Embracing Immunity
Changing the conversations about immunizations

“The intent of the project is to engage parents in the understanding of the importance of maintaining their own immunity, as well, as to provide a basic understanding of herd immunity for both the parents and the trainers with leave behind back up educational materials for parents”
Background/Significance

- CDC update of Pregnancy Immunization Guidelines (Effective April, 2013)
- Tdap during EVERY Pregnancy @ 27-36 weeks
- Jan. 1 – Aug.16, 2014 = 17,000 cases of Pertussis (U.S.) 30% increase in pertussis compared to 2013
- Immunization during pregnancy may be considered controversial and is often misunderstood
- Growing trend of vaccine resistance has compromised herd immunity in populations at risk
Purpose/Aim

- Encourage age appropriate vaccination across the lifespan
- Increase the uptake of Tdap vaccination among pregnant woman
- Support interventions to promote pregnancy dose of Tdap and surrounding, or cocooning, infant with vaccinated caregivers based on 2014 CDC Surveillance Data
- Provide guidelines that allow lay health workers to remain within their scope
Project Description

- Development of a model educational strategy

- Production of Embracing Immunity Toolkit
  - English/Spanish
  - Within the scope of lay health workers
  - Leave behind materials for distribution
  - Materials designed to facilitate referral to health care provider for more information

Collaboration with the AZ Chapter of the March of Dimes
Embrace your Immunity - Toolkit

Healthy Family Resources

It's Time!

Embrace Your Immunity

Protect Me

4 out of 5 babies with pertussis (whooping cough) catch it from someone at home.

Protect Your Family With Healthy Habits!

What Vaccines You Need!

What Pregnant Women Need To Know!

Healthy Family Resources

March of Dimes
Information to support healthy pregnancies and babies
MarchofDimes.com

NPHC Woman, Infant, and Children's Acts
Information about food, nutrition, and breastfeeding
1-800-222-5444

Healthy Starts - Office of Maternal, Infant, and Early Childhood Health
Preventing birth defects and other chronic conditions
StrongFamiliesAZ.com

Home visiting programs focusing on creating healthy children ready to succeed in school and in life

The American Academy of Pediatrics
Healthy baby, healthy family, healthy child, and healthy questions for all ages and stages of childhood
HealthyChildren.org

Reach to Help
Free phone line offers support for parents who need a tough
1-877-766-4437

Arizona Alliance for Community Health Centers
Community Health Centers throughout Arizona that provide health care, even in medical homes, for all ages, regardless of insurance status
602-253-0999

Arizona Family Care Partnership
Provides access to AZ Tax or low cost quality health insurance
ArizonaFamilyCareHealth.org

Talking with Pregnant Women about Tdap and Flu Vaccination

Studies consistently show that a strong recommendation from you is the single best predictor of vaccination.

What is in your recommendation?

- Azacne practitioners support the American College of Obstetricians and Gynecologists' recommendations of Tdap (tetanus, diphtheria, and pertussis) vaccine during each pregnancy, as well as the annual influenza vaccine for all women who will be pregnant during influenza season.
- ODHs and TAPI have created a pregnancy vaccine education and referral booklet that you can use with your patients for vaccine education and vaccination.

Materials from the Embracing Immunity Toolkit are available at

WhyImmunize.org

TAPI.org
Tdap given to Mom is the best protection for babies
Outcomes/Relevance

Protection against pertussis for vulnerable infants

- Increased acceptance of appropriate immunization during pregnancy
- Facilitation of assurance that lay persons supervised by nurses remain within their scope
- Specific guidance for the immunization education encounter for the lay health worker
- Protection of nursing licensure (related to
Target Audiences

• Foster parents in training
  1) Four social service agencies and systems serving foster families
     a. Arizona’s Children Association – Central Phoenix
     b. Tanner Community Development Corporation Home Visitors – Central Phoenix
     c. Arizona’s Children Association – Gilbert
     d. Best for Babies Court Advocacy Group serving foster families in Maricopa County
  2) Two Train the Trainer/parent sessions
     a. Catholic Social Services/foster parents, Sonoita
     b. Teen Outreach Pregnancy Services/pregnant teens – West Valley Phoenix

• Pregnant and Parenting Teens
  1) Clinicians serving vulnerable populations
     a. Arizona Family Health Partnership Title X Family Planning Clinics
     b. Maricopa County Child Care Nurse Consultants

• Women in Recovery
  1) One parent session
     a. Center for Hope – pregnant mothers in recovery from substance addiction - Mesa
Check Your Knowledge!

1. Most babies who get whooping cough catch it from other babies.

2. Children are safe from diseases like measles, the flu, whooping cough or chicken pox if 50% of children in daycare, preschool or school have all their recommended vaccines.

3. Pregnant women should get a Tdap vaccine every pregnancy.

4. Influenza can be very dangerous for small children, pregnant women and the elderly.

5. If a child is behind on their vaccinations it is important to start the vaccinations over.
Lessons Learned

• Participants who answered 100% of the questions correctly increased by 48.75% after the sessions
• Participants who answered 80% of the questions correctly increased from 69.5% to 91.2%.
• It is not safe to assume that all health care providers are familiar with the recommendation for a Tdap during pregnancy.
• All participants including parents, social workers, lay health workers and clinicians expressed interest in learning more.
Babies are born in AZ each day, none arrive immunized. - Dr. Daniel T Cloud, TAPI Founder

The Arizona Partnership for Immunization

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