Chicago 2013 Adolescent Immunization Project

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Our mission to improve health outcomes for women, children, and their families is accomplished through advocacy, education, and community empowerment.

Vision

EverThrive Illinois envisions an Illinois that works towards equity and social justice, fosters the development of healthy families, and provides fair access to quality health care – the basic rights of all human beings.

Priority Areas

- Immunizations across the lifespan
- Health care and health education in schools
- Infant and maternal morbidity and mortality reduction
- The elimination of health disparities among all populations
- Leadership development in maternal and child health field
- Reproductive health
- Healthy lifestyles, nutrition, and cooking education
Overview of Adolescent Immunization Project

- Our first substantial adolescent immunization project

Benchmarking

- 2011 NIS teen data
- 6 professional organizations; 20 states; and Canada
- 18 responses from the Immunization Action Coalition’s listserv
- We did not find anything that we felt applied well to our context in Chicago
Continued Overview of Adolescent Immunization Project

Adolescent Coverage Rates 2011

*National Immunization Survey data
Continued Overview of Adolescent Immunization Project

• Stakeholder meeting:
  • 2/22/13 stakeholder meeting included 21 representatives:
    • Respiratory Health Association; Erie Family Health; Illinois Academy of Family Physicians; Chicago Public Schools; Heartland/ Northwestern; Illinois Coalition for School Health Centers; Chicago Department of Public Health; Illinois Department of Public Health; University of Chicago; Illinois Chapter of the American Academy of Pediatrics
    • First time we have convened all partners to specifically discuss adolescent immunizations
    • Provided toolkit suggestions
    • Provided suggestions for our outreach material
    • Importance of discussing all recommended immunizations
Strengths

• 3/7/13 HPV Webinar
  • Partnered with Illinois Chapter American Academy of pediatrics (ICAAP) and Illinois Critical Access Hospital Network (ICAHN)
  • Guest Speaker Eileen Dunne, MD, MPH, from the CDC
  • 137 participants on the statewide webinar

• HPV blog post on the SexEd Loop http://bit.ly/YprQWb

• CDPH hosted 4 school based clinics- included HPV vaccination
Strengths Continued

- Spring 2013 eUpshot newsletter included 2 HPV articles
- 5/15/13 Spring 2013 General Meeting Adolescent Immunization Focused
- Reminder Recall Factsheet
- Adolescent Focus Groups
- Provider Survey
Challenges

• Large benchmarking project showed that there was not a lot of work being done around adolescent immunizations and none of the existing work seemed like a good fit for our populations in Chicago

• Adolescent focus groups
  • Adolescents have given us some conflicting information
Provider Survey Results

• **Purpose**
  • Assess provider needs regarding adolescent immunizations

• **Tool**
  • 10 question survey

• **Timeframe**
  • Data Collection: March to April 2013
  • Data Analysis: June 2013

• **# Respondents**
  • 177
Survey Participant

Demographics

Job Title/Position

- Medical Provider
- Nurse Practitioner
- Nurse
- Physician Assistant
- Medical Assistant
- Manager/Admin
- Other

Healthcare settings represented
- FQHC: 27%
- Hospitals: 9%
- Group Practice: 24%
- Solo Practice: 10%
- Other: 30% (i.e. Health Departments, Pharmaceutical Company, Schools, Immediate Care and Ambulatory Clinics)

94% currently vaccinate adolescents
Current Vaccine Recommendations

Percent of providers recommending each adolescent vaccine to 11-12 year old patients
Barriers to Vaccinating Adolescents

- **Parents**
  - Belief that HPV shot is only for sexually active teens
  - HPV shot gives permission to be sexually active
  - Religious/Medical beliefs
  - Only want required vaccines
- **Fear/Myths/Misinformation**
  - Pain
  - Side effects (i.e. Brain damage, or Vaccine causing teen to get disease)
  - Vaccines completed in childhood so not needed in adolescence
- **Cost/Money**
  - For optional vaccines
  - Missed appointments & not following up for shots requiring multiple doses (i.e. HPV)
  - Too many shots at once
Preferred Format of Resources

Download/Print Internet: Useful
Binder w/ Materials: Useful
Webinar: Useful
Educational Mats online: Useful
Office Presentation: Useful
CD Rom: Useful

Useful
Not Useful
## Type of Information Requested

<table>
<thead>
<tr>
<th>INFORMATION</th>
<th>% USEFUL</th>
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<tbody>
<tr>
<td>Addressing vaccine myths</td>
<td>95%</td>
</tr>
<tr>
<td>Addressing parent concerns</td>
<td>94%</td>
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<tr>
<td>Vaccine preventable diseases</td>
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<td>Vaccine safety</td>
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<td>How to talk to parent/adolescents about vaccines</td>
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<td>Vaccine storage and handling</td>
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<td>Vaccine administration</td>
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Almost **70%** of respondents stated that they would like to receive free immunization resources from us.
Outreach Materials

• 4 focus groups with a total of 41 adolescents and 8 adults (March-September 2013)
  • Illinois Caucus for Adolescent Health students throughout the city
  • 2 groups in the Englewood neighborhood
  • 1 group in the Uptown neighborhood

• Information from the first two groups used to inform the creation of materials

• Last two groups reviewed materials

• High school students

• 85% African American

• 78% female; 22% male
Initial information from focus groups

• Group 1:
  • More visual and less text
  • Happy pictures
  • Bright and colorful

• Group 2:
  • Disease pictures
  • Colorful
  • “Scare us”

*Graphic Design by Anna Burnham
Pick-ture Your Future!

Choose to be a healthy teen, get vaccinated!

HPV (aka Human Papillomavirus)

HPV is a very common sexually transmitted infection (STI) spread through skin-to-skin contact. Sometimes there aren’t any symptoms so someone may have it and pass it on to someone else without knowing. If HPV doesn’t clear up, it could turn into warts or cancer. There’s a vaccine for boys and girls!

Chickenpox (aka Varicella)

Chickenpox is spread person-to-person through the air. It is very contagious! Most people with chickenpox get very itchy blisters and sores all over their body. It can cause serious skin infections, brain damage, and even death.

*Graphic Design by Anna Burnham
Flu (aka Influenza)

The flu isn’t just a bad cold. It makes you very sick and could lead to you being hospitalized.

You can catch the flu from people who cough, sneeze, or even just talk around you. It’s very contagious.

Every year people (including healthy teenagers) die from the flu. So it is important for everyone to get the flu shot every year!

Meningitis (aka Meningococcal disease)

Meningitis is a life-threatening disease.

Meningitis is spread from person-to-person. It’s very contagious even from a person who looks healthy.

10-15% of people infected with meningitis die. Others may lose a limb, have brain damage, or permanent hearing loss.

Meningitis is most common in teens and young adults.

Whooping Cough (aka Pertussis)

Whooping cough is spread through the air by coughing and sneezing. It’s very contagious.

Whooping cough can cause coughing so severe that it results in vomiting.

If you spend time around babies, small children, or pregnant women you could make them very sick.

*Graphic Design by Anna Burnham*
Feedback from final two groups:

Group 3:
• Liked the color
• They thought it was too busy
• Didn’t understand the concept of juxtaposing the happy teenage events with the scary pictures
• They liked the flu photo because they feel like it clearly shows how disease spreads
• They liked the word “pick”

Group 4:
• Felt like the materials were not mature enough and were thus “too kiddy”
• Felt like the materials were not serious enough
• They liked the pictures.
  • Like the HPV, and Chickenpox and Meningitis pictures because they are serious, scary, and honest- the gross pictures get your attention
• Other title ideas:
  • “Better safe than sorry”
  • “Test your luck”
  • “Our voices will save our lives- this is not a silent movie”
Lessons Learned:

- Adolescents want to be respected and thus given honest, medically accurate information.

- Adolescents want to use this information to play an active role in decisions that relate to their health and wellbeing.

- Want to be able to learn about their options and advocate for healthy decisions in conversations with their parents and their doctors.
HPV vaccine is cancer prevention.

Talk to the doctor about vaccinating your sons and daughters against HPV.

For more information call your health care provider, school based health center or 311.
More Lessoned Learned:

• When creating a toolkit it is best to ask intended recipients what information would be most useful for them

• Be flexible

• School requirements improve vaccination rates
Thank you!

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