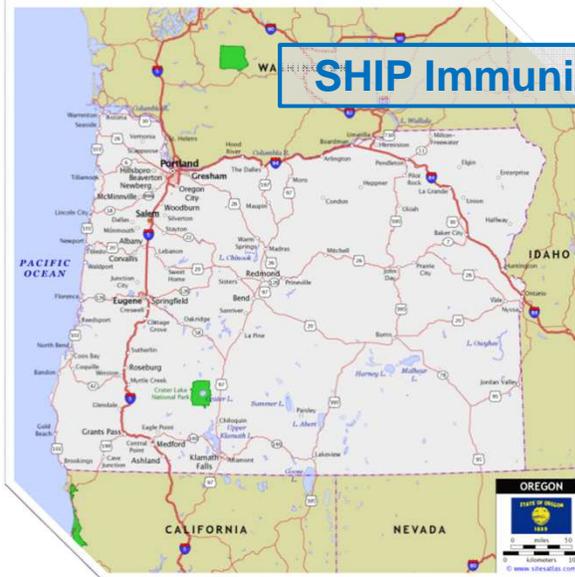


Improve Immunization Rates



Alison Dent, Immunize Oregon Coordinator
Isabel Stock, Oregon Immunization Program Intern



How will we know we are making a difference?

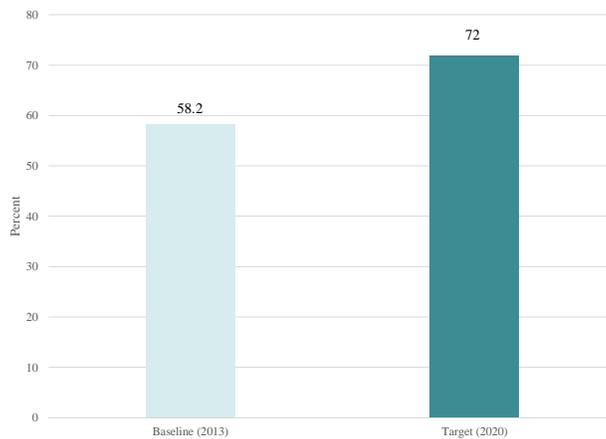


SHIP Immunization Targets

- Rate of 2-year-olds who are fully vaccinated
- HPV vaccination series rate among 13 to 17-year-olds
- Seasonal flu vaccination rate in people ≥ 6 months of age



2-year-olds Fully Vaccinated



Fully vaccinated: 4 Dtap, 3 Polio, 1 MMR, 3 Hib, 3 Hep B, 1 Varicella, 4 PCV

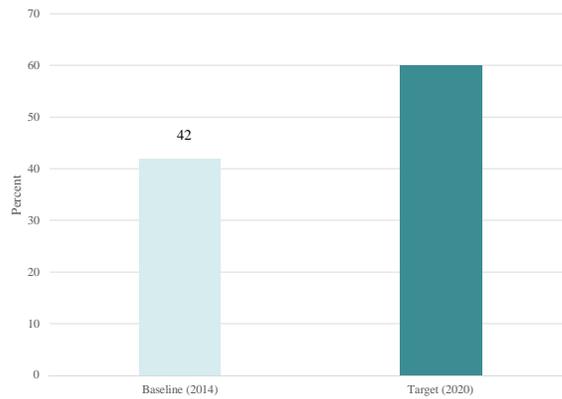


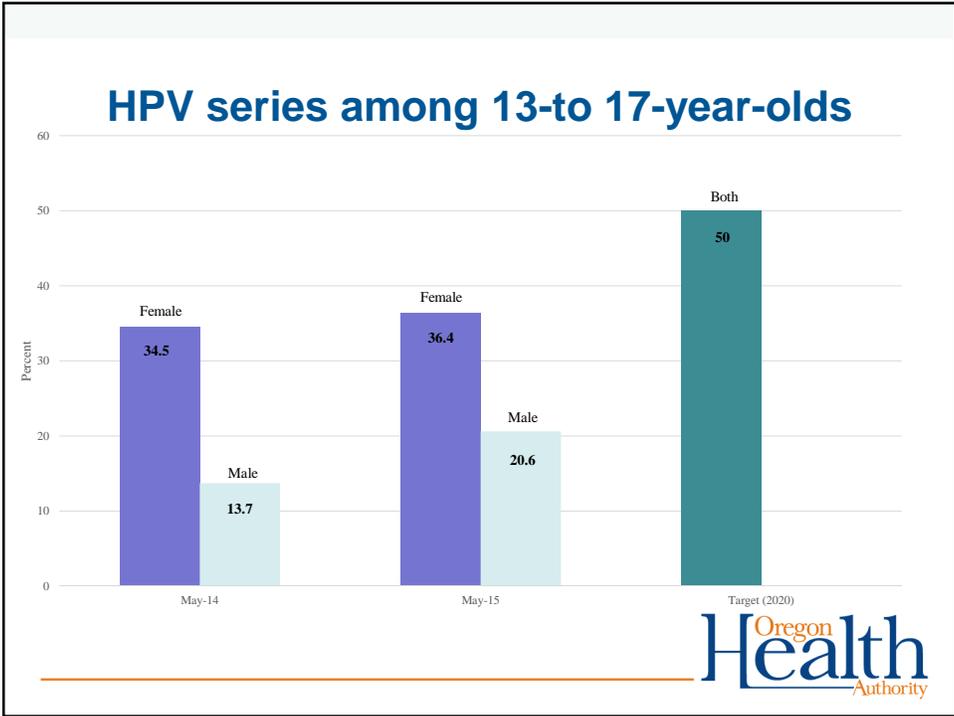
2-year-old Fully Vaccinated Dose Schedule

- 4 Dtap
- 3 Polio
- 1 MMR
- 3 Hib
- 3 Hep B
- 1 Varicella
- 4 PCV



Flu vaccination \geq 6 months of age



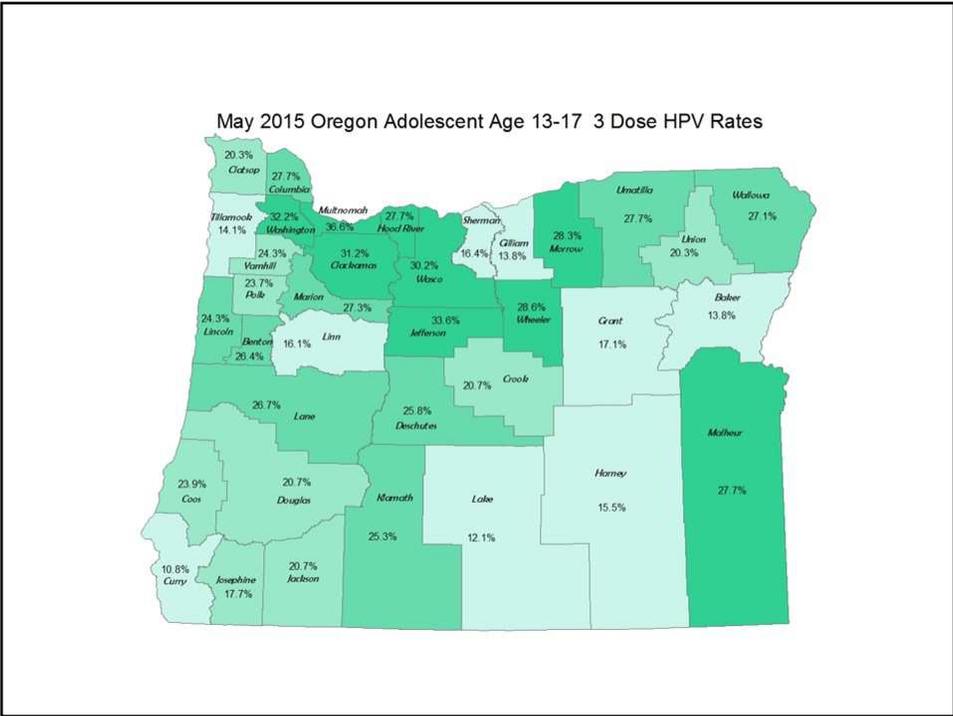


SHIP Interventions

- Population
- Health Equity
- Health Systems

Population Intervention

Strategy: Increase the percentage of adolescents who complete the HPV vaccine series.



Measures

Increase the percent of HPV vaccines administered by pharmacists to 11- 17 year olds

Increase the number of HPV vaccines administered by SBHC's

Best Practices

Framing the conversation

- *Your child needs three shots today: HPV vaccine, meningococcal vaccine and Tdap vaccine.*
- *HPV vaccine is very important because it prevents cancer.*

Stay on schedule

- Schedule appointments before they leave the office
- Practice reminder/recall for the 2nd and 3rd doses



Best Practices

Provide walk-in or immunization only visits

Immunize at sports physicals



Health System Intervention



Oregon
Health
Authority

Health System Intervention: 2 year old



Strategy: Incentives for private and public health plans and health care providers to increase immunization rates

Oregon
Health
Authority

Measures

Number of public health plans that receive an incentive or shared savings payment for increasing immunization rates

Number of public health plans that incorporate increasing immunization rates in alternative payment methodologies for contracted providers



Health System Intervention: 2 year old



Stragety: Promote strategies to health care providers to increase delivery of on-time immunizations



Measures

Number of statewide reminder recalls for 2-year-olds conducted over five years.



Percentage of enrolled and eligible Vaccine for Children (VFC) providers receiving CDC-defined AFIX quality improvement services.



Evidence-based Strategies for Improving Childhood Immunization Rates: A Guide for CCOs

Immunizations are among the greatest public health achievements of the 20th century. A recent economic analysis estimated that vaccinating the 2009 U.S. birth cohort with the recommended childhood immunization schedule prevented approximately 42,000 deaths and 20 million cases of disease, and resulted in a net savings of \$14 billion in direct costs and \$69 billion in total societal costs.¹ Despite the effectiveness of vaccines to prevent disease and death, and unnecessary costs to the health care system, immunization rates for children in Oregon remain flat and well below national Healthy People 2020 goals.

Much attention is given to families and communities that choose not to vaccinate their children. However, these families and communities represent the minority in Oregon. Most parents do intend to vaccinate their children according to the American Academy of Pediatrics (AAP) schedule and as recommended by their health care provider. This resource guide focuses on evidence-based strategies that CCOs and health care providers can implement to improve childhood immunization rates.

Prior to the availability of measles vaccine in the United States, as many as 3-4 million cases and 500 deaths were attributed to the disease each year.² In 2014, just five cases were reported in Oregon.³ The same dramatic reduction in death and disease is seen for almost every disease for which there is now a vaccine. Achieving and maintaining high immunization rates is essential to assure community immunity, keep vulnerable people protected, and stop transmission when cases appear.

Oregon Public Health Division, Immunization Program Contact:

Rex Larsen
 Provider Services Team Coordinator
 Oregon Public Health Division, Immunization Program
 (503) 673-0298
rv.larsen@state.or.us

¹ Zhou, F, Shefer, A, Wenger, J et al. Economic evaluation of the routine childhood immunization program in the United States. 2009. *Pediatrics* 2014; 133:577-85.
² Centers for Disease Control and Prevention (CDC). Epidemiology and Prevention of Vaccine-Preventable Diseases. 13th Edition (2015). Measles. Available at: <http://www.cdc.gov/vaccines/imz/books/html/meas.html>.
³ Oregon Health Authority, Public Health Division (2014). Oregon Measles Cases, Summary Statistics 2005-2014. Available at: <http://public.health.oregon.gov/DiseasesConditions/DiseasesA-Z/measles/Documents/oregon-measles-cases-2005-2014.pdf>



Strategies for Improving Childhood Immunization Rates

Use data to identify reasons for low immunization rates

- **Routinely monitor**
- **Share information**
- **Assess root causes**



Strategies for Improving Childhood Immunization Rates

Identify and Eliminate Barriers to Access

- **Standing orders**
- **Immunization only appointments**
- **Walk-in/extended clinic hours**



Strategies for Improving Childhood Immunization Rates

Reduced missed opportunities and recall patients who are behind on vaccines

- **Check immunization records at EVERY encounter**
- **Recall patients**
- **Provide all vaccines**



Strategies for Improving Childhood Immunization Rates

Increase knowledge and awareness about immunizations in clinics and for families

- **Select an immunization champion**
- **Build a culture of immunization**
- **Make training opportunities available for staff**



Strategies for Improving Childhood Immunization Rates

Increase demand for immunizations

- **Convene and engage**
- **Partner with non-medical organizations**



Flu Vaccination



Population Intervention: Flu



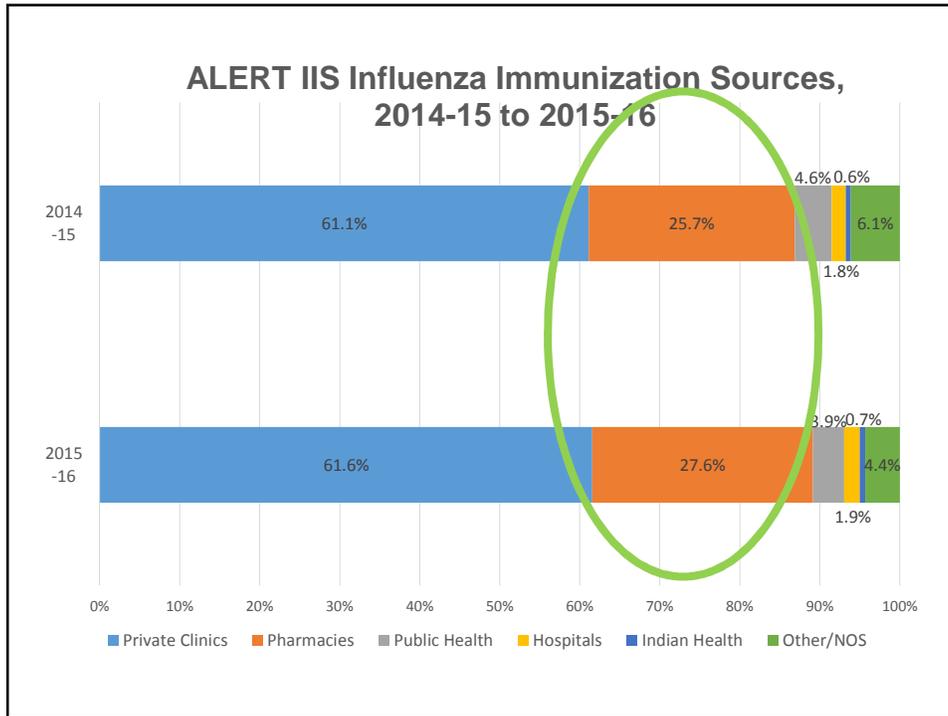
Strategy: Increase the percentage of adults who receive annual influenza vaccine



Measures

Percentage of flu vaccinations administered by pharmacists

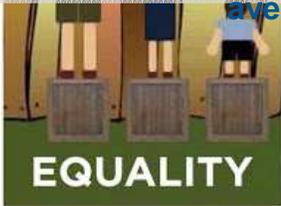




Health Equity: Flu



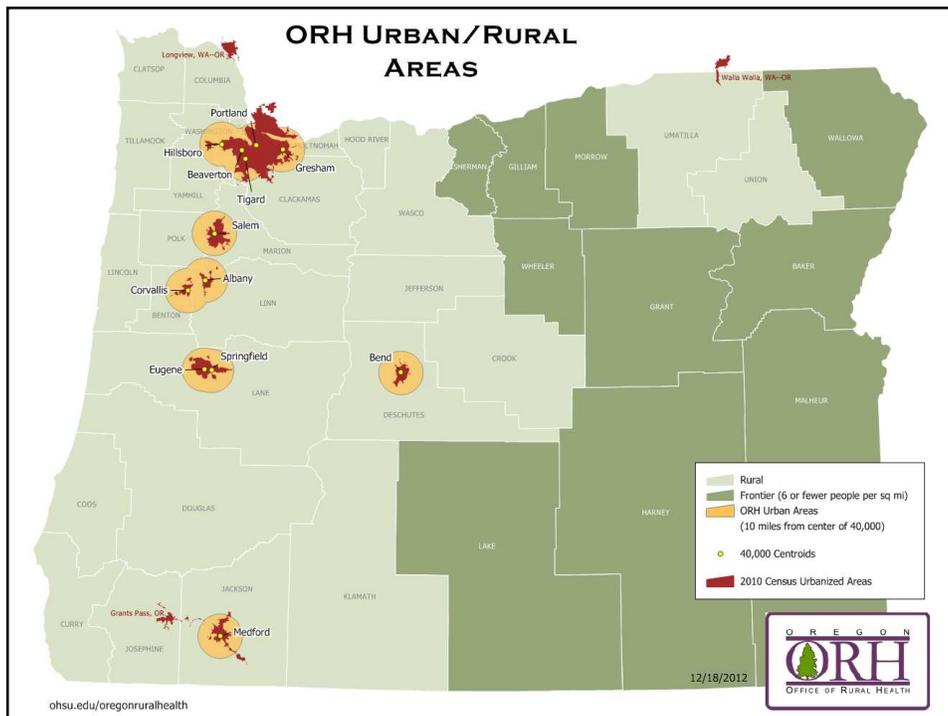

Strategy: Increase flu vaccinations in southern rural and frontier counties with rates below the Oregon average



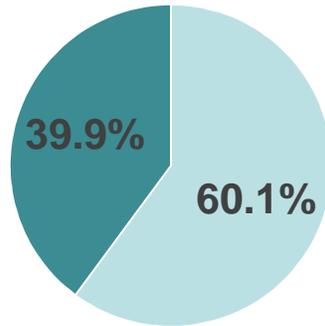



Measures

Seasonal influenza vaccinations in southern rural and frontier counties



Oregon 2015-16 Adult Age 19 to 64 Influenza Immunization by Gender



■ Female ■ Male



Health System Intervention: Flu



Strategy: Increase flu vaccination rates among health care workers



Measures

Seasonal flu vaccination rate for health care workers in long-term care facilities.

Seasonal flu vaccination rate for health care workers in hospital settings.

Seasonal flu vaccination rate for health care workers in ambulatory surgical centers



Top 3 Strategies for Hospitals

Masking requirements for non-vaccinators

Incentives

Coordinate with other programs to deliver vaccinations



Top 3 Strategies for Skilled Nursing Facilities

Mobile carts

Declinations forms

Occupational health



Discussion

INNOVATION
SUCCESS
EVALUATION
DEVELOPMENT
GROWTH
SOLUTION
PROGRESS
MARKETING

A hand is shown pointing to the word "SOLUTION" in the list of terms. A red vertical oval highlights the word "SOLUTION".

1. Is your organization actively doing one or more of the immunization SHIP strategies?

What activities are you currently doing?

2. If your organization is not currently doing a SHIP strategy, what strategy might you be interested in implementing?



Resources

Assessment Feedback and Incentive eXchange (AFIX) Resources

<https://public.health.oregon.gov/PreventionWellness/VaccinesImmunization/ImmunizationProviderResources/Pages/AFIXResource.aspx>

State Health Improvement Plan (SHIP)

<https://public.health.oregon.gov/About/Pages/HealthImprovement.aspx>

Healthcare-Associated Infections in Oregon

<http://public.health.oregon.gov/DiseasesConditions/CommunicableDisease/HAI/Pages/index.aspx>

The Community Guide: The Guide to Community and Preventive Services

<http://www.thecommunityguide.org/>

Prevalence of HPV After Introduction of the Vaccination Program in the US

<http://pediatrics.aappublications.org/content/early/2016/02/19/peds.2015-1968>

Evidence-based Strategies for Improving Childhood Immunization Rates: A Guide for CCOs\

<https://www.oregon.gov/oha/analytics/CCODData/Childhood%20Immunizations%20Resource%20Guide.pdf>



