Instructions for Webinar Participants

- Today’s webinar is available in ‘Listen-Only’ mode.
- Audio will only be available over your computer speakers.
- Participants can view and listen to the presentation through their computer or handheld device speakers.
- Check to make sure your computer speakers are turned on and turned up and that they are not muted.
- For assistance, email info@VICNetwork.org
Welcome!

Get Ready for National Infant Immunization Week 2018

Will begin momentarily
(9:00 am PT/ 12:00 pm ET)

You will hear music until the start of the call. Please stand by...
The Virtual Immunization Communication (VIC) Network is a project of the National Public Health Information Coalition (NPHIC) and the California Immunization Coalition.

Funded through the Association of State and Territorial Health Officials’ (ASTHO) cooperative agreement with the Centers for Disease Control and Prevention, (CDC)
Webinar Logistics

- **Audio**: All participant lines are muted.

- **Webinar Recording**: Webinar is being recorded and will be available online following the broadcast.

- **Q & A Session**: Type your question into the “Questions” panel. Selected questions will be read aloud for the presenters.
Questions for Presenters?

- Submit questions through the Q&A window.

- If question is for a specific speaker, please indicate which one.
Jenny Mullen, MPH
Health Communication Specialist
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention (NCIRD/CDC)
LaTasha Hinckson Callis, MBA
Administration Manager
Houston Health Department
Get Ready for National Infant Immunization Week (NIIW) 2018!

April 21-28, 2018

Jenny Mullen, MPH
VICNetwork Webinar
NIIW Overview

• Began in 1994

• Promotes immunization for children 2 years old or younger

• Celebrates immunization achievements

• Recognizes partners, volunteers, champions

• Revitalizes community level efforts
Very Few U.S. Toddlers Have Received No Vaccines

HP2020 Goal: <1%

Years

SOURCE: CDC National Immunization Surveys
Vaccine Decisions Being Made During Pregnancy

CDC Longitudinal Study of First Time Expectant Moms

• Over 85% of respondents had already made a plan for vaccinating their baby by their 2nd trimester.
• Internet search engines were #1 source of information about childhood vaccines during pregnancy.
• 63.5% said their ob-gyn had not given them any info about childhood vaccines.
• Only 36.5% were satisfied or very satisfied with their current level of knowledge about childhood vaccines.

Implication: prenatal healthcare professionals need to:

• Refer pregnant women to credible vaccine websites; and
• Encourage pregnant women to meet with a pediatrician during pregnancy.

Source: CDC Longitudinal Survey of First Time Expectant Moms
NIIW Objectives

• Educate pregnant women, parents, and caregivers about the importance of infant vaccination

• Generate media interest in infant immunization

• Increase public awareness about importance of infant immunization

• Recognize partners/volunteers for their efforts in helping to immunize children and increase immunization rates

• Educate healthcare professionals

• Engage new partners and strengthen existing partnerships

• Re-energize or launch year-round immunization efforts
CDC Activities and Resources You Can Use
National Activities 2018

- Social media #ivax2protect
  - @CDCgov
  - CDC Facebook page
  - @DrNancyM_CDC
  - CDC Pinterest
  - CDC Instagram: story and panorama post

- #ivax2protect Twitter storm co-hosted by AAP and What to Expect: April 24, 2018 from 8:00-10:00am ET

- Launch of new digital products
- Launch of new template presentations
- CDC Childhood Immunization Champion Awards
- Collaboration with national partners to promote NIIW
NIIW Planning Resources

- Laying the foundation
- Planning process and templates
- Building partnerships
- Evaluation
- Developing local immunization champions
- State and local success stories

www.cdc.gov/vaccines/events/ni iw/planning
Promotional Materials

- **NEW**: Digital Toolkit
- Key Messages
- Logos, Letterhead and Certificate
- Media relations toolkit
- Event Signage
- Coloring Sheets

[www.cdc.gov/vaccines/events/niiw/promotional](http://www.cdc.gov/vaccines/events/niiw/promotional)
NIIW Digital Toolkit

2018 DIGITAL MEDIA TOOLKIT

From April 21-28, 2018, we will observe National Infant Immunization Week (NIIW). NIIW is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs and their partners in promoting healthy communities.

Below are CDC's NIIW activities, resources, sample social media content, and materials. We hope you will find these resources useful in your activities to highlight the positive impact of childhood immunization.

NIIW Events & Activities

#Vax2protect Twitter Storm
Tuesday April 24 8:00-10:00am ET
- Share why you vaccinate during the #Vax2protect Twitter Storm on Tuesday, April 24 from 8:00-10:00am ET
- Use the #Vax2protect hashtag and make a statement that tells why you support childhood vaccinations
- In addition to a direct statement, you can also include a call to action in your tweets, encouraging your followers to share why they vaccinate or why they support immunization, etc.
- Continue to post using the #Vax2protect hashtag throughout the week and ask your followers to also share their own motivations behind vaccination using the #Vax2protect hashtag
- Share #Vax2protect graphics with your followers and use them with your posts during the event

CDC Social Media Posts

CDC social media accounts will promote and celebrate the importance of vaccines before and during NIIW. Be sure to follow CDC's accounts for shareable information about childhood vaccines for parents and health care professionals.

www.cdc.gov/vaccines/events/niiw/web-etools/digital-toolkit.html
Educational Resources

These materials may be downloaded, copied, and distributed without alteration free of charge.

RESOURCES FOR PROFESSIONALS
Recommended immunization schedules, fact sheets on vaccines and vaccine safety, and resources to support conversations with parents about immunization.

RESOURCES TO SHARE WITH THE PUBLIC
Tools for tracking immunizations and developmental milestones, learning about the recommended immunization schedule and vaccine-preventable diseases, and making immunization visits less stressful.

www.cdc.gov/vaccines/events/niiw/ed-resources.html
Grand Rounds Slides for Healthcare Professionals (HCPs)

- For educating physicians and nurses
- Topics:
  - Impact of immunization
  - Immunization coverage data for children and teens
  - Recent outbreaks
  - Findings from CDC communications research
  - Communications resources to use with parents
- Customizable
- Will be updated regularly
- Available soon

https://www.cdc.gov/vaccines/partners/childhood/professionals.html
Online Videos for HCPs

• **MEDSCAPE COMMENTARY:** Vaccine Communication with Parents: Best Practices—Nancy Messonnier, MD

• **WEBINAR RECORDING:** Getting Parents to Yes! Vaccine Conversations that Work for Providers & Parents
  [https://www.youtube.com/watch?v=HaOmFfJJac8](https://www.youtube.com/watch?v=HaOmFfJJac8)
Slide deck: 10 Ways to Create a Culture of Immunization Within Our Pediatric Practice

- For physicians or vaccine coordinators to use with non-clinical staff
- Short enough for lunch presentation
- Can be customized with a practice’s own logo and slide template

https://www.cdc.gov/vaccines/partners/childhood/professionals.html
Provider Resources for Vaccine Conversations with Parents

• Developed together with AAP and AAFP
• Talking to Parents about Vaccines
• Fact Sheets:
  • Understanding Vaccines and Vaccine Safety
  • Diseases and the Vaccines that Prevent Them
  • If You Choose Not to Vaccinate, Understand the Risk and Your Responsibilities
• And more!

www.cdc.gov/vaccines/conversations
Materials to Share with Parents and Parents-To-Be

www.cdc.gov/vaccines/parents/resources
Free Posters in English and Spanish!

- Immunization posters available to order free of charge.
- Visit the CDC-INFO On Demand website:
  - Under Programs, choose “Immunization and Vaccines (Childhood)”
  - Press SEARCH
  - Add items to your cart
  - Check out
New Spanish Materials

• Updated Disease Basics Fact Sheets
• LISTICLE: 9 Things to Make Shots Less Stressful
• INFOGRAPHIC: How Vaccines Strengthen Your Baby’s Immune System
• Growth chart for provider offices—limited copies available to order: www.cdc.gov/ActEarly/Orders

www.cdc.gov/vaccines/parents/childhood-vaccines/index-sp.html
Animated Graphics

30-60 second animated graphics

www.cdc.gov/vaccines/partners/childhood/multimedia.html
#1. You aren’t just protecting yourself — vaccines during pregnancy give your baby some early protection too!

You know that vaccines are meant to protect the person getting the shot against a disease, but during pregnancy, you and your baby are sharing everything and that even includes disease protection. When you get some vaccines while you are pregnant, your body will create protective antibodies (proteins produced by the body to fight off diseases) and pass on some of those antibodies to your baby. These antibodies will give your baby some short-term protection against whooping cough and the flu (the 2 vaccines recommended during pregnancy) early in life.
Building Partnerships
Traditional and Non-Traditional Partners

Traditional NIIW partners
• Pediatricians, family practitioners and nurses
• Immunization coalitions
• WIC, Head Start

New types of partners to consider:
• Moms groups – MOPS, MOMS Clubs
• Pharmacists – may be willing to educate even if they do not provide infant immunizations
• Child care providers
• Prenatal healthcare professionals
Partnering to Reach Pregnant Women

Why consider?
- Women making infant vaccine decisions during pregnancy
- Pregnant women are high information seekers

Potential Partners:
- Ob/gyn practices
- Midwifery practices
- Community health centers
- Childbirth education classes
- Birthing hospitals
- Local March of Dimes chapters
- Community programs for teen mothers
- Early Head Start
- Home visiting programs
Potential Activities for Pregnancy Partners

• Interactive discussions about infant health and safety with mom groups
• Educational events at WIC clinics
• Immunization workshops for childbirth educators or home visitors
• Sponsorship of March of Dimes/March for Babies Walks (many take place in April)
• Lunch-and-learn presentations for large ob/gyn or midwifery practices or state ACOG/ACNM chapters
  • NOTE: We don’t expect them to become immunization experts!
Get Involved with NIIW!
Support NIIW Digitally

• Use the NIIW Digital Toolkit!
• Participate in the #ivax2protect Twitter storm (April 24, 2018 from 8:00-10:00am ET).
• Share/retweet CDC social media messages.
• Post your own NIIW messages on social media using #ivax2protect.
• Invite your social media followers to share why infant immunization matters to them using #ivax2protect.
• Share CDC listicles, infographics, and other digital materials on your social media channels.
• Post an NIIW web button or banner on your website.
More Ways to Get Involved!

• Recognize state’s CDC Childhood Immunization Champion on your website, in the local media, or at an award ceremony.
• Recognize HCPs with high infant immunization rates.
• Organize a grand rounds training or lunch-and-learn presentation for HCPs that serve children and/or pregnant women.
• Organize activities for pregnant women with local partners.
• Ask local officials to make an NIIW proclamation.
Share your plans for NIIW events and activities!

NIIW Activity Form

If you held or are planning an NIIW activity, we'd like to hear about it. Please complete this form and submit by clicking the "Submit Form" button.

(*) indicates a required field)

Organizational Name:

Contact:

Title:

Address:

City/State/Zip:

www.cdc.gov/vaccines/events/niiw/activities
Thank you!

Jenny Mullen
jjk7@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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NIIW 2017: A Retrospective...
Our Mission
To work in partnership with the community to promote the health and social well being of Houstonians.
To improve immunization coverage levels and protect Houston communities from vaccine-preventable diseases.

Our Vision
Self-sufficient families in safe and healthy communities.

Our Values
Accountability; Quality; Integrity; Teamwork/Cooperation; Innovation; Proaction; Compassion; Competency; Diversity; Efficiency; Non-Judgmental
Overview of Activities

NIIW 2017

Schools
Outreach to parent organizations

Pregnancy Groups
Presentations to expectant families

Health Fairs
Community awareness

Birthing Hospitals
Outreach to hospital staff and expectant families

Health care providers
Education and distribution of immunization resources

WIC
Educational activities with WIC clients
**Baby Bundle Overview**

- **Goal:** Promote infant immunizations among families with newborns
  - Partnered with the Immunization Coalition of Greater Houston
  - Leveraged coalition partner organizations to receive material for distribution

<table>
<thead>
<tr>
<th>Selection Criteria</th>
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<tbody>
<tr>
<td>• Birthing Hospitals</td>
</tr>
<tr>
<td>• Strong partner</td>
</tr>
<tr>
<td>• Low-income population</td>
</tr>
<tr>
<td>• Potential for vaccine-hesitancy</td>
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</tbody>
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### Baby Bundle Outcomes

**Outcomes:**
- 2 Hospitals Selected
- 60 bundles distributed

**Contributors:**
- Houston Health Department
- Randalls
- Texas Children’s Hospital
- Texas Department of State Health Services
- The Immunization Partnership
- GlaxoSmithKline
- Merck
- Pfizer
- Sanofi Pasteur

### Baby Bundle Contents

- Hand Sanitizer
- Randalls $25 Giftcard
- Baby Medicine Spoon
- Medicine Syringe
- Immunization Growth Chart
- 2017 Parent-friendly Immunization Schedules
- Whooping Cough, Pertussis
- How Baby Grows, Every Shot Counts
- Vaccines Save Lives Magnet
- Texas Children’s Hospital: Vaccine-Preventable Diseases—The Forgotten Story
- Parent’s Guide to Childhood Immunities
- A Parent’s Guide to Childhood Immunity
In observation of National Infant Immunization Week, April 22-29, 2017!

On behalf of the Immunization Coalition of Greater Houston (ICOGH), this immunization baby bundle has been specially prepared to support and nurture the HEALTH of your precious “new bundle”. We have provided a wealth of resources to you that provide education on vaccine-preventable diseases and the importance of immunizations.

We would like to thank our community partners for their contributions:
- GlaxoSmithKline, Houston Health Department, Merck, Pfizer, Randalis, Sanofi Pasteur, Texas Children’s Hospital,
- Texas Department of State Health Services,
- The Immunization Partnership and St. Joseph Medical Center.
Houston Health Department:

- Responsible for VFC Providers in the City of Houston and Harris County
  - City of Houston Providers
    - ~300
  - Harris County Providers
    - ~200

**Total = ~500**
Dear TVC Provider,

In celebrating the critical role vaccination plays in protecting our children, communities, and public health, the Houston Health Department (HHD) is proud to observe National Infant Immunization Week (NIW) April 22-28, 2017.

NIW is a great opportunity for you to show parents you strongly support vaccines and immunize according to the AAP recommended immunization schedule in the face of disease outbreaks across the United States and locally in Texas (such as Mumps).

Here are some ideas for ways your practice can celebrate NIW this year:

- Print fact sheets on vaccine safety and vaccine-preventable diseases and post in your waiting room.
- Pay CDC videos in your waiting room and/or links to them on your website or in your newsletter.
- Decorate your waiting room with balloons, streamers, CDC posters, NIW banners or print NIW coloring sheets for your young patients to enjoy.
- Encourage your nurses and receptionists to review and discuss any NIW resources that you have displayed in your offices.

Visit the CDC's National Infant Immunization Week page to learn more about the program and download resources at https://www.cdc.gov/vaccines/niosh.html.

Enfamil® HMO has provided some resources and tools to get your clinic started:

- 1. Texas Health and Human Services MyMump Advisory (April 12, 2017)
- 2. Nurses Essential in Ending Parental Concerns About Vaccination (print)
- 3. NIW Coloring Sheets (printable) may be mailed in your office.
- 4. CDC Flyer promoting infant/childhood immunizations (Spanish)
- 5. CDC Flyer promoting infant/childhood immunizations (Spanish)

Thank you for your continued support and dedication in ensuring that our children aged 1 and younger are protected against fourteen (14) vaccine-preventable diseases. We look forward to working with you, HHD and organizations across the nation in celebrating NIW 2017!

Thank you,

LeTisha Henderson
Admin Manager
Vaccination Bureau

City of Houston Health Department
2017 National Infant Immunization Week
April 23-29, 2017

NIW (National Infant Immunization Week)

NIW is an annual observance of the first week of April to promote the importance of vaccinations, the role vaccines play in preventing serious childhood illnesses and the need for all infants and young children to receive their vaccines.

NIW Toolkits

NIW Toolkits are designed for different audiences and include resources to help providers promote NIW in their communities and reach their patients.

NIW Toolkits are available for:

- Health Care Providers
- State, Tribal, Local Health Departments
- Community-based organizations
- Other stakeholders

Find tools to help promote NIW at https://niiw.cdc.gov/vaccines/niosh.html.
Health care provider | Medical Assistant training:

- VFC Provider Outreach & Training
  - VFC New Employee and New Provider Orientation
  - Overview of NIIW & Getting Involved
- MA Advisory Board
  - Lone Star College
  - Overview of childhood immunizations and vpds
  - MA Immunization Curriculum - (pitch and buy-in)

What Will We Discuss in This Presentation?

- The importance of immunization
- What are vaccines? How do they work? Are they safe?
- Community immunity demonstration
- Childhood vaccines and the diseases they prevent
- Texas Vaccines for Children (TVFC) Program-Who is eligible?
- Tips for keeping up with immunizations for you and your family
WIC Partnership | Project Milestone Background:

Goal: To remove barriers to childhood immunizations among low-income | low socio-economic status families in Houston

Target: Women, Infants, Children (WIC) Program [16 Sites operated by HHD]

- Implemented by HHD in 2006 in response to low immunization coverage rates in Houston
- Immunization staff employed as ‘Navigators’ to:
  - Provide service linkage
  - Screen immunization records
  - Provide immunization education
  - Conduct reminder/recall
  - Promote and use IIS
Outreach | Outcomes:

- Interactive activities
  - Engage parents & children

- CDC resources

- Giveaways & prizes
  - Hand sanitizer, magnets, pens, coloring books, etc.

- >700 clients reached
WIC: Project Milestone Activities

NIW 2017
Keeping in Touch
NIIW 2017

The VaxScene

WELCOME!
The Houston Health Department’s Immunization Bureau is excited to launch our new bi-monthly newsletter... The VaxScene! Our newsletter will provide immunization updates, related news, announcements, and provide insight into our activities and community projects.

Our first Newsletter comes after the close of last week’s annual national observance, National Infant Immunization Week (NIIW), April 22 – 28, 2017. This national observance recognizes the importance of protecting infants from vaccine-preventable diseases and celebrates the achievements of immunization programs across the nation.

Infant immunizations protect children from deadly diseases and save families from fiscal and emotional hardship. The Houston Health Department is proud to play its part in protecting infants and all children from vaccine-preventable diseases through immunization, while creating and participating in NIIW activities to promote healthy communities.

We want to give a special THANK YOU to our TVFC providers who utilized our mail-out and email list of NIIW resources to inform and educate your patients and their families. Thank you for helping to raise awareness for this special observance!

SPOTLIGHT!
This year during NIIW, the Immunization Coalition of Greater Houston (ICGH) planned and executed “Operation Baby Bundle”- bundles full of immunization education and resources packaged and given to hospitals for parents of newborns. HHD and ICGH want to give a special thanks to St. Joseph’s Women’s Medical Center for distributing these bundles to their patients!

- HHD Immunization Bureau: Quarterly Newsletter
- Highlights immunization activities
- Promotes immunization key messages
- Increases provider engagement
Keeping the Momentum

• Maintain existing contacts and find additional opportunities to partner
• Find new partners and keep them engaged
• Evaluate your activities—ask for feedback and suggestions
• Leverage social media networks to increase engagement
• Participate in other national observances (NIAM, NIVW)
Lessons Learned

• Prepare for rejection
  o Sometimes starting small is the only option
  o Delivered baby bundles to 2 hospitals vs. 10 hospitals

• Be flexible
  o Compromise is key when engaging new stakeholders
  o Delivered baby bundles for hospital staff to distribute to families vs. coalition members

• Know your partners
  o Is your ‘ask’ achievable?
  o Baby bundles included some information from ‘competition’
A Look Forward
NIIW 2018

2018 Plans:

- Repeat 2017 activities & keep partners engaged!

Schools
Outreach to parent organizations

Pregnancy Groups
Presentations to expectant families

Health Fairs
Community awareness

Birthing Hospitals
Outreach to hospital staff and expectant families

Health care providers
Education and distribution of immunization resources

WIC
Educational activities with WIC clients
A Look Forward
NIIW 2018

2018 Plans:

- More emphasis on provider participation
- Add child-care facilities
  - More than 3,000 facilities in Harris County
  - HHD’s Immunization Assessment and Compliance Team
  - Child-care In-service

NIIW Provider Challenge:
- Educate parents and caregivers about the importance of vaccines to protect against vpdS
- Promote timely immunizations
- Highlight vaccine safety
- Utilize personal stories

NIIW Child-care Facility Participation:
- Educate Directors and child-care staff on the importance of infant immunizations
- Promote immunization schedules & provide additional training on use
- Distribute CDC promotional materials
- Promote use of IIS

Incentives for Participation:
- Share photos to highlight in TheVaxScene Newsletter
- Giftcard drawing
- Recognition at HHD’s annual VFC Provider Summit & Awards Ceremony
LaTasha Hinckson Callis
832.393.4645
latasha.hinckson@houstontx.gov
Questions and Answers
Frequently Asked Questions

1. Will I be able to get a copy of the slides after the webinar?
   ✓ Yes – a copy will be posted on VICNetwork.org

2. Will I receive a copy of the webinar recording?
   ✓ Yes - a copy will be posted on the VICNetwork.org site and an announcement will be made via the #Preteen Vax Newsletter.
Final thoughts?
Evaluation
Connect with the VICNetwork…
e-mail: info@VICnetwork.org
Website www.VICNetwork.org
Thank you for your support and your participation!

National Public Health Information Coalition
www.nphic.org

California Immunization Coalition
www.immunizeca.org