

Environmental Survey Response

1. **Name of project:** Immunization Initiatives (Illinois Chapter, American Academy of Pediatrics)
2. **Key project personnel, roles and contact information:**
Salaeha Shariff, MPS, Director, Immunization Initiatives, Illinois Chapter, American Academy of Pediatrics, 1400 W Hubbard, Chicago, IL 60642, 312/733-1026 ext. 207, sshariff@illinoisAAP.com
3. **Is there information on a website? URL?** <http://illinoisAAP.org/projects/immunizations/>
4. **What is the target population?**
Pediatric primary care providers (pediatricians, family physician) serving children and their practice/clinic staff, statewide

5. Short description/overview of project:

In collaboration with the Illinois and Chicago Departments of Public Health, the Illinois Chapter, American Academy of Pediatrics (ICAAP) Immunization Initiatives focus on immunization education, policy and advocacy for pediatric primary care providers. The Immunization Initiatives began with the Reaching Our Goals: Immunization Provider Education (ROG) educational program. The ROG office-based educational program provides healthcare providers with the ability to develop and/or increase their knowledge, skills, and professional performance on childhood and adolescent immunizations to standards recommended by the Advisory Committee on Immunization Practices (ACIP), the American Academy of Pediatrics (AAP), and the American Academy of Family Physicians (AAFP). Since 2006, ICAAP's Immunization Initiatives have grown beyond the ROG program to include the following: office-based educational programs focused on the immunization needs of the adolescent population; immunization education programs for Medical Assistants in-practice and MAs enrolled in training programs; grand rounds and office-based presentations for OB-GYN providers on immunizations and pregnancy; webinars, office-based, and hands-on intensive training in the Illinois statewide immunization registry, I-CARE; advocacy efforts and educational opportunities related to vaccine financing and reimbursement in Illinois, including an annual "Business Side of Vaccines" seminar; and the Illinois Immunization Patient Advocacy Leadership (IIPAL) Initiative, which is a network of pediatrician immunization "champions" representing seven Illinois regions who speak to public audiences.

6. Describe the elements of practice transformation within your project. Are you using the medical home model? Are you using a standard definition or evaluation tool for medical home model?

Through the office-based trainings and evaluation tools, practice sites are encouraged to identify an immunization champion for the office and use tools such as I-CARE, the statewide immunization registry, to ensure patients are up to date on all required/recommended vaccines and "missed opportunities" are being addressed. Evaluation tools ask practices to identify changes they will make as a result of participation in office-based trainings and three month follow-up surveys are conducted to determine if changes were made and existing barriers that may prevent implementation of changes.

7. Describe the elements of community linkages within your project.

The initiatives help practices understand and connect to state and local public health programs on vaccines as well as schools for school entry requirements; individual practice technical assistance has also helped with linkages to insurers, Medicaid, and disease-specific resources. Through the IIPAL initiative mentioned above, pediatrician immunization champions have developed an Immunization Parent presentation: "Childhood Vaccines: Everything You Want to Know about the Safety of Childhood Vaccines but Were Afraid to Ask." The presentation was delivered to parents through a collaboration with statewide YMCAs allowing parents the opportunity to engage in a dialogue with a pediatrician to understand the necessity and safety of childhood and adolescent vaccines. Future plans include offering the presentation as part of hospital based parenting/birthing classes. IIPAL Champions are provided with ongoing technical assistance, tools, resources, and training

opportunities to help support them in their role as immunization champions in their respective regions of the state.

8. Describe key collaborative relationships

Key collaborative relationships include Illinois Department of Public Health, Chicago Department of Public Health, DuPage County Health Department, American Medical Association, Chicago Area Immunization Campaign, and Every Child By Two.

9. Length of time in existence:

The Immunization Initiatives program was established in 2003.

10. Describe the funding of the project

ICAAP Immunization Initiatives currently receives funding through annual grants from the Illinois Department of Public Health, Chicago Department of Public Health and a one time grant award from Every Child By Two.

11. Describe how you intend or are currently evaluating the project. What outcomes are you tracking?

The Immunization Initiatives program utilizes needs assessments and evaluation tools to determine baseline measures and track increases in healthcare provider knowledge base and changes to be made in the practice setting as a result of participation in the program. Outcomes tracking include increases in statewide immunization rates using surveillance data from local and state health departments and the Centers for Disease Control and Prevention.

12. What are the results of the project to date?

Project results include an uptake in on-time immunization series for the six childhood vaccines in the city of Chicago. In 2011, Chicago was awarded for highest immunization series coverage (74.4%) among the six urban area immunization grantees by the Centers for Disease Control and Prevention (CDC). The award is based on the 4:3:1:-:3:1:4 series, excluding Hib vaccine. Awards are based on the "mid-year" National Immunization Survey data from the last half of 2009 combined with the first half of 2010.

13. Briefly list key challenges and successes?

Key challenges include adolescent immunization coverage rates that lag far below the 80-90% goal established by the "Healthy People 2020" objectives. Current Illinois rates are just over 50% for adolescents receiving one dose of MCV4 and only 30-40% of female adolescents have received one dose of HPV vaccine, with completion of the three dose HPV series extremely low at only 16% and 25% in Chicago and Illinois, respectively. Reimbursement rates for vaccine purchase and administration for both public (VFC-Plus) and private payers continues to be a barrier for physicians. Also, lack of uptake in the immunization registry usage due to EMR compatibility issues and other challenges has contributed to slow growth of the registry.

Key successes include development of quality training programs and resource tools, development of critical partnerships with city and state public health departments; training in over 300 pediatric/family practice clinics, hospitals, public health departments and FQHCs throughout the state; and immunization education and outreach expansion efforts which include non-traditional immunization providers such as OB-GYNs.

14. What support or resources do you need in order to expand or replicate your project?

Staff time and expert training are needed to develop communication tools to combat the misinformation readily available on the internet and social media platforms related to the need and safety of vaccines and proposed link to autism. Enhanced education and training for providers related to vaccine financing to ensure coverage of vaccines for the uninsured and underinsured populations would also improve the impact of these programs.