

# The Arizona Partnership for Immunization

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Cocooning Efforts in Arizona

# How We Got Started

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- 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

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## Pertussis Cases Reported by ADHS-

2009 - 233

2010 - 546

2011 - 672

2012 – 239 (Jan-March reporting)\*

\*ADHS website - <http://www.azdhs.gov/phs/oids/data/current.htm>

# Identifying Partners

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- 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

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

# Developing the Toolkit

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- 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.

# Pertussis Flyer/Poster

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## **Surround Your Baby With A Vaccinated Family**

Vaccinate Your Family Members Against Pertussis (Whooping Cough)

# 2011 National Infant Immunization Week

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- Scottsdale Healthcare, Osborn and Shea Hospitals “cocooned” approximately 700 additional family members during NIIW.



# APAP – AZ Partners Against Pertussis

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- 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

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- 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

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- ✦ 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

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- 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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