



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

The Arizona Partnership for Immunization

Creative, Successful Messaging for Challenging
Immunization Messages

Goals of this Session

- ☐ Recognize how TAPI develops successful vaccine campaigns and response messaging as a state-wide coalition with multi-level buy-in from various stakeholders.
- ☐ Identify one unique campaign design or component to adapt to your population to assist in messaging and/or data collection.
- ☐ Generate one new action item for partnership communication/engagement to your population based on this presentation.



Who We Are

- Non-profit, state-wide organization
- **Mission** – To foster community wellness and advocate for good public policy and best immunization practices.
- Our Coalition consists of over 500 members:
 - Steering Committee
 - Provider Committee
 - Adult/Community Awareness Committee

What We Do



Vaccine education is not always exciting...

Think...think...think...



Growing Healthy Babies. Healthy Kids Growing Up.



- Small funding via March of Dimes Community Grant
- Focus on preconception health & immunizations
- Tool for providers to use with women & families
- Enhance the conversation
- Pilot with Adelante Healthcare



Growing Healthy Babies

Growing Healthy Babies

tapi The Arizona Partnership for Immunization
WhyImmunize.org

March of Dimes

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 (with 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:

- Woman Infant and Children (WIC)** at 1-800-252-5942 • AZDHS.gov/azwic - 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 • AAHC.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 Healthy Babies • AZDHS.gov/baby** - provides information and resources about WIC, safe sleep nurseries, healthy eating, vitamins and more.
- Nurse-Family Partnership® (NFP) • www.NurseFamilyPartnership.org/locations/Arizona** - is a nurse home visiting program for women in Phoenix, Mesa, Queen Creek, Apache Junction and around AZ who are having their first baby. A trained nurse will visit you in your home throughout pregnancy and continue to visit until your baby is 2 years old. It is FREE.

Talk to Your Doctor About

- Staying healthy and active
- Weight gain questions
- Managing stress
- Family Planning
- 6 month dental cleanings and check-ups
- Getting a Tdap vaccine with each pregnancy

Eating Healthy For You & Your Baby

- It's important to eat healthy foods while you are pregnant and even after baby arrives! A well balanced diet will help you feel better and provide you with the nutrition you need.
- Visit ChooseMyPlate.gov for healthy and balanced food choices for you during your pregnancy and for your growing family.
- Vitamins are also important - your daily prenatal vitamin and don't forget to take folic acid too.

It All Feels New!

Scan the QR code for important information and links.
Questions like: is caffeine ok, what about pregnancy cravings, how can I manage my stress, what foods should I avoid and so much more.

Scan the QR code for important information and links.
Questions like: is caffeine ok, what about pregnancy cravings, how can I manage my stress, what foods should I avoid and so much more.

Things to Think About

- Set up a safe sleep nursery for your baby and visit AZDHS.gov/baby or www.HealthyChildren.org
- Child Safety Seats - visit NHTSA.gov to find a location near you to inspect your car seat.
- Breastfeeding - Call 1-800-833-4642 with any questions.

It's Almost Time!

Pack your bag ahead of time. Make sure you have a going home outfit for baby as well as a few comfy options for yourself and personal care products.

Install a proper child seat restraint (infant seat) in your car prior to going to the hospital. Follow the installation instructions. All infants should ride in a rear-facing car seat until they are 2 years old or they reach the highest weight or height allowed by their car seat's manufacturer. Visit www.SafeChildMatters.com/safety.gov or www.HealthyChildren.org for more help and to find an inspection station near you.

Go to all your prenatal care checkups, even if you are feeling fine. It is important to follow your doctor's orders. Call their office with questions, they are there to take care of you.

Talk to your doctor about the options you have during labor and write a birth plan to provide him/her. Bring this plan to the hospital for your delivery nurse to use as well.

March of Dimes is a wonderful resource for you. Scan the QR code for videos and links with important information and answers to questions about pregnancy and labor.

Continues to eat healthy and stay as active as you have been during your pregnancy, unless your doctor tells you otherwise.

MCDPH operates three childhood immunization clinics for children ages 0 years up to their 18th birthday. Immunizations are provided free of charge. For locations visit www.WeArePublicHealth.org or call 602.506-6767. This information is based on Health Guidelines for 2014. Always talk to your doctor and visit CDC.gov for up to date information.

3/14

Healthy Kids Growing Up

Para obtener una copia en español, por favor visite www.whymimmunize.org

Healthy Kids Growing Up

tapi The Arizona Partnership for Immunization
Maricopa County Public Health

46
45
44
43
42
41
40
39
38
37
36

6 Years

- ✓ Booster Seat until your child reaches 4 feet 9 inches and is between 8 and 12 years old
- ✓ Yearly check-ups with a health care provider is important

5 Years

- ☐ Aware of gender
- ☐ Speaks very clearly
- ☐ Counts 10 or more things
- ☐ Hops
- ✓ Get up to date on kindergarten immunizations

4 Years

- ☐ Cooperates with other children
- ☐ Tells stories
- ☐ Uses scissors
- ☐ Can name 4 colors

BIKE SAFETY

- ✓ Buy a fitting helmet
- ✓ Have your child wear their helmet on every bike ride
- ✓ Visit SafeKids.org/bike
- ✓ Wear close-toed shoes when riding a bike

3 Years

- ☐ Dresses and undresses self
- ☐ Can name most familiar things
- ☐ Pedals a tricycle
- ✓ Thinking about a Head Start Program? Call 602.338.0449

2 Years

Place your child's photo here

6 Year Well Visit

Appt Date _____

☐ Influenza (Yearly)

5 Year Well Visit

Appt Date _____

☐ Influenza (Yearly)

*4 Year Well Visit

Appt Date _____

☐ DTaP ☐ IPV
☐ Influenza (Yearly)
☐ MMR ☐ VAR

3 Year Well Visit

Appt Date _____

☐ Influenza (Yearly)

*24 Month Well Visit

Appt Date _____

☐ Influenza (Yearly) ☐ HepA

Place your child's photo here

2 Years

- ☐ Prints to things in a book
- ☐ Begins to sort shapes and colors
- ☐ Throws a ball overhand
- ✓ Use a forward-facing car seat with a harness, as required. www.HealthyChildren.org

18 Months

- ☐ May have temper tantrums
- ☐ Says several single words
- ☐ Walks alone, drinks from a cup
- ✓ Car seat should stay rear-facing until 2 years or they reach height weight limits. www.HealthyChildren.org and www.LifeWithKids.com

12 Months

- ☐ Plays games like "peek-a-boo"
- ☐ Tries to say words to you
- ☐ Follows simple directions like "pick up the toy"
- ✓ Establish dental home
- ✓ Complete first oral health visit by age 1

6 Months

- ☐ Likes to look at self in mirror
- ☐ Responds to own name
- ☐ Sits now in both directions
- ✓ Start reading to your child daily
- ✓ Maricopa's first tooth check provides dental screenings, fluoride varnish, education & referrals to help in the journey to a healthy smile. Visit www.FirstToothCheck.org

4 Months

- ☐ Begins to babble
- ☐ Reaches for a toy with one hand
- ✓ Healthy eating and active living begins now
- ✓ Visit GoToAZKids.org

2 Months

FOR YOUR BABY'S SAFE ENVIRONMENT
SAFE SLEEP - BABY ON BACK
Keep your baby on their back, cozy, without clothes. Never add pillows, blankets, quilts, etc. to your baby's crib or bassinet. Go to www.HealthyChildren.org for more information.

Birth - 2 Months

- ☐ Cries
- ☐ Begins to smile at people
- ☐ Pays attention to faces
- ✓ Questions about breastfeeding visit www.HealthyChildren.org/breastfeeding

18 Month Well Visit

Appt Date _____

☐ DTaP ☐ Hib ☐ PCV
☐ IPV ☐ Influenza (Yearly)
☐ MMR ☐ VAR ☐ HepA

15 Month Well Visit

Appt Date _____

☐ DTaP (if no given at 12 months)

*12 Month Well Visit

Appt Date _____

☐ Hep B ☐ Hib ☐ PCV
☐ DTaP ☐ IPV ☐ Influenza (Yearly)

9 Month Well Visit

Appt Date _____

*6 Month Well Visit

Appt Date _____

☐ Hep B ☐ IPV
☐ DTaP ☐ Hib ☐ PCV ☐ Influenza (Yearly)

4 Month Well Visit

Appt Date _____

☐ DTaP ☐ Hib ☐ PCV
☐ IPV

2 Month Well Visit

Appt Date _____

☐ Hep B ☐ IPV
☐ DTaP ☐ Hib ☐ PCV

1 Month Well Visit

Appt Date _____

*5 Day Well Visit

Appt Date _____

*Birth

Appt Date _____

☐ Hep B

Place your child's photo here

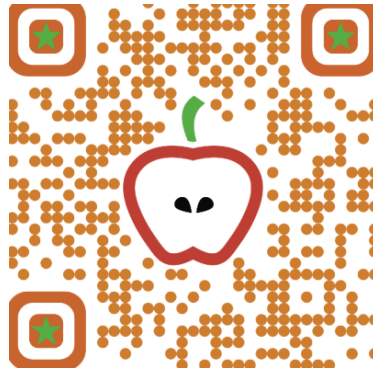
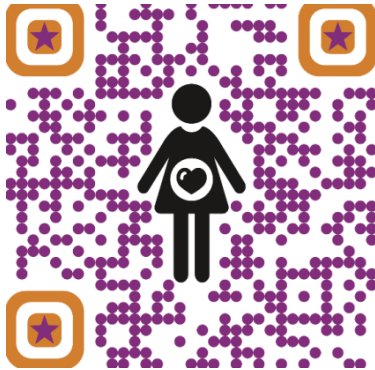
APHA Arizona Partnership for Health Assessment
1.800.332.1332

CMC Child Medical Center
1.800.332.1340

This information is based on Health Guidelines for AZA. Always call your doctor or visit www.tapi.org for up to date information.
*This is a healthy friendly schedule. Please talk to your child's doctor for specific immunization recommendations.

Integration of QR Codes

**Growing Healthy on Track –
QR Code tracking via Deliver.com
Survey tracking via TAPI webpage**

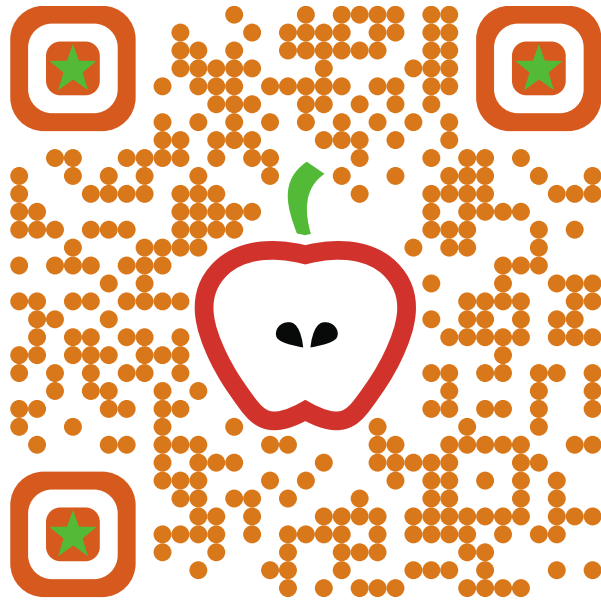


March of Dimes QR Code



- This QR code brings the user directly to a March of Dimes web page
- Contains videos and information about getting ready for labor

TAPI-Healthy-Choices



- This QR Code takes the user to TAPI
- The page has information on healthy choices while pregnant
- Page offers links to March of Dimes
- A survey to gather info from the user

Healthy Choices Webpage Page

**Healthy Choices**



En Español
Please **Take Our Survey below** and share with us your thoughts about the chart and information you have seen. Thank you!

Are You Making Healthy Choices?

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 all of your immunizations are up to date - don't forget Tdap during every pregnancy (to protect you and your baby from pertussis/whooping cough) and yearly influenza (flu) vaccine



During Pregnancy - Eating and Nutrition

Try to eat foods from each of the 5 food groups every day. The five food groups include: grains, vegetables, fruits, milk products and proteins. Talk to your doctor if you have any questions about the right food choices.

Don't forget about your vitamins and minerals too! They are important to keep you and your baby healthy. This includes folic acid and calcium.

The March of Dimes is a great resource for more information about eating and nutrition during pregnancy. Visit their site at [March of Dimes](#).

Interact With TAPI

News and Updates

SEP 11
More Types of Flu Shots Available this Year than Ever Before

AUG 28
Vaccinate for a Healthier Back to School Experience

[MORE ►](#)

Events

OCT 16
Adult/Community Awareness Committee

OCT 21
Provider Awareness Committee

Healthy Choices



During Pregnancy - Eating and Nutrition

Try to eat foods from each of the [5 food groups](#) every day. The five food groups include: grains, vegetables, fruits, milk products and proteins. Talk to your doctor if you have any questions about the right food choices.

Don't forget about your vitamins and minerals too! They are important to keep you and your baby healthy. This includes folic acid and calcium.

The March of Dimes is a great resource for more information about eating and nutrition during pregnancy. Visit their site at [March of Dimes](#).

Foods To Avoid During Pregnancy

- unheated deli meats
- refrigerated, smoked seafood
- undercooked poultry, meat or seafood
- soft cheeses like feta and brie
- unpasteurized milk or juice

For more information about foods that you should limit or avoid while pregnant visit [March of Dimes](#).

Emotional and Life Changes While Pregnant

Talk to your doctor about:

- Staying healthy and active
- Managing stress - also visit [March of Dimes](#) link for great information
- Weight gain questions
- 6 month dental cleanings and check-ups

Please Take Our Survey, if you have not already. Thank you!

Are You Making Healthy Choices?

The information above was referenced from [The March of Dimes](#).



Cover your nose and mouth when you sneeze



Wash your hands often



Avoid touching your eyes, nose or mouth



Avoid close contact with sick people



Healthy Choices Survey

★ Healthy Choices - Survey

- 1) What is one healthy choice you did not know about before reading this information?
 - ☐ Staying fit
 - ☐ Taking a multivitamin
 - ☐ The importance of taking folic acid
 - ☐ Keeping up to date on immunizations protects you and your baby
 - ☐ Regular doctor appointments
 - ☐ Getting your teeth cleaned every 6 months.
 - ☐ I knew them all
- 2) Are you more likely to visit March of Dimes for pregnancy resources now that you have been on the Healthy Choices website page?
 - ☐ Yes
 - ☐ No
 - ☐ I don't know
- 3) Have you received your Tdap (pertussis) vaccine?
 - ☐ Yes
 - ☐ No
 - ☐ Unsure
- 4) If you have not already received your Tdap vaccine, are you more likely to get vaccinated now?
 - ☐ Yes
 - ☐ No
- 5) Thank you for taking the time to complete this survey. Is there anything you would like us to know?

[Continue](#)

Interact With TAPI

News and Updates

SEP 11

More Types of Flu Shots Available this Year than Ever Before

AUG 28

Vaccinate for a Healthier Back to School Experience

[MORE ►](#)

Events

OCT 16

Adult/Community Awareness Committee

OCT 21

Provider Awareness Committee

TAPI – Baby-Safe-Sleep



- This QR Code takes the user to TAPI
- The page has information on safe sleep
- Page offers links to ADHS and March of Dimes
- A survey to gather info from the user

Baby Safe Sleep Survey

 **PARENT** **EMPLOYER** **CHILD CARE** **services** **GO**

About Us | Why Immunize | Vaccine Safety | Vaccine Preventable Diseases | Donations | Free Materials | CDC en Español | Contact Us

Safe Sleep Information

[En Español](#)

Safe Sleep - An Important Thing To Think About!

As you get ready to invite your baby into his or her new family, don't forget to prepare a safe sleep environment for them.

Below you will find a few facts and some great links to learn more about how you can create that safe sleep environment that you have heard a little about.

Also, please take a moment to click the link below and tell us how you like the growth chart and the info that TAPI and our partners have provided you. We hope this information will help you each little step of the way, from wanting to be a mom, to having a 6 year old child! Thank you and enjoy!



Please take a moment and provide us with your feedback.....

Is Your Baby's Sleep Environment Safe?

Safe Sleep Environment Information

- Place your baby on a firm mattress, covered by a fitted sheet that meets current safety standards.
- Place the crib in an area that is always smoke free.
- Don't place babies to sleep on adult beds, chairs, sofas, waterbeds, pillows, or cushions.
- TOYS** and other soft bedding, including fluffy blankets, comforters, pillows, stuffed animals, bumper pads, and wedges **should not be placed in the crib** with the baby.
- Loose bedding, such as sheets and blankets, **should not be used** as these items can impair the infant's ability to breathe if they are close to his face.
- Sleep clothing, such as sleepers, sleep sacks, and wearable blankets are better alternatives to blankets.

The information above was referenced from HealthyChildren.org. Visit their website for more information: www.healthychildren.org.



AZDHS has an excellent flyer with **TIPS** and **RESOURCES** for you to learn about how to set up a safe sleep environment for your baby. Click the link below for the flyer in PDF form.

[SAFE SLEEP FLYER](#)

Please take a moment and provide us with your feedback, if you have not already.

Is Your Baby's Sleep Environment Safe?

Interact With TAPI

Find us on Facebook



tapi The Arizona Partnership for Immunization
You like this.



tapi The Arizona Partnership for Immunization
Check out the weekly flu summary map of the US. It

News and Updates

JAN 14
Accepting 2014 Cloud and Big Shots Nominations

DEC 18
CDC: Flu vaccine prevented 6.6 million illnesses last season

Events

JAN 27
Steering Committee

Internal webpage that provided additional information regarding safe sleep.

Baby Safe Sleep Survey

Baby Safe Sleep - Survey

- 1) Had you heard of the term Safe Sleep Environment before?
 - ☐ Yes
 - ☐ No
 - ☐ I don't know
- 2) Did the chart you received provide helpful information about safe sleep?
 - ☐ Yes
 - ☐ No
 - ☐ I don't know
- 3) Check the choice that represents a Safe Sleep Environment for your baby.
 - ☐ A crib WITHOUT a bumper, toys and blankets
 - ☐ A crib WITH a bumper, toys and blankets
- 4) Do you feel the QR Code you scanned has provided you helpful information about Safe Sleep?
 - ☐ Yes
 - ☐ No
 - ☐ I don't know
- 5) Is there anything else you would like to tell us?

Continue

Interact With TAPI

News and Updates

SEP 11

More Types of Flu Shots Available this Year than Ever Before

AUG 28

Vaccinate for a Healthier Back to School Experience

[MORE ►](#)

Events

OCT 16

Adult/Community Awareness Committee

OCT 21

Provider Awareness Committee

Adelante Campaign Results

Lesson Learned –

****Training is important but practice was MORE important****

The QR Code scans from the pilot were very low. We found at the feedback meeting that many of the docs were not comfortable with the scan codes and therefore did not show them to their patients.

Total scans over the pilot time (about 5 months) was about 85 scans.

Adelante Campaign Results

Growing Healthy on Track - Adelante physician feedback

- 83% responded that they felt the tool increased their patient's knowledge of the immunization schedule and understanding
- 100% felt the tool was overall useful with patients
- 100% felt this tool supported or enhanced existing conversations with patients regarding its content
- 75% responded that they utilized the tool to discuss growth chart concepts with their patients

"It's a great tool to have. Thank you!"

- Adelante Healthcare Staff Member



Adelante Campaign Feedback

February 14, 2014



We would like to express our gratefulness for participating in the 'Growth Chart March of Dimes' program. We found this tool to be very useful in connecting intimately with our patients parent's as they get excited to watch their children grow and stay healthy.

I have attached a photo that speaks volume. This is a photo of our (Adelante's) Chief of Pediatrics talking to children about eating right to grow up healthy and strong. She used the chart to motivate them.

-Adelante Healthcare Staff Member

Measles Outbreak Response

Measles Information

Signs and Symptoms

What Are Symptoms of Measles?	What Does the Rash Look Like?
1. Fever - as high as 103-105 degrees	A red, blotchy rash which begins 2-4 days after other symptoms have started. The rash typically starts first on the face and upper body.
2. Cough	
3. Runny nose (Coryza)	
4. Red, watery eyes (Conjunctivitis)	
5. Rash	

Think You Have the Measles?

 CALL YOUR HEALTH CARE PROVIDER FIRST.
MEASLES IS HIGHLY CONTAGIOUS.
CALLING AHEAD FOR INSTRUCTIONS WILL HELP AVOID EXPOSING OTHERS.



9 of 10 unvaccinated people exposed to measles will become infected.



To find a vaccine or for more information on measles go to StopTheSpreadAZ.org


WhyImmunize.org

Get your kids vaccinated. The first dose of MMR is given on or after their 1st birthday.

The second dose of MMR should be given at age 4-6 years. However, it may be given as soon as 1 month after the first dose.

Adults who do not know if they are protected against the measles should call and talk to their doctor.

Vaccinating yourself not only protects you and your family, it also protects those too young to get the vaccine (infants) and those that are not able to get the MMR vaccine.

Information referenced from CDC.gov 2/2/15

WOULD YOU RECOGNIZE THE MEASLES?



Get Educated - Get Vaccinated
Learn more at StopTheSpreadAZ.org

#iamthewhy  The Arizona Partnership for Immunization
WhyImmunize.org

- Developed an infographic & email banner as outbreak hit the media.
- Sent this, along with talking points for providers and education resources for the community to our coalition members.
- Materials were also used in social media.

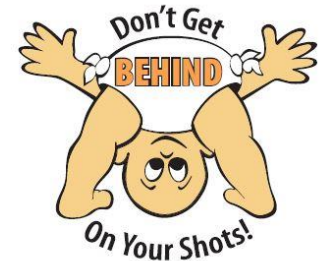
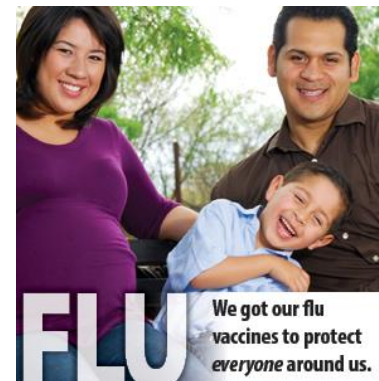
Flu Resources



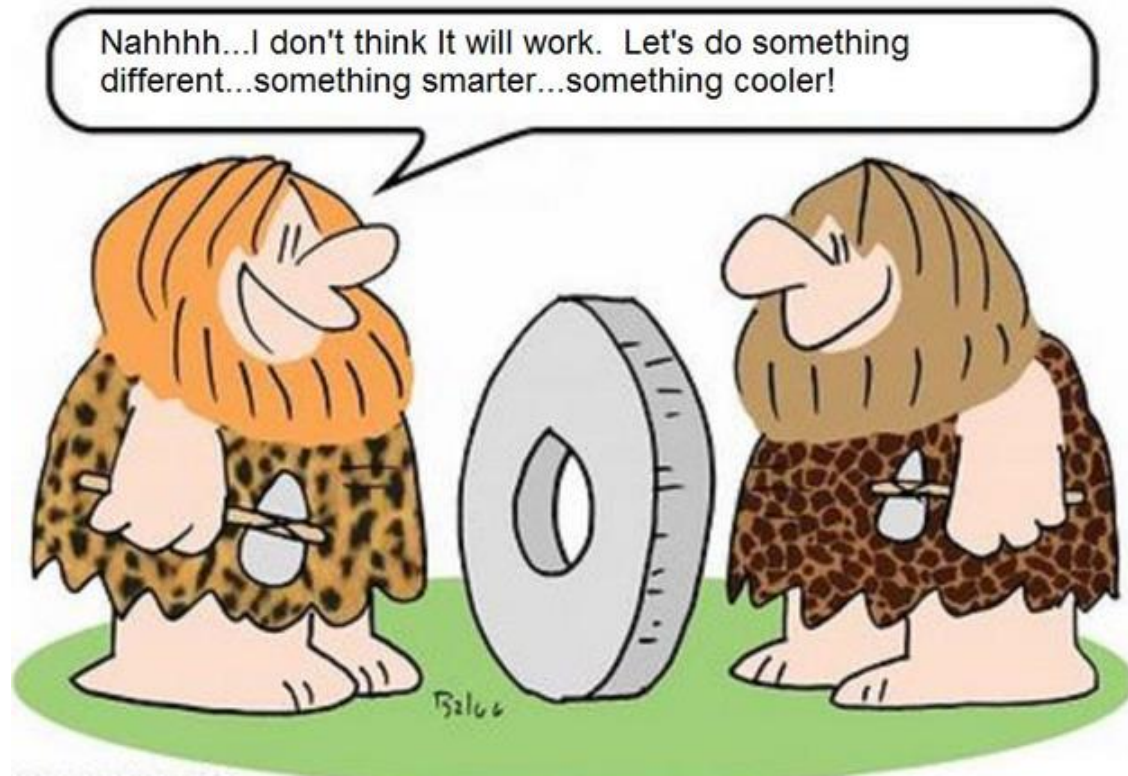
General Community Education –
Be creative with the look and the size

Flu Resources

General Community Education –
Be creative with the look and the size



Partnerships- Don't Recreate the Wheel



Flu Resources

Provider Education – special messaging, HAI committee helped develop and drive the message to focused healthcare workers (LTC and NICU)

The image displays three vertical posters designed to promote flu vaccination. Each poster features a central photograph: an elderly woman being assisted by a healthcare worker, a newborn baby being examined with a stethoscope, and a pregnant woman lying in a hospital bed. The posters are titled 'WILL YOU HELP SAVE MY LIFE?' and 'FLU VACCINE'. They include the text 'YOU CARE FOR ME. NOW PROTECT ME. GET YOUR FLU VACCINE.' and a call to action: 'Stop the flu from spreading. Annual flu deaths range from 3,000 to 49,000 per season in the US. Protect your patients, your family and yourself by getting your flu vaccine today.' The bottom of each poster features logos for 'tapi' (The Arizona Partnership for Immunization), 'FLU', and 'Arizona Department of Health Services', along with the website 'LOCATE: Flu.gov or WhyImmunize.org'.

WILL YOU HELP SAVE MY LIFE?

FLU VACCINE

YOU CARE FOR ME. NOW PROTECT ME. GET YOUR FLU VACCINE.

Stop the flu from spreading. Annual flu deaths range from 3,000 to 49,000 per season in the US.
Protect your patients, your family and yourself by getting your flu vaccine today.

re protect vaccinate CARE PROTECT VACCINATE care protect vaccina

tapi FLU Arizona Department of Health Services LOCATE: Flu.gov or WhyImmunize.org

WILL YOU HELP SAVE MY LIFE?

FLU FLU FLU FLU

YOU CARE FOR ME. NOW PROTECT ME. GET YOUR FLU VACCINE.

Stop the flu from spreading. Annual flu deaths range from 3,000 to 49,000 per season in the US.
Protect your patients, your family and yourself by getting your flu vaccine today.

re protect vaccinate CARE PROTECT VACCINATE care protect vaccina

tapi FLU Arizona Department of Health Services LOCATE: Flu.gov or WhyImmunize.org

WILL YOU HELP SAVE MY LIFE?

FLU VACCINE

YOU CARE FOR ME. NOW PROTECT ME. GET YOUR FLU VACCINE.

Stop the flu from spreading. Annual flu deaths range from 3,000 to 49,000 per season in the US.
Protect your patients, your family and yourself by getting your flu vaccine today.

re protect vaccinate CARE PROTECT VACCINATE care protect vaccina

tapi FLU Arizona Department of Health Services LOCATE: Flu.gov or WhyImmunize.org

2014-15 Provider Flu Campaign



Button Up Campaign was outreach to HCW's to join the campaign providing tools, buttons and a webpage to post photos of participants. Highlighted on ADSH website. Launch year was 2014 with 32 facilities. 2015 included 58 facilities.

Partnerships

Don't Get the Flu. Don't Give the Flu.
Get your flu shot to protect yourself and the ones you love.

Is it a Cold or the Flu?

	High Fever	Body Aches and Pains	Extreme Exhaustion	Chest Discomfort	Headache	Stuffy Nose	Sneezing	Sore Throat	Dry Cough
Common Cold	☐	☐	☐	☐	☒	☒	☒	☒	☒
Flu (Influenza)	☒	☒	☒	☒	☒	☒	☒	☒	☒

How to Prevent & Care for the Flu



- Get your yearly flu shot
- Wash your hands
- Stay home & get plenty of rest
- Don't give the flu to others
- Drink clear fluids
- Call your health care provider for special care

Flu Emergency Warning Signs

CONCERNS IN CHILDREN
(Seek medical care immediately.)

- Fast breathing
- Bluish or gray skin
- Not waking up or interacting
- Severe or persistent vomiting
- Not drinking enough fluids
- Flu-like symptoms improve but then return
- Irritability and not wanting to be held

CONCERNS IN ADULTS
(Seek medical care immediately.)

- Difficulty breathing
- Flu like symptoms improve but then return
- Confusion
- Sudden dizziness
- Severe or persistent vomiting
- Not drinking enough fluids
- Pain or pressure in the chest or abdomen

ABCs of Water Safety
Be Water Wise at All Times

A Adult Supervision
B Barriers to Water
C Classes

For more flu information or vaccine clinic locations, call 2-1-1 or visit StopTheSpreadAZ.org.

tapi Arizona Partnership for Immunization
Arizona Department of Health Services
STOP THE SPREAD

AZ State Immunization Information System- ASIIS For Schools & Childcare It's As Easy As 1,2,3

1. Free To Enroll

Go to www.azdhs.gov.
Call 602-36 toll-free 87
Sign up tod

2. Easy To Use

Web-based
Stores child information
Help Desk : @ www.azdhs.gov

3. Benefits To You

Look up chi
Print official records for
Retrieve im information

ABCs of Water Safety
Be Water Wise at All Times

A Adult Supervision

Never leave a child alone around any body of water.
Always designate a water watcher to make sure everyone in the water is safe.

B Barriers to Water

Maintain barriers around all bodies of water.
Keep pool gates and house doors securely closed.

C Classes

Enroll all family members in swimming lessons.
Learn CPR as a family.

Donkey Says "Keep Your Family Safe!"

tapi Arizona Partnership for Immunization
WhyImmunize.org

Partnership with S.R.P. – local electric company.

Water safety message targeted to parent with young children (child care centers, pediatric offices and elementary schools. Overlapping target audience. Print over 5,000 flyers/posters for us yearly.

Surround Your Loved Ones with Vaccinated Families



- TAPI pertussis campaign
- Developed original materials collaborating with local hospitals
- Targeted labor and delivery – completed trainings and provided materials
- Campaign then rolled into child care worker education
- Then expanded into HCW outreach via APAP – *AZ Partners Against Pertussis*
 - Over 100 health care facilities signed up
 - Pledged to get vaccinated with Tdap
 - Online campaign, toolkits provided, photo submission, give-a-ways and social media exposure.
 - Over 2,000 HCW were immunized



Teen BOOST Campaign



BOOST YOUR KNOWLEDGE ABOUT MENINGITIS

* **TEXT** TAKECONTROL TO 602-456-2951

HEADACHE

RASH

GET THE FACTS

- 1 in 7 teens and young adults who get bacterial meningitis will die
- Symptoms can include: **fever**, vomiting, **rash**, sensitivity to light, **stiff neck**, exhaustion
- 2 out of 10 that survive will have brain damage, **amputations**, organ failure, hearing loss
- Close contact with others can increase your risk of meningitis: coughing, kissing & sneezing
- Get your 1st vaccine b/w 11-12...then get **boosted** @ 16
- Being vaccinated is the best way to prevent meningitis

GET INVOLVED

T2X.ME/TakeControl

TEXT TakeControl TO 602-456-2951

NMA **tapi** **TAKE CONTROL** **Arizona Department of Health Services** **T2X**

WhyImmunize.org

7/11

- Flyers & posters were developed
- Targeting older teens and college bound
- Partnership with NMA and T2X.me
- Flyer and posters distributed to colleges, coalition members, conferences, urgent care centers, high schools and more.

BOOST Your Knowledge – Teen Meningitis Campaign

- BOOST had its own internal page accessible via- url, scan code or text number



A screenshot of the BOOST KNOWLEDGE ABOUT MENINGITIS website. The header features the campaign title in large, bold, orange and black letters. To the right are logos for NMA (National Meningitis Association), tapi (The Arizona Partnership for Immunization), and the Arizona Department of Health Services, along with Facebook and YouTube icons. A navigation bar contains buttons for Home, Facts, Videos, Message Boards, and Register. The main content area includes a video thumbnail on the left showing a man's face with a thermometer in his mouth and the word 'FEVER' in red, and a video player on the right titled 'Nick Springer's Story - Get Vaccinated Against ...' showing a man in a wheelchair. Below the thumbnails, a section titled 'GET THE FACTS' lists symptoms: 'SYMPTOMS CAN INCLUDE: FEVER, VOMITING, RASH, SENSITIVITY TO LIGHT, STIFF NECK, EXHAUSTION'.

BOOST & T2X

ACTIVITIES HOME

Your Activities: Meningitis

Meningitis

Meningitis among teens and young adults has more than doubled since 1991. Though still far from common, meningitis can be deadly. Teens and children are especially susceptible to acquiring meningitis because of their less active immune systems and frequent exposure to bacteria in schools. The good news -- there is a vaccine for it!

	Status	Points
1. Let's get started...	✓	500
2. 3 things everyone should know about meningitis	✓	400
3. Nick's Story	✓	250
4. How is meningitis spread?	✓	300
5. CLUB Clip - Talking to your doctor	✓	400
6. What do you think?	✓	300
7. So what message is most effective? Select your favorite video.	✓	400
8. Get Vaccinated!	✓	400
9. Almost done...what have you learned?	✓	500
10. BONUS - Earn Your Meningitis Badge! Create your own ichoose poster	✓	250
OVERALL	Completed	3700



Close Custom Activities

2

BOOST & T2X

 Learn More

5 Tips for Surviving Shots

Content provided by:

from Nemours

5 Tips for Surviving Shots

Do shots make you nervous? You're not alone. Lots of people dread them because they have a very real needles. So next time your doc asks you to roll up your sleeve, try these tips:

1. **Distract yourself while you're waiting.** Bring along a game, book, music, or movie player — so you'll get completely caught up in so you're not sitting in the waiting room thinking about the shot. doctors' offices schedule "shot clinics" where they do nothing but give shots so the wait time is short.
2. **Concentrate on taking slow, deep breaths.** Breathe all the way down into your belly. Deep breath help people relax — and concentrating on something other than the shot can take your mind off it.
3. **Focus intently on something in the room.** Find a picture, poster, or a sign on the wall. Concentrate on the details: If you're looking at a painting, for example, try counting the number of flowers in the garden, cows in the field, or other images. Or create as many new words as you can using the letters on a sign. Think about how the message on a health awareness poster might affect you. Whatever it takes, keep focusing on something other than the shot until it's over.
4. **Cough.** Research shows that coughing as the needle goes in can help some people feel less pain.
5. **Relax your arm.** If you're tense — especially if you tense up the area where you're getting the shot — it can make a shot hurt more.

Sometimes people feel lightheaded or faint after getting a shot. If you feel funny, sit down and rest for 15 minutes.

Don't hesitate to tell the doctor or nurse that you're nervous before getting the shot. Medical professionals used to people who fear shots and they'll be able to help you relax.

Reviewed by: Kate M. Cronan, MD

Polls Home

How is meningitis spread?

kissing ☐

coughing ☒

sneezing ☐

all of the above ☒

see all    

choice: Correct!
Meningitis is easily spread by who have meningitis usually

[Click for more information](#)

You chose: "all of the above"

Total votes: 7

Just For You:



Bacterial Meningitis PSA
a month
by HostMichael



Ashlee Lee's Story
a month
by HostMichael

 [Meningitis](#)

 [Immunizations](#)

 [5 Tips for Surviving Shots](#)

 [What would you do if there was an H2N2?](#)

3 Things everyone should know about meningitis

Notebook Resources Contents

Getting Started

[Resume](#)



Meningitis

Meningitis is a very serious disease that can kill you.

To protect yourself, you need to know 3 things about meningitis.

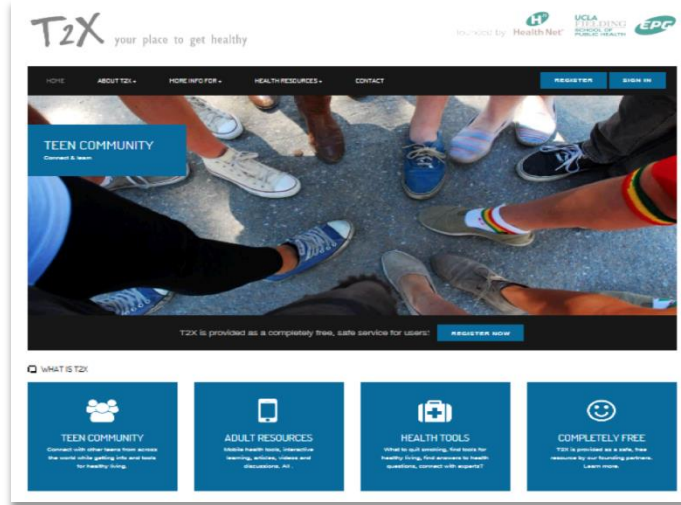
of 5 East



BOOST & T2X



BOOST & T2X



Boost Campaign data since launch date of August 2013:

- 2,730 learners
- 186 T2X registered users
- 192 QR code scans
- 4,200 learning materials explored
- Over 3,250 text messages sent

Teen Vaccine Campaign Materials

WhyImmunize.org



Protect Me With 3 – Parent Page



Interact with TAPI



Protect your kids' healthy future with vaccines:

As children get older, the protection provided by earlier vaccinations can wear off. Therefore, they will need some booster shots to stay protected.



During these years, the vaccines they will need include: 1 booster of tetanus-diphtheria-pertussis (Tdap), 2 meningococcal shots and 3 human papillomavirus (HPV) shots. While some of these vaccines may not be required, they are still of great benefit to your teen's health. This is also a good time to see if they need to catch up on any vaccines like varicella, hepatitis A or others. You can ask the doctor if any additional vaccines are needed.

To prepare yourself:

- Always bring your teen's immunization record to each visit
- Ask the Doctor to make sure your teen is up to date on all vaccines
- Ask questions about the vaccines that are required as well as others that may not be required but are recommended



They Still Need You to Help Protect Their Future

1 dose of Tdap, 2 doses of meningococcal & 3 doses of HPV protects your preteen from 5 vaccine preventable diseases & certain HPV-related cancers. Start the series at their 11 or 12 year old health checkup, but it's never too late to catch-up and protect their future.

Protects against pertussis, tetanus, and diphtheria

- Pertussis is sometimes called the "100 day cough" or Whooping Cough.
- It's a serious disease that's easily spread & can be very harmful for babies and grandparents.
- Tdap also provides protection from tetanus, also called lockjaw, and diphtheria.

Protects against bacterial meningitis

- Get your child vaccinated at age 11 then boosted at 16 as the best way to prevent meningitis.
- 1 in 7 teens that get bacterial meningitis will die — this illness is fast and serious.
- Close contact with others can increase risk of meningitis - coughing, kissing or sneezing and dorm living.

Protects against human papilloma virus

- In the USA each year, more than 17,000 women & 9,000 men are affected by HPV-related cancers.
- Getting your child vaccinated with 3 HPV shots now means a future with one less thing to worry about.
- The HPV vaccine means you can prevent certain kinds of cancers in your child's future.

Are These Vaccines Safe? Yes. All of these vaccines were studied in tens of thousands of people around the world. The most common side effects reported are mild. Always talk to your health care provider.

Learn more about protecting your child at:
WhyImmunize.org/ProtectMeWith3



11/14 Protect Me With 3

You're taking control of new things in your life - getting behind the wheel, starting a new job, tackling algebra. There's just one more thing:

It's time to take control of your health.

Get protection from 5 vaccine preventable diseases & HPV-related cancers.

GET 1 Tdap VACCINE
GET 2 MENINGOCOCCAL
GET 3 HPV VACCINES

It's never too late to start. Hey, don't forget to ask your doctor about your yearly flu shot & any other shots you might need.

Learn more about taking control:
T2X.me/TakeControl
Text TakeControl to 602.456.2951
WhyImmunize.org/TakeControl

TAKE CONTROL
3 VACCINES TO PROTECT ME

Arizona Department of Health Services TAPI T2X

Take Control Teen Campaign

[T2X](#) [Home](#) [Protect Me From](#) [About Take Control](#) [Join Now!](#)

TAK CONTROL
3 VACCINES TO PROTECT ME

[Join Now and Take Control](#) [Sign Up](#)

You're taking control of new things in your life - getting behind the wheel, starting a new job, tackling Algebra. There's just one more thing:

It's time to take control of your health.

[Join Now to Take Control](#)

GET
1

TDAP VACCINE

Protects against Whooping Cough (pertussis), tetanus, and diphtheria.

Sometimes called the "100 day cough," Whooping Cough, or pertussis. Whatever you call it — it's a nasty disease that's super easy to spread and can be very harmful for babies and grandparents. Bonus with this shot — you get protection from tetanus, also called lockjaw, which is caused by being pricked by rusty metal or contaminated soil, and diphtheria that is a serious respiratory infection.

[Learn More](#)

GET
2

MENINGOCOCCAL

Protects against meningitis.

With 2 shots of the meningitis vaccine you can protect yourself from 1 serious disease. 1 in 7 teens that get bacterial meningitis die — this illness is no joke. Meningitis spreads quickly from person to person through sharing a water bottle or lip-gloss, coughing, kissing or sneezing. Getting this shot is the best way to prevent meningitis and protect your health.

[Learn More](#)

GET
3

HPV

Protects against HPV (Human Papilloma Virus).

Getting the HPV vaccine means you can prevent certain kinds of cancers in the future. In the USA each year, more than 17,000 women & 9,000 men are affected by HPV-related cancers. Getting the 3 HPV shots now means a future with one less thing to worry about. Now that's taking control!

[Learn More](#)

[Home](#) | [About Us](#) | [Terms of Use](#) | [Privacy Policy](#) | [Credits](#) | [Sponsors](#) | [Community Rules](#)

T2X is provided as a completely free, safe service for users! | [www.t2x.me](#) | [info@t2x.me](#)

[Sign Up Now!](#) [About T2X](#) [FAQ](#)

T2X

your place to get healthy

3 Vaccines to Protect Me

[Home](#) [TAK CONTROL](#) [Learn](#) [Get Vaccinated](#) [For Parents](#) [About Us](#) [Q](#)

TAK CONTROL

3 VACCINES TO PROTECT ME

1. Whooping Cough

Quisque ligulas ipsum, euismod atras vulputate ltricies etri elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nulla nunc dui, tristique in semper vel, congue sed ligula.

2. Meningitis

Quisque ligulas ipsum, euismod atras vulputate ltricies etri elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nulla nunc dui, tristique in semper vel, congue sed ligula.

3. HPV

Quisque ligulas ipsum, euismod atras vulputate ltricies etri elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nulla nunc dui, tristique in semper vel, congue sed ligula.

Take Control Teen Campaign

>>> immune platoon disease database <<<

case file: whoopie doopies • real name: pertussis • known aliases: bordetella (the bacteria that causes pertussis illness); whooping cough (for the "whoop" someone gasping for air after a coughing spell) • microbe type: bacterium

PROFILE

Pertussis leaves its victims literally gasping for air. At first, this trick might seem like a common cold—runny nose, fever, and cough. The pertussis is just warming up. After a week or two, pertussis infection's cruel surprises—thick, gluey mucus and extreme coughing spells—fits people can literally cough so hard and long that they turn blue because they can't breathe. Victims of pertussis often "whoop" sound when they suck in air after a coughing infection is no joke—about 40% of infants who get it wind up in hospital. Weeks after Stage 2, as the body finally fends off pertussis cough tapers down.

POWERS & ABILITIES

Pertussis is **highly** contagious (easy to catch). Want proof? A person with pertussis will infect almost everyone in their household if those people aren't vaccinated.

PREFERRED METHOD OF ATTACK

Pertussis is primarily an "air attacker," flying through the air looking for its next victim, when an infected person coughs or sneezes. The bacterium may also infect people who touch places where wetness from those coughs and sneezes lands, and then touch their noses or mouths.

KNOWN WEAKNESSES

Pertussis fears four letters—D, T, a and P—and 2 vaccines, "DTaP" and "Tdap". Kids get "DTaP" while teenagers and grownups get a "boost" with "Tdap." The vaccine ammo contains diphtheria (the D), tetanus (the T), and acellular pertussis (aP). The term "acellular" (pronounced A-SELL-you-lur) means that the vaccine uses pieces of pertussis bacteria (not the whole bacterium cell). By using just pieces, the vaccine can "teach" the body to protect itself, with the fewest side effects.

Since the days before the vaccine, pertussis cases are down more than 80%.

Pertussis may be tough, but some simple basics can help to keep it in check—like washing hands with soap, covering up coughs and sneezes, and not sharing cups and silverware.

PREFERRED VICTIMS

Pertussis is a bully, slamming young children and babies the hardest. Very young kids are just not as able to cough up the gluey mucus as older people are. Also, other bacterial infections just love to join pertussis' party, moving into a sick person's mucous, pertussis-infected lungs and throat to cause their own infections. These are called "secondary infections." Pertussis mostly pulls off its complications among young children, too—such as pneumonia, seizures, and encephalopathy (disease of the brain).

PRECAUTIONS FOR THE PUBLIC

Stay vigilant. We may think we've gotten the upper hand against pertussis. But, the disease is always scheming to get back on top. Since the 1980s, doctors have been reporting increasing numbers of pertussis cases. At the

moment, there are still far more than there were before the vaccine. Still, the number of people who seem to peak every three years, showing that pertussis is still there figuring out its next

AREA OF OPERATIONS

Pertussis operates worldwide, especially busy and deadly in areas of the world where people are vaccinated and care is less accessible. Pertussis claims hundreds of thousands of lives each year.

CRIMINAL RECORD

Doctors have been dealing with pertussis for at least 500 years. In 1906, scientists were able to see *Bordetella pertussis* through a microscope—and in learning how to stop it from 1940-45, before the vaccine was widely used, 175,000 people in the U.S. were infected each year. In the 1940s, vaccinating against pertussis became routine and the tables turned for the better. Now, about 1,000-25,000 people are infected each year, and very few die.

BOOST YOUR KNOWLEDGE ABOUT MENINGITIS

GET STARTED NOW!

- ON YOUR PHONE TEXT MENINGITIS TO 602
- ON THE WEB REGISTER AT T2X.ME/MENINGITIS
- T2X IS A WEBSITE JUST FOR TEENS

GET THE FACTS

- 1 IN 7 TEENS AND YOUNG ADULTS WHO GET B. MENINGITIS WILL DIE.
- SYMPTOMS CAN INCLUDE: FEVER, VOMITING, SENSITIVITY TO LIGHT, STIFF NECK, EXHAUSTION
- 2 OUT OF 10 THAT SURVIVE WILL HAVE BRAIN AMPUTATIONS, ORGAN FAILURE, HEARING LOSS
- CLOSE CONTACT WITH OTHERS CAN INCREASE YOUR RISK OF GETTING B. MENINGITIS: COUGHING, KISSING & SNEEZING
- GET YOUR 1ST VACCINE 8/W 11-12 YEARS, THEN 5 YEARS LATER
- BEING VACCINATED IS THE BEST WAY TO PREVENT B. MENINGITIS

GET INVOLVED

T2X.ME/MENINGITIS
TEXT MENINGITIS TO 602-456-6666

You're taking control of so many new things in your life — getting behind the wheel, starting a new job, tackling algebra. There's just one more thing.

It's Time to Take Control of Your Health

These shots will provide you protection from 5 vaccine preventable diseases and HPV-related cancers. Learn more about taking control of your healthy future at:

WhyImmunize.org/TakeControl
T2X.me/TakeControl

TAK CONTROL
3 VACCINES TO PROTECT ME

tapi
The Great Partnership
WhyImmunize.org

Department of Health Services

T2X

©2010 HPV Take Control

Body and Mind
www.hhs.gov

Small Body and Mind™ is a trademark of the U.S. Department of Health and Human Services/Centers for Disease Control and Prevention. © Centers for Disease Control and Prevention. All rights reserved.

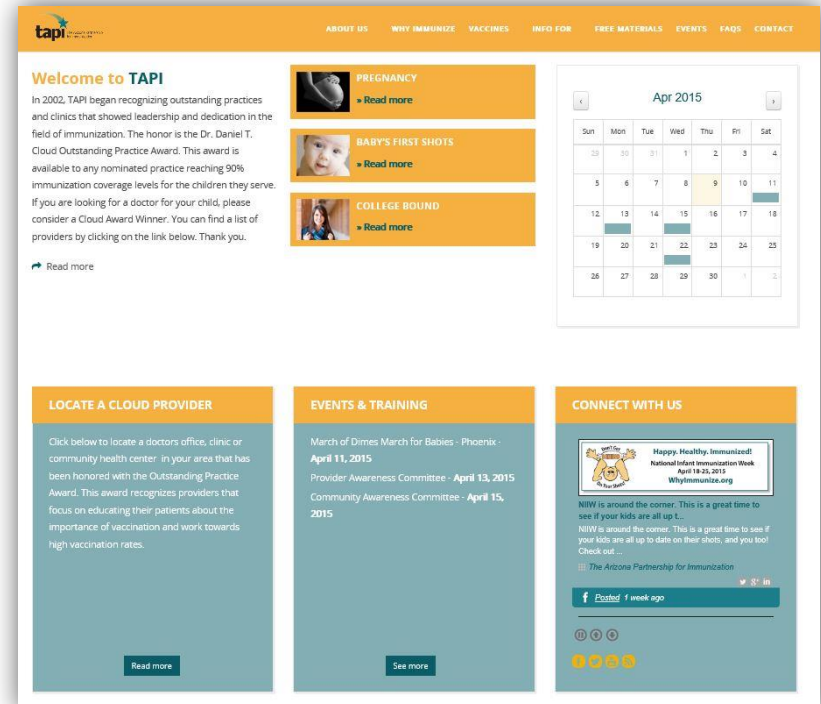
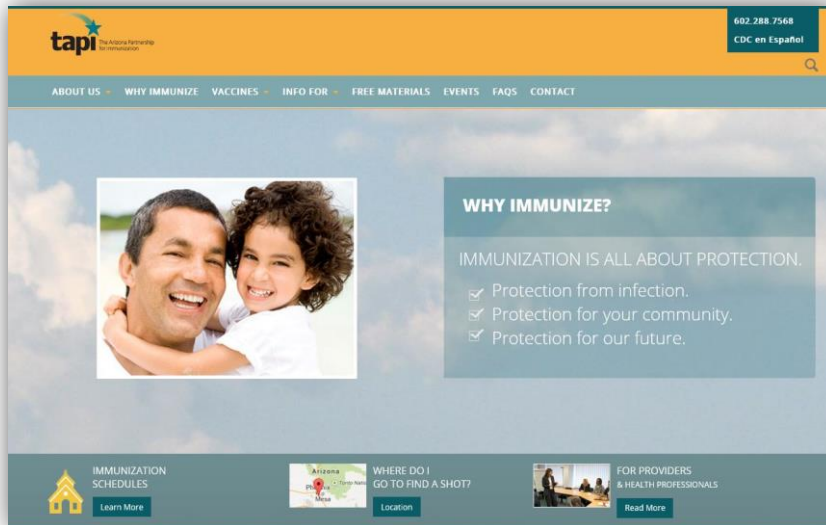
Take Control Teen Campaign



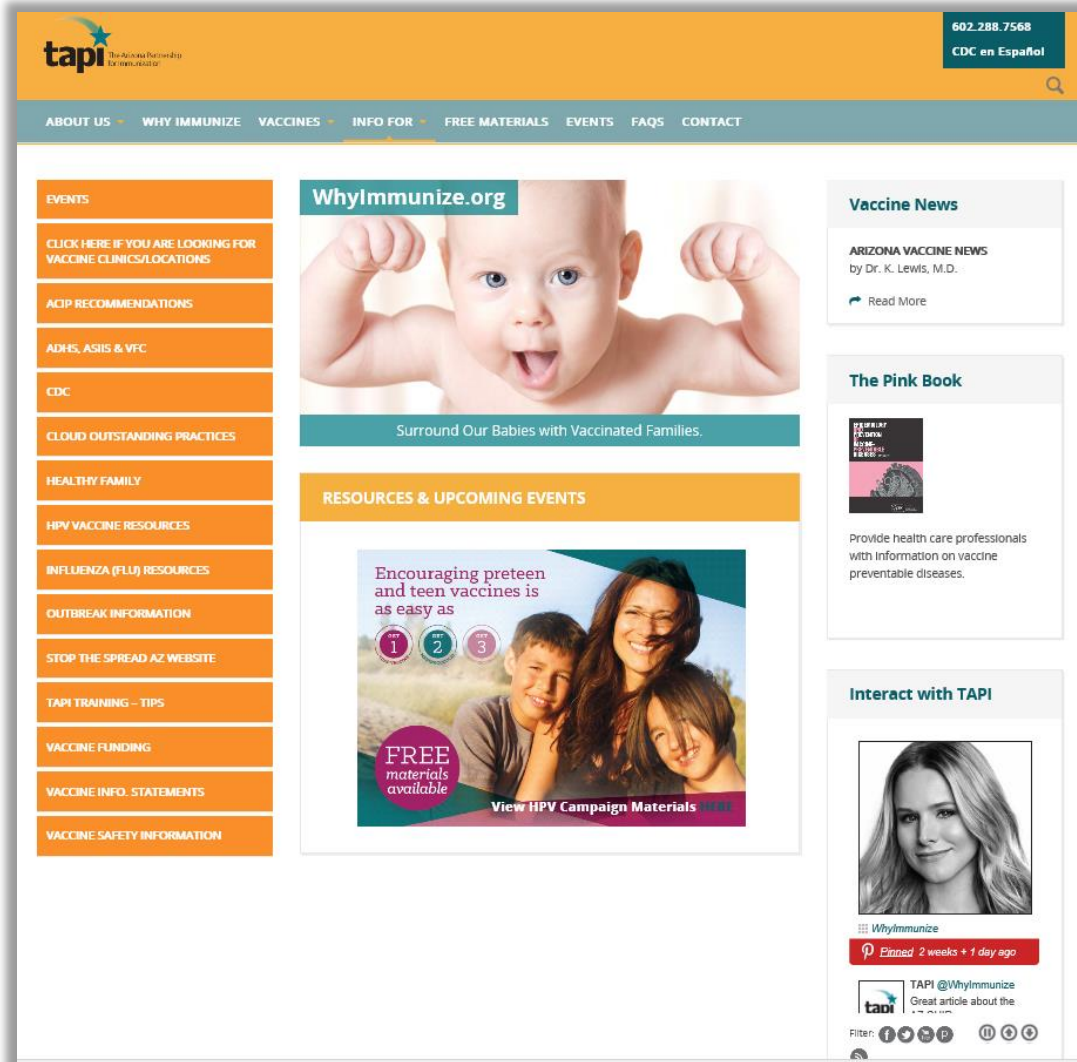
Data since launch date of Sept. 2014, T2X - Take Control Campaign:

- 550 new learners on the site
- 75 T2X registered members
- 97 QR Code scans
- Over 1,200 learning materials explored including videos, articles, polls etc.)
- Over 1150 education text messages sent to T2X users regarding Take Control Campaign

WhyImmunize.org Community Landing Page



WhyImmunize.org Provider Landing Page



URL's

- WhyImmunize.org
- TAPI.org (direct)

WhyImmunize.org



[ABOUT US](#)
[WHY IMMUNIZE](#)
[VACCINES](#)
[INFO FOR](#)
[FREE MATERIALS](#)
[EVENTS](#)
[FAQs](#)
[CONTACT](#)

Free Resource Materials for Providers

View Cart

\$0.00

TAPI provides numerous education resources to the community. Many of these items are available in PDF form. You can select from the available PDF files below and download them at your convenience.

If you are with a providers office or a community organization and would like immunization resources for your office, you may order a limited number of materials and have them sent directly to you. Our material cost is supported by our general budget so we ask that you **limit your yearly request to 500 per item**. If you are interested in co-branding and/or more customized items and supporting TAPI's printing cost, please contact us.

Please use the **Order Online**. Our materials are per item. Please place the number you are requesting in the Quantity Box (if you would like 50 postcards, place 50 in the Quantity Box). You will then need to click the Update Box prior to moving on to your next order item or prior to check out.

FLYERS

Order online, free of charge.

Don't Get the Flu. Don't Give the Flu.

Get your flu shot to protect yourself and the ones you love.

Is it a Cold or the Flu?

Symptoms	Cold/Flu	Flu
Fever	No	Yes
Sneezing	Yes	No
Sore throat	Yes	No
Runny nose	Yes	No
Headache	No	Yes
Muscle aches	No	Yes
Stomach pain	No	Yes
Diarrhea	No	Yes
Loss of appetite	No	Yes
Extreme fatigue	No	Yes
Shortness of breath	No	Yes

No se enferme de la gripe. No contagie a los demás.

No se enferme de la gripe y no contagies a los demás.

¿Es resaca o gripe?

Síntomas	Resaca	Gripe
Fiebre	No	Si
Sneezing	Si	No
Sore throat	Si	No
Runny nose	Si	No
Headache	No	Si
Muscle aches	No	Si
Stomach pain	No	Si
Diarrhea	No	Si
Loss of appetite	No	Si
Extreme fatigue	No	Si
Shortness of breath	No	Si

It's Time to Take Control of Your Health

1. Get a flu shot
2. Get a tetanus shot
3. Get a pneumonia shot

Visit [WhyImmunize.org/FluControl](#) to learn more.

STOP THE SPREAD OF GERMS THAT MAKE YOU AND OTHERS SICK!

COVER YOUR COUGH
WASH YOUR HANDS
STAY HOME WHEN YOU'RE SICK

Visit [StopTheSpreadAZ.org](#) for more information.

Life is Beautiful. Live It Healthy.

Get your flu shot today!

They Still Need You to Help Protect Their Future

Get your flu shot today!

WILL YOU HELP SAVE MY LIFE?

Get your flu shot today!

WILL YOU HELP SAVE MY LIFE?

Get your flu shot today!

¿Vacunar, o no Vacunar?

Get your flu shot today!

Vaccinate or Not

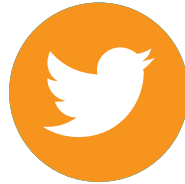
Get your flu shot today!

Combata la Gripe

Get your flu shot today!

- Free material order of download
- The site offers MOST of our materials regularly

Social Media



Follow Us:

WhyImmunize.org

Facebook – general community/healthy living/vaccine education

Twitter – provider/vaccine education

Pinterest – healthy images/vaccine education

Lessons Learned

1. **Strong partner support across various sectors is valuable**
2. **Listen to direct feedback from providers/users – watch the data**
3. **Multi-level engagement on materials enhances a print piece**
4. **Contests with social media interaction are well received**
5. **Recognition on web, Facebook, twitter etc. goes a long way**
6. **Those assisting in implementation – know their comfort level**
7. **Utilize partner knowledge and resources**
8. **Be flexible - willing to alter and expand, based on the needs in your community.**

Thank You

The Arizona Partnership for Immunization



Jennifer Tinney
Program Director
JenniferT@tapi.org
919.917.8080