

Chicago 2013 Adolescent Immunization Project

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Formerly Illinois Maternal & Child Health Coalition



OUR MISSION to improve health outcomes
for women, children, and their families is accomplished
through advocacy, education, and community empowerment.

VISION

EverThrive Illinois envisions an Illinois that works towards equity and social justice, fosters the development of healthy families, and provides fair access to quality health care – the basic rights of all human beings.

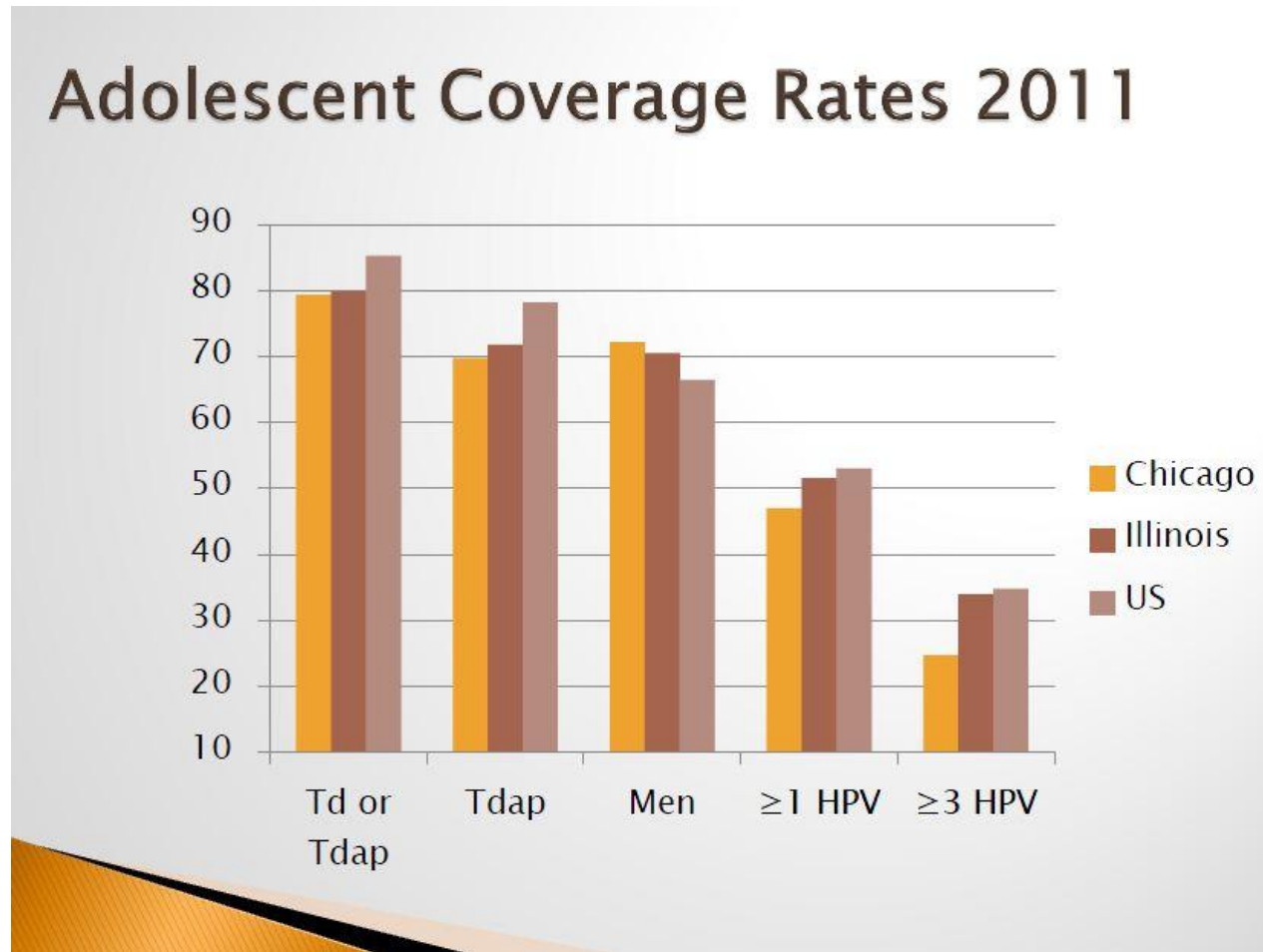
PRIORITY AREAS

- Immunizations across the lifespan
- Health care and health education in schools
- Infant and maternal morbidity and mortality reduction
- The elimination of health disparities among all populations
- Leadership development in maternal and child health field
- Reproductive health
- Healthy lifestyles, nutrition, and cooking education

Overview of Adolescent Immunization Project

- Our first substantial adolescent immunization project
- Benchmarking
 - 2011 NIS teen data
 - 6 professional organizations; 20 states; and Canada
 - 18 responses from the Immunization Action Coalition's listserv
 - We did not find anything that we felt applied well to our context in Chicago

Continued Overview of Adolescent Immunization Project



*National Immunization Survey data

Continued Overview of Adolescent Immunization Project

- Stakeholder meeting:
 - 2/22/13 stakeholder meeting included 21 representatives:
 - Respiratory Health Association; Erie Family Health; Illinois Academy of Family Physicians; Chicago Public Schools; Heartland/ Northwestern; Illinois Coalition for School Health Centers; Chicago Department of Public Health; Illinois Department of Public Health; University of Chicago; Illinois Chapter of the American Academy of Pediatrics
 - First time we have convened all partners to specifically discuss adolescent immunizations
 - Provided toolkit suggestions
 - Provided suggestions for our outreach material
 - Importance of discussing all recommended immunizations

Strengths

- 3/7/13 HPV Webinar
 - Partnered with Illinois Chapter American Academy of pediatrics (ICAAP) and Illinois Critical Access Hospital Network (ICAHN)
 - Guest Speaker Eileen Dunne, MD, MPH, from the CDC
 - 137 participants on the statewide webinar
- HPV blog post on the SexEd Loop <http://bit.ly/YprQWb>
- CDPH hosted 4 school based clinics- included HPV vaccination

Strengths Continued

- Spring 2013 eUpshot newsletter included 2 HPV articles
- 5/15/13 Spring 2013 General Meeting Adolescent Immunization Focused
- Reminder Recall Factsheet
- Adolescent Focus Groups
- Provider Survey

Challenges

- Large benchmarking project showed that there was not a lot of work being done around adolescent immunizations and none of the existing work seemed like a good fit for our populations in Chicago
- Adolescent focus groups
 - Adolescents have given us some conflicting information

Provider Survey Results

- **Purpose**

- Assess provider needs regarding adolescent immunizations

- **Tool**

- 10 question survey

- **Timeframe**

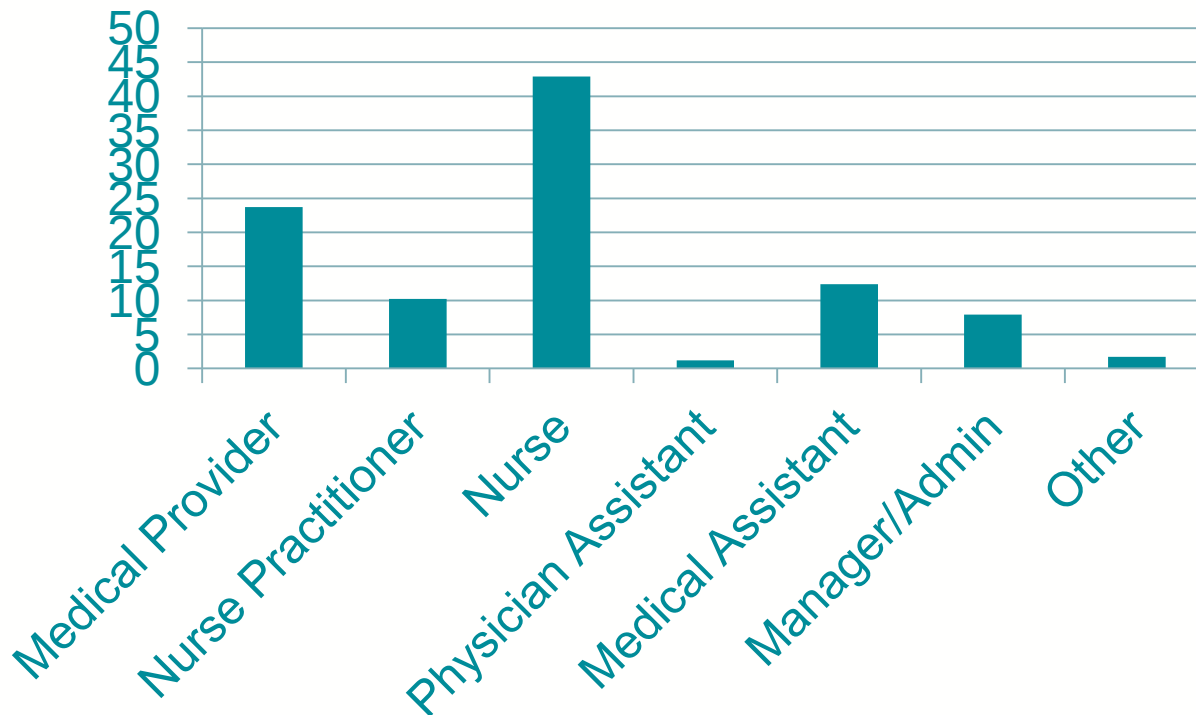
- Data Collection: March to April 2013
- Data Analysis: June 2013

- **# Respondents**

- 177

Survey Participant Demographics

Job Title/Position



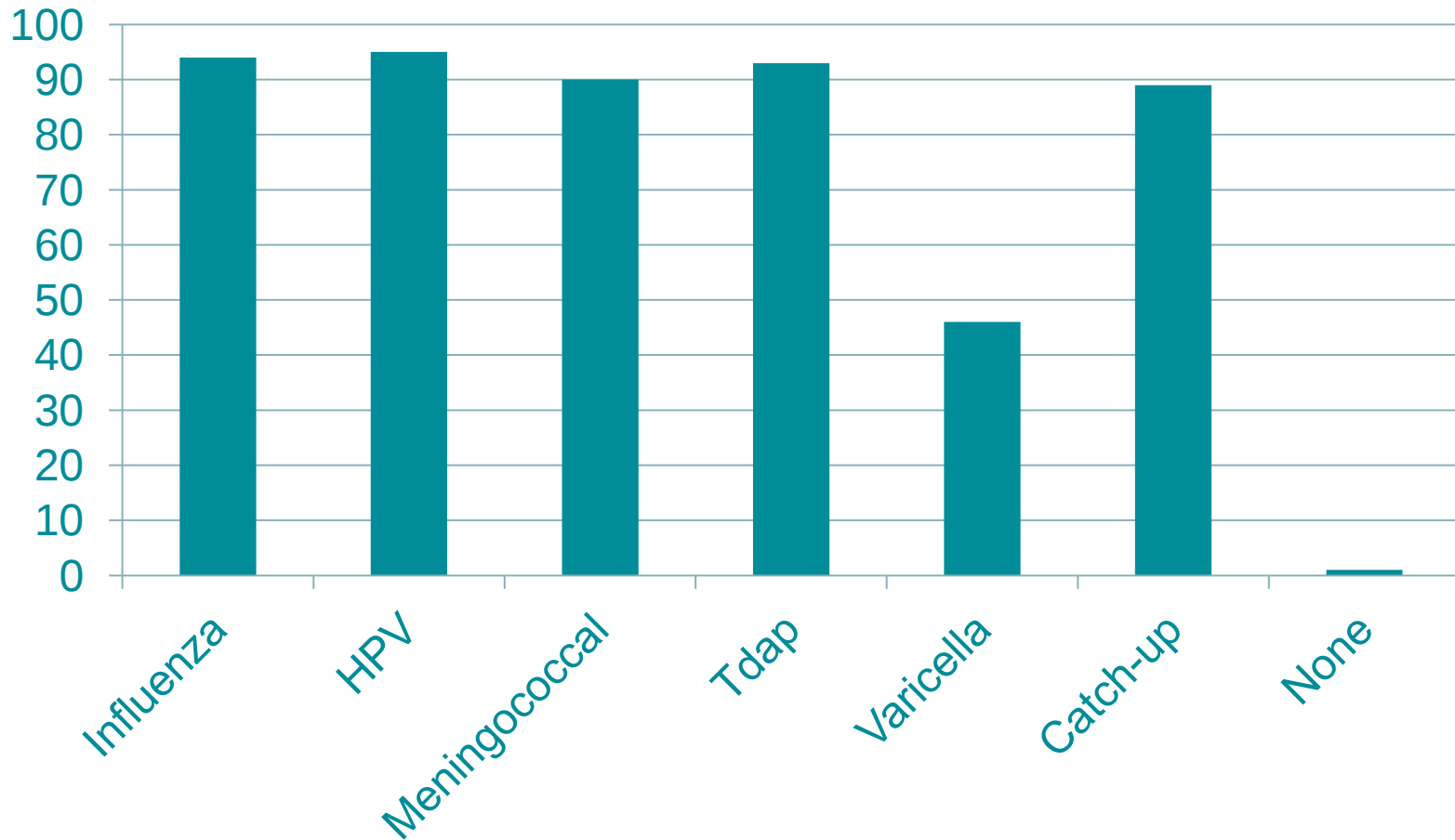
Healthcare settings represented

- FQHC: 27%
- Hospitals: 9%
- Group Practice: 24%
- Solo Practice: 10%
- Other: 30% (i.e. Health Departments, Pharmaceutical Company, Schools, Immediate Care and Ambulatory Clinics)

94% currently vaccinate adolescents

Current Vaccine Recommendations

Percent of providers recommending each adolescent vaccine to 11-12 year old patients



Barriers to Vaccinating Adolescents

- Parents

- Belief that HPV shot is only for sexually active teens
- HPV shot gives permission to be sexually active
- Religious/Medical beliefs
- Only want required vaccines

- Fear/Myths/Misinformation

- Pain
- Side effects (i.e. Brain damage, or Vaccine causing teen to get disease)
- Vaccines completed in childhood so not needed in adolescence

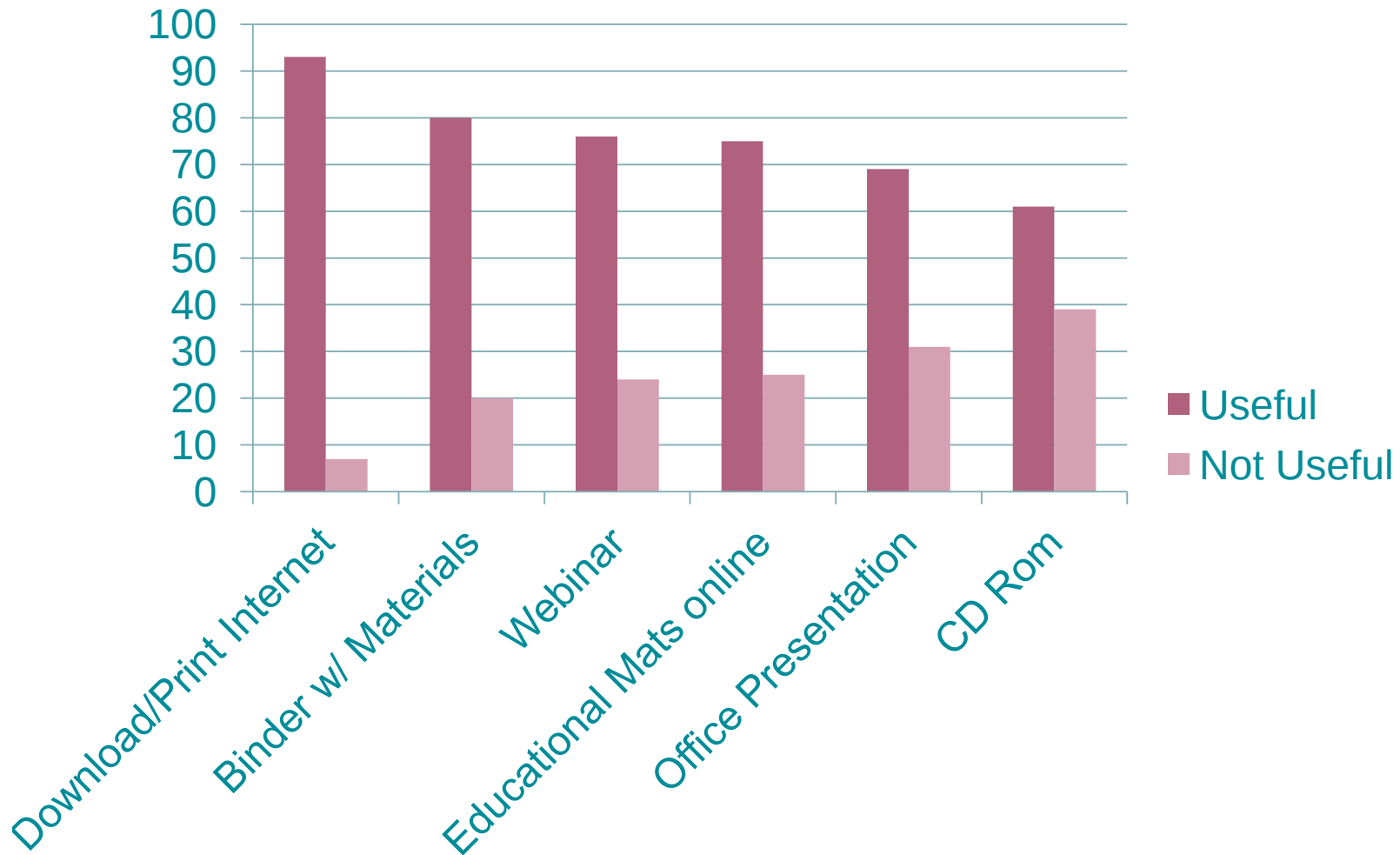
- Cost/Money

- For optional vaccines

- Missed appointments & not following up for shots requiring multiple doses(i.e. HPV)

- Too many shots at once

Preferred Format of Resources



Type of Information Requested

INFORMATION	% USEFUL
Addressing vaccine myths	95%
Addressing parent concerns	94%
Vaccine preventable diseases	93%
Vaccine safety	92%
How to talk to parent/adolescents about vaccines	86%
Vaccine storage and handling	80%
Vaccine administration	79%

Almost **70%** of respondents stated that they would like to receive free immunization resources from us

Outreach Materials

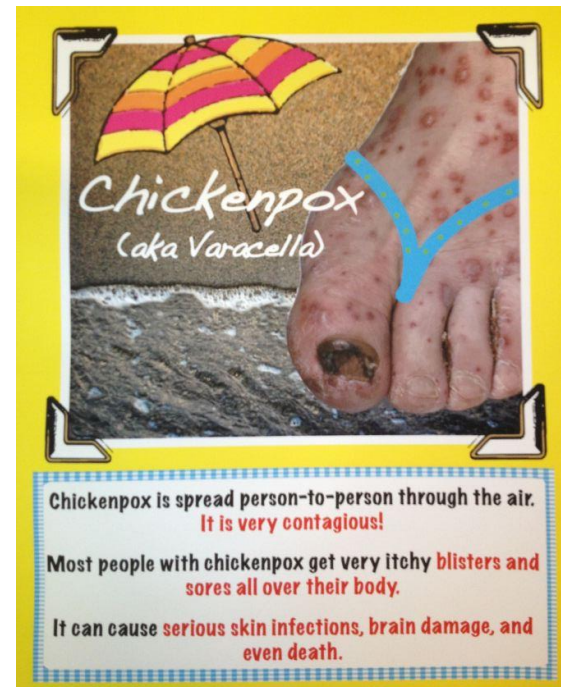
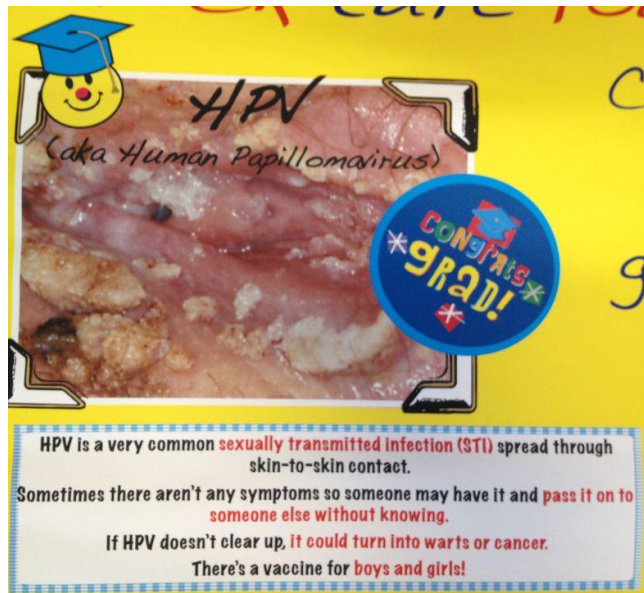
- 4 focus groups with a total of 41 adolescents and 8 adults (March-September 2013)
 - Illinois Caucus for Adolescent Health students throughout the city
 - 2 groups in the Englewood neighborhood
 - 1 group in the Uptown neighborhood
- Information from the first two groups used to inform the creation of materials
- Last two groups reviewed materials
- High school students
- 85% African American
- 78% female; 22% male

Initial information from focus groups

- Group 1:
 - More visual and less text
 - Happy pictures
 - Bright and colorful
- Group 2:
 - Disease pictures
 - Colorful
 - “Scare us”

*Graphic Design by Anna Burnham





*Graphic Design by Anna Burnham



Flu (aka Influenza)

The flu isn't just a bad cold. It makes you very sick and **could lead to you being hospitalized.**

You can catch the flu from people who cough, sneeze, or **even just talk around you.** It's very contagious.

Every year **people (including healthy teenagers) die** from the flu. So it is important for everyone to get the flu shot every year!



Meningitis (aka Meningococcal disease)

Meningitis is a **life-threatening disease.**

Meningitis is spread from person-to-person. It's very contagious even from a **person who looks healthy.**

10-15% of people infect with meningitis die. Others may lose a limb, have brain damage, or permanent hearing loss.

Meningitis is most common in teens and young adults.



Whooping Cough (aka Pertussis)

Whooping cough is spread through the air by coughing and sneezing. **It's very contagious.**

Whooping cough can cause coughing so severe that it **results in vomiting.**

If you spend time around babies, small children, or pregnant women **you could make them very sick.**

*Graphic Design by Anna Burnham

Feedback from final two groups:

Group 3:

- Liked the color
- They thought it was too busy
- Didn't understand the concept of juxtaposing the happy teenage events with the scary pictures
- They liked the flu photo because they feel like it clearly shows how disease spreads
- They liked the word "pick"

Group 4:

- Felt like the materials were not mature enough and were thus "too kiddy"
- Felt like the materials were not serious enough
- They liked the pictures.
 - Like the HPV, and Chickenpox and Meningitis pictures because they are serious, scary, and honest- the gross pictures get your attention
- Other title ideas:
 - "Better safe than sorry"
 - "Test your luck"
 - "Our voices will save our lives- this is not a silent movie"

Lessons Learned:

- Adolescents want to be respected and thus given honest, medically accurate information
- Adolescents want to use this information to play an active role in decisions that relate to their health and wellbeing
- Want to be able to learn about their options and advocate for healthy decisions in conversations with their parents and their doctors

OUR VOICES. OUR HEALTH.
Choose to be a healthy teen. Get vaccinated!

HPV
(aka Human Papillomavirus)



SEXUALLY TRANSMITTED INFECTION (STI)
SPREAD THROUGH PERSON-TO-PERSON CONTACT

- ABOUT 3 OUT OF 4 PEOPLE WILL GET HPV
- IF HPV DOESN'T CLEAR UP, IT CAN TURN INTO **WARTS OF CANCER**
- VACCINE AVAILABLE FOR BOYS & GIRLS

Whooping Cough
(aka Pertussis)



- SPREAD PERSON-TO-PERSON AND IT'S **VERY** CONTAGIOUS
- CAN CAUSE SERIOUS SKIN INFECTIONS, BRAIN DAMAGE, AND EVEN **DEATH**

Chickenpox
(aka Varicella)



- SPREAD THROUGH THE AIR BY COUGHING AND IT'S **VERY** CONTAGIOUS
- 2 OUT OF 100 TEENS WITH THE **SEVERE** COUGH ARE HOSPITALIZED

Meningitis
(aka Meningococcal disease)



Flu
(aka Influenza)



- SPREAD BY COUGHING, SNEEZING, OR TALKING
- CAN LEAD TO **HOSPITALIZATION** AND **DEATH**
- IMPORTANT FOR ALL TEENS TO GET THE FLU SHOT EVERY YEAR
- SPREAD PERSON-TO-PERSON - **TEENS ARE MOST AT RISK**
- 10-15% OF PEOPLE INFECTED **DIE**
- SURVIVORS MAY LOSE A LIMB, HAVE BRAIN DAMAGE, OR HEARING LOSS

EverThrive Illinois
Champions for Healthy Communities

Talk to your doctor and your parents or guardians about getting vaccinated.

HPV vaccine is cancer prevention.

Talk to the
doctor about
vaccinating your
sons and daughters
against HPV.



For more information call your health care provider,
school based health center or 311.

 **Ever Thrive Illinois**
Chicago's Health Commission
Priority Health Network | 2013 Health Coalition

 **HEALTHY
CHICAGO**
CHICAGO DEPARTMENT OF PUBLIC HEALTH

More Lessoned Learned:

- When creating a toolkit it is best to ask intended recipients what information would be most useful for them
- Be flexible
- School requirements improve vaccination rates

Thank you!

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