



**Immunization Task Force (ITF)**  
Advocating for Immunizations

# Advocacy and Administration of Vaccinations among Daycare Providers



**METHODIST HEALTH SYSTEM**

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## Introduction

The Immunization Task Force (ITF) Metro Omaha identified a need to increase pertussis and influenza vaccination rates in the community. It was decided to target efforts to a population known to have consistent, direct contact with infants in effort to improve cocooning strategies around infants.

## Purposes

- Develop campaigns with limited resources
- Increase awareness of the need for vaccination of individuals in close proximity to infants
- Administer influenza and Tdap vaccinations to daycare providers in need

## Immunization Campaign

- In 2013, decided to target daycare facilities as a venue to administer influenza and Tdap vaccines
- Partners from OneWorld Community Health Centers and Methodist Health System took on the task of reaching daycare facilities
  - Both licensed and in-home daycares
- The Community Outreach Manager for Methodist Health System secured budget funding for influenza and Tdap immunizations
  - Targeted North Omaha community daycares
- OneWorld worked with the AmeriCares G.I.F.T. (Give Immunity Fight Transmission) program to receive donations of influenza and Tdap vaccines
  - Targeted South Omaha community daycares

## Educational Campaign

- In 2012, the ITF began assembling informational letters to daycare providers accompanied by a letter addressed to parents
- A survey postcard was included in 2012 to inquire about:
  - Number of families served by daycare
  - Number of families with infants or teens
  - Status of facility actions regarding vaccination of daycare provider staff with Tdap
- By returning the survey postcard, daycares could request additional Tdap informational packets for an unlimited number of families
- Mailed to 1,516 licensed daycare facilities
- Survey postcards returned by 64 facilities

### 2012 Educational Letter to Daycare Facilities

The document includes a letter to daycare providers, a survey postcard, and a bar chart titled 'Pertussis in Douglas County' showing cases reported from January 2009 through November 2012. The chart shows a significant increase in cases starting in late 2011, peaking in early 2012.

## Immunization Campaign

- In 2014, redesigned and mailed letters to daycare facilities in North and South Omaha area zip codes
  - Daycares given contact information to request immunizations onsite
- OneWorld Community Health Centers visited daycares in need of vaccinations in the South Omaha community
- Immunization Task Force member with Methodist Health System partnered with Charles Drew/Omaha Healthy Start to visit daycares in need of vaccinations in the North Omaha Community
- Vaccinations were administered to daycare providers and staff onsite at the daycare facility
- Vaccinators met with little resistance to Tdap vaccine. More resistance met with the influenza vaccine

### 2014 Letter to Daycare Facilities

The document contains several sections: 'Community Affairs Committee' (listing roles like Health Fairs or Health Education Events, Speaker Bureau, and Community Immunization Clinics), 'Health Fairs or Health Education Events' (describing volunteer roles), 'Our Policy and Procedure for Community Immunization Clinics' (listing standards of practice and policy), and 'Speaker Bureau' (listing requirements for speakers).

## Immunization Campaign Outcomes

	2013	2014
Number of Daycares Reached	42	53
Number of Tdap doses administered	445	104
Number of influenza doses administered	263	299

## Future Plans

- Continue to target daycare facilities for education and administration outreach campaigns
- Letters and informational packets will be sent to licensed daycares again in 2015
- Contact information will be provided to daycare facilities to contact ITF if desiring immunizations
- Will continue to administer vaccinations as long as available

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