

# Bee Wise...Immunize!™



A Back-to-School  
Collaborative



Florida Department of Health  
Orlando, Florida



- Purpose

- Collaboration

- Success of event

- Lessons learned



# Event Purpose:

- To educate the community on the importance of being fully immunized against vaccine-preventable diseases.
- To make back-to-school immunizations easily accessible to those who are at high risk, low income and uninsured as determined by local demographic and zip code data.



# Collaboration:

- Three year collaborative.
- Discussions begin in 2005 with a Medicaid HMO to address low childhood immunization rates in Orange County, Florida.
- Discussion focused on ways to best reach high-risk children in our county.
- An action plan was developed that included: hosting a back-to-school immunization event, developing the campaign brand that included a mascot, advertising on local public transportation and community-wide promotion through local media, schools, organizations, and area business.

## Collaboration Cont...

- Collaboration with community stakeholders was critical to the implementation of the event. Stakeholders supported our efforts through:
  - Media promotion
  - Marketing to target population
  - Financial support
  - Volunteer efforts
  - Provision of entertainment  
(SeaWorld, Radio Disney, NASA)
  - Facility and ancillary costs provided through funding from Microsoft
  - Food service for event staff, volunteers and exhibitors.
  - Promoting local resources to meet the needs of the attendees

## Collaboration cont...

- Established oversight committee and work groups that consisted of Orange County Health Department staff and key community stakeholders.
- Team leaders were identified and responsible for specific action steps.
- Conducted periodic review of planning process and updated action steps, as needed.
- Designed flow chart detailing specific event logistics such as traffic and attendee flow, vendor stations, immunization service area, entertainment.
- Supplemental documents included: volunteer information (numbers, names, duties/responsibilities), list of equipment and medical supplies, entertainment and exhibitor information and their requirements.





# Success of Event:

- Continued growth of event...1,000 attendees in 2005, 2,500 in 2006 and over 3,000 in 2007.
- Increased number of valuable stakeholder participation and community resource providers.
- Reached target population- those who lived in high risk, minority and low income zip codes. Zip codes are termed high risk due to disparities in health, teen births and crime. They also have a high percentage of minority and uninsured populations. Of those who completed the survey, over 77% identified themselves as either Black/African American or Hispanic.
- Marketing efforts were based on previous year's survey results showing how the majority of people became aware of the event.
  - event flyer
  - television
  - school and day care promotion



## Success of Event cont...

- Reduced, by 18%, the number of children seeking immunizations at OCHD clinics during the 2 week period prior to the start of the school year. The increased demand for back-to-school shots during this time period caused in part by:
  1. Impact of large number of new residents moving to Orange County, Florida from out of state/country right before school begins.
  2. Lack of familiarity with Florida school entrance requirements.



# Lessons Learned:

- Communication is the key to a successful event.
- July weather in Florida is a problem; make sure to have plenty of water for those waiting in line.
- Community stakeholders don't always fulfill their commitment-you must have contingency plans for critical elements of the event.
- Volunteers must be properly trained and instructed on their responsibilities before the event.
- Identify potential conflicts of interest in the beginning planning stages and determine best way to handle.

## Lessons learned cont...

- Learned that focus on a specific target population and providing only immunizations was more manageable and would not impact the number of attendees.
- Continuous improvement of traffic flow patterns crucial to serving large numbers of people.
- Ensure size of venue can accommodate additional numbers of attendees than anticipated.

















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