

Embracing Immunity

Changing the conversations about immunizations



“The intent of the project is to engage parents in the understanding of the importance of maintaining their own immunity, as well, as to provide a basic understanding of herd immunity for both the parents and the trainers with leave behind back up educational materials for parents”

Background/Significance

- CDC update of Pregnancy Immunization Guidelines (Effective April, 2013)
- Tdap during EVERY Pregnancy @ 27-36 weeks
- Jan. 1 – Aug.16, 2014 = 17,000 cases of Pertussis (U.S.) 30% increase in pertussis compared to 2013
- Immunization during pregnancy may be considered controversial and is often misunderstood
- Growing trend of vaccine resistance has compromised herd immunity in populations at risk

Purpose/Aim

- Encourage age appropriate vaccination across the lifespan
- Increase the uptake of Tdap vaccination among pregnant woman
- Support interventions to promote pregnancy dose of Tdap and surrounding, or cocooning , infant with vaccinated caregivers based on 2014 CDC Surveillance Data
- Provide guidelines that allow lay health workers to remain within their scope

Project Description

- Development of a model educational strategy
- Production of Embracing Immunity Toolkit
 - English/Spanish
 - Within the scope of lay health workers
 - Leave behind materials for distribution
 - Materials designed to facilitate referral to health care provider for more information

Collaboration with the AZ Chapter of the March of Dimes

Embrace your Immunity - Toolkit

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
 - Tdap (late each pregnancy)
 - Influenza (yearly)



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, Infants and Children (WIC)** at 1-800-232-5942 • AZWIC.org/wic - provides food, nutrition and breastfeeding information for women, infants and children.
- Pregnancy and Breastfeeding Hotline** at 1-800-833-4642 • www.HealthyChildren.org/breastfeeding
- Arizona Alliance for Community Health Centers - AZCHC.org** - community health centers are non-profit clinics located in rural and urban areas throughout Arizona. They provide medical care to anyone regardless of insurance status.
- Arizona Department of Health Services** - resources about WIC, safe sleep, and more.
- Nurse-Family Partnership® (NFP)** - home visiting program for women having their first baby. A trained nurse visits until your baby is 2 years old.

Healthy Kids Growing Up

Place your child's photo here

Talk to Your Doctor

- Staying healthy and active
- 6-month dental cleanings

6 Years

- Booster shot until your child reaches 6 feet 10 inches and is between 11 and 12 years old
- Booster check-ups with a health care provider as suggested

5 Years

- Booster of gender
- Spreads very easily
- Causes skin rashes, blisters
- Drugs
- Get to go to day or kindergarten immunizations

4 Years

- Compensates with other children
- Self-esteem
- Other children
- Can name 6 colors

3 Years

- Can name most familiar things
- Can name 4 shapes
- Thinking about a Head Start Program? Call 480.252.0090

2 Years

- Points to things in a book
- Recognizes most shapes and colors
- Thinks a ball overhead
- Uses a spoon and fork (or uses with a helper), as instructed. www.HealthyChildren.org

18 Months

- Has 10-12 simple sentences
- Uses several single words

1 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

2 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

3 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

4 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

5 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

6 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

7 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

8 Year Well Visit

- DTaP
- IPV
- MMR
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9 Year Well Visit

- DTaP
- IPV
- MMR
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10 Year Well Visit

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- IPV
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11 Year Well Visit

- DTaP
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12 Year Well Visit

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13 Year Well Visit

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14 Year Well Visit

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15 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

16 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

17 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

18 Year Well Visit

- DTaP
- IPV
- MMR
- VAR

HEALTHY FAMILY RESOURCES

IT'S TIME!

Embrace Your Immunity



What Pregnant Women Need To Know!

Pertussis (also known as Whooping Cough) is a serious disease. Symptoms include: runny nose, fever and a severe cough. The cough can last 6 or more weeks.

Pertussis and Flu are especially dangerous for a newborn baby to have to fight.

Get vaccinated with Tdap (for whooping cough) and Flu vaccine while you are pregnant to help you pass on protection to your baby, before he or she is born.

Talk to your doctor about getting the flu and Tdap vaccines to help give your baby that added protection and embrace your immunity!

PROTECT ME

4 out of 5 babies with pertussis (whooping cough) catch it from someone at home.



WHAT VACCINES YOU NEED!

Adults & Teens need a Tdap shot to protect against pertussis. Children under 7 need the DTaP series. Everyone over 6 months needs a yearly flu vaccine.

Before your baby comes home, family members including: grandparents, aunts, uncles, siblings, sitters etc. should be vaccinated to prevent the spread of pertussis (whooping cough) & seasonal flu.

Find More Information:
cdc.gov/vaccines/parents
WhyImmunize.org

Talking with Pregnant Women about Tdap and Flu Vaccination

Studies consistently show that a **strong recommendation from you** is the single best predictor of vaccination.

What is in YOUR recommendation?

- Arizona obstetricians support the American College of Obstetricians and Gynecologists' recommendations of Tdap (tetanus, diphtheria, and acellular pertussis) during each pregnancy as well as an annual inactivated flu vaccine for all women who will be pregnant during influenza season.
- AZDHS and TAPI have created a pregnancy vaccine education and referral toolkit that you can use with your patients for vaccine education and vaccination.

Materials from the Embracing Immunity Toolkit are available at:

WhyImmunize.org
TAPI.org

Protect Your Family With HEALTHY HABITS!



GET VACCINATED

- Family members
- Extended family members
- Sitters, nannies and child care workers

COVER YOUR COUGH

- Sneeze and cough inside your elbow

WASH YOUR HAND

- Before caring for babies
- Before preparing & eating food
- After changing diapers or going to the bathroom

STAY HOME WHEN SICK

- Stay away from others while sick

WhyImmunize.org
3/16_E_10brochure

HEALTHY FAMILY RESOURCES

MARCH OF DIMES
Information to support healthy pregnancies and babies
MarchofDimes.com

(WIC) WOMEN, INFANTS AND CHILDREN ADHS
Information about food, healthy eating and breastfeeding
1-800-252-5942

HEALTHY TEETH - OFFICE OF ORAL HEALTH ADHS
Preventing tooth decay and gum disease

STRONG FAMILIES AZ
Home visiting programs focusing on raising healthy children ready to succeed in school and in life.
StrongFamiliesAZ.com

THE AMERICAN ACADEMY OF PEDIATRICS
Healthy living, safety & prevention, family life, health questions for all ages and stages of childhood
HealthyChildren.org

BIRTH TO FIVE HELP LINE
Crisis phone line offers support for parents when times get tough
1-877-705-5437

ARIZONA ALLIANCE FOR COMMUNITY HEALTH CENTERS
Community Health Centers throughout Arizona that provide health care, in a medical home, for all ages, regardless of insurance status
602-253-0090

ARIZONA FAMILY HEALTH PARTNERSHIP
Provides access to AZ free or low cost quality reproductive health services
ArizonaFamilyHealth.org
888-272-5652

Tdap given to Mom is the best
protection for babies



march  of dimes®

Outcomes/Relevance

Protection against pertussis for vulnerable infants

- Increased acceptance of appropriate immunization during pregnancy
- Facilitation of assurance that lay persons supervised by nurses remain within their scope
- Specific guidance for the immunization education encounter for the lay health worker
- Protection of nursing licensure (related to

Target Audiences

- Foster parents in training

- 1) Four social service agencies and systems serving foster families
 - a. Arizona's Children Association – Central Phoenix
 - b. Tanner Community Development Corporation Home Visitors – Central Phoenix
 - c. Arizona's Children Association – Gilbert
 - d. Best for Babies Court Advocacy Group serving foster families in Maricopa County
- 2) Two Train the Trainer/parent sessions
 - a. Catholic Social Services/foster parents, Sonoita
 - b. Teen Outreach Pregnancy Services/pregnant teens – West Valley Phoenix

- Pregnant and Parenting Teens

- 1) Clinicians serving vulnerable populations
 - a. Arizona Family Health Partnership Title X Family Planning Clinics
 - b. Maricopa County Child Care Nurse Consultants

- Women in Recovery

- 1) One parent session
 - a. Center for Hope – pregnant mothers in recovery from substance addiction - Mesa

Check Your Knowledge!

1. Most babies who get whooping cough catch it from other babies.
2. Children are safe from diseases like measles, the flu, whooping cough or chicken pox if 50% of children in daycare, preschool or school have all their recommended vaccines.
3. Pregnant women should get a Tdap vaccine every pregnancy.
4. Influenza can be very dangerous for small children, pregnant women and the elderly.
5. If a child is behind on their vaccinations it is important to start the vaccinations over.

Lessons Learned

- Participants who answered 100% of the questions correctly increased by 48.75% after the sessions
- Participants who answered 80% of the questions correctly increased from 69.5% to 91.2%.
- It is not safe to assume that all health care providers are familiar with the recommendation for a Tdap during pregnancy.
- All participants including parents, social workers, lay health workers and clinicians expressed interest in learning more.



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

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