

Influenza Vaccination Demonstration Project – *Targeting Underserved Populations*

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Learning Objectives

- Identify two high risk groups that have traditionally been underserved with influenza vaccination
- Identify two barriers to access to influenza vaccination for women of child bearing age and their children

Learning Objectives

- Identify two methods to improve access to influenza vaccine for these high risk groups
- Describe the utilization of the PHN Practice Model in the implementation of the County of Los Angeles Public Health Department/Women, Infant and Children (WIC) Influenza Vaccination Project

Project Background

- In 2002 pregnant women and children age 24-59 months were added to high risk groups targeted for influenza vaccine
- Only 12% of pregnant women are being immunized
- Vaccination coverage among children between 6-23 months was only 48.4%

Dr. Munoz, MD 2004
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Project Overview

November 2006 – Request for Proposal (RFP) submitted to National Association of City and County Health Officials (NACCHO) for a project partnering SPA 3 and WIC to immunize pregnant women, women of child bearing age, and children between 6-59 months of age.

Project Overview (cont)

- December 2006 – \$8,000.00 RFP granted to support immunization of target population during non-peak influenza immunization period
- Planning and implementation of the 14 week project initiated in mid December 2006

Project Description

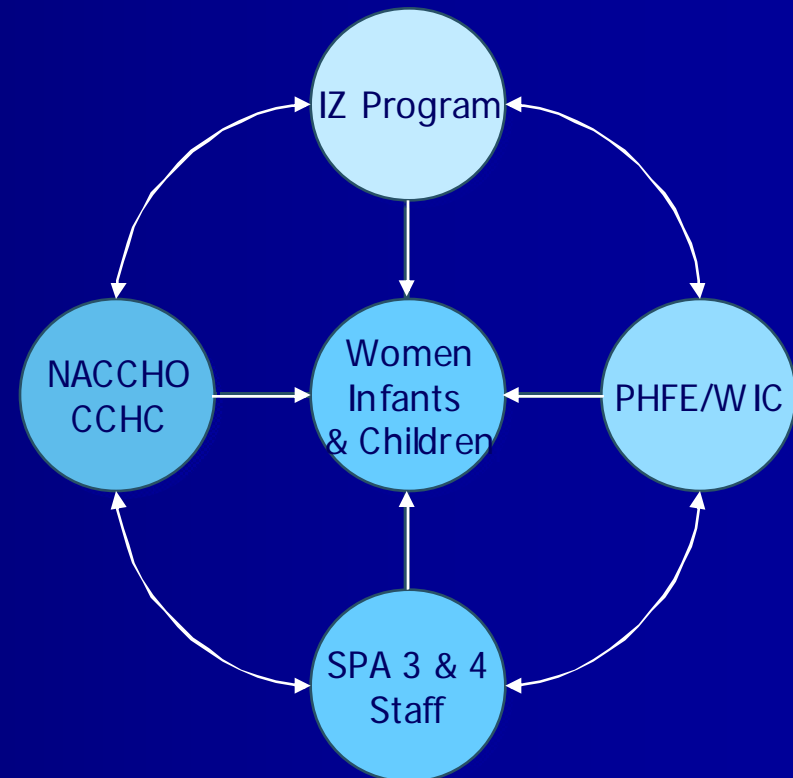
- Collaboration with WIC Administrative Team (Memorandum of Understanding modified and signed)
- Dates and times for clinics established at six WIC sites (5 influenza clinics at each site)
- Job action sheets and clinic material provided to PHN staff
- Marketing and outreach activities initiated
- Clinic flow
 - Pre-test -> Educational session -> Administration of vaccine -> Post-test -> incentives provided to clients

Goals/Objectives

- Provide education and awareness to our target population about the importance of receiving the vaccine
- Increasing vaccination rates amongst our target population by 10%
- Provide and promote influenza vaccination to our target population beyond peak influenza season (Jan-April)

Public Health Team

- SPA 3 & 4 staff
- NACCHO
- Public Health Foundation Enterprises/Women Infants and Children (PHFE/WIC)
- Immunization Project
- CBO Partners
- Community



Assessment - Barriers

- Some of the contributing factors for low vaccination rates of these groups may include:
 - Lack of parental awareness
 - Lack of vaccine knowledge
 - Attitudes
 - Concerns about vaccine side effects and safety
 - Inconvenient clinic hours
 - Access to influenza vaccination services

Assessment

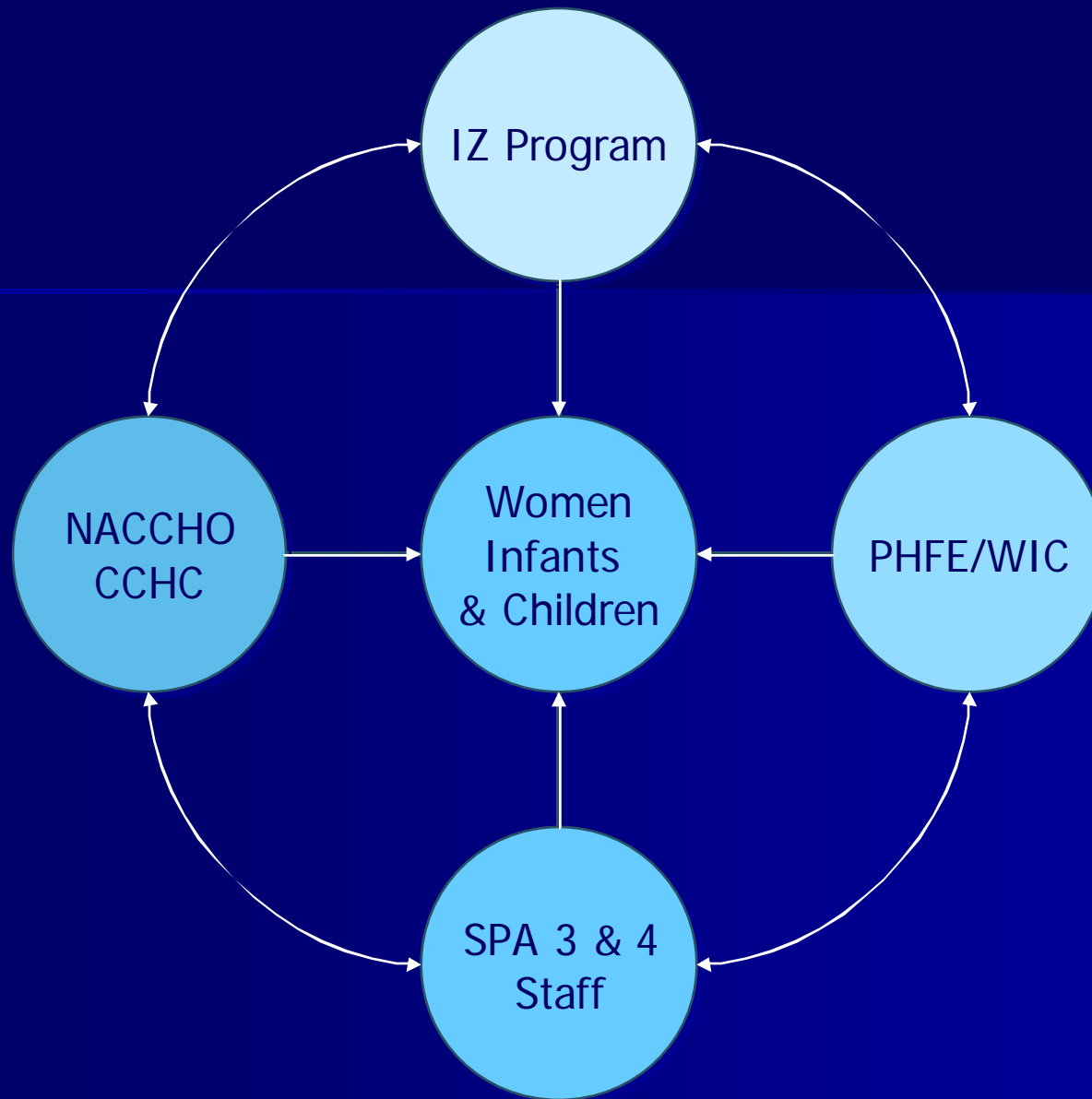
- The percentage of vaccinated children and pregnant women remains below the Centers for Disease Control/Advisory Committee on Immunization Practices (CDC/ACIP) recommendations
- Through existing partnerships, we envisioned an opportunity to reach our target population (women of child bearing age and their children)

Diagnosis

- Women of child bearing age and their children have low vaccination rates
 - Immunization is the key element in the prevention and control of influenza, yet overall adult immunization rates are well below the Healthy People 2010 goal of 90%
 - Influenza Vaccination coverage among children between 6 to 23 months old was only 48.4%
 - Only 12% of pregnant women are being immunized

Outcome Objective

By March 15, 2007, vaccination rates amongst our target population (women of child bearing age and their children) will increase by 10% from the baseline from this years influenza outreach campaign, among this group.



Intermediate Objectives

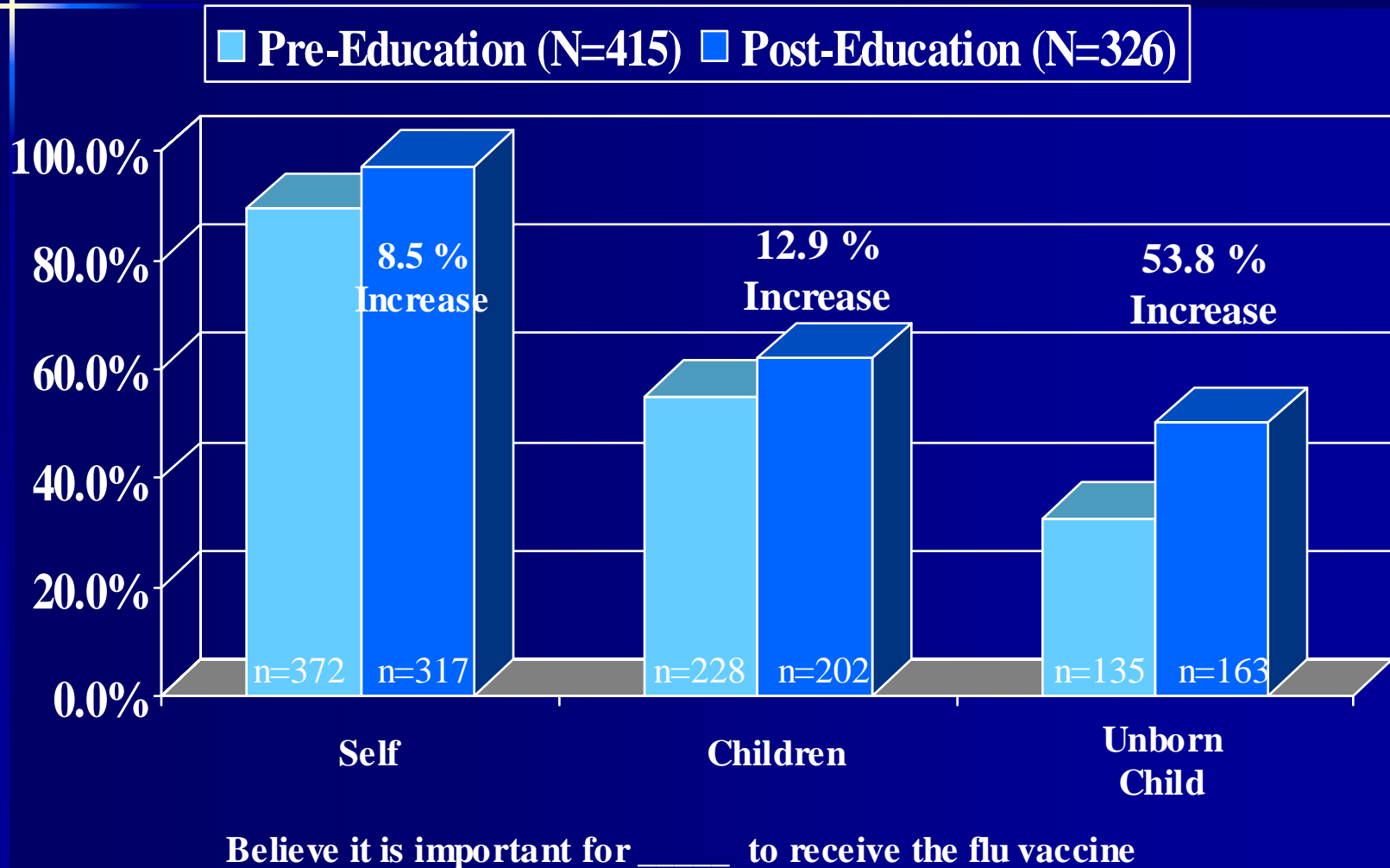
By March 15, 2007, pregnant women, women of child bearing age & children participating in our project:

- will have a 50% increase knowledge and awareness of the new Advisory Committee on Immunization Practices (ACIP) influenza vaccine recommendations.
- Will show an increase in awareness about influenza vaccination season continuing beyond December
- Will have a 10% increase of vaccinations administered

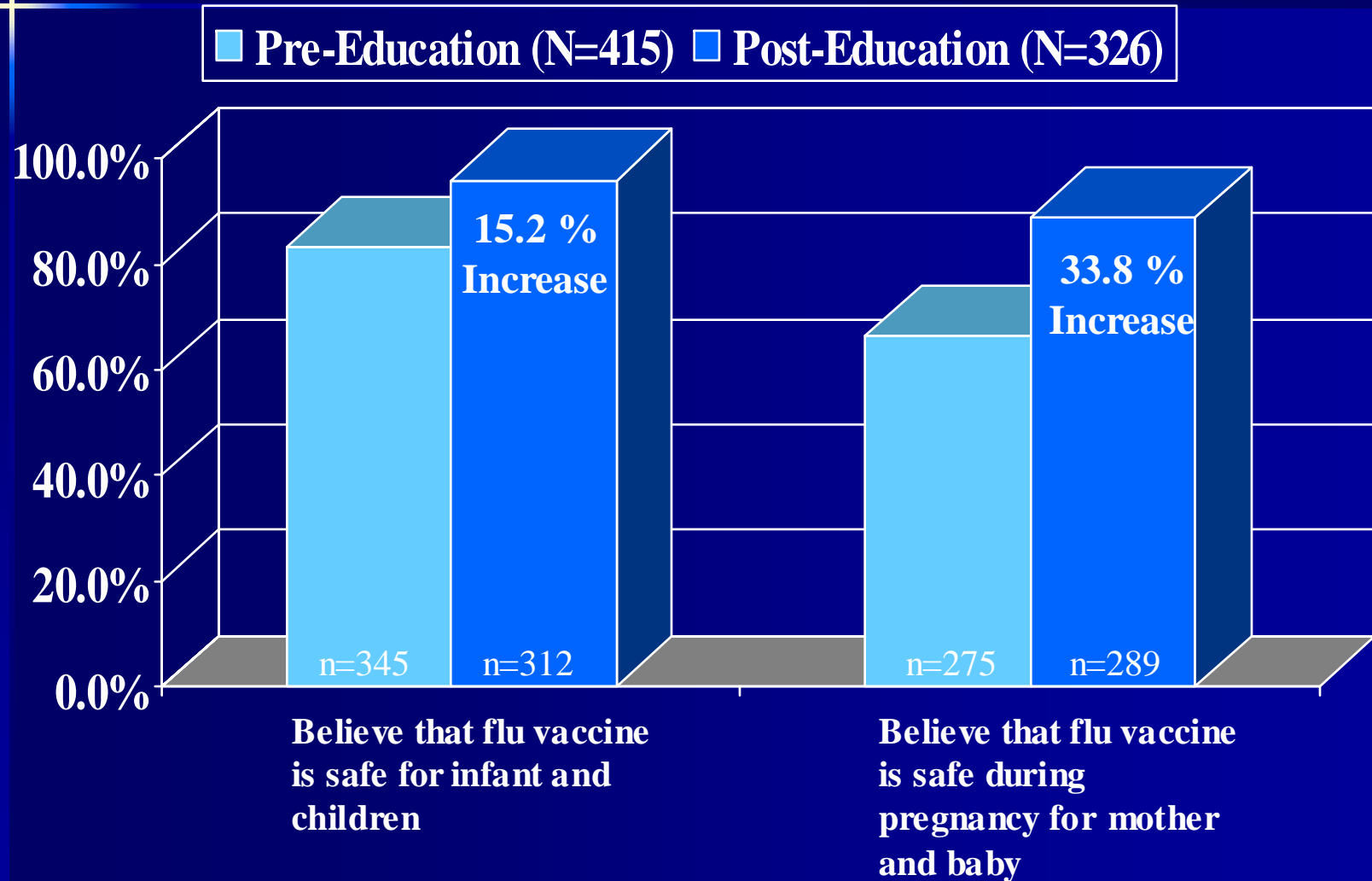
Process Objective

- Education material was created, printed and distributed to six WIC sites in SPA 3 and a health education marketing campaign was implemented
- 30,000 pieces of educational material were distributed in multiple languages to our target population at our partner WIC sites
- Public health nurses and clinic nurses advocated for clients by providing health education and re-enforcing receiving the vaccine past December
- A total of 871 doses of influenza vaccines were administered, which reflects a 15% - well over the 10% increase established as our goal

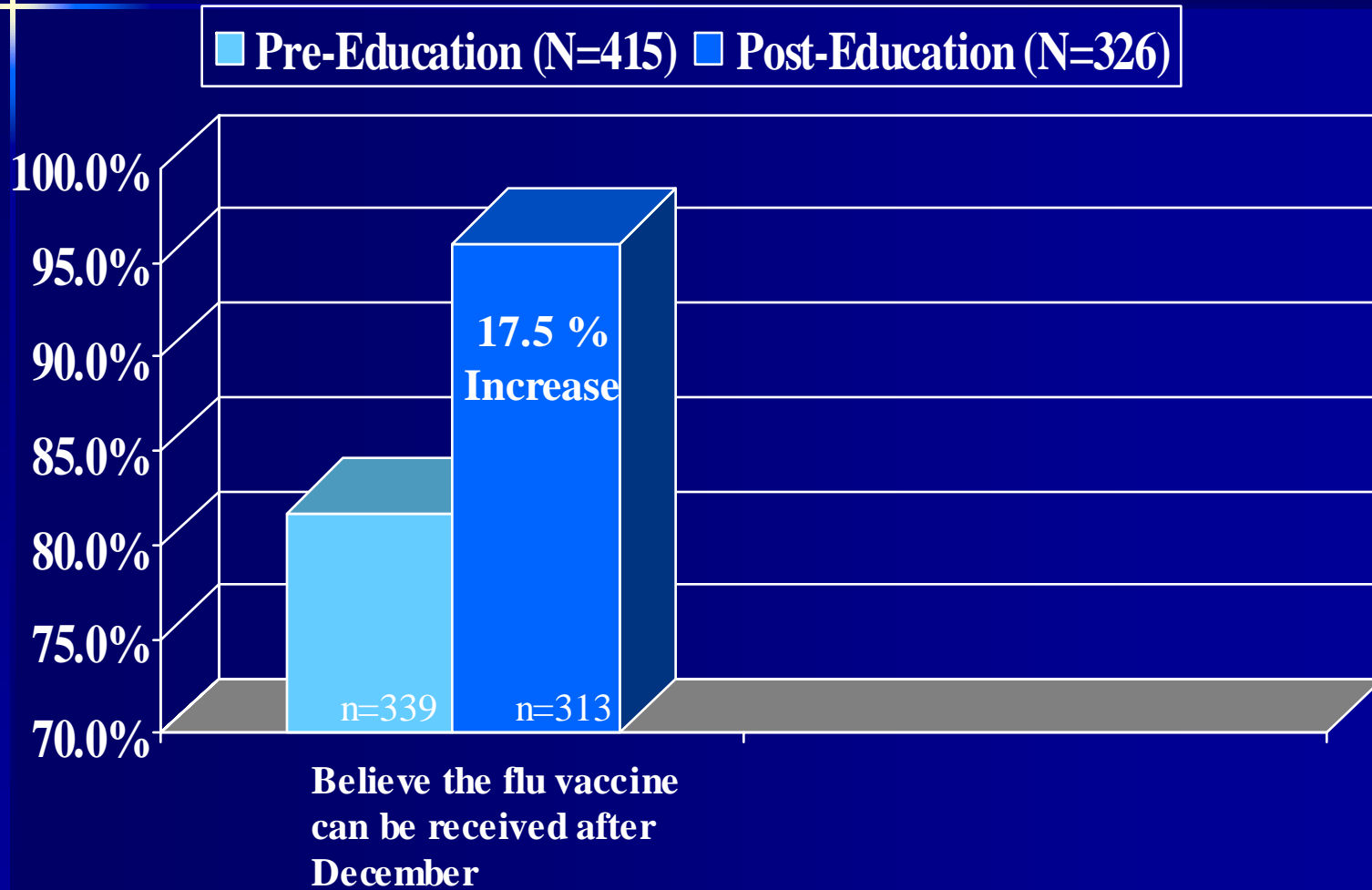
Knowledge and Awareness of Influenza Vaccine Pilot WIC Sites, 2006 - 2007



Knowledge and Awareness of Influenza Vaccine Pilot WIC Sites, 2006 - 2007



Knowledge and Awareness of Influenza Vaccine Pilot WIC Sites, 2006 - 2007



Vaccine % Increase

Influenza Vaccine doses administered by Monrovia Health Center staff and Pomona Health Center Staff (2006-07)

Age (Years)	Monrovia	Pomona	Total
Under 2	90	198	
2 to 4	143	273	
5 to 18	320	939	
19 to 49	2,139	2,399	
Total	2692	3809	6501

Total county 6501 + 147 vaccines administered not included in original count = **6648 total vaccines**

A total of 871 vaccines were given during the implementation of this project

$6648 - 871 = 5777$ vaccines used as our **baseline**

$5777 / 871 = 15.1\%$ increase

Limitation to data:

Data includes clients outside of our target group (83% of project participants fell within our target group {724})

Lessons Learned

- Grant funds were not available until after the completion of the the project
 - Incentives promised to clients were not delivered in a timely manner
 - Funds were not available to develop educational materials at the onset of the project

Lessons Learned (cont)

- Short 14 week project time frame created:
 - No formal orientation for project staff
 - Different interpretations of duties
 - Pre & post surveys
 - No standardization in clinics
 - Clinic set-up
 - Inconsistencies in deliverables
 - Incentives

Lessons Learned (cont)

- Administering vaccine beyond December
- PHN comfort level in administering vaccine to children
- Short window to market to a “new” target population

Evaluation

- Educational materials were created and distributed within the 6 WIC sites in SPA 3
 - Posters
 - Fact Sheets (English, Spanish, Chinese)
- Over 12,000 pieces of educational materials were distributed (short of 30,000)
- Over 500 vaccines were administered to our target population (724)

Evaluation

- At least one indicator shows above a 50% increase in knowledge and awareness of the new ACIP recommendations
- An increase of 15% in the number of vaccinations administered to our target population – well over our goal of 10%

Upcoming Activities

- Grant Extended for the upcoming influenza campaign
- The project will take place between November 2007 – April 2008
- NACCHO has agreed to provide up-front fees for start up costs
- Publish outcomes & best practices

Acknowledgement



SPA 3 & 4
District Public
Health Staff

Immunization Program

PHFE/WIC

Chinese Christian Herald Crusade

NACCHO

