Healthy on Track: Preconception through Childhood:
A Partnership with the March of Dimes

The Arizona Partnership for Immunization
May 23, 2014
Critical Partnerships – Common Goals
March For Babies
Information Table
Growing Healthy Babies
Healthy Kids Growing Up

- Funding via March of Dimes Community Grant
- Focus on preconception health & immunizations
- Tool for providers to use with women & families
- Pilot with Adelante Healthcare
Growing Healthy Babies
Healthy Kids Growing Up

• Initial meeting to discuss needs
  – Pertussis speaker and grant overview

• Second meeting to review the completed chart, QR Codes, back end website & implementation

• Third meeting to collect feedback from Adelante Healthcare staff
• Initial development of preconception side of growth chart.
• After feedback – Kids Growing Up Side
• After feedback – Growing Healthy Babies
  – Lighter
  – Less content
  – Easier to read format
  – QR code placement
Growing Healthy on Track – QR Code tracking
45 scans during pilot – barriers experienced
Internal Webpages

- The QR codes linked to internal pages with additional partner resources and links.
Growing Healthy on Track - physician feedback

- 83% responded that they felt the tool increased their patient’s knowledge of the immunization schedule and understanding
- 100% felt the tool was overall useful
- 100% felt this tool supported or enhanced existing conversations with patients regarding its content
- 75% responded that they utilized the tool to discuss growth chart concepts with their patients

“It’s a great tool to have. Thank you!”

- Adelante Healthcare Staff Member
February 14, 2014

We would like to express our gratefulness for participating in the ‘Growth Chart March of Dimes’ program. We found this tool to be very useful in connecting intimately with our patients parent’s as they get excited to watch their children grow and stay healthy. I have attached a photo that speaks volume. This is a photo of our (Adelante’s) Chief of Pediatrics talking to a child about eating right to grow up healthy and strong. She used the chart to motivate them.
Opening The Door

- OB/GYN’s
- March of Dimes Board Members
- FREE Tdap clinics for adults
- Logo recognition
- Grand Rounds
- Billboards
- Grant funding
- STRONG PARTNERSHIPS!
Thank You

• Contact Information
  – WhyImmunize.org
  – DebbieD@tapi.org
  – Karins@tapi.org

Junior Vaccine Advocate