

Stepping Into Conversation With Existing Networks

Leveraging Shared Values to Improve Health Outcomes

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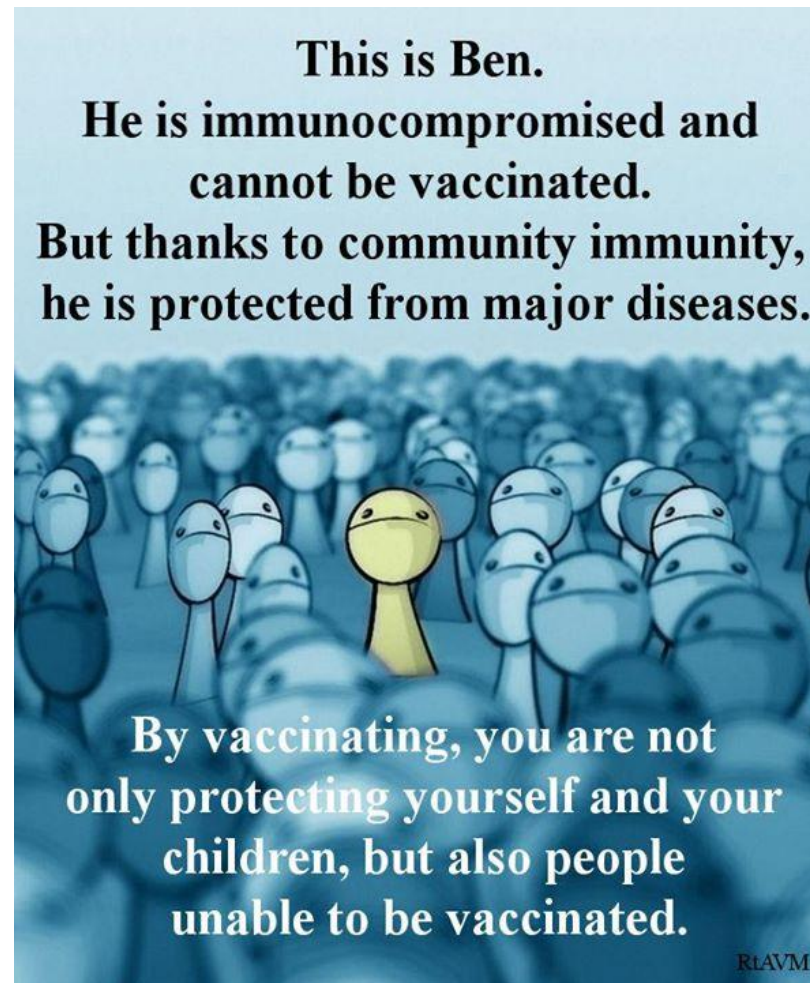
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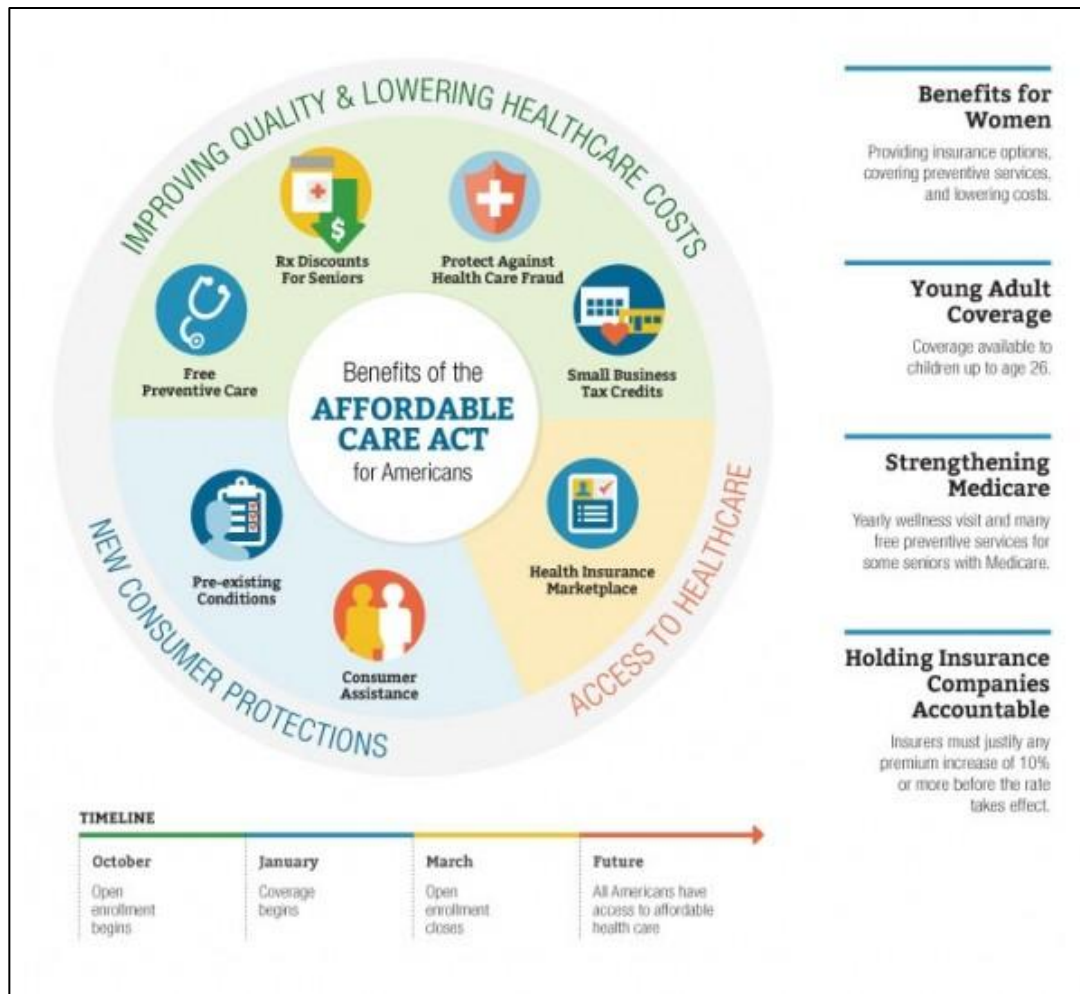
Objectives

- Identify the four strategic directions of the National Prevention Strategy
- Apply the concept of shared values in identifying potential collaborations with existing networks
- Discover opportunities to leverage resources to meet common goals

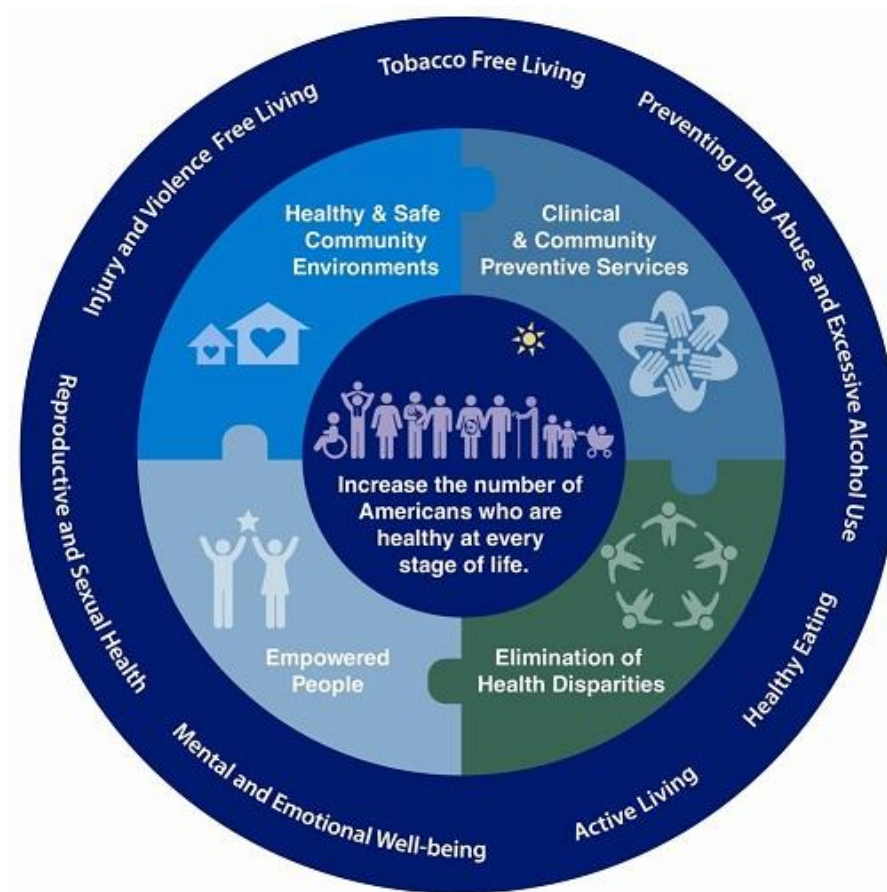
Before We Begin



Affordable Care Act



National Prevention Strategy



Deeply Rooted Partnerships



Arizona Partners Against Pertussis



*Building a Pertussis-free
workplace starts with you!*



*Join the campaign today to
reach a 100% vaccinated office.*

[click here to go to the website](#)



Partners

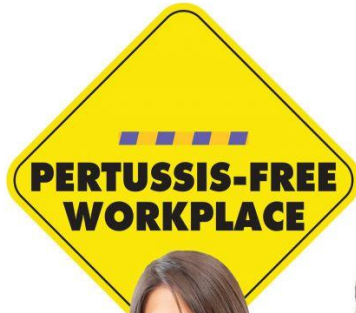


Shared Value Protecting Infants



<https://www.whyimmunize.org/national-infant-immunization-week>

Activities



Staff Immunization Day

Building a Pertussis-free workplace starts with you!



Tool-Kits

Tdap Vaccine Pocket Information Guide

Who Should Be Vaccinated and When

- Vaccinate all adolescents and adults with a one-time dose of Tdap to boost protection against pertussis (whooping cough).
- Vaccinate pregnant women during the third (preferably) or late second trimester (after 20 weeks gestation). If Tdap not given during pregnancy, give immediately post-partum.
- Vaccinate all people (e.g., parents, siblings, grandparents, health-care personnel, childcare providers) who have or anticipate having close contact with an infant younger than age 12 months at least 2 weeks prior to infant contact.
- Give Tdap at any interval after the previous dose of Td.
- Following receipt of Tdap, continue to give all adolescent and adult patients Td boosters every 10 years, or more often if needed (e.g., as part of wound management).
- Provide catch-up vaccination to children age 7 through 10 years who have not completed the childhood DTaP vaccine series; give Tdap as the first dose, and complete the series with Td.
- Assure completion of a primary 3-dose series of tetanus and diphtheria-containing products in adolescents and adults who lack such history; observe minimum intervals of 4 wks between the first and second doses, and 6 months between the second and third doses. Use Tdap for one of the doses, preferably the first.

Talking Points with Patients, Including Pregnant Patients

- Pertussis (whooping cough) is spread through the air by infectious droplets. It is highly contagious.
- Pertussis cases have increased in recent years, resulting in many hospitalizations and deaths, especially among infants. Many sick infants were infected by family members or caregivers.
- Infants are not adequately protected against pertussis until they have received at least 3 doses of DTaP. Therefore, vaccinating pregnant women, family members, and caregivers with Tdap is needed to provide infants with the shield of protection known as "cocooning."
- Even when fully vaccinated with DTP or DTaP in childhood, a person's pertussis immunity wanes over time. Fortunately, in 2005, the Tdap vaccine became available for use in adolescents and adults.

Immunization Action Coalition • www.immunize.org

November 1, 2012

Dear Healthcare Provider:

Over 850 cases of pertussis were reported in Arizona in 2011. There have already been over 750 cases reported along with one infant death so far in 2012. All healthcare personnel and staff are asked to get **immunized against pertussis** to decrease the spread of this contagious disease. Please join **Arizona Partners Against Pertussis (APAP)** in a statewide campaign to reduce pertussis exposure to patients. Your support of this initiative is crucial.

WHY PHYSICIANS, HEALTHCARE PERSONNEL AND STAFF NEED THE VACCINE

- Only 20% of healthcare providers in the US have received the adult vaccine for Pertussis (Tdap).
- All healthcare personnel and staff play a crucial role in keeping themselves, their patients and families protected from pertussis. Healthcare personnel are nearly twice as likely to get pertussis as other adults, and if they catch it from one patient, they can spread it to other patients. This is of particular concern for infants under one year of age.
- According to the Centers for Disease Control and Prevention (CDC), Tdap vaccination of adults reduces the incidence of pertussis in infants and others who are at high risk of complications of the disease.
- CDC recommends administering Tdap regardless of the interval from the most recent Td-containing vaccine, including persons 65 years and older.

HOW YOUR ORGANIZATION CAN PARTICIPATE IN THE CAMPAIGN

- Complete Sign Up Form at www.whylimmunize.org/APAP.
- Achieve 100% pertussis immunization rate among eligible staff prior to April 1, 2013 and your organization will receive a Certificate of Participation, be recognized on our webpage, and entered in a random drawing to receive an iPad or one of five \$100 gift cards.
- Review the enclosed materials designed to help you get started. Campaign resources and materials are also online at www.whylimmunize.org.
- Set a goal for each healthcare worker and staff in your organization to get the Tdap vaccine if they have not done so already (excuse those with medical reasons or up-to-date shots).

We welcome your participation in this patient safety project. For more information, please contact us at the 602-287-9926. Thank you very much.

Sincerely,

Karen Lewis

Karen Lewis, M.D., F.A.A.P.
Arizona Chapter of the American
Academy of Pediatrics
Immunization Key Contact



PERTUSSIS VACCINE TALKING POINTS

The Problem of Pertussis in the United States

- In spite of childhood vaccination, pertussis (whooping cough) is a common infection in the US.
- People of any age can get infected with pertussis, but almost all the deaths from pertussis in the US are in infants under 12 months old.
- There were 18,584 infants under 12 months of age in the US with pertussis between 2000-2008. Of these, 61% were hospitalized, 13% had pneumonia, 1% had seizures, and 1% died.
- Since 2004, every year in the US there has been an average of 3,056 infant pertussis cases with more than 19 deaths.
- Infants do not have adequate protection against pertussis until after their 3rd dose of vaccine (usually at 6 months old) so they are at risk for pertussis infection from the first day of life.
- In one study, 76% of infants with pertussis were infected by a teenager or adult, and 75% of infants with pertussis were infected by family members. Mothers were the source 32% of the time. Fathers were source 15% of the time, siblings were the source 20% of the time, and grandparents were the source 8% of the time. (Bisgard, K. et al. *Paed Infect Dis J*. 2004;23:985-989).

The Problem of Pertussis in Arizona

- Arizona's last large outbreak of pertussis was in 2005. That year there were 1,108 pertussis cases and 1 infant death due to pertussis.
- In 2008, Arizona had 218 cases of pertussis and one infant death.
- In 2009, Arizona had 277 cases of pertussis and no deaths.
- In 2010, Arizona had 546 cases of pertussis and no deaths.
- In 2011, Arizona had 867 cases of pertussis and no deaths.
- As of 10-6-2012, Arizona had 773 cases of pertussis and one infant death.
- Identified cases of pertussis represent only a small fraction of people who actually are infected with pertussis.

Pertussis Vaccination in Children

- Pertussis vaccines have been given to infants and children since the 1940s, whereas pertussis vaccines for teenagers and adults have not been available until 2005.
- The pertussis vaccine that is given to children is called DTaP since it protects against diphtheria, tetanus, and pertussis.
- Pertussis vaccination in children involves 3 doses of DTaP in infancy, another dose at 12-18 months of age, and a final dose at 4-6 years of age.
- Although pertussis vaccines are very effective in protecting children against pertussis, sometimes a child who is fully vaccinated can still get pertussis.

APAP PERTUSSIS TALKING POINTS 10-10-2012

Tool-Kits



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s with you!*



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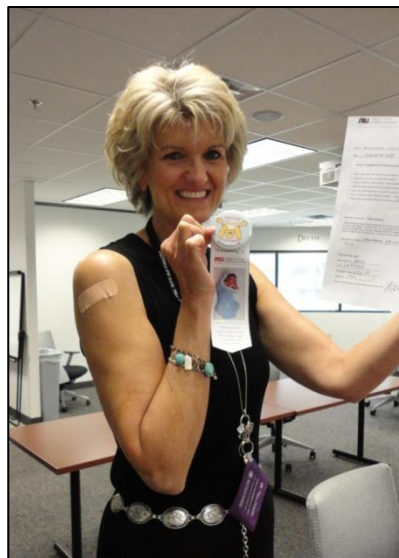
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Outcomes 2012 - 2013

- 2,000 Health Care Workers Pledged to be Immunized Against Pertussis
- 2,500 Health Care Workers were Educated via Grand Rounds
- Impact of the Project Branches are immeasurable

Strong Roots Support Growth



Branching Out – Shared Values

**AZ Cancer Coalition
Cancer Prevention**

**Foster Family Agencies
Policy Protection for
Children**



**Title X Family Planning
Clinics
Healthy Newborns**

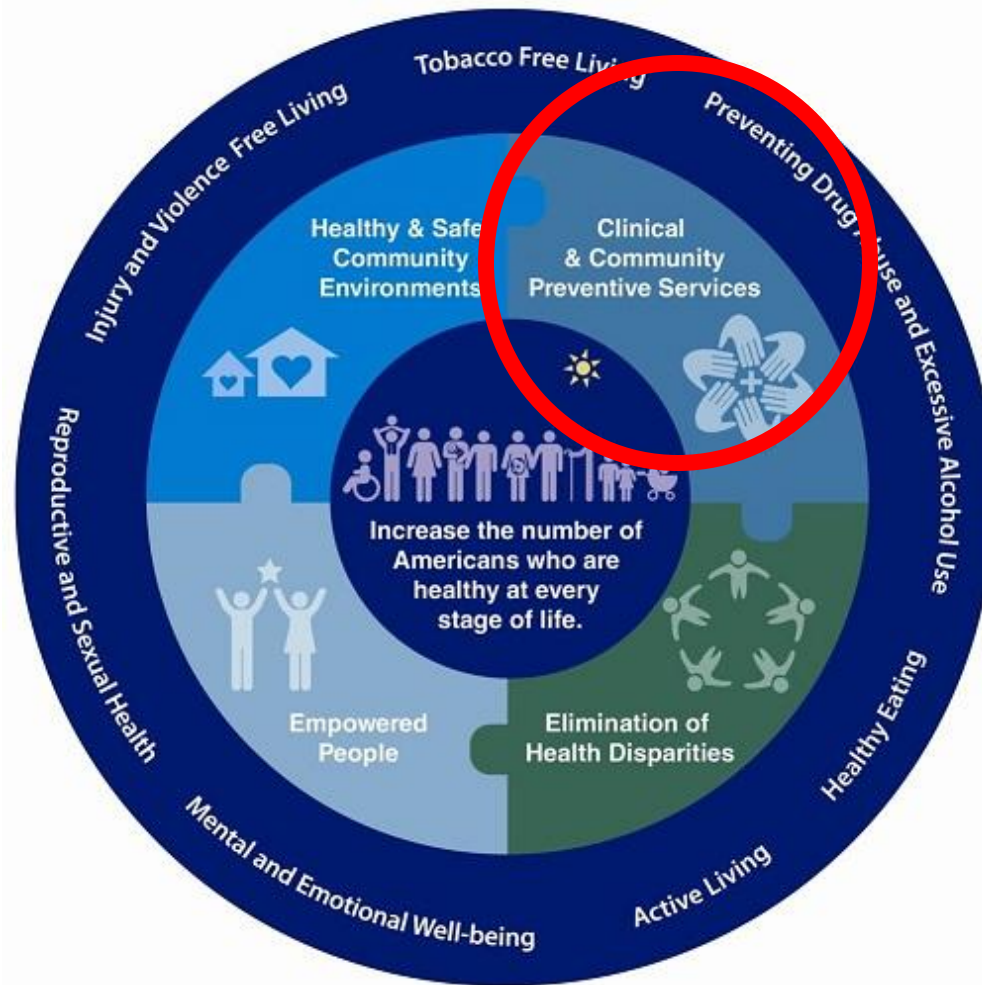
**What Shared Values Can
Your Coalition Build On?**

Build Relationships on Shared Values



Images retrieved from Microsoft clipart online, Time Magazine, Baypath Elder Services, Jewish Family Services of Charlotte, The Seventeenth Dimension, FASSIT, UK

National Prevention Strategy



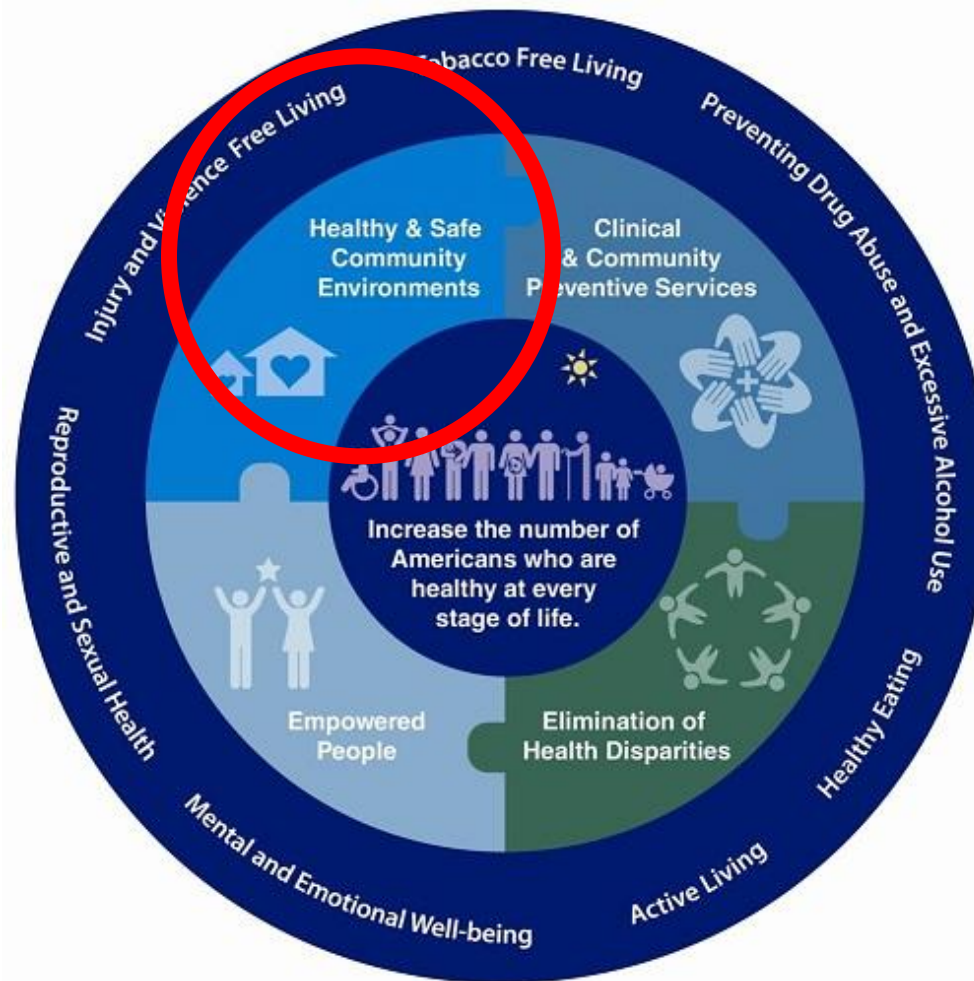
National Prevention Strategy



National Prevention Strategy



National Prevention Strategy



Coalitions are Expert

Empowering People

Collective Actions

Create and Sustain

Healthy and Safe Communities



Questions



Thank You!

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www.WhyImmunize.org