

## Immunization Education Campaign

### LIFETIME IMMUNIZATION

How can your organization use its circles of influence to increase the effectiveness for this education campaign?

<b>Organization</b>	<b>Actions to Increase Campaign Effectiveness</b>
TMF	<ol style="list-style-type: none"> <li>1. Get providers to report adult immunization to ImmTrac</li> <li>2. Promote as a “family” activity</li> </ol>
Hospitals	<ol style="list-style-type: none"> <li>1. Participate as it will help meet their requirement for quality audit</li> </ol>
LHD	<ol style="list-style-type: none"> <li>1. Questionnaire and survey. Then follow-up to see if it happens</li> </ol>
TOMA	<ol style="list-style-type: none"> <li>1. Provide lectures at professional conferences</li> </ol>
IPCU (?)	<ol style="list-style-type: none"> <li>1. Build vaccine information into data sharing practices</li> </ol>
DSHS	<ol style="list-style-type: none"> <li>1. Need a new campaign concurrent with the new law</li> <li>2. Get them started in birth registration</li> <li>3. Adult &amp; adolescent coordinator presents to community groups, colleges</li> </ol>
HHSD/VFC	<ol style="list-style-type: none"> <li>1. Health fair at senior centers</li> <li>2. Parent meetings at schools</li> <li>3. Target WIC/Schools with education</li> </ol>
Tarrant County	<ol style="list-style-type: none"> <li>1. When you have the child present then you also work and talk with the parents or grandparents</li> </ol>
San Antonio	<ol style="list-style-type: none"> <li>1. Repeat this message in all of our purchased media</li> </ol>
GSK	<ol style="list-style-type: none"> <li>1. Create work groups on various vaccine education campaigns</li> </ol>
Health Plan Association	<ol style="list-style-type: none"> <li>1. Get other health plans involved</li> <li>2. Partner BCBS for commercials</li> <li>3. Monthly visits to hand them brochures</li> </ol>
Pharmacies	<ol style="list-style-type: none"> <li>1. Pharmacies will probably be paid through managed care which allows partnership and listings</li> </ol>
Home Health Agencies	<ol style="list-style-type: none"> <li>1. Educate providers to offer vaccines</li> </ol>