

TISWG Group Discussion
November 1, 2007

TISWG participants worked in small groups to identify and propose avenues to assist with the upcoming media campaign and increase the 4th DTaP coverage levels. Each group's discussion topics are listed below.

GROUP 1

- Expand to be truly statewide. Moss feels West of I-35 is left out.
- Add OB/GYN's to bullet under grassroots. Also, add childcare providers
- Include NP, PA, certified nurse midwives, Advance Practice Nurses to group to notify/work with
- All media should be in Spanish (billboards, ads, etc.)
- Institute in all public health regions a recall system from ImmTrac, sending letters to all 19-23 month olds who are delinquent in ImmTrac

GROUP 2

- School newsletters
- A MA's / Nurses
- Doctor's not belong to professional assoc.
- MA curriculum
- Modules to LDH
- Partnership with pharmacy reps
- Focus on sick visits

GROUP 3

- Message to parents – vaccine only as effective if series is completed
- Encourage doctors to vaccinate at sick visits also
- Increase Medicaid window to immunize with as many vaccines as possible by 12 months
- Encourage combination vaccines to increase compliance for more vaccines each visit
- Talking with providers who are doing well and how are they doing well
- Vaccine manufactures and Public health departments to say same message, keep on schedule for primary series – so 4th DTaP can be given at 15 months or as early as 12 months of age
- Texas Nurse Association could send a message to be sure to give 4th DTaP to nursing staff (TDaP?)
- Daycare staff and parent education of the immunization schedule and importance
- WIC nurses give shots at WIC visits
- Partner with providers - motivate and educate their staff on importance of assessing child's record each time and vaccinate!
- Place education messages in each room on wall (simple message) for parents to read.

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GROUP 4

- Team with PTAs
- Scouting type organizations
- YMCAs
- National/Texas Childcare Assoc
- Schedule at doctor's office for next visit
 - Staff training
 - MA training
 - Nurses training
- Education Service Centers – list serves also
- Email reminder / List service / text message
- CVS, Walgreens – in prescription sacks
- Need adult schedule sent as well
- Magnets of the schedule(s) back to back
- Pay for performance – Doctors Medicaid Reimbursement
- FQHC's
- Patient room / waiting room posters
- Media coverage (release) for each death
- TV/PSA wall at Wal-Mart / Best Buy etc.
- Health curriculum – unit in schools (TEA?)
- Immunization in schools for family
- “Done by one” – New Mexico campaign

GROUP 5

- Remember nurses! TNA newsletter, Parrish Nurses
- Raising Texas initiative
- Faith based organizations
- RSVP education
 - Include specific message
 - Insert for packet (12 month reminder)
 - Birthday card
- Contract language – LHDs, TMF, IDOS?
- Get message from CDC – National emphasis
- Cartoon children's book with reminder
- Stickers for Calendar 2-4-6-12-15
- Other Ideas:
 - Partner with vaccine manufacturers – put PSA's on CDs and take to doctor offices
 - Do statewide campaign
 - TNA publication (How to reach MAs?) – How to get in MA curriculum
 - Reach family/kin child care providers

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GROUP 6

- Reminder/Recall
 - Partner with group – reward coupon (McDonald’s, HEB – formula display, Babies ‘R’ Us)
 - Specific to timing rather than immunizations (2 mo., 4 mo., 6 mo., 12 mo., etc.)
 - Punch card? Scan Card? Incentive points....increasing value along process
- Share of Voice / “Feet on the Street” Increase.....
 - Partner with Vaccine Manufactures – physician reps to communicate message and materials
 - PSA’s on CD-Rom; lunch and learn appointments/ Commercial – nurses, MAs, etc.
- Hospital
 - Simple schedule – when need to go (not what immunizations) – discharge
- Email program/Text message
 - Must opt –in
 - Could incorporate into other programs for reminder recall
- Pharmacy Awareness Programs/Partnerships – Rural Areas
 - Personal connection on local level....pharmacies in food stores
 - United Healthcare
 - Brookshire Bros.
 - HEB
 - Randall’s, Tom Thumb