



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

National Conference on
Immunization and Health Coalitions
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Today's Focus

Overview of Child Profile Health Promotion

- History
- Materials development
- Evaluation



Brief History

- 1993
- RWJ All Kids Count (King + Snohomish) with DOH support
- Statewide expansion began 1998
- DOH assumed responsibility on 1/1/02
- Washington State Immunization Information System & Child Profile two connected programs – 2012
- Email distribution – 2014

How does it work?

The Child Profile Health Promotion System and the Washington State Immunization Information System are connected programs of the Washington State Department of Health.



Child Profile Health Promotion System

Health and safety information sent to families with young children in Washington State. Mailings include:

- Up-to-date, age-specific information on child health, safety, nutrition and development.
- Immunization information.
- Reminders for health and dental checkups.
- Parenting tips.
- Helpful resources.

Parents say the mailings provide useful and timely information to help them take care of their child.



Washington State Immunization Information System

Most doctors and clinics in Washington State use the system.

- Keep immunization records up-to-date. This information may be needed for school, child care, camp, college, the military, and long-term care facilities. Some employers also need a copy of immunization records.
- Learn which vaccines patients need at each visit.
- Keep all immunization records in one place. Helpful if someone changes clinics or doctors.
- Print a current immunization record.

Program Mechanics

- Birth certificate/health plan/provider data
- Weekly mail and e-mail processing
- Family Health Hotline partnership

Immunization: the single most important way to protect your baby from these 15 serious and sometimes deadly diseases



These diseases spread by coughing and sneezing:

Diphtheria causes a sore throat and mild fever and can completely block a person's airway. Diphtheria can cause breathing and heart problems, coma, paralysis, and death.

Pertussis (whooping cough) causes spells of coughing that make it hard for a child to eat, drink, or breathe. Whooping cough can cause pneumonia, seizures, brain damage, and death. Infants younger than six months are at highest risk for being hospitalized and dying from pertussis. Most infants get the disease from a family member, so older children and adults who have contact with babies should receive a Tdap (pertussis) vaccine.

Haemophilus influenzae type b (Hib) can cause meningitis (swelling of the covering of the brain and spinal cord), infections of the joints, skin, and blood, brain damage, and death. Hib is most dangerous to children under age five.

Pneumococcal disease is the main cause of bacterial meningitis (swelling of the covering of the brain and spinal cord) in young children. It can also cause serious blood infections and pneumonia.

Influenza (flu) often causes high fever, cough, headache, and muscle aches. All flu viruses can

lead to pneumonia and heart problems. Parents and caregivers should get vaccinated to prevent spreading the flu to their babies. The flu can be very serious, especially for babies under six months who are too young to get the vaccine. They often must be hospitalized.

Measles causes a high fever, coldlike symptoms, and a rash. It can lead to pneumonia, hearing loss, brain damage, and death. A child who has not been immunized will most likely get measles if exposed.

Mumps can cause headache, fever, and swelling of the cheeks, neck, or jaw. Mumps can lead to hearing loss, meningitis (swelling of the covering of the brain and spinal cord), and brain damage.

Rubella causes a fever and a rash on the face and neck. Pregnant women who get rubella can miscarry or have babies with birth defects such as blindness, deafness, or developmental delays.

Varicella (chickenpox) causes an itchy skin rash (with blisters) and fever. Chickenpox can be severe and may lead to meningitis (swelling of the covering of the brain and spinal cord), serious skin infections, and pneumonia. Chickenpox can also spread by direct contact with the blisters.

These diseases are found in the stool (feces) of infected persons and spread when a person puts something (food, water, hands, or an object) into his mouth that has the virus on or in it.

Rotavirus causes high fever, vomiting, and severe diarrhea. These symptoms can cause a child to lose body fluids and become dehydrated, which can lead to hospitalization.

Polio can cause permanent paralysis and death. There is no treatment for polio. Polio still exists in other countries and is only a plane ride away.

Hepatitis A causes liver disease.

Each of these diseases spreads differently:

Hepatitis B spreads by contact with infected blood or other body fluids. It can cause serious liver infections. A mother with hepatitis B can pass the virus to her newborn baby during childbirth. Nine out of ten infants who get infected will develop lifelong (chronic) hepatitis B. Of those, one in four will die of liver problems, including liver cancer, later in life.

Tetanus (lockjaw) spreads by germs that enter the body through a cut or puncture wound. It can cause muscle spasms, breathing problems, and often, death. Protection from tetanus will always be needed because the tetanus germ lives in soil and manure, and cannot be removed from the environment.

Meningococcal disease spreads by close contact with infected persons by kissing, coughing, or sharing anything by mouth, like utensils or toothbrushes. It can cause meningitis (swelling of the covering of the brain and spinal cord), pneumonia, and bloodstream infection. Severe disease can cause brain damage, deafness, limb loss, and death.

Recommended Immunization Schedule Ages Birth – 6 Years

Vaccine	Age	Birth	1 month	2 months	4 months	6 months	9 months	12 months	15 months	18 months	19-23 months	2-3 years	4-6 years
Hepatitis B	HepB	HepB						HepB					
Rotavirus	RV		RV	RV	RV								
Diphtheria, Tetanus, Pertussis (whooping cough)	DTaP		DTaP	DTaP	DTaP					DTaP		DTaP	
Haemophilus influenzae type b	Hib		Hib	Hib	Hib			Hib					
Pneumococcal	PCV		PCV	PCV	PCV			PCV				PPSV/PCV	
Inactivated Poliovirus	IPV		IPV	IPV				IPV				IPV	
Influenza (flu)										Influenza (Yearly)			
Measles, Mumps, Rubella	MMR							MMR				MMR	
Varicella (chickenpox)	Varicella							Varicella				Varicella	
Hepatitis A	HepA									HepA (2 doses)		HepA	
Meningococcal	Meningococcal												



Reading the schedule

- Red box: Your child should get the vaccine at this age or age range.
- Blue box: Your child may need these vaccines if she has high-risk conditions. Ask your doctor or nurse for more information.
- Orange box: Your child may get this dose depending on the type of vaccine used. Ask your doctor or nurse for more information.

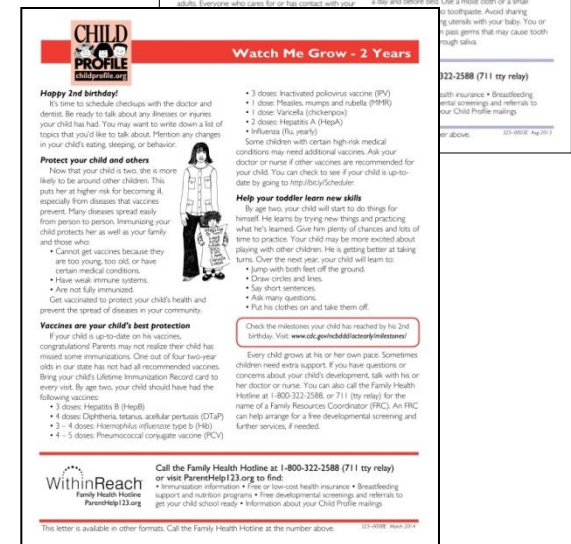
If your child misses a recommended dose, get it as soon as possible.

Based on the 2014 schedule of the U.S. Centers for Disease Control and Prevention, the American Academy of Pediatrics, and the American Academy of Family Physicians.

Find the recommended immunization schedule for ages 7 to 18 years, and information about adult immunizations at: www.cdc.gov/vaccines

Materials Development Guidelines

- Content based on best practice guidance, health education theory
- 5th – 7th grade reading level
- Colorful and educational graphics
- Covers information on all aspects of child health, including: immunizations, safety, nutrition, development, and more
- Culturally relevant Spanish translation
- Timeliness of information – mailings timed to correspond to child's age



Material Review

- Professional Reviewers include LHJ, DOH and other state agency reviewers
- WCAAP reviewers
- Parent review team
- Spanish review team

Watch and help me grow!

How I learn and grow depends on both who I am and what I experience.
Everything I learn, do, and feel is connected.

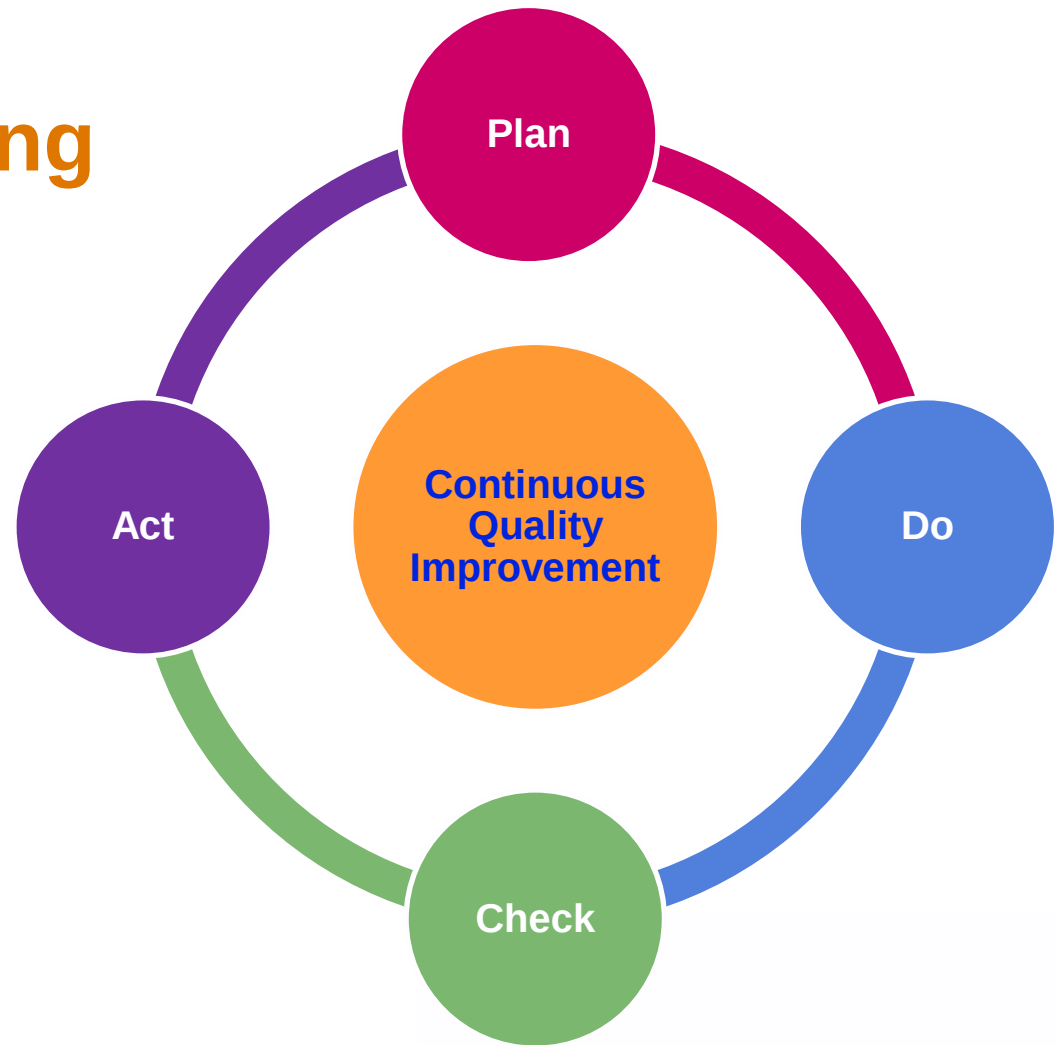
	1½ to 2 Years	2 to 2½ Years	2½ to 3 Years
PHYSICAL HEALTH I grow and learn best when my body is healthy. Make sure that I have a safe place to play, both indoors and outside.	I can build and stack.  I like to build things up and knock them down.	I use my fingers to create.  Give me paper, paints, crayons, and clay.	I climb, throw, and jump.  Play outside with me. We can have fun together.
SOCIAL EMOTIONAL I need people to love me and understand my feelings. Help me learn about emotions by naming my feelings and talking to me about them.	I show strong feelings.  Please stay close when I'm upset. It helps me when you are calm.	I am becoming independent.  Let me try things on my own. Stay nearby to help when I want you to.	I enjoy other children.  Give us toys we can each play with. We are learning to share.
I WANT TO LEARN I am curious and want to learn about everything. Talk and play with me every day. Help me explore the world around me.	I enjoy going places.  Take me places where I can explore new things.	I ask about things.  Answer when I ask, "What's that?" I learn when you talk with me.	I play make believe.  I love to pretend. Give me things I can use to play dress-up.
THINGS I KNOW I learn from the people and the world around me by touching, tasting, seeing, smelling, and hearing. Give me plenty of "hands on" experiences.	I recognize pictures.  Read me stories over and over. I can point to things I know.	I learn from experience.  Talk to me about what we need and why. "It's cold, so we need a coat."	I am learning to match.  Let me help you sort the laundry by color.
LANGUAGE I learn to communicate when you talk, read, and play with me. Talk with me about all the things we do throughout the day.	I enjoy learning new words.  Tell me the words for what we see and do.	I can put words together.  Give me choices and let me answer you. Help me say what I want.	I can follow directions.  Give me simple steps. "Please get the book and bring it to me."
	1½ to 2 Years	2 to 2½ Years	2½ to 3 Years

Partnerships

- Total partner organizations/programs: 11
 - Washington State Department of Early Learning (6)
 - Washington State Department of Health, Division of Environmental Health (4)
 - Washington State Department of Health, WIC Program (3)
 - Washington State Department of Health, Injury Prevention (4)
 - Higher Education Coordinating Board (2)
 - Seattle Children's Hospital (2)
 - Washington Dental Service Foundation (1)
 - Dairy Council of Washington (1)
 - Thrive by Five (1)
 - Jaxon's Cure Foundation (1)

Regular and Ongoing Evaluation

- Parent surveys
- Focus groups
- Key informant interviews
- Customer service questionnaires



Parent Comments



“This is one of my favorite things about having a child in Washington. These are great!”

“It was helpful to me as a first time parent. The food chart is my favorite.”

“Great reminders and tips. Quick and easy reading when parents don’t have a lot of time.”



Contact Information

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