The Arizona Partnership for Immunization

Cocooning Efforts in Arizona
How We Got Started

• Received a grant from Arizona Dept. of Public Health Services.
  – Focus on working with hospitals.

• Received a grant from BHHS Legacy Foundation
  – Focus on working with the community health centers.
Pertussis Stats

Pertussis Cases Reported by ADHS-

2009 - 233

2010 - 546

2011 - 672

2012 – 239 (Jan-March reporting)*

Identifying Partners

• Potential partners needed for outreach and relationships:
  • County Nurses
  • Hospital Association
  • AZ Association of Community Health Centers
  • Pharmaceutical Reps
  • Other successful states
  • Prenatal classes
  • WIC
Pertussis Task Force

- Great resource for:
  - Challenges
  - Accomplishments
  - Shared vision
  - Feedback for needed resources
Developing the Toolkit

- Power point presentation for basic pertussis education.
- Dr K. Lewis, Medical Director of ADHS agreed to complete grand rounds (our carrot).
- Developed marketing materials – flyer and poster in English and Spanish.
- Refusal to vaccinate form.
- Pertussis video – sounds of pertussis.
- General Agenda to provide hospital.
- Flow chart style info that offers options for adults to find means to locate a Tdap vaccine.
- Pre-Post survey to be distributed during training.
Surround Your Baby With A Vaccinated Family
Vaccinate Your Family Members Against Pertussis (Whooping Cough)
2011 National Infant Immunization Week

Scottsdale Healthcare, Osborn and Shea Hospitals “cocooned” approximately 700 additional family members during NIIW.
APAP – AZ Partners Against Pertussis

• Health care worker initiative for Tdap vaccination.
• March of Dimes & Sounds of Pertussis Campaign.
• Participating:

  - ADHS
  - AZFPA
  - AZHHA
  - March of Dimes
  - sanofi pasteur
  - AOMA
  - AZAAP
  - GSK
  - Pharmacy Association
  - TAPI
Child Care Worker Outreach

- TAPI is working with ADHS to launch a child care module within ASIIS.
- In AZ child care workers are required to state they have been immunized with Tdap or have immunity.
- New Audience for TAPI:
  - Networking meetings
  - Conferences
  - Trainings
  - Provide our materials
  - Created a webpage for child care centers/workers
TAPI Challenges

Arizona does not have funding available to purchase adult vaccine. This is very challenging when promoting cocooning.

– Vaccine is expensive for out of pocket ($60-$100).
– Hospitals that are vaccinating do not get reimbursed.
– Many adults will not have insurance that covers a Tdap vaccine.
Next Steps

- Provide ongoing support to current partners.
- Continue to develop relationships with other hospitals state wide.
  - Focus will be in areas where child immunization exemption rates are high.
- Outreach to OB/GYN’s.
- Potential funding for targeted newborn marketing materials.
- APAP – HCW outreach
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