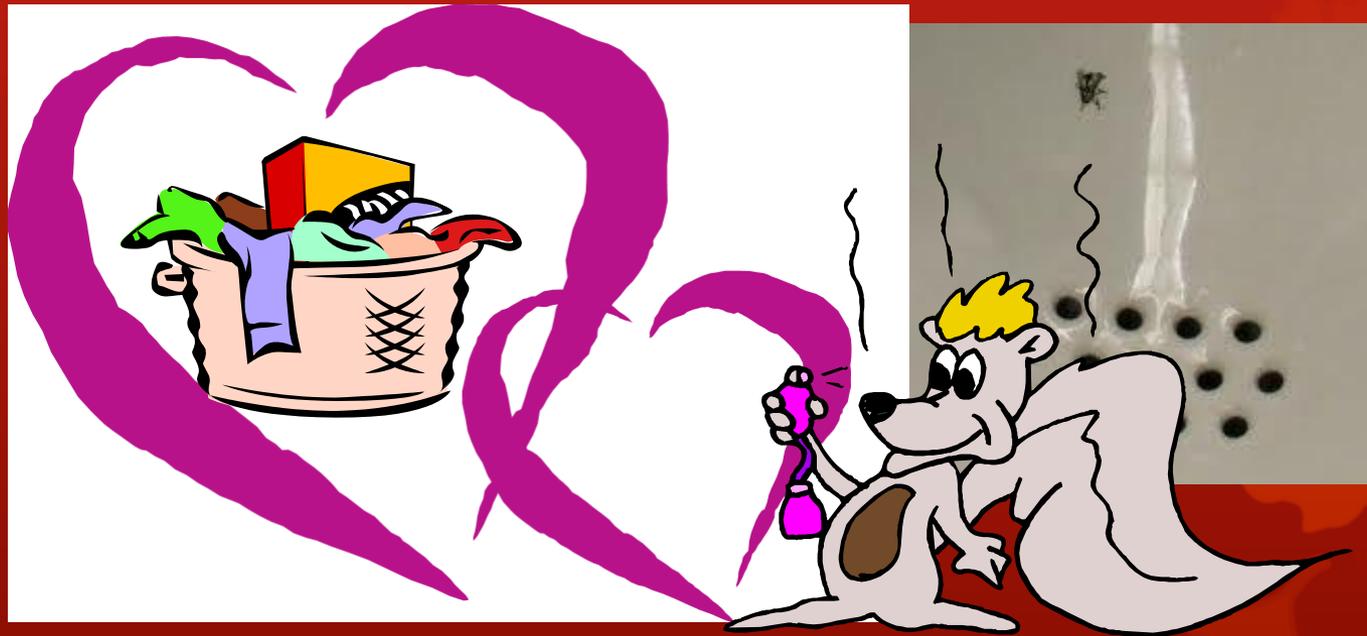


# Airing My Vaccination Dirty Laundry to Finding the Fly in My Vaccination Urinal: A Vaccination Love Story



Mary Loeb MD, MPH

**Public Health in Alaska is  
Incredible!**

**THANK  
YOU**



**For Your Hardwork and  
Dedication**

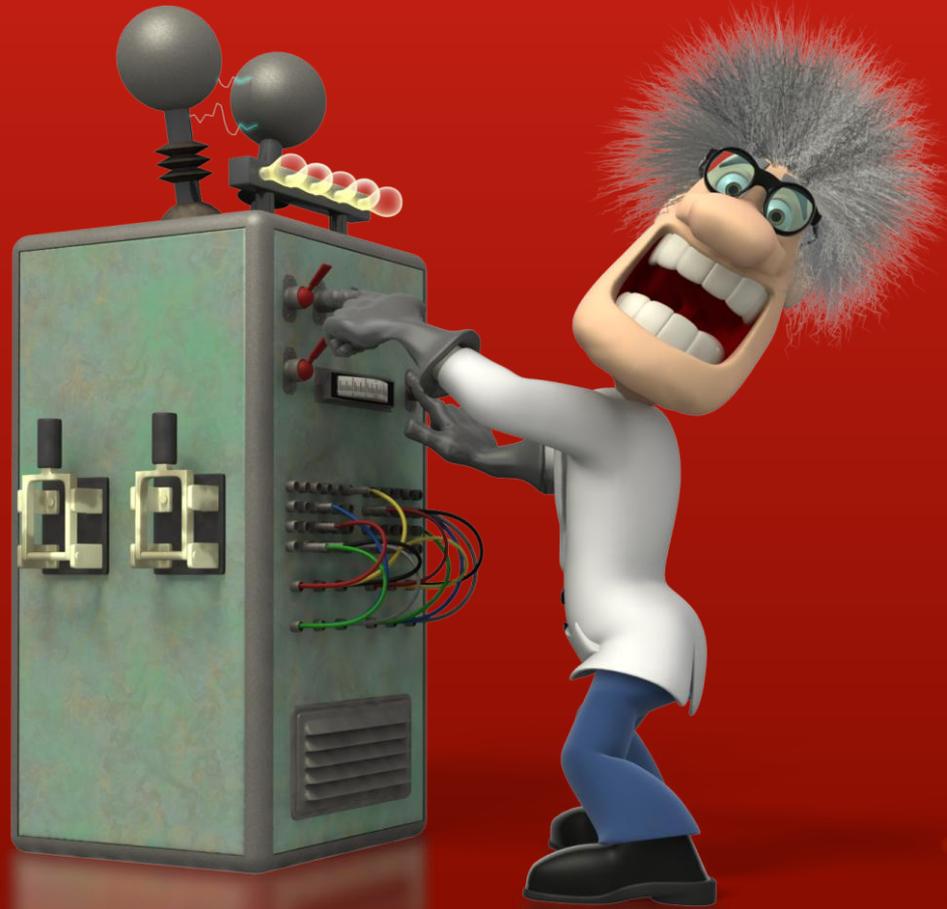
# The Journey



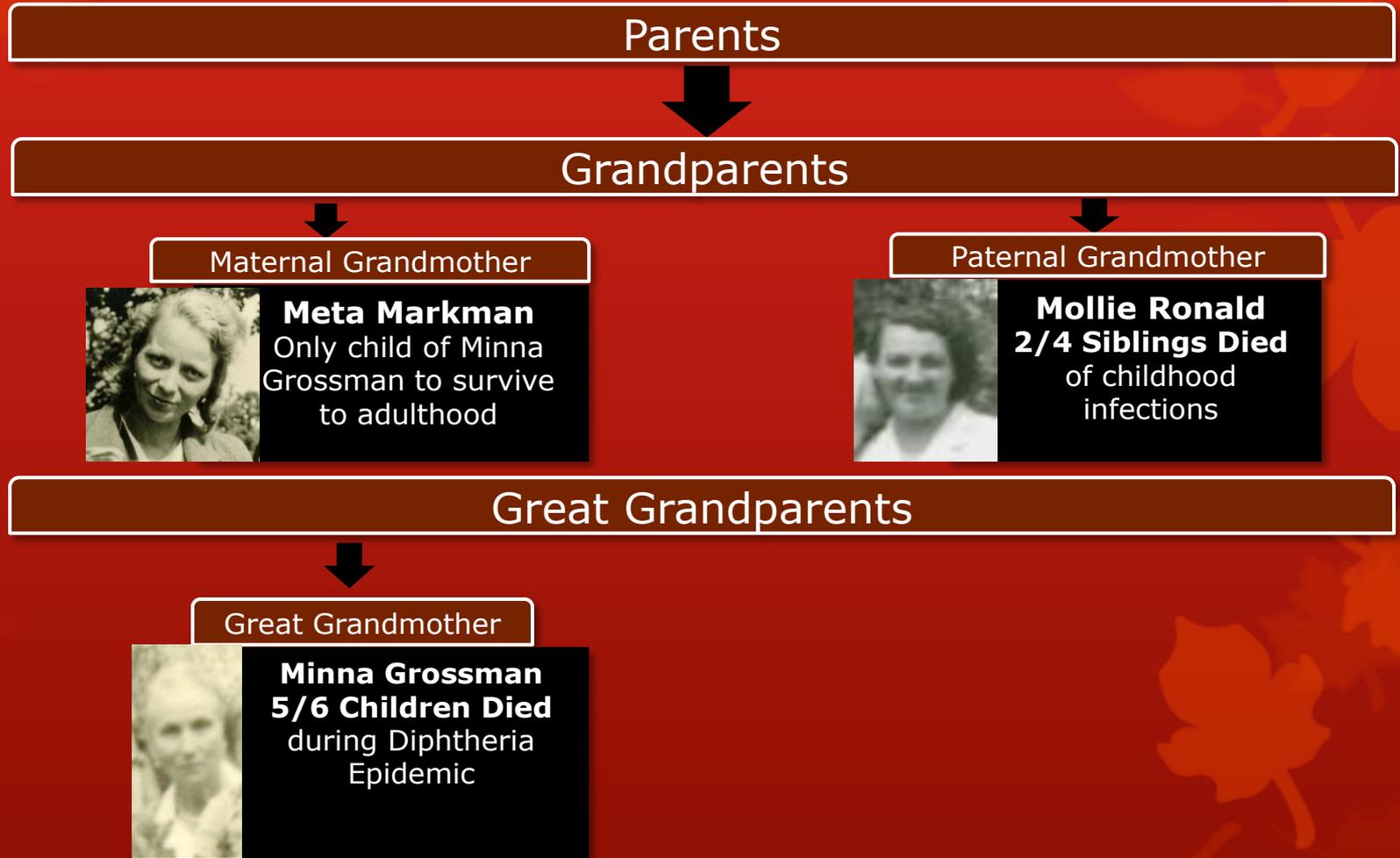
The background of the slide is a solid orange color with a pattern of lighter orange leaf silhouettes scattered across it. The leaves vary in shape and size, some resembling maple leaves and others more like simple ovals.

We need new  
tools and a new  
approach!

Why is Dr. Mary so paranoid?



# Family Tree

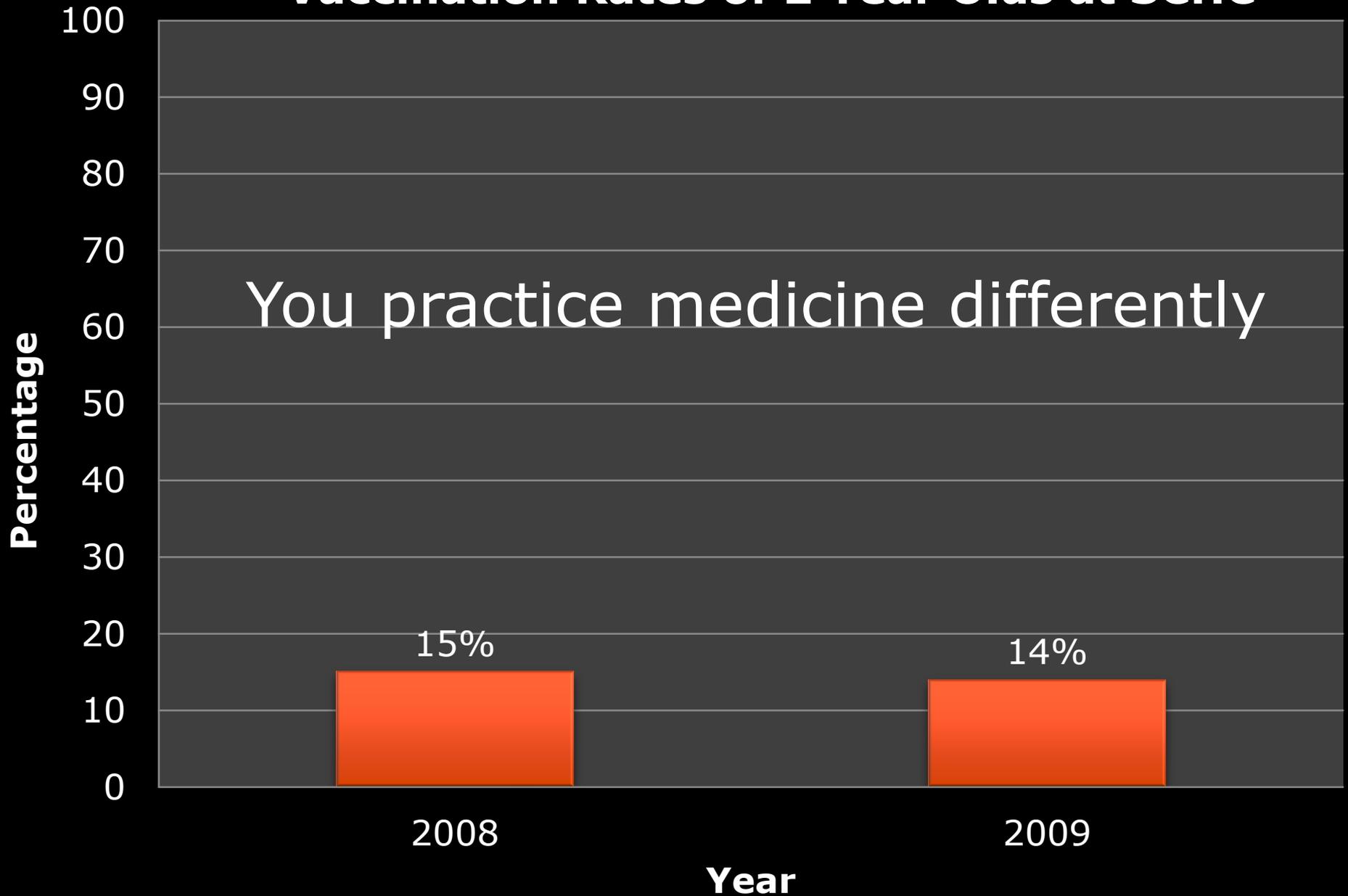


# 1990's

- Healthy infant died of Strep pneumo sepsis in the ER. Parents had seen their pediatrician day before and were too busy to pick up antibiotics.
- Previously healthy toddler seizing due to permanent brain damage caused by H. Flu
- Mother in early 30's with congenital Hep B died of liver cancer
- Blood work, cath UA's and lumbar punctures were not uncommon procedures when working up sick children



# Vaccination Rates of 2 Year Olds at SCHC



# Practicing Medicine with Low Immunization Rates

- Managing sick patients
  - More Labs
  - More Antibiotics
  - More sleepless nights
- Notifying partners ie emergency departments



# Challenge to the Immune System



# Individual Approach: What and How

The background of the slide is a solid orange color. It is decorated with various silhouettes of leaves and flowers in a slightly darker shade of orange, scattered across the surface. The leaves are of different shapes, some resembling maple leaves and others more rounded or pointed.

# Tailored Guidance Motivational Interviewing

- Evaluating Level of Readiness to Change
- Ask open ended questions
- Provide affirmations
- Reflective listening
- Provide summary statements
- Positive framing of risk (“90% don’t have any other side effects at all”)

# Community Approach

# “Parents Just Don’t Know” Approach



# "The Boogie Man" Approach



# Costs of Vaccination vs Not Vaccinating

Type of cost (1)	Examples
Direct medical	<ul style="list-style-type: none"><li>•Physical and medical personnel time</li><li>•Drugs, vaccines</li><li>•Medical devices such as syringes</li><li>•Laboratory tests</li></ul>
Direct non-medical	<ul style="list-style-type: none"><li>• Administration</li><li>• Clinic or office utilities</li><li>• Patient's travel costs</li><li>• Temporary hired caregiver</li></ul>
Indirect costs of lost productivity	Time off from work while visiting the physician and/or recuperating
Intangible	Pain, suffering, fear, anxiety due to the disease

# Political and Business Communities: Immunization Savings

<b>For every \$1 spent:</b>	
DTaP saves	\$27.00
MMR saves	\$26.00
H. Influenza type b saves	\$5.40
Perinatal Hep B saves	\$14.70
Varicella saves	\$5.40
Inactivated Polio (IPV) saves	\$5.45

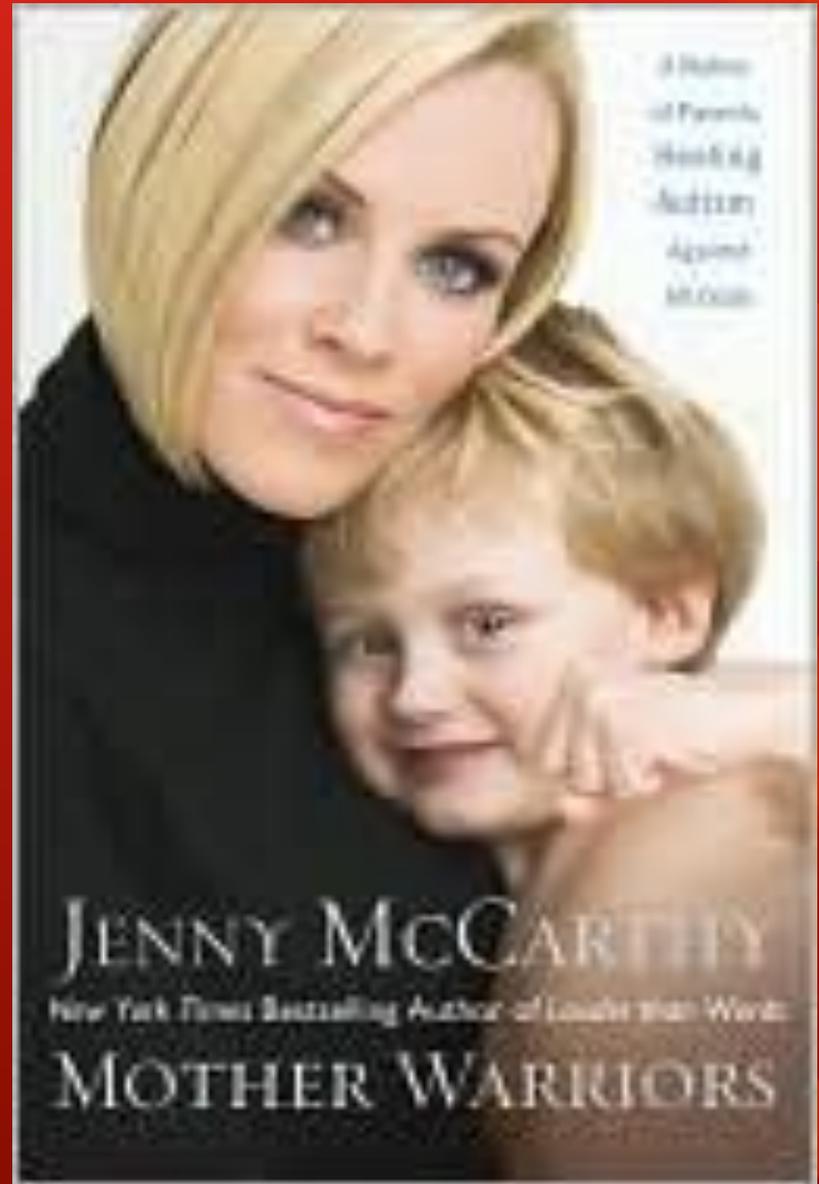
# Why isn't it working?

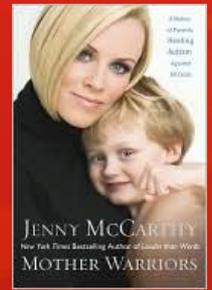
Ambivalence of:

- Healthcare Providers
- Teachers
- And then there are the parents.....



# Messaging From Immunization Opponents





We vaccinated our baby and  
SOMETHING happened.  
SOMETHING happened. Why  
won't anyone believe us?.....

Who needs science ....At  
home, Evan is my science.

# Why is this message so affective?

- Parents are terrified
- Parents don't trust "the system"
- Parents don't believe what we believe
- Need an inspiring marketing approach

# Every Vaccination Counts from a Rural Family Doc Perspective



**Teamwork!!!**



Baseline  
Chart Audit



Getting the  
Word Out  
Using  
Traditional  
Methods



Focused Work  
Group



Working  
Upstream



Social  
Media  
and  
Marketing

2005

2006

2007

2008

2009

2010

2011

2012

2013

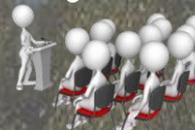
Data Worse!!!  
Reevaluating



Information  
Gathering: Selecting  
an EMR

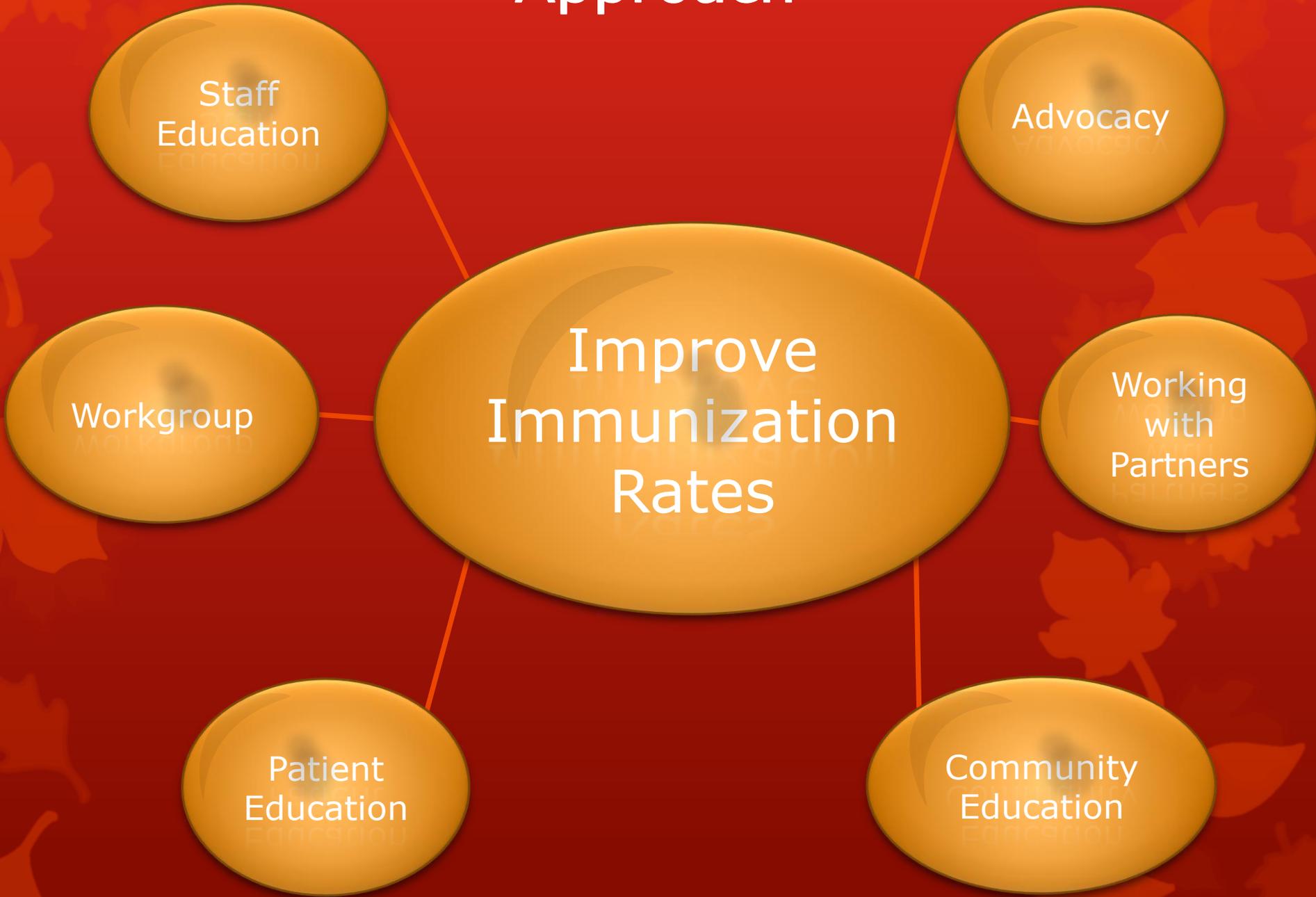


- Face-to-Face  
Time
- Radio Show



Listen in order to be  
heard

# Approach



# Staff Education

Conferences

Monthly Updates

Dedicated time in Meetings and Updates

Immunization section in weekly clinical staff meeting

Focused education via email month prior to Iditarod

Immunization Tuesday

Staff Wear Immunization T-Shirts

Immunization Literature



# Staff Education

- Staff education at SCHC
- 9/27-29/10 Director of clinical services and lab manager attended Immunization conference
- Medical Director attended Immunization conference
- Immunization section in monthly clinical staff update
- Immunization section in weekly clinical staff meetings
- Focused education the month prior to the Iditarod
- 2/14/13: Immunization T-shirts purchased for all staff
- Immunization Tuesday



# Every One Matters

- Buy-in from entire staff
  - Front office
  - Dental
  - Janitorial
  - Maintenance
  - Medical Records
  - Administrative
  - In addition to all clinical staff

# Immunization Task Force with Wonderful Partners

- State epidemiology
- Public health:
  - Jane Conard, nurse manager of the Mat-Su Public Health Center in Wasilla
  - J.D. Pross, Public Health Nurse
  - Sara Wilber, Pediatric Care Coordinator
- Local partners including seniors, faith community, and schools.
  - Barb Mercer, School Nurse
  - Carol Wadman, Principal

# Engaging Community and State-wide Partners

- Local Immunization Task Force
- Presentations to:
  - 2/10/11: PTA
  - 2/24/11: Principals and borough's Superintendent
  - 3/2/11: National Honor Society Students at the high school
  - 3/10/11: Chamber
  - 3/29/11: SCHC board
  - 2011: Trapper Creek EMS
  - 2011: Local individual faith communities
  - 4/10/13: Rotary club in Wasilla.
- **Attempted to reach homeschoolers at the local and state level. No central newsletter/email.**
- Alaska Primary Care Association for reinstatement of financial support of the state immunization program, increase awareness of low immunization rates and a state wide public service campaign on the importance of immunizations.
- Dr. Ward Hurlburt mentioned the importance of vaccinations particularly in our area during the 1/10/11 Alaska Health Summit.
- Reviewed importance of support for immunizations with Health Commissioner, Bill Streur, 2/1/11.
- Spoke in support of immunization funding to the Senate Finance committee of Alaska Legislature on 3/17/11
- Importance of support for immunizations reviewed with Governor's Health Commission: Primary Care Representative, Dave Morgan 2/1/11 and again on 1/5/12.
- Spoke with Representative Mark Neuman regarding the importance of support for the state vaccination program during a site visit to Juneau on 2/1/12.

# Engaging Community and State-wide Partners

- Requested support from Alaska Academy of Family Physicians for reinstatement of financial support of the state immunization program, increase awareness of low immunization rates and a state wide public service campaign on the importance of immunizations. 3/10/12
- Importance of immunizations on Sunshine Community Health Center Facebook page
- **2 year pilot program with Pediatric Care Coordinator**
- Grant with local schools on health-related topics
- Reviewed low immunization rates with local WIC office and representative
- Summer Camp PDSA with State Epidemiology focusing on immunization rates
- 11/21/12: Reviewed low vaccination rates with Dr. Anne Zink from Mat Su Regional Medical Center
- 12/3/12: Met representatives of Alaska Department of Health & Social Services to review local health concerns for women and children including low immunization rates.
- 12/7/12: Wrote Health Commissioner, Bill Streur
- 12/12/12: School Health Index completed for Talkeetna Elementary
- 1/29/13: \$2,000 worth of pertussis radio PSA's playing on KTNA, covering the Upper Su area purchased with state funds from public health
- 4/1/13: Low vaccination rates mentioned at Mat-Su Health Foundation community assessment
- 4/1/13: Addressed public health risk of low vaccination rates in the valley with public health
- **5/13: Immunization presentation at APCA conference. Less than 10 people attended.**

# SHOT Survey Results Fall of 2010

- Vaccines are not needed
- Vaccinations are not safe
- My child is too young to have their immune system overwhelmed with vaccines
- Having “childhood infections” is natural. Chicken pox parties are encouraged by some parents.
- I don't trust the government or the companies who produce vaccines

# Not Catching Up in School!

- Taking Religious Exemption
- High-Schoolers reluctant to vaccinate due to influence of teachers

# Disappearing Community Signage



The background of the slide features a dark orange gradient with various shades of orange leaves scattered across it. The leaves are in different sizes and orientations, creating a natural, autumnal feel. The text is centered in a clean, white, sans-serif font.

The Majority of the Movement  
Needs to Come Before the Visit