - Redesign educational materials to be more modern-looking and relevant to the public and providers
Next Steps: Growth and Energy

- Member recruitment
  - Seeking fresh perspectives
  - Committee to pull together recruitment package

- Mission and goals
  - Reinvention
  - Advocacy
  - Educational webinars and in-person trainings
From Sea to Summit and from Great Lake to Great Lake….
Questions/Comments

Feel free to contact me:

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