The Arizona Partnership for Immunization

Creative, Successful Messaging for Challenging Immunization Messages

Babies are born in AZ each day, none arrive immunized. - Dr. Daniel T Cloud, TAPI Founder
Goals of this Session

- Recognize how TAPI develops successful vaccine campaigns and response messaging as a state-wide coalition with multi-level buy-in from various stakeholders.

- Identify one unique campaign design or component to adapt to your population to assist in messaging and/or data collection.

- Generate one new action item for partnership communication/engagement to your population based on this presentation.
Who We Are

• Non-profit, state-wide organization

**Mission** – To foster community wellness and advocate for good public policy and best immunization practices.

• Our Coalition consists of over 500 members:
  • Steering Committee
  • Provider Committee
  • Adult/Community Awareness Committee
What We Do

Vaccine education is not always exciting...
Think...think...think...

Educate - Educate
Educate - Educate
Educate - Educate
Educate - Educate
Educate – Educate
Educate - Educate
Educate - Educate
Educate - Educate
Educate – BE CREATIVE

- Small funding via March of Dimes Community Grant
- Focus on preconception health & immunizations
- Tool for providers to use with women & families
- Enhance the conversation
- Pilot with Adelante Healthcare
Growing Healthy Babies

Make Healthy Choices Before You Get Pregnant

- Take a multivitamin with folic acid
- Eat right and stay active and fit
- Visit your health care provider for regular checkups
- See your dentist for regular exams and cleanings
- Make sure your immunizations are up to date

Keep You and Your Baby Healthy During Your Pregnancy

Where to Go for Help?

There are many organizations that can help answer your questions and link you with free or sliding scale resources:

- Women Infant and Children (WIC) - 1-800-232-0291
- Arizona Department of Health Services - 1-800-248-5173
- Pregnancy and Breastfeeding Helpline - 1-800-933-4442

Arizona Alliance for Community Health Centers & ACOG.org – community health centers are non-profit clinics located in rural and urban areas throughout Arizona. They provide medical care to anyone regardless ofinsurance status.

Arizona Department of Health Services, Health Care - 1-800-248-5173

Talk to Your Doctor About

- Singing healthy and active
- Weight gain questions
- Managing stress
- Family Planning
- Maternal and child health
- Getting a stay-in-touch with each pregnancy

Eating Healthy for You & Your Baby

- It's important to eat healthy foods while you are pregnant and even after baby arrives.
- It will help you feel better and provide you with the nutrition you need.
- Visit “ChooseMyPlate.gov” for healthy and balanced food choices for you during your pregnancy and for your growing family.
- Women are also important – your daily prenatal vitamin and don’t forget to take folate well.

It All Feels New!

Scan the QR code for important information and links.


Things to Think About

- Set up a safe sleep nursery for your baby and visit Arizona.gov/birth or Arizona.gov/healthybabies.org
- Child Safety Seat – visit NHTSA.gov to find a location near you to inspect your car seat.
- Breastfeeding: Call 1-800-232-0442 with any questions.

It's Almost Time!

Find your local hospital

I’m ready to go. It’s time to be a mother.

Birth Plan

Talk to your doctor about the options you may have during labor and make a list of what you need or do not need. Be sure to discuss this with your doctor.

Healthy people live longer and have healthier babies. Genetic screening options can help determine the health of your baby. Your doctor can provide more information about genetic screening during your next prenatal visit.

Healthy habits make for healthy babies. Pregnant women who smoke, use drugs, or drink alcohol run a higher risk of having a baby with these problems.
Healthy Kids Growing Up

6 Years
- Booster Seat until your child reaches 4 feet 6 inches and is between 6 and 12 years old.
- Regular check-ups with a healthcare provider is important.

5 Years
- Aware of gender.
- Speaks very clearly.
- Counts 10 or more things.
- Drinks.
- Visits a doctor or dentist for well child care.
- Gets up to date on kindergarten immunizations.

4 Years
- Cooperates with other children.
- Tells stories.
- Uses scissors.
- Can name 3 colors.

3 Years
- Dances and undresses self.
- Can name most familiar things.
- Puts a bicycle.
- Thinking about a Head Start Program? Call 802.336.0449.

2 Years
- Place your child's photo here.

6 Year Well Visit
- App Date
- Influenza

5 Year Well Visit
- App Date
- Influenza

4 Year Well Visit
- App Date
- DTaP
- IPV
- MMR
- VAR

3 Year Well Visit
- App Date
- Influenza
- 24 Month Well Visit
- App Date
- Influenza
- HepA

2 Year Well Visit
- App Date
- Hep B

12 Months
- App Date
- IPV
- MMR

18 Months
- App Date
- DTaP
- IPV
- MMR

6 Month Well Visit
- App Date
- IPV
- MMR

4 Month Well Visit
- App Date
- IPV
- MMR

2 Month Well Visit
- App Date
- IPV

1 Monthly Well Visit
- App Date
- IPV

Birth - 2 Months
- Begins to walk a little.
- Pushes for a few steps.
- Question your child's walking and development.

12 Days
- App Date
- Hep B

This information is based on CDC guidelines for 2019. Always talk to your doctor or the 1-800 info. You can't ask questions.

*For your healthy newborn. Please all at 1-800 info. for further recommendations.
Integration of QR Codes

Growing Healthy on Track –
QR Code tracking via Delivr.com
Survey tracking via TAPI webpage
March of Dimes QR Code

- This QR code brings the user directly to a March of Dimes web page
- Contains videos and information about getting ready for labor
TAPI-Healthy-Choices

• This QR Code takes the user to TAPI
• The page has information on healthy choices while pregnant
• Page offers links to March of Dimes
• A survey to gather info from the user
Healthy Choices Webpage Page

Healthy Choices

En Español

Please Take Our Survey below and share with us your thoughts about the chart and information you have seen. Thank you!

Are You Making Healthy Choices?

Make Healthy Choices Before You Get Pregnant

- Take a multivitamin with folic acid
- Eat right and stay active and fit
- Visit your health care provider for regular checkups
- See your dentist for regular exams and cleanings
- Make sure all of your immunizations are up to date - don't forget Tdap during every pregnancy (to protect you and your baby from pertussis/whooping cough) and yearly influenza (flu) vaccine

During Pregnancy - Eating and Nutrition

Try to eat foods from each of the 5 food groups every day. The five food groups include: grains, vegetables, fruits, milk products and proteins. Talk to your doctor if you have any questions about the right food choices.

Don't forget about your vitamins and minerals too! They are important to keep you and your baby healthy. This includes folic acid and calcium.

The March of Dimes is a great resource for more information about eating and nutrition during pregnancy. Visit their site at March of Dimes.
Healthy Choices

During Pregnancy - Eating and Nutrition
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Foods To Avoid During Pregnancy
- unheated deli meats
- refrigerated, smoked seafood
- undercooked poultry, meat or seafood
- soft cheeses like feta and brie
- unpasteurized milk or juice

For more information about foods that you should limit or avoid while pregnant visit March of Dimes.

Emotional and Life Changes While Pregnant
Talk to your doctor about:
- Staying healthy and active
- Managing stress - also visit March of Dimes link for great information
- Weight gain questions
- 6 month dental cleanings and check-ups

Please Take Our Survey, if you have not already. Thank you!

Are You Making Healthy Choices?

The information above was referenced from The March of Dimes.
Healthy Choices Survey

1) What is one healthy choice you did not know about before reading this information?
   - Staying fit
   - Taking a multivitamin
   - The importance of taking folic acid
   - Keeping up to date on immunizations protects you and your baby
   - Regular doctor appointments
   - Getting your teeth cleaned every 6 months.
   - I knew them all

2) Are you more likely to visit March of Dimes for pregnancy resources now that you have been on the Healthy Choices website page?
   - Yes
   - No
   - I don’t know

3) Have you received your Tdap (pertussis) vaccine?
   - Yes
   - No
   - Unsure

4) If you have not already received your Tdap vaccine, are you more likely to get vaccinated now?
   - Yes
   - No

5) Thank you for taking the time to complete this survey. Is there anything you would like us to know?

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Events

- OCT 16
  Adult/Community Awareness Committee
- OCT 21
  Provider Awareness Committee

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News and Updates

- SEP 11
  More Types of Flu Shots Available this Year than Ever Before
- AUG 28
  Vaccinate for a Healthier Back to School Experience

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[Continue]
TAPI – Baby-Safe-Sleep

• This QR Code takes the user to TAPI
• The page has information on safe sleep
• Page offers links to ADHS and March of Dimes
• A survey to gather info from the user
Baby Safe Sleep Survey

Internal webpage that provided additional information regarding safe sleep.
Baby Safe Sleep Survey

1) Had you heard of the term Safe Sleep Environment before?
   - Yes
   - No
   - I don't know

2) Did the chart you received provide helpful information about safe sleep?
   - Yes
   - No
   - I don't know

3) Check the choice that represents a Safe Sleep Environment for your baby.
   - A crib WITHOUT a bumper, toys and blankets
   - A crib WITH a bumper, toys and blankets

4) Do you feel the QR Code you scanned has provided you helpful information about Safe Sleep?
   - Yes
   - No
   - I don't know

5) Is there anything else you would like to tell us?

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Interact With TAPI

News and Updates

- SEP 11
  More Types of Flu Shots Available this Year than Ever Before

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WhyImmunize.org
Lesson Learned –

**Training is important but practice was MORE important**

The QR Code scans from the pilot were very low. We found at the feedback meeting that many of the docs were not comfortable with the scan codes and therefore did not show them to their patients.

Total scans over the pilot time (about 5 months) was about 85 scans.
Adelante Campaign Results

Growing Healthy on Track - Adelante 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 with patients
• 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 children about eating right to grow up healthy and strong. She used the chart to motivate them.

-Adelante Healthcare Staff Member
Measles Outbreak Response

- Developed an infographic & email banner as outbreak hit the media.
- Sent this, along with talking points for providers and education resources for the community to our coalition members.
- Materials were also used in social media.
Flu Resources

General Community Education – Be creative with the look and the size
Flu Resources

General Community Education – Be creative with the look and the size

DON’T GET THE FLU. DON’T GIVE THE FLU.
We got our flu vaccines to protect eachother.

DON’T GET THE FLU. DON’T GIVE THE FLU.
We got our flu shots to protect the ones we love.

DON’T GET THE FLU. DON’T GIVE THE FLU.
We got our flu vaccines to protect everyone around us.

FLU We got our flu vaccines to protect everyone around us.

FLU I got my flu shot to protect me and you.

Don’t Get Behind On Your Shots!
Partnerships—Don’t Recreate the Wheel

Nahhhh... I don't think it will work. Let's do something different... something smarter... something cooler!
Flu Resources

Provider Education – special messaging, HAI committee helped develop and drive the message to focused healthcare workers (LTC and NICU)
Button Up Campaign was outreach to HCW’s to join the campaign providing tools, buttons and a webpage to post photos of participants. Highlighted on ADSH website. Launch year was 2014 with 32 facilities. 2015 included 58 facilities.
Partnership with S.R.P. – local electric company.

Water safety message targeted to parent with young children (child care centers, pediatric offices and elementary schools. Overlapping target audience. Print over 5,000 flyers/posters for us yearly.
Surround Your Loved Ones with Vaccinated Families

- TAPI pertussis campaign
- Developed original materials collaborating with local hospitals
- Targeted labor and delivery – completed trainings and provided materials
- Campaign then rolled into child care worker education
- Then expanded into HCW outreach via APAP – AZ Partners Against Pertussis
  - Over 100 health care facilities signed up
  - Pledged to get vaccinated with Tdap
  - Online campaign, toolkits provided, photo submission, give-a-ways and social media exposure.
  - Over 2,000 HCW were immunized
Teen BOOST Campaign

- Flyers & posters were developed
- Targeting older teens and college bound
- Partnership with NMA and T2X.me
- Flyer and posters distributed to colleges, coalition members, conferences, urgent care centers, high schools and more.
BOOST Your Knowledge – Teen Meningitis Campaign

• BOOST had its own internal page accessible via URL, scan code or text number
**Meningitis**

Meningitis among teens and young adults has more than doubled since 1991. Though still far from common, meningitis can be deadly. Teens and children are especially susceptible to acquiring meningitis because of their less active immune systems and frequent exposure to bacteria in schools. The good news -- there is a vaccine for it!

<table>
<thead>
<tr>
<th>Activity</th>
<th>Status</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Let's get started...</td>
<td></td>
<td>500</td>
</tr>
<tr>
<td>2. 3 things everyone should know about meningitis</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>3. Nick’s Story</td>
<td></td>
<td>250</td>
</tr>
<tr>
<td>4. How is meningitis spread?</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>5. CLUB Clip - Talking to your doctor</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>6. What do you think?</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>7. So what message is most effective? Select your favorite video.</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>8. Get Vaccinated!</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>9. Almost done...what have you learned?</td>
<td></td>
<td>500</td>
</tr>
<tr>
<td><strong>10. BONUS - Earn Your Meningitis Badge! Create your own ichoose poster</strong></td>
<td></td>
<td>250</td>
</tr>
</tbody>
</table>

**OVERALL**

Completed 3700
Welcome to T2X! Before we complete your sign-up, we need to make sure you want to sign up for the Meningitis program? Text YES or NO.

Yes

Great! Tell us a little about yourself. What is your date of birth? Text the date - for example 1/30/1996

1/30/1996

Got your date of birth. What is your gender? Text M for male, F for female, T for transgender

M

One more question. What is your zip code? Text back your zip code - for example 91405

90210

Congrats - you are now on T2X mobile and custom messages will start tomorrow! You can upgrade to join the full T2X community by registering at http://t2x.me

T2X - Let’s get started with some simple questions. I have gotten to prevent meningitis? Text back NO or DON'T KNOW

don't know

Meningitis is a very serious disease. Text back 1-5 (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

3

I will talk to my doctor to get more information about meningitis? T 1-5 (1=won't happen, 2=might happen, 3=likely, 4=very likely, 5=sure to happen)

2

I know where to go to get a meningitis shot? Text back 1-5 (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

2

Thnx! That's it for now. TTYL :)

T2X - TIP: To protect from meningitis, you need one shot at age 11 or 12 and a second one at age 16 to protect you from four types of this deadly disease.

T2X - Question: How is meningitis spread? A=Kissing, B=Coughing, C=Sneezing, D=All of the above. Text back the correct letter.

E

Correct! Meningitis is spread by kissing, sharing drinks, coughing and sneezing. Want more info? Go to http://t2x.me/meningitis
Boost Campaign data since launch date of August 2013:

- 2,730 learners
- 186 T2X registered users
- 192 QR code scans
- 4,200 learning materials explored
- Over 3,250 text messages sent
They Still Need You to Help Protect Their Future

1 dose of Tdap. 2 doses of meningococcal & 3 doses of HPV protects your preteen from 5 vaccine preventable diseases & certain HPV-related cancers. Start the series at their 11 or 12 year old health checkup, but it’s never too late to catch up and protect their future.

Protects against pertussis, tetanus, and diphtheria
- The disease is sometimes called the “10-day cough” or whooping cough.
- It’s a serious disease that easily spreads & can be very harmful for babies and grandparents.
- Tdap also provides protection from tetanus, also called lockjaw, and diphtheria.

Protects against bacterial meningitis
- Get your child vaccinated at age 11 then boostered at 16 in the best way to prevent meningitis.
- It's 1 of 2 vaccines that prevent bacterial meningitis will do — this illness is fast and serious.

Protects against human papilloma virus
- In the U.S. each year more than 13,000 women & 9,000 men are affected by HPV-related cancers.
- Getting your child vaccinated with HPV shots now means a future with one less thing to worry about.

Are These Vaccines Safe? Yes. All of these vaccines were studied in tens of thousands of people around the world. The most common side effects reported are mild. Always talk to your health care provider.
Take Control Teen Campaign
Take Control Teen Campaign

Data since launch date of Sept. 2014, T2X - Take Control Campaign:

- 550 new learners on the site
- 75 T2X registered members
- 97 QR Code scans
- Over 1,200 learning materials explored including videos, articles, polls etc.
- Over 1150 education text messages sent to T2X users regarding Take Control Campaign
WhyImmunize.org
Provider Landing Page

URL’s
- WhyImmunize.org
- TAPI.org (direct)
WhyImmunize.org

Free Resource Materials for Providers

Free material order of download

The site offers MOST of our materials regularly
Social Media

Follow Us:
WhyImmunize.org
Facebook – general community/healthy living/vaccine education
Twitter – provider/vaccine education
Pinterest – healthy images/vaccine education
Lessons Learned

1. Strong partner support across various sectors is valuable
2. Listen to direct feedback from providers/users – watch the data
3. Multi-level engagement on materials enhances a print piece
4. Contests with social media interaction are well received
5. Recognition on web, Facebook, twitter etc. goes a long way
6. Those assisting in implementation – know their comfort level
7. Utilize partner knowledge and resources
8. Be flexible - willing to alter and expand, based on the needs in your community.
Thank You

The Arizona Partnership for Immunization

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