



10 Ways to Create a Culture of Immunization Within Your Pediatric Practice

Candice Robinson, MD, MPH

Immunize Nevada NILE Webinar

July 16 2019

Learning objectives

After today's webinar, you should be able to:

- Understand why your practice needs a culture of immunization
- Describe how all office staff play a part in creating a culture of immunization
- Describe 10 ways to create a culture of immunization
- Identify free CDC immunization resources for parents and clinicians

Why do you need a culture of immunization?

- It's a key part of your commitment to protecting children through full coverage and on-time immunization.
- Healthcare professionals are parents' most trusted source of information about vaccines.
- Parents' confidence is increased when they receive the same information from different people.
- Inconsistent messages from staff may confuse parents and create mistrust.



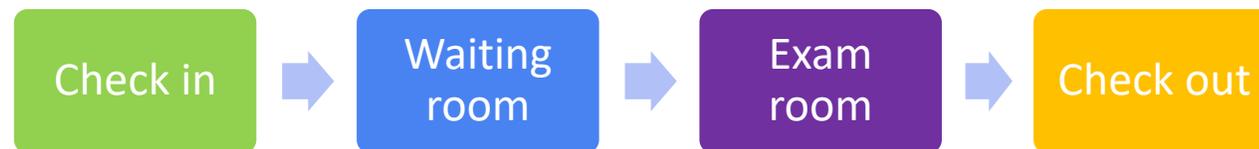
How is your practice doing?

- Healthy People 2020 Objectives
 - 90% coverage for individual infant vaccines (children 19-35 months)
 - 80% coverage for the 7-vaccine series* (children 19-35 months)
 - 80% coverage for Tdap, meningococcal conjugate and HVP (adolescents 13-15 years)
- What are your rates? You may be able to measure them through:
 - EHR/EMR system
 - State Immunization Information System
 - Vaccines for Children Providers: IQIP (formerly AFIX) quality improvement program
 - AAP members: EQIPP quality improvement course

*DTaP, polio, MMR, Hib, hepatitis B, varicella, and PCV

Everyone plays a part

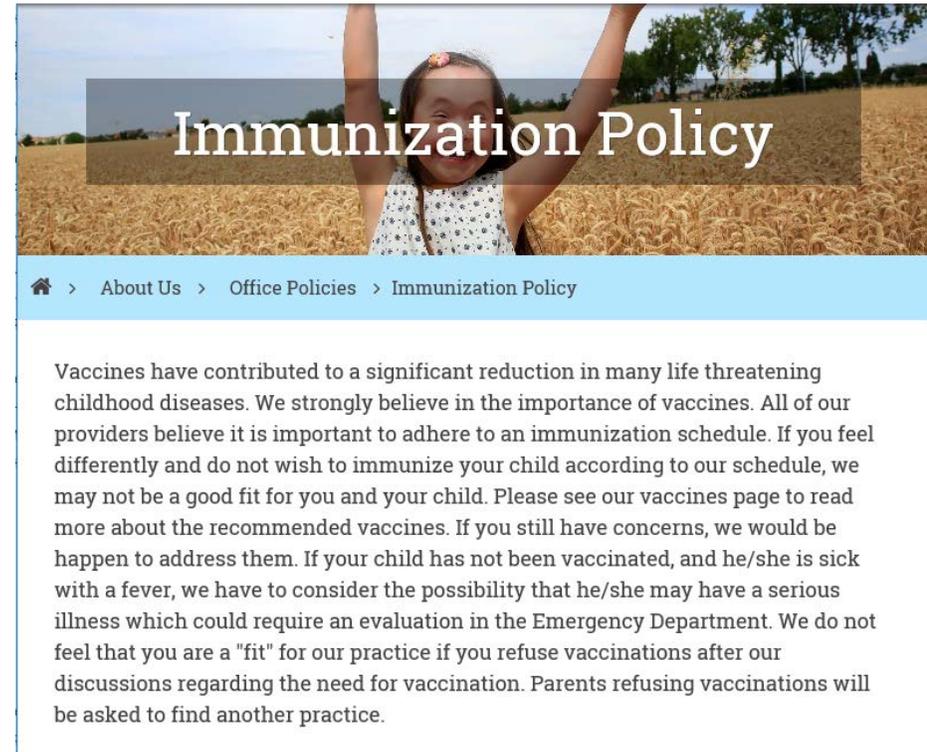
- A culture of immunization starts at the front desk and extends into the waiting room, into the exam room, and finally to the check out desk.
- Everyone plays a part:
 - Receptionists and other support staff
 - Nurses and nurse practitioners
 - Physicians and physician assistants
 - Medical assistants
 - Office manager
 - Vaccine coordinator



10 Ways to Create a Culture of Immunization Within Your Pediatric Practice

1. Make parents aware of your practice immunization philosophy/policy

- Post it on your website
- Insert a copy in new parent packets
- Tell parents about it during their first visit
- Post it in the waiting room



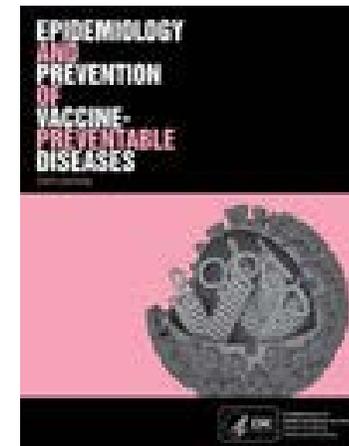
Immunization Policy

Home > About Us > Office Policies > Immunization Policy

Vaccines have contributed to a significant reduction in many life threatening childhood diseases. We strongly believe in the importance of vaccines. All of our providers believe it is important to adhere to an immunization schedule. If you feel differently and do not wish to immunize your child according to our schedule, we may not be a good fit for you and your child. Please see our vaccines page to read more about the recommended vaccines. If you still have concerns, we would be happy to address them. If your child has not been vaccinated, and he/she is sick with a fever, we have to consider the possibility that he/she may have a serious illness which could require an evaluation in the Emergency Department. We do not feel that you are a "fit" for our practice if you refuse vaccinations after our discussions regarding the need for vaccination. Parents refusing vaccinations will be asked to find another practice.

Other ways to stay up to date

- Participate in CDC educational programs for healthcare professionals on immunization recommendations and related topics including:
 - Current Issues in Immunization NetConference (CIINC)
 - Pink Book webinar series
 - You Call the Shots
 - All educational programs have CE available
- Sign up for CDC email alerts
- Vaccine questions? Email CDC at nipinfo@cdc.gov



www.cdc.gov/vaccines/ed/index.html

3. Make clinical resources readily available to staff

- Use CDC clinical guidelines, resources and job aids including those on:
 - Vaccine storage and handling
 - Vaccine administration
 - ACIP Vaccine Recommendations and Guidelines
- Videos are available on vaccine administration, storage and handling best practices and guidelines
- Tell staff where to locate clinical resources in your office

ACIP Vaccine Recommendations and Guidelines
Advisory Committee on Immunization Practices (ACIP)

Vaccine-Specific ACIP Recommendations

- [Anthrax](#)
- [BCG](#)
- [Cholera](#)
- [DTaP/Tdap/Td](#)
- [Hepatitis A](#) **UPDATED Feb 2019**
- [Hepatitis B](#)
- [Hib](#)
- [HPV](#)
- [Influenza](#)
- [Japanese Encephalitis](#)
- [Measles, Mumps and Rubella](#)
- [MMRV](#)
- [Meningococcal](#)
- [Pneumococcal](#)
- [Polio](#)
- [Rabies](#)
- [Rotavirus](#)
- [Smallpox \(Vaccinia\)](#)
- [Typhoid](#)
- [Varicella \(Chickenpox\)](#)
- [Yellow Fever](#)
- [Zoster \(Shingles\)](#)

ACIP Abbreviations

These [abbreviations](#) provide a uniform approach to vaccine references used in ACIP Recommendations that are published in the *MMWR*, the *Pink Book*, and the *AAP Red Book*; and in the U.S. immunization schedules for children, adolescents, and adults.

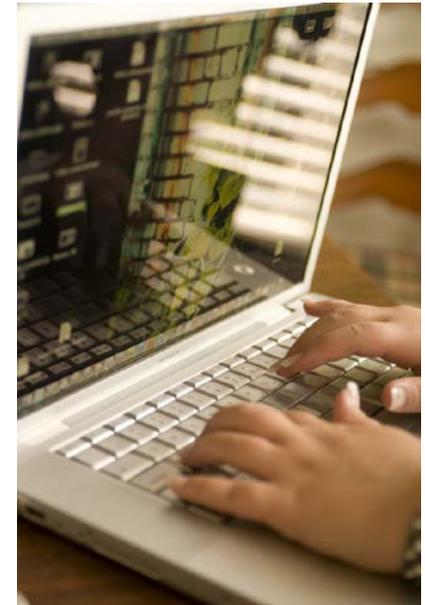
www.cdc.gov/vaccines/hcp

4. Assess a child's vaccination status at every visit

- Check your state's IIS for the child's vaccines.
- Assess the status at well visits, sick visits, and follow-up visits.
- Screen for contraindications and precautions each time vaccines are given.
- Give all eligible vaccines in the same visit

This strategy will...

- reduce missed opportunities to vaccinate
- reinforce the message that vaccinations are important



5. Give strong and compelling recommendations for immunization

- An effective recommendation from a healthcare professional is the main reason parents decide to vaccinate.
- Office staff should reinforce recommendations given by doctors and nurses.
- Bundle all vaccines into one recommendation and use a presumptive approach: “Michael is going to get 5 vaccines today: DTaP, rotavirus, Hib, pneumococcal, and polio.”
- Explain the importance of each vaccine and every dose.
- Share personal experiences with vaccine-preventable diseases and vaccinating your own children.



6. Help parents feel supported by welcoming questions and knowing how to answer them

- Most parents have questions, even if they plan to vaccinate.
- Questions do not necessarily equal concerns.
- Learn how to answer common questions from parents (see following slide).
- If you are unsure how to answer a question, refer it to the doctor, nurse or other vaccine expert in the practice.



Common questions about infant immunization

- Are vaccines safe?
- What are the side effects of vaccines? How do I treat them?
- What are the risks and benefits of vaccines?
- Is there a link between vaccines and autism?
- Can vaccines overload my baby's immune system?
- Why are so many doses needed for each vaccine?
- Why do vaccines start so early?
- What do you think of delaying some vaccines or following a non-standard schedule?
- Haven't we gotten rid of most of these diseases in this country?
- What are combination vaccines? Why are they used?
- Can't I just wait until my child goes to school to catch up on immunizations?

Get answers at: www.cdc.gov/vaccines/parents/parent-questions.html

Are vaccines safe?

Yes. Vaccines are very safe. The United States' long-standing vaccine safety system ensures that vaccines are as safe as possible. Currently, the United States has the safest vaccine supply in its history. Millions of children safely receive vaccines each year. The most common side effects are typically very mild, such as pain or swelling at the injection site.

What are the side effects of vaccines?

Vaccines, like any medication, may cause some side effects. **Most of these side effects are very minor, like soreness where the shot was given, fussiness, or a low-grade fever.** These side effects typically only last a couple of days and are treatable. For example, you can apply a cool, wet washcloth on the sore area to ease discomfort.

Serious reactions are very rare. However, if your child experiences any reactions that concern you, call the doctor's office.

Is there a link between vaccines and autism?

No. Scientific studies and reviews continue to show no relationship between vaccines and autism.

Some people have suggested that thimerosal (a compound that contains mercury) in vaccines given to infants and young children might be a cause of autism. Others have suggested that the MMR (measles- mumps-rubella) vaccine may be linked to autism. However, numerous scientists and researchers have studied and continue to study the MMR vaccine and thimerosal, and reach the same conclusion: there is no link between MMR vaccine or thimerosal and autism.

Can vaccines overload my baby's immune system?

Vaccines do not overload the immune system. Every day, a healthy baby's immune system successfully fights off thousands of germs. Antigens are parts of germs that cause the body's immune system to go to work to build antibodies, which fight off diseases.

The antigens in vaccines come from the germs themselves, but the germs are weakened or killed so they cannot cause serious illness. **Even if babies receive several vaccinations in one day, vaccines contain only a tiny fraction of the antigens they encounter every day in their environment.** Vaccines give your child the antibodies they need to fight off serious vaccine-preventable diseases.

Why can't I delay some vaccines if I'm planning for my baby to get them all eventually?

Young children have the highest risk of having a serious case of disease that could cause hospitalization or death. Delaying or spreading out vaccine doses leaves your child unprotected during the time when they need vaccine protection the most. For example, diseases such as Hib or pneumococcus almost always occur in the first 2 years of a baby's life. And some diseases, like Hepatitis B and whooping cough (pertussis), are more serious when babies get them at a younger age. Vaccinating your child according to the CDC's recommended immunization schedule means you can help protect him at a young age.

What are the ingredients in vaccines and what do they do?

Vaccines contain ingredients that cause the body to develop immunity. Vaccines also contain very small amounts of other ingredients. **All ingredients play necessary roles either in making the vaccine, or in ensuring that the final product is safe and effective.**

Why are there so many doses needed for each vaccine?

Getting every recommended dose of each vaccine provides your child with the best protection possible. Depending on the vaccine, your child will need more than one dose to build high enough immunity to prevent disease or to boost immunity that fades over time. Your child may also receive more than one dose to make sure they are protected if they did not get immunity from a first dose, or to protect them against germs that change over time, like flu. Every dose is important because each protects against infectious diseases that can be especially serious for infants and very young children.

CDC's Provider Resources for Vaccine Conversations with Parents

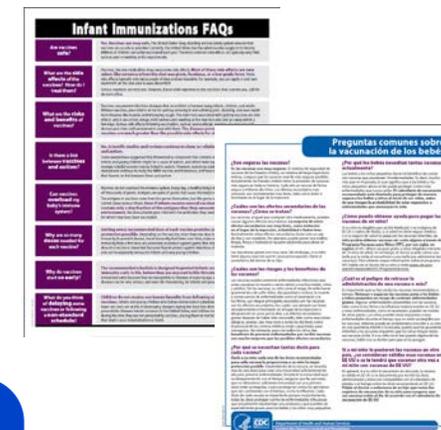
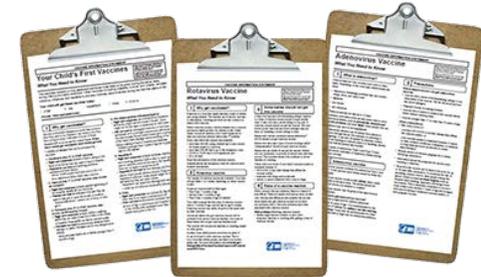
- Guidelines for talking to parents about vaccines
- Vaccine safety fact sheets
- Vaccine preventable disease fact sheets (English and Spanish)
- Information for parents who choose not to vaccinate
- Video showing pediatrician answering moms' questions



www.cdc.gov/vaccines/conversations

7. Give Vaccine Information Statements (VIS) and handouts to answer specific questions

- Federal law requires that VIS be given with each vaccine.
- Give the VIS before administering any vaccines.
- If parents have specific questions, give handouts from credible sources:
 - CDC’s Provider Resources (see previous slide)
 - CDC Infant Immunization FAQ (English and Spanish)
 - Children’s Hospital of Philadelphia Vaccine Education Center
 - Immunization Action Coalition



www.cdc.gov/vaccines/hcp/vis

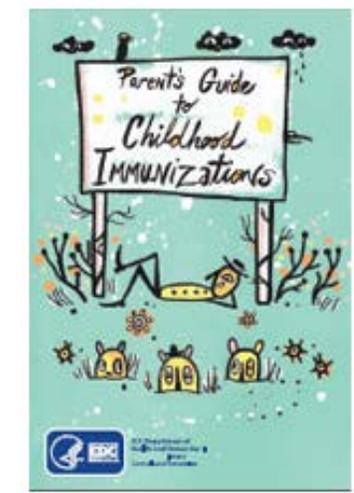
www.cdc.gov/vaccines/parents/parent-questions.html

www.chop.edu/centers-programs/vaccine-education-center

www.immunize.org/handouts/

8. Make immunization resources easy for parents to find

- Include information in new patient packets.
- Create a waiting room display with fact sheets.
- Post immunization schedules in exam rooms.
- Syndicate CDC content or post CDC web buttons on our website.
- Share resources with parents via social media.
- Insert auto-text dot phrases into electronic medical records for easy printing (see following slide).



www.cdc.gov/vaccines/partners/childhood/multimedia.html

Sample EMR auto-text dot phrase

Information about Immunization

We are so excited that you want to learn more about protecting your child through on-time immunization! Our healthcare professionals trust these websites:

- Centers for Disease Control and Prevention: www.cdc.gov/vaccines/parents
- Children's Hospital of Philadelphia: www.chop.edu/vaccine
- AAP's Healthy Children website: <https://www.healthychildren.org>
- Immunization Action Coalition: <http://immunize.org/>
- Vaccinate Your Family: <http://www.vaccinateyourfamily.org/>

Please call us at (xxx) xxx-xxxx and ask to speak with [NAME] if you have any questions.

9. Schedule follow-up immunizations before the child leaves the office

- Schedule the next immunization appointment before a parent leaves.
- Make sure that the next appointment falls within the recommended timeframe of the CDC schedule.
- If a parent defers scheduling the appointment, offer to call them a few days later.
- Give older children a sticker or other small prize and tell them they did a great job.



10. Remind parents about upcoming immunization appointments and contact those who miss appointments

- Give reminders by phone, text, email, or postcard.
- Give reminders when children are in for sick visits.
- Explain why: A child is not fully protected until she receives all doses.
- If a child misses an appointment, call the parents to follow up.



Other resources for healthcare professionals

- CDC immunization training: <https://www.cdc.gov/vaccines/ed/index.html>
- CDC-Medscape CME: *Pediatric Immunization: Navigating Difficult Conversations with Parents*: <https://www.medscape.org/viewarticle/907254>
- CDC-Medscape Expert Commentaries: <http://www.medscape.com/partners/cdc/public/cdc-commentary>
- AAP Immunization Resources: <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Immunizations-home.aspx>
- Immunization Action Coalition: <http://immunize.org/>
- Medical Assistants Resources and Training on Immunization (MARTI): <http://marti-us.org/>
- CHOP Vaccine Education Center: <https://www.chop.edu/centers-programs/vaccine-education-center>



DEDICATED TO THE HEALTH OF ALL CHILDREN™



Questions?

Dr. Candice Robinson: xfp3@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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.

Photographs and images included in this presentation are licensed solely for CDC/NCIRD online and presentation use. No rights are implied or extended for use in printing or any use by other CDC CIOs or any external audiences.





IMMUNIZE NEVADA IN-OFFICE
PRESENTATIONS ARE AVAILABLE!

10 WAYS TO CREATE A CULTURE OF IMMUNIZATION WITHIN YOUR PEDIATRIC PRACTICE

Contact: info@immunizenevada.org