

PROMOTING VACCINATION ACROSS THE LIFESPAN: THE LONG-TERM SUCCESS OF THE AIM PROVIDER TOOL KIT IN EDUCATING PROVIDERS ABOUT IMMUNIZATIONS



BARBARA DAY

DAYB1@MICHIGAN.GOV

IMMUNIZATION FIELD
REPRESENTATIVE

MICHIGAN DEPARTMENT OF
COMMUNITY HEALTH



OBJECTIVES & PROGRAM OUTLINE

Objective:

- To identify the steps taken by the AIM Coalition to maintain the success of the printed AIM Provider Tool Kit while adapting to the changing needs of AIM users

Overview:

- Background of AIM
- Evolution of the Tool Kit
- Online Presence
- Successes and Barriers



ALLIANCE FOR IMMUNIZATION IN MICHIGAN (AIM)

1994 - Michigan had the lowest immunization rates in the nation

In response, a partnership of public and private sector organizations was formed to focus on a broad spectrum of immunization issues in Michigan

Initial focus - provider education

- Goal: to reduce missed opportunities to immunize
- Integrated into what became known as the AIM Provider Tool Kit
- Began in Southeast Michigan – now has a statewide presence



MISSION AND GOALS OF AIM

Mission:

- To promote immunizations across the lifespan through a coalition of health care professionals and agencies

Goals:

- Raising the age appropriate immunization levels of all Michigan children to at least 90%
- Raising awareness among health care providers and the public of the importance of immunization across the life span
- Promoting participation in the Michigan Care Improvement Registry (MCIR) by all health care providers



AIM MEMBERSHIP

State and Local Health Departments

Hospitals and Health Systems

Health Care Associations

Health Plans

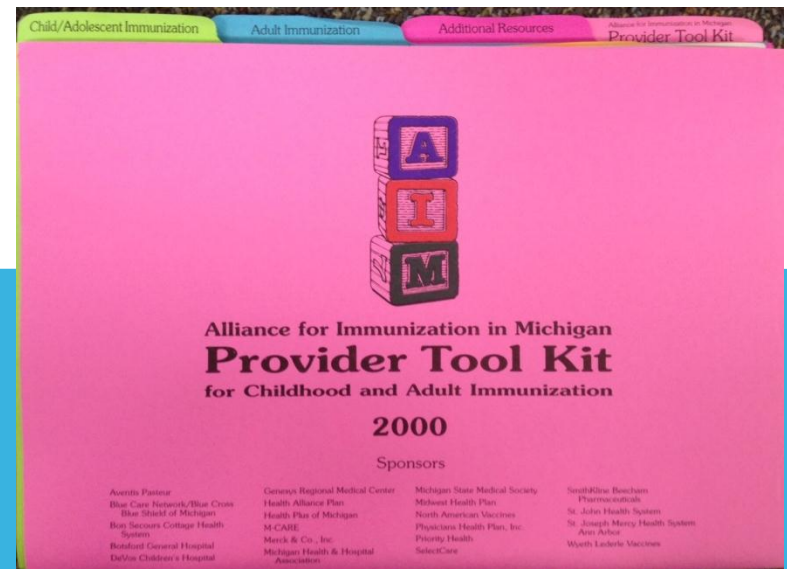
State Registry Representatives (MCIR)

Community Vaccinators

Pharmacies

Colleges and Universities

Vaccine Manufacturers



AIM COMMITTEES

Education Committee

- Meets quarterly to discuss Immunization issues
- Consists of AIM members committed to developing the AIM Provider Toolkit

Website Committee

- Maintains website information
- Plans for future enhancements and developments

Awards Committee

Kit Fundraising



WHAT IS THE AIM PROVIDER TOOL KIT?

A comprehensive resource for:

- Immunization management
- Parent and consumer education
- Reliable vaccine information sources
- Up-to-date immunization materials for health care providers
- Teaching tool for provider offices
- Continuing education credits for nurses and pharmacists

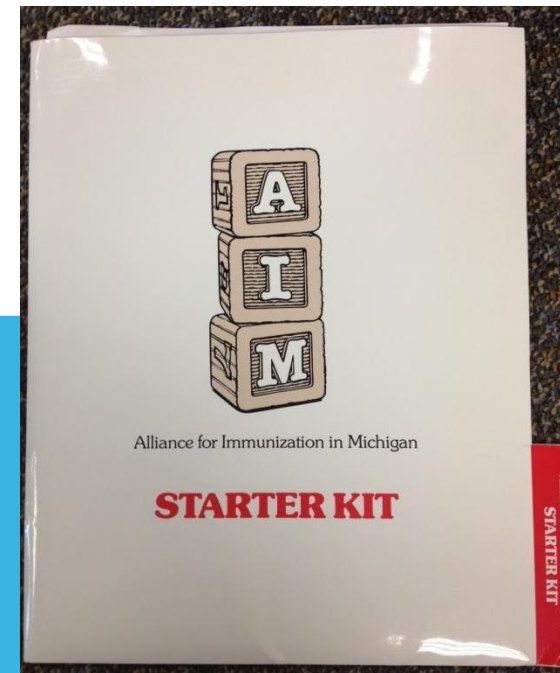


EVOLUTION OF THE AIM PROVIDER TOOL KIT

First Tool Kit printed in 1995 consisted of:

- Colorful promotional materials
 - Posters, brochures, contact information for rolodex
- Storage and handling guidelines
- Immunization record card
- Vaccine safety information
- No individual sub-tabs

Initial printing of 5,000 kits



EVOLUTION OF THE AIM PROVIDER TOOL KIT

1997-1998 Kits

- Immunization management, posters for your office, resources for parents

1999 Kit

- Everyday tools, additional resources, adult immunization

2000-2001 Kits

- Child & adolescent immunization, adult immunization, vaccine storage and resources



EVOLUTION OF THE AIM PROVIDER TOOL KIT

2002-2006 Kits

- Added talking to families (later known as vaccine safety and concerns) folder
- Website created in 2006

2007-2011 Kits

- Separated out childhood and adolescent folders
- Talking to families became vaccine safety and concerns folder



EVOLUTION OF THE AIM PROVIDER TOOL KIT

Re-evaluation of the current kit

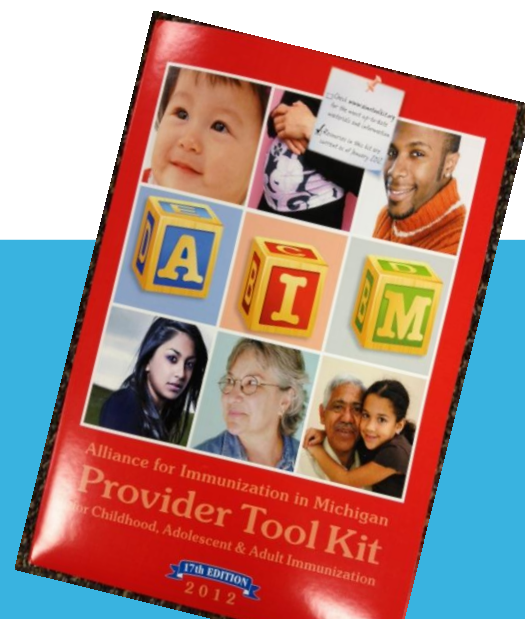
- Often outdated by the time it gets to providers
- World we live in is becoming increasingly dependent upon electronic forms of communication
- Can no longer rely on only printed materials to share the latest and most up-to-date information
- Transient nature of vaccines and immunizations



EVOLUTION OF THE AIM PROVIDER TOOL KIT

2012 Kit

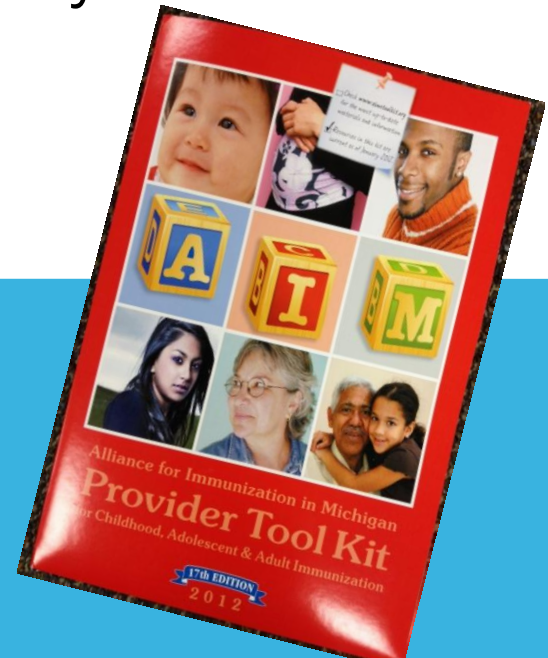
- Hybrid kit – more promotional, colorful materials - a few clinical pieces
- No longer separated into folders (child, adolescent, adult, vaccine safety and concerns, vaccine storage and resources)
- Directs providers to the AIM Tool Kit website for the most current immunization information



EVOLUTION OF THE AIM PROVIDER TOOL KIT

2012 Kit

- Printed Tool Kit will continue to be a mainstay of the AIM coalition
- CD with website walk-through & introduction to changes by AIM co-chairs
- Evaluation is ongoing via Survey Monkey



AIM TOOL KIT WEBSITE

Website: www.aimtoolkit.org

- Created in 2006
- Revamped the look and feel in 2011
- Most popular pieces are now featured on the home page
- Same folders AIM users are accustomed to
- Link to full website walk-through
- Link to introduction of printed kit and website changes by AIM co-chairs





Alliance for Immunization in Michigan

[HOME](#) [MEMBERS ONLY](#) [CONTACT US](#) [RESOURCES](#) [NEWS](#) [ABOUT AIM](#)

AIM Founded
1996

[Children](#) [Adolescents](#) [Adults](#) [Safety and Concerns](#) [Vaccine Storage & Resources](#) [Influenza Resources](#)



[Children](#)
[Adolescents](#)
[Adults](#)

[Vaccine & Immunization Topics](#)

Were you able to find
you were looking for on
AIM website?

Yes, I was looking for:

No, I was looking for:

your email address:

SUBMIT

AIM AWARD

[2010 Award Winners](#)

Order

[How to order an AIM T](#)

Vaccine & Immunization Topics



Schedules

Childhood: Birth-6 yrs
Catch Up: 4 mos - 18 yrs
Adolescent: 7-18 yrs
Adult: 19 yrs and older



Vaccine Administration

Child and teen records
Adult records
Injectable Vaccine Admin.
Children - Adolescents - Adults



After the Shots

What to do if child has discomfort.



MDCH Quick Looks

Handouts designed for healthcare providers



Vaccine Information Statements

VIS Sheets by the CDC to explain benefits & risk of a vaccine



Screening Questionnaire

Children & Teens
Adults



Summary of Recommendations

Children: Birth - 18yrs
Adults



AIM Outstanding Achievement Award Winners

2010 Award Winners



Education

MDCH 2011 Fall Regional Immunization Conferences

CDC offers free immunization education and training courses

Nursing Continuing Education Information

Pharmacist Continuing Education Information

Campaigns

vaccinate
your baby.org
get the facts:
vaccines save

Order

How to order an AIM Toolkit

News

Pertussis (Whooping Cough) Information in Michigan

Health Officials Urge Measles Protection

Key Facts About Measles

AIM Member Receives National Nursing Award

Fluzone Vaccine Safety

Adult Immunization Rates
2009 National Health Interview Survey (NHIS) data have been released. Adult coverage has continued to improve but remains lower than optimal levels seen among children.

... More News >

Support

Help support AIMToolkit.org by putting one of our web buttons on your website.



Toolkit Highlights

... additional highlights



HOW ARE THE TOOL KITS FUNDED?

AIM Coalition solicits donations from member organizations each year

- Printed kit sponsor
- Printed kit and website sponsor

Pharmaceutical exhibits at quarterly AIM meetings

No full-time staff member – all volunteer



BARRIERS OF AIM COALITION AND KIT

Barriers

- Money and continued support in a time of budget constraints
- Time
 - No full-time staff member
- Frequently changing immunization recommendations
- Change is always difficult
- No graphic designer – work with what we have
- Meeting the needs of specific target populations (e.g., materials in foreign languages)



SUCCESSSES OF AIM COALITION AND KIT

Successes

- Widely accepted and used by health care providers
- National presence
- Continued assessment of provider educational needs
 - Create materials based on provider feedback
- Implemented changes envisioned
- Longevity of current AIM membership
- Increased interest in AIM membership (statewide)
- Website usage



CONCLUDING THOUGHTS

AIM has set reasonable and measurable goals

- Annual Tool Kit
- Up-to-date website

By focusing our concerted efforts on tangible products (e.g., Kit and website) AIM is able to successfully meet our goals

AIM Continues to evaluate and adapt to changing immunization climate



THANK YOU!



