

Immunization Education Campaign

COCOONING

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

Organization	Actions to Increase Campaign Effectiveness
TCH	<ol style="list-style-type: none"> 1. Need to hit institutions, providers, and parents 2. Tie it into available services and provide resources
GSK	<ol style="list-style-type: none"> 1. Address funding & reimbursement that prevents buy-in by TISWG members 2. 40 reps and 8 account managers are education providers through education pieces and programs
LHD	<ol style="list-style-type: none"> 1. Make posters for providers
HHSD/VFC	<ol style="list-style-type: none"> 1. Use already established relationships with large providers to push the message
Certified Midwives	<ol style="list-style-type: none"> 1. Use Certified RN Midwives to reach OBs; provide them with lectures or conferences
TOMA	<ol style="list-style-type: none"> 1. Add message to monthly newsletter 2. Push message to PCPs 3. Provide lectures (free and travels) to PTAs, PTOs, WIC, PCP, etc
Texas Association Family Practice Physicians	<ol style="list-style-type: none"> 1. Provide lectures and conferences 2. Promote through TAFP social media 3. Promote at conferences with CME & Slideshows 4. Send position papers to members
WIC	<ol style="list-style-type: none"> 1. Educate new moms and family members 2. Offer vaccines to new mom and family members at events 3. Already screen children, now screen mothers 4. Question: can WIC clinics give immunizations?
DSHS- Houston	Health educator: <ol style="list-style-type: none"> 1. Setting up appointments with staff 2. Sending letters to school nurses 3. Targeting birthing classes; faxblast
Health District- McLennan County	<ol style="list-style-type: none"> 1. Newsletters, articles, monthly press releases 2. Outreach to parents, PTAs, back to school programs
Brown County	<ol style="list-style-type: none"> 1. Social media, TV, radio, posters
Hays County	<ol style="list-style-type: none"> 1. Talk to pregnant women in the Health Dept well child visits and talk to moms 2. WIC clinics- educate families
Metro Health	<ol style="list-style-type: none"> 1. Cocooning staff gives 4 vouchers to family members 2. Jo Lo video- runs in 14 WIC clinics
Vaccine Manufacturers	<ol style="list-style-type: none"> 1. Contact pediatricians (call, postcard), looking at children that have not been vaccinated (get info from ImmTrac
Texas Hospital Association	<ol style="list-style-type: none"> 1. Write position papers targeting hospitals 2. ACOG- create standing order

Health Plan Association	<ol style="list-style-type: none"> 1. Put information in libraries through web 2. Partner with local health departments
Parkland Health Plans	<ol style="list-style-type: none"> 1. Use provider-pharmacy partnership for referral for pregnant mothers
Asthma Coalition of Texas	<ol style="list-style-type: none"> 1. Dallas, Houston, Corpus Christi have partnered with DSHS/Lupe
TMA	<ol style="list-style-type: none"> 1. Continue to educate and provide tools to physicians 2. Giving back goal is overall improvement; gather info with auditors
Texas Pharmacy Association	<ol style="list-style-type: none"> 1. Pharmacy school students to create web pages targets at the students and chains with immunization and federal information links
Myvaccines.com	<ol style="list-style-type: none"> 1. Get pregnant mothers to pledge to vaccinate 2. Use blogs & social meeting to point towards site
DSHS	<ol style="list-style-type: none"> 1. Electronic newsletters
Superior Health Plan	<ol style="list-style-type: none"> 1. Provide tools and education for providers 2. Send list of non-compliant members to the providers
TALHO	<ol style="list-style-type: none"> 1. Link materials and education to local health departments
Texas Health Steps	<ol style="list-style-type: none"> 1. Use provider relations representatives 2. Create a "one pager" for provider packets
Immunization Collaboration of Tarrant Count	<ol style="list-style-type: none"> 1. Emphasize in well visits 2. Be Wise Immunize- in conjunction with TMA Alliance (Terri Andrews)