Today’s Focus
Overview of Child Profile Health Promotion

• History
• Materials development
• Evaluation
Brief History

• 1993
• RWJ All Kids Count (King + Snohomish) with DOH support
• Statewide expansion began 1998
• DOH assumed responsibility on 1/1/02
• Washington State Immunization Information System & Child Profile two connected programs – 2012
• Email distribution – 2014
How does it work?

The Child Profile Health Promotion System and the Washington State Immunization Information System are connected programs of the Washington State Department of Health.

Child Profile Health Promotion System

Health and safety information sent to families with young children in Washington State. Mailings include:

- Up-to-date, age-specific information on child health, safety, nutrition and development.
- Immunization information.
- Reminders for health and dental checkups.
- Parenting tips.
- Helpful resources.

Parents say the mailings provide useful and timely information to help them take care of their child.

Washington State Immunization Information System

Most doctors and clinics in Washington State use the system.

- Keep immunization records up-to-date. This information may be needed for school, child care, camp, college, the military, and long-term care facilities. Some employers also need a copy of immunization records.
- Learn which vaccines patients need at each visit.
- Keep all immunization records in one place. Helpful if someone changes clinics or doctors.
- Print a current immunization record.
Program Mechanics

- Birth certificate/health plan/provider data
- Weekly mail and e-mail processing
- Family Health Hotline partnership
Materials Development Guidelines

- Content based on best practice guidance, health education theory
- 5th – 7th grade reading level
- Colorful and educational graphics
- Covers information on all aspects of child health, including: immunizations, safety, nutrition, development, and more
- Culturally relevant Spanish translation
- Timeliness of information – mailings timed to correspond to child’s age
Material Review

• Professional Reviewers include LHJ, DOH and other state agency reviewers
• WCAAP reviewers
• Parent review team
• Spanish review team
Partnerships

- Total partner organizations/programs: 11
  - Washington State Department of Early Learning (6)
  - Washington State Department of Health, Division of Environmental Health (4)
  - Washington State Department of Health, WIC Program (3)
  - Washington State Department of Health, Injury Prevention (4)
  - Higher Education Coordinating Board (2)
  - Seattle Children’s Hospital (2)
  - Washington Dental Service Foundation (1)
  - Dairy Council of Washington (1)
  - Thrive by Five (1)
  - Jaxon’s Cure Foundation (1)
Regular and Ongoing Evaluation

- Parent surveys
- Focus groups
- Key informant interviews
- Customer service questionnaires
Parent Comments

“This is one of my favorite things about having a child in Washington. These are great!”

“It was helpful to me as a first time parent. The food chart is my favorite.”

“Great reminders and tips. Quick and easy reading when parents don’t have a lot of time.”
Contact Information

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