

Reminder Tool Methods Used to Improving Immunization Rates

Make a Change and Celebrate!

Brandi Lemon; Sally Brecks; Shannon Vanderheiden; Tamara Fischer
West Central District Health Department



Background and Purpose

- Beginning in 2014, West Central District Health Department (WCDHD) began implementing reminder postcards to immunization clients ages 13-18 years to remind them that they are due for recommended vaccines in efforts to increase vaccine rates in this population.
- All reminder postcards follow the Advisory Committee on Immunization Practices (ACIP) and work as a reminder to parents that their child is due for needed vaccines. WCDHD utilizes the Nebraska State Immunization Information System (NESIIS) to generate a reminder recall report on a monthly basis to increase vaccination coverage rates for clients ages 13-18 years. This report is then utilized to distribute postcards to these clients.

Design



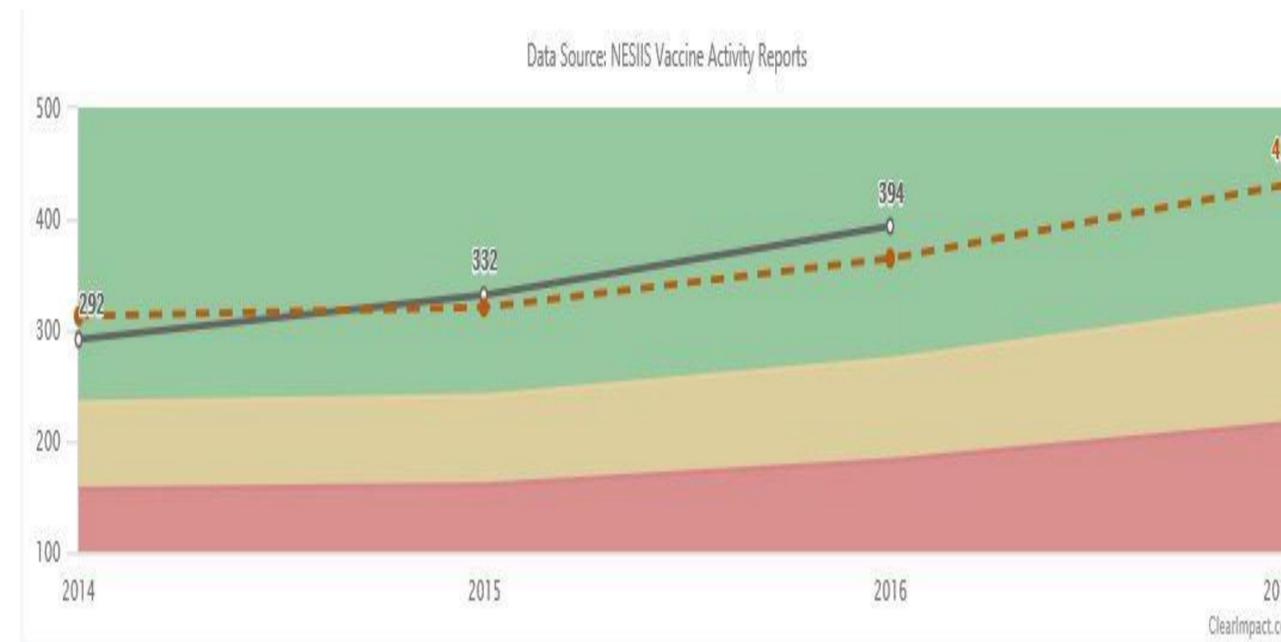
- The postcards are designed to include education on ACIP immunizations with emphasis on HPV and Meningitis for this particular age group.

Demographics

- WCDHD works to protect, preserve, and improve the health of the 38,931 residents of Lincoln, Logan, McPherson, Arthur, Hooker, and Thomas counties.
- According to the 2015 United States Census Bureau, 25.2% of the population in these counties are 18 years of age or younger.

Results

- WCDHD set a target goal to increase overall vaccine rates of 13-18 year old clients by 10% annually beginning in 2014 after implementation of the reminder postcards.



- Overall vaccine rates for 2015 and 2016 have met and exceeded the 10% increase of vaccines annually.

Time Period	Actual Value	Target Value	Forecast Value	Current Trend	Baseline % Change
2016	394	365	—	↗ 2	35% ↑
2015	332	321	—	↗ 1	14% ↑
2014	292	313	—	→ 0	0% →

Discussion

Limitations

- Change of address in clients
- Limited funding opportunities for supplies

Next Steps

- Would this be considered as an option for my clients?
- Where do I go to create/order postcards?
- How much does this cost?
- How do I run the reminder recall reports?
- How do I choose which age group to target?

Pros

- Potential to increase vaccination rates not only in HPV and Meningitis, but other vaccinations as well
- Quick and easy to run reminder recall report
- Clients and/or parents are positive with receiving the postcard as a reminder
- Potential to decrease rates of clients who are not up-to-date on vaccinations
- Inexpensive reminder tool

Cons

- Funding for postcards as well as postage
- Returned postcards of clients who have had a change of address

Implications

- From implementation of distributing reminder postcards in 2014, WCDHD's data has proven that this reminder tool is an effective method of increasing vaccination rates for clients ages 13-18 years.
- Vaccine rates specifically for HPV and Meningitis as of 2016 increased in clients ages 13-18 by 9% since 2014. (This figure does not take into consideration Meningitis B vaccination rates as this vaccine was not available in 2014 or 2015).