



# Allison Roper, LICSW Public Health Advisor Office of Disease Prevention and Health Promotion



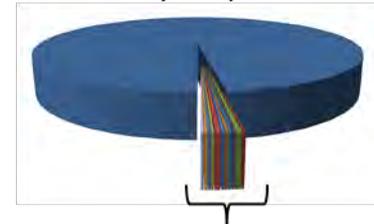


# ***Who's Leading the Leading Health Indicators?***

## **Leading Health Indicators are:**

- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses.
- Linked to specific Healthy People objectives.
- Intended to motivate action to improve the health of the entire population.

1200 Healthy People measures



LHIs are a subset  
of Healthy People  
measures



# ***Who's Leading the Leading Health Indicators?***

## Featured Speakers:

### **Carter Blakey**

Deputy Director, Office of Disease Prevention and Health Promotion, USDHHS

### **Jenny Mullen, MPH**

Health Communications Specialist, Centers for Disease Control and Prevention, USDHHS

### **Jennifer Tinney**

Program Director, The Arizona Partnership for Immunization





# Clinical Preventive Services

- Clinical preventive services improve health
  - Prevention
  - Early detection
- Health impact of clinical preventive services
  - Avoid diseases
  - Modify risks
  - Reduce disabilities
- Use of science-based prevention promotes health and prevents disease



# Clinical Preventive Services

- Four LHIs
  - Adults who receive a colorectal cancer screening based on the most recent guidelines (C-16)
  - Adults with hypertension whose blood pressure is under control (HDS-12)
  - Adults diagnosed with diabetes with an A1c value greater than 9 percent (D-5.1)
  - Children aged 19 to 35 months who receive the recommended doses of DTaP, polio, MMR, Hib, hepatitis B, varicella, and PCV vaccines (IID-8)



# Clinical Preventive Services

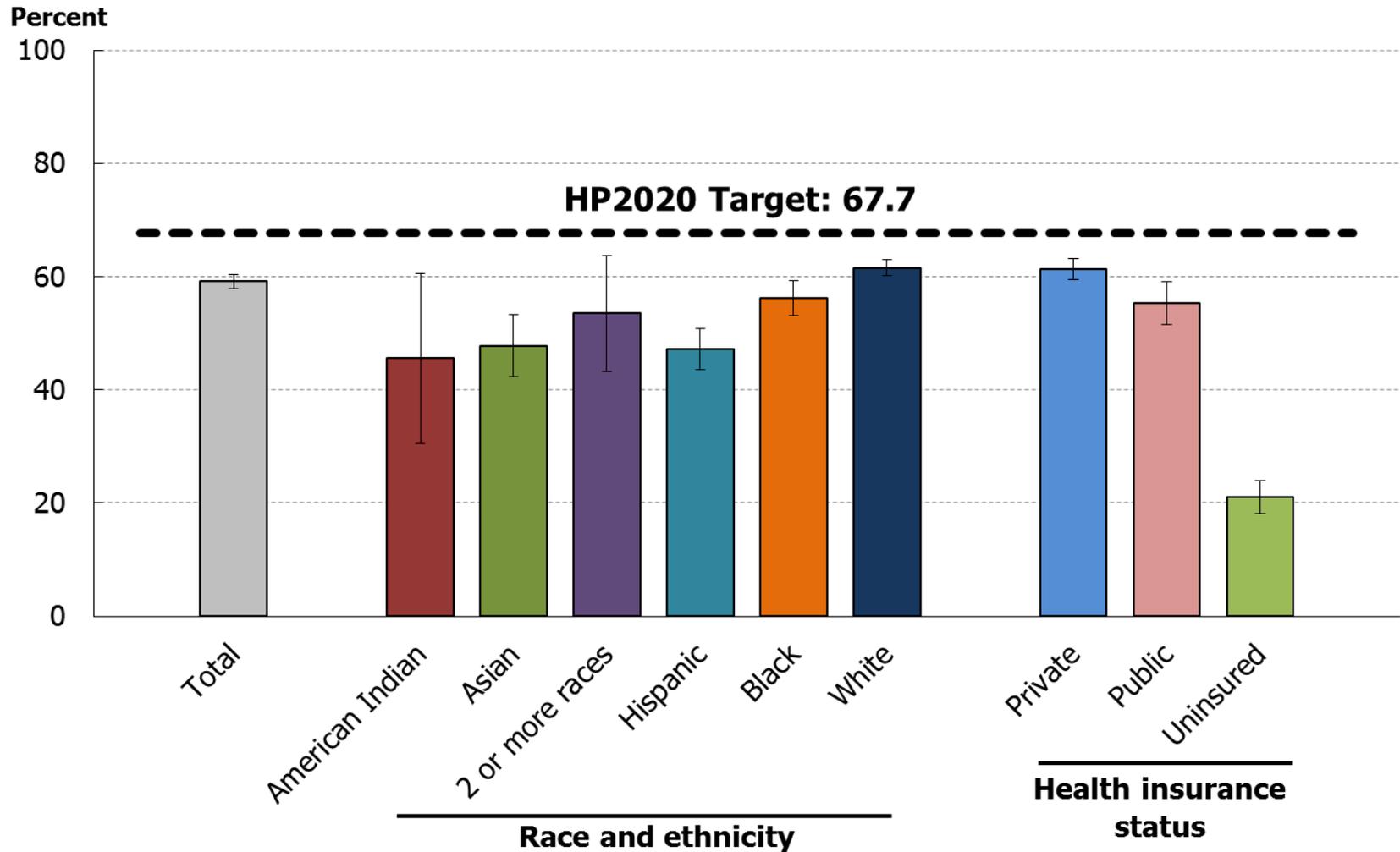
- Preventive Services of the Affordable Care Act
  - U.S. Preventive Services Task Force recommendations
  - CDC immunization schedules
  - Bright Futures guidelines
- Access and environment play key roles in receipt of services

# Importance of Childhood Immunizations

- Immunizations can save your child's life
- Vaccination is safe and effective
- Immunization protects others you care about
- Immunizations can save your family time and money
- Immunization protects future generations



# Colorectal Cancer Screening among Persons Aged 50-75, 2010

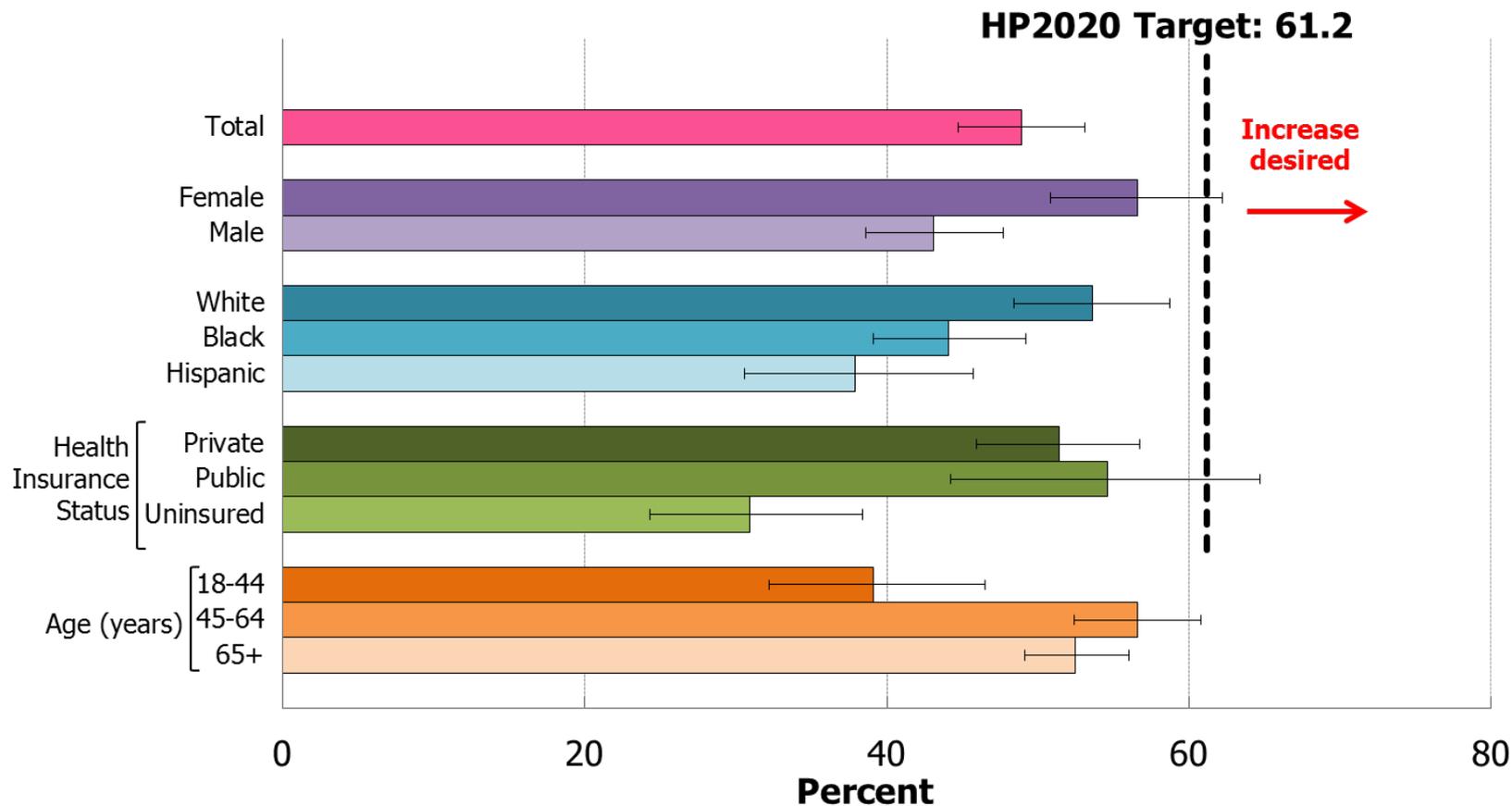


Notes: I (vertical line) is 95% confidence interval. Data are for persons aged 50 to 75 years who have had a blood stool test in the past year, sigmoidoscopy in the past 5 years and blood stool test in the past 3 years, or a colonoscopy in the past 10 years. American Indian includes Alaska Native. The categories Black and White exclude persons of Hispanic origin. Persons of Hispanic origin may be any race. Respondents were asked to select one or more races. Data for the single race categories are for persons who reported only one racial group. Data are age adjusted to the 2000 U.S. standard population.

Source: National Health Interview Survey (NHIS), CDC/NCHS.

**Obj. C-16**  
Increase desired

# Blood Pressure Control, Adults with Hypertension, 2009–2012

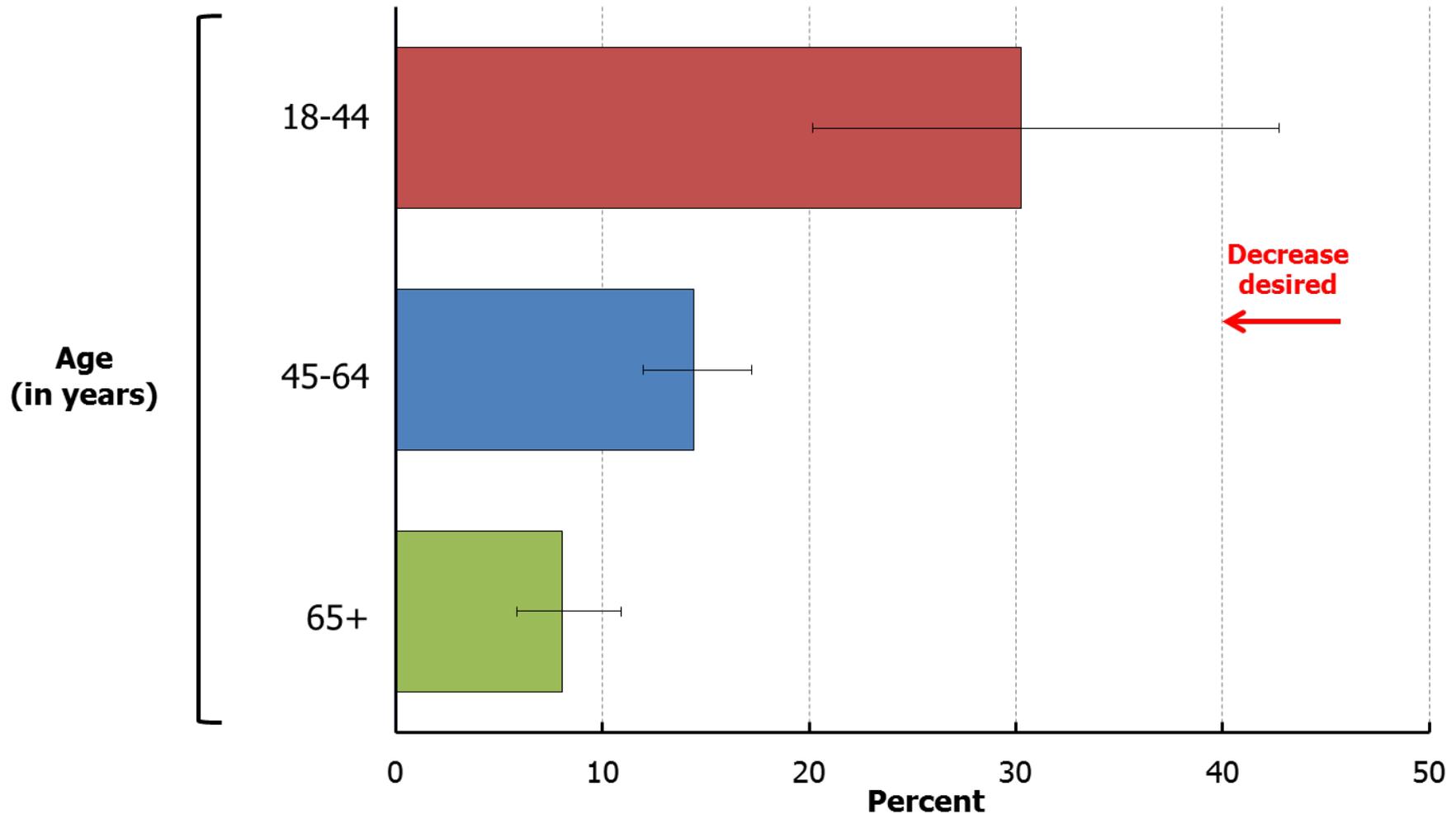


Notes: — (horizontal line) is 95% confidence interval. Blood pressure control is defined as systolic blood pressure <140 mmHg and diastolic blood pressure <90 mmHg among adults with hypertension. Hypertension is defined among adults, excluding pregnant women, as systolic blood pressure  $\geq 140$  mmHg or diastolic blood pressure  $\geq 90$  mmHg or taking blood pressure lowering medication. Data (except those by insurance status) are for adults aged 18 years and over unless otherwise stated. Data by health insurance status are for adults aged 18-64 years. Data (except those by age group) are age adjusted to the 2000 standard population. Data by age group are not age adjusted. The categories Black and White exclude persons of Hispanic origin. Persons of Hispanic origin may be any race. Respondents were asked to select one or more races. Data for the single race categories are for persons who reported only one racial group. Target does not apply to age groups.

SOURCE: National Health and Nutrition Examination Survey (NHANES), CDC/NCHS.

**Obj. HDS-12**

# Poor Glycemic Control among Adults Aged 18 Years and Over with Diagnosed Diabetes, 2009-2012



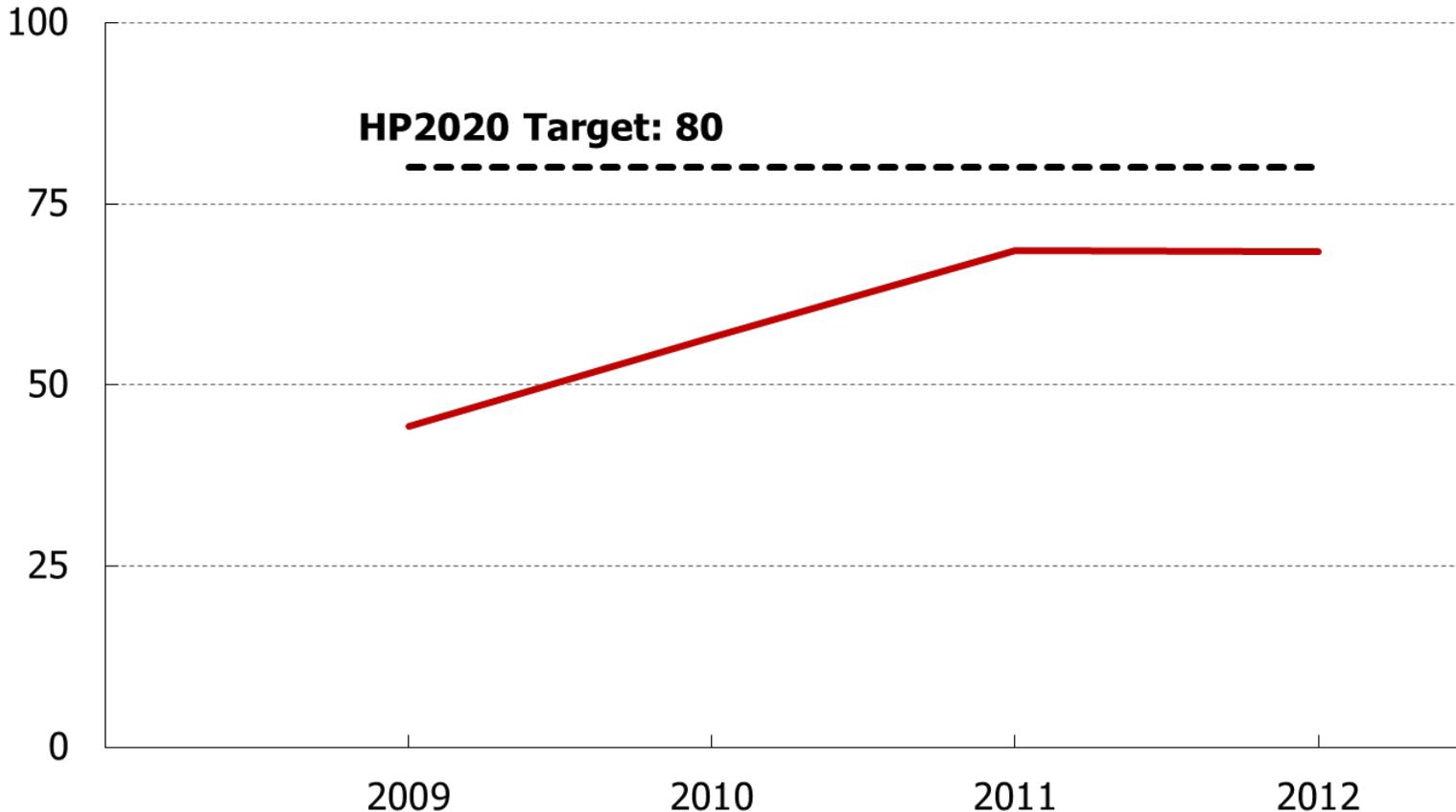
Notes: — (horizontal line) is 95% confidence interval. Poor glycemic control is defined as HbA1c greater than 9 percent. Diagnosed diabetes is defined as self-reported physician diagnosed diabetes. Women who only had diabetes while pregnant and persons with borderline diabetes are excluded. Target does not apply to age groups.

Source: National Health and Nutrition Examination Surveys (NHANES), CDC/NCHS.

**Obj. D-5.1**

# Complete Vaccine Coverage among Children 19 to 35 months, 2009–2012

Percent



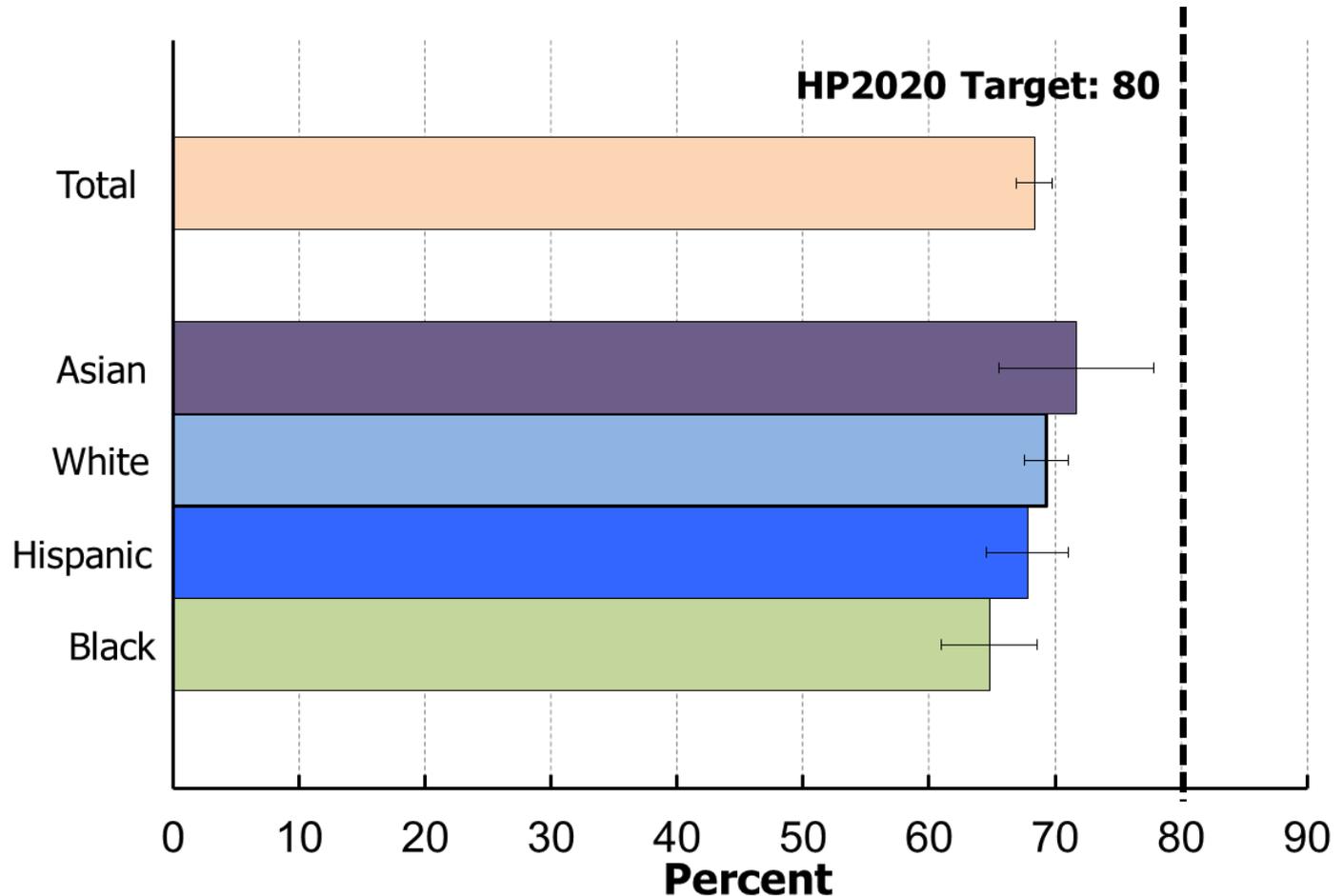
**HP2020 Target: 80**

NOTES: Complete vaccine coverage for children aged 19 to 35 months includes at least four doses of diphtheria-tetanus-acellular pertussis (DTaP), at least three doses of polio, at least one dose of measles-mumps-rubella (MMR), at least three or four doses of Haemophilus influenzae B (Hib) depending on the brand used, at least three doses of hepatitis B antigens, at least one dose of varicella, and at least four doses of PCV.

SOURCE: National Immunization Survey (NIS), CDC/NCIRD and CDC/NCHS.

**Obj. IID-8**  
Increase desired

# Complete Vaccine Coverage among Children 19 to 35 months, 2012



NOTES: — (horizontal line) is 95% confidence interval. Complete vaccine coverage for children aged 19 to 35 months includes at least four doses of diphtheria-tetanus-acellular pertussis (DTaP), at least three doses of polio, at least one dose of measles-mumps-rubella (MMR), at least three or four doses of Haemophilus influenzae B (Hib) depending on the brand used, at least three doses of hepatitis B antigens, at least one dose of varicella, and at least four doses of PCV. The categories Black and White exclude persons of Hispanic origin. Persons of Hispanic origin may be any race. Respondents were asked to select one or more races. Data for the single race categories are for persons who reported only one racial group.

SOURCE: National Immunization Survey (NIS), CDC/NCIRD and CDC/NCHS.

**Obj. IID-8**  
Increase desired

# **CDC's Communication Strategies to Promote Infant Immunizations**

**Jenny Mullen, MPH**

**National Center for Immunization and Respiratory  
Diseases,  
Centers for Disease Control and Prevention**

*Who's Leading the Leading Health  
Indicators? Clinical Preventive Services*  
**May 22, 2014**

# 16 Vaccine Preventable Diseases

Bacterial Meningitis (Hib)

Pneumococcal

Chickenpox (Varicella)

Polio

Diphtheria

Rotavirus

Flu

Rubella

Hepatitis A

Tetanus

Hepatitis B

Whooping Cough

Measles

HPV

Mumps

Meningococcal disease

<b>Disease</b>	<b>20th Century Annual Morbidity<sup>†</sup></b>	<b>2013 Cases <sup>††</sup></b>	<b>% Decrease</b>
Smallpox	29,005	0	100%
Diphtheria	21,053	0	100%
Measles	530,217	184	> 99%
Mumps	162,344	438	> 99%
Pertussis	200,752	24,231	88%
Polio (paralytic)	16,316	0	100%
Rubella	47,745	9	> 99%
Congenital Rubella Syndrome	152	0	100%
Tetanus	580	19	97%
<i>Haemophilus influenzae b</i>	20,000	18*	> 99%

CDC, NCIRD. Historical Comparisons of Vaccine-Preventable Disease Morbidity in the U.S.

# **Immunization in the U.S.**

- **Toddler immunization rates remain high**
- **Reduced disparities in childhood immunization**
- **Most parents choose to vaccinate their children**
- **Less than 1% zero-dose children**

# Immunization – A Complex Communication Environment



Photo of healthcare professional giving a shot

- “When prevention works, nothing happens”
- Dynamic, changing
- Competing and conflicting
  - Health messages
  - Guidance and advice
  - Purposes and objectives
- Many places to find and get information
- Different groups of parents => different interests, different needs
- Time is often limited

# Our Research Cycle



# Key Drivers to Communication Planning

- **Vaccine safety issues are a concern for many parents. Risk communication approach is needed to maintain trust.**
- **The facts don't speak for themselves. Personal accounts from peers or health care professionals are persuasive and memorable.**
- **There is a spectrum of parental attitudes, beliefs, and behaviors requiring some tailoring and layering of communication practices and materials.**
- **Health care professionals play the most important role in addressing parents' questions and concerns.**
- **Recommendations from providers are persuasive.**
- **Reinforcing the social norm around vaccination is important.**

# **“Provider Resources for Vaccine Conversations with Parents”**

- **Developed with partners: AAP and AAFP**
- **Primary Target Audience: Health Care Professionals**
  - **Provide information to help when talking to parents about vaccines, vaccine-preventable diseases, and vaccine safety**
  - **Dual purpose resources: HCPs can provide to meet parents information needs**
- **Based on formative research**
- **Using risk communication principles**
- **Extensively reviewed by subject matter experts**

**[www.cdc.gov/vaccines/conversations](http://www.cdc.gov/vaccines/conversations)**

# Materials to Reach Parents



## ■ Direct to Parents Media Campaigns:

- Immunization. Power to Protect.
- Con Salud, Todo es Posible. Vacune a Sus Hijos.

## ■ Downloadable from:

- [www.cdc.gov/vaccines/cdcmediareources](http://www.cdc.gov/vaccines/cdcmediareources)
- [www.cdc.gov/vaccines/events/niiw/print-materials.html](http://www.cdc.gov/vaccines/events/niiw/print-materials.html)

# What We're Asking You To Do:

- **SHARE** "Provider Resources" with parents and health care professionals  
[www.cdc.gov/vaccines/conversations](http://www.cdc.gov/vaccines/conversations)
- **GIVE** a strong recommendation for on time childhood immunization and welcome parent questions
- **DOWNLOAD AND PLACE** radio and TV PSAs locally  
<http://www.cdc.gov/vaccines/events/niiw/web-tools.html?tab=2#TabbedPanels1>
- **PUBLISH** print ads and drop-in articles in your parent publications(s)  
<http://www.cdc.gov/vaccines/events/niiw/media-tools.html>
- **COLLABORATE** with us to expand the campaign's reach

Jenny Mullen (jjk7@cdc.gov)



# Presenter Disclosures

Presenter: Jennifer Tinney

Relationship: Spouse Employment

Commercial Entity: GlaxoSmithKline

# The Arizona Partnership for Immunization

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*Vaccinate at Every Life Stage*



# Collaborative Partners

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## Public

- State Health Department
- County Health Departments
- State Medicaid
- Community Health Centers
- Local Fire Departments

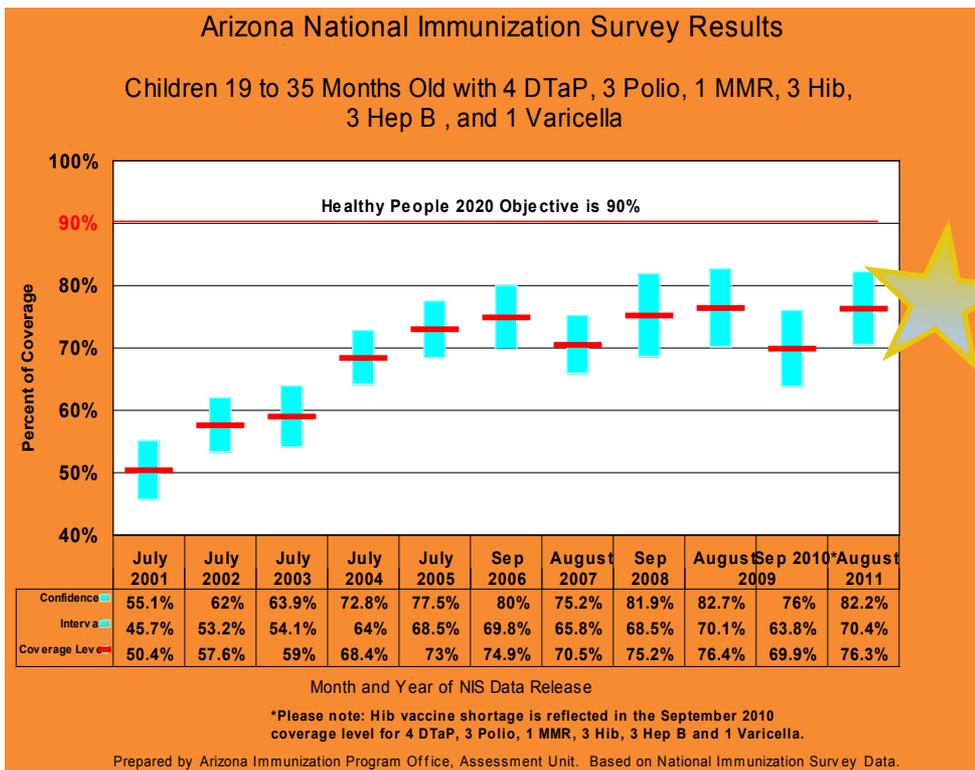
## Private

- Managed Care Organizations
- Professional Medical Associations
- Child Advocacy Organizations
- Private Foundations & Corporations
- Local Coalitions

## Community

- International Refugee Committee
- Asian Pacific Health Associations
- Consillio de salute
- African American health Coalition
- Coalition for Employers health care
- Liver cancer prevention coalition
- Asthma coalition
- Aging coalition
- Mexican Consulate

# Making System Change



## Despite the Barriers

- Rapidly Changing & Mobile
- Managed Care Marketplace
- Children Have Multiple Providers
- Diversity of Populations
- High Percentage of Uninsured
- Naturopathic community

Working in trusted partnership =  
Increase from 50% to 75% coverage levels for babies

# How we work

## TAPI Calendar 2014



Steering Committee  
Directs system change  
Advocacy and Policy

Provider Education Committee  
Professional Associations

Community Education Committee  
Hard to Reach Populations

# Daniel T Cloud, MD

## Outstanding Practice Award



**Arizona Partnership for Immunization**  
 Arizona Partnership  
 The Arizona Partnership  
 for Immunization

*Honoring the Best Practices & the Brightest Stars*

**Elizabeth T. Jacobs, PhD**  
 University of Arizona College of Public Health

**Hot Shot Award**

*Honoring the winners for increasing immunization going above and beyond the call of duty.*

**Arizona Partnership for Immunization (API) - Nominating Committee for the DR. DANIEL T. CLOUD OUTSTANDING PRACTICE AWARDS - BIG SHOTS FOR ARIZONA AWARDS.** These awards recognize the exceptional efforts of the many individuals and organizations whose tireless work and innovative strategies have improved immunization coverage levels statewide. We look forward to our annual awards banquet as an opportunity to publicly recognize immunization efforts over the past year.

**Dr. Daniel T. Cloud Outstanding Practice Awards**  
 The TODDLER AWARD is presented to those practices and clinics that have achieved the highest percent of their practice by meeting a 90% coverage level for 4 CDT, 3 DTP, 1999H, 1 Hb, 3 P, and 2 T for toddlers for the year. 25 active practices in receipt of this award. \$100,000 cash to support coverage level 1, and a Toddler Award in 2015 are awarded. The Toddler Award began in 2005.

**The TEEN AWARD** is presented to those practices that achieved the highest percent meeting a 90% coverage level for 11 CDT, 1999H, 1 Hb, 3 P, and 2 T for teens for the year. 25 active practices in receipt of this award. \$100,000 cash to support coverage level 1, and a Teen Award in 2015 are awarded. The Teen Award began in 2005.

**BUCK SHOT** has produced exceptional printed materials.

**2014 Dr. Daniel T. Cloud Outstanding Practice Awards**  
 Each Cloud Award recipient has received for the past 10 years. You can only apply for one award each year.  
 TODDLER AWARD  TEEN AWARD

**2014 Big Shots for Arizona Award Categories...**  
 PLEASE SELECT THE CATEGORY:  
 Toddler Award  Teen Award  Buck Shot Award

**SAVE THE DATE**  
 18<sup>TH</sup> ANNUAL  
 BIG SHOTS FOR ARIZONA AWARDS DINNER

**When:** April 23, 2014  
**Where:** Phoenix Country Club  
**Nominate By:** February 28, 2014

*Honoring the Best Practices & the Brightest Stars*

Nominate for a Cloud or Big Shots Award at TAPI.org. These awards recognize exceptional efforts of the many individuals and organizations whose tireless work and innovative strategies have improved immunization coverage levels statewide.

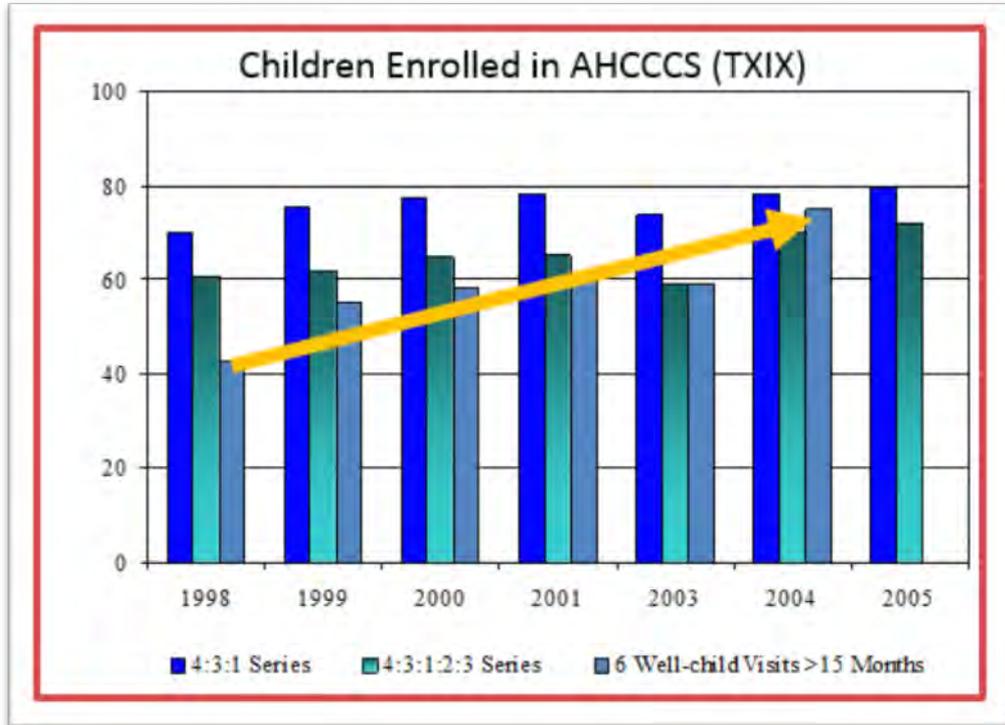
Print Nomination Forms at: [www.TAPI.org](http://www.TAPI.org)

QUESTIONS Contact TAPI at 602.288.7568. Nomination form, statement and supporting material must be submitted to [award@TAPI.org](mailto:award@TAPI.org) and returned to THE ARIZONA PARTNERSHIP FOR IMMUNIZATION, 1101 N. Central Ave., 5th Floor, Phoenix, AZ 85004. For additional information visit [www.TAPI.org](http://www.TAPI.org) or call 602.288.7568.



90% Immunization Coverage Level for Toddler and Teens

# Roll out of the Registry



Tracking records in the registry increased immunizations and well child visits

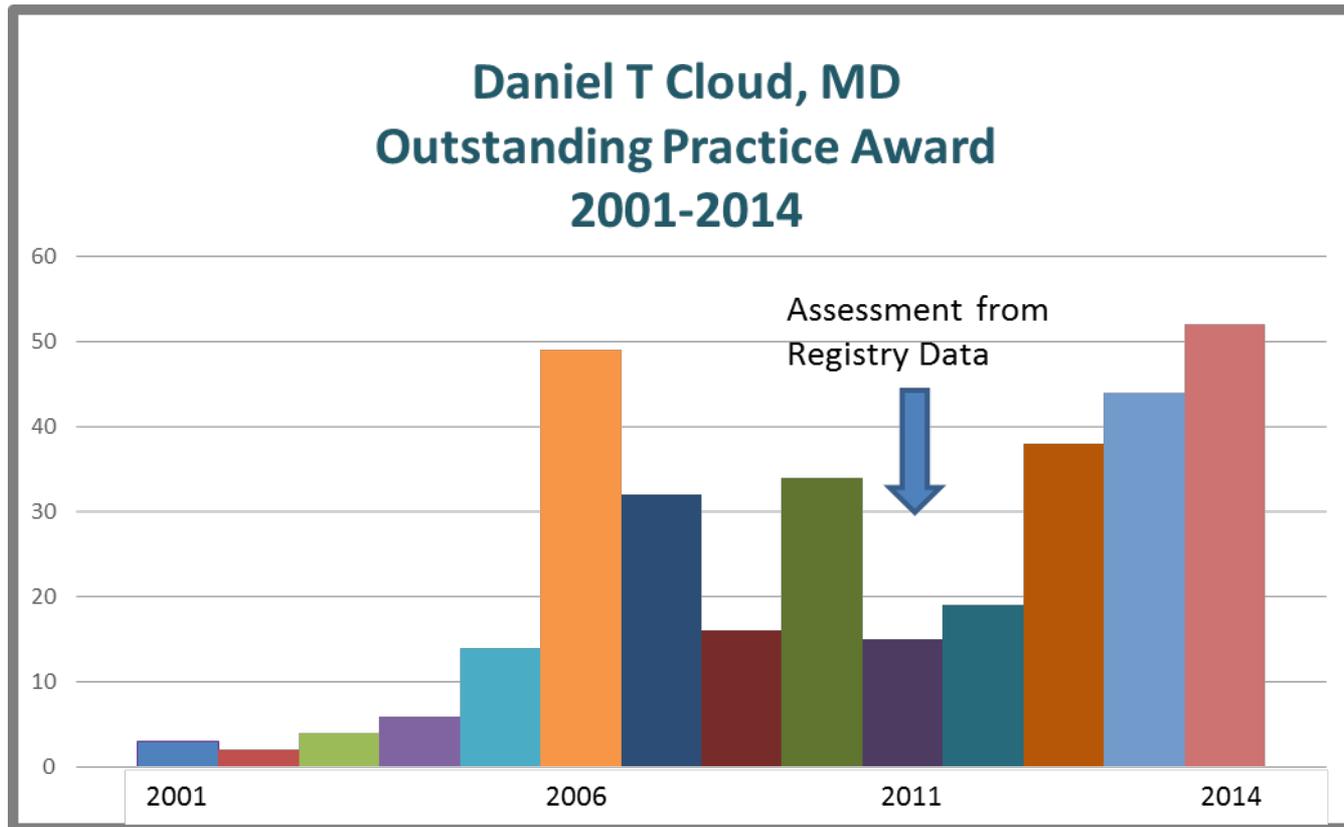
**ASIS** AZ State Immunization Information System  
A List of Kids Records

**AS EZ AS 1, 2, 3.**

- 1. Free To Enroll**
  - Go to [www.azdhs.gov](http://www.azdhs.gov)
  - Call 602-364-3899 or toll free 877-491-5741
  - Get started today
- 2. Easy To Use**
  - Web based application
  - Access to centralized, record keeping system
  - Stores all childhood immunization information (since 1998)
- 3. Benefits To You**
  - Look up children's immunization records
  - Print official immunization records for files
  - Retrieve missing immunization information

Arizona Department of Health Services | **tapi** The Arizona Partnership for Immunization | [whyimmunize.org](http://whyimmunize.org)

# Honoring Best Practices



2001-2006 Winners Achieved 90%+ for 4 DTaP, 3 Polio, 1 MMR

2007-2008 Winners Achieved 90%+ for 4 DTaP, 3 Polio, 1 MMR, 3 Hib and 3 Hep B

2012 toddler series plus teen 1 MCV4 + 1 TDAP

2014 toddler and teen series plus 1 HPV

# Community (Family) Education

**Growing Healthy Babies** **tapi** The Arizona Partnership for Immunization

**Make Healthy Choices Before You Get Pregnant**

- Take a prenatal vitamin daily
- Forget to eat or eat less and feel
- Visit your health care provider for regular checkups
- See your dentist for regular exams and cleanings
- Make sure your immune system is up to date

**Keep You and Your Baby Healthy During Your Pregnancy**

**Where to Go for Help?**

**Talk to Your Doctor!**

**Eating Healthy For You**

**It All Feels New!**

**Things to Think About**

**It's Almost Time!**

**Birth Plan**

**Healthy Kids Growing Up**

6 Years

5 Years

4 Years

3 Years

2 Years

18 Months

12 Months

9 Months

6 Months

4 Months

Birth - 2 Months

12 Months

9 Months

6 Months

4 Months

Birth - 2 Months

## Growing Healthy Babies Healthy Kids Growing Up

Partnership with March of Dimes

- Developed with
  - Community health centers
  - Maternal and Child Health
  - Hard to Reach Populations health agencies
- Focused on
  - EPSDT and HEDIS measurements
  - preconception health immunizations

# Teen Immunizations

You're taking control of new things in your life - getting behind the wheel, starting a new job, tackling Algebra. There's just one more thing:

It's time to take control of your health.



Get 1 shot of Tdap, get 2 shots of Meningococcal + get 3 shots of HPV for protection from 5 vaccine preventable diseases and HPV-related cancers.

It's never too late to start, so ask your healthcare provider about getting this awesome level of protection. Hey, while you are there, ask about the flu shot and if you need any other vaccines.

Learn more about taking control of your healthy future online at: [WhyImmunize.org/TakeControl](http://WhyImmunize.org/TakeControl)

**TAK3 CONTROL**  
3 VACCINES TO PROTECT ME




## BOOST YOUR KNOWLEDGE ABOUT MENINGITIS

TEXT MENINGITIS TO 602-456-2951



↓ GET THE FACTS

- 1 IN 7 TEENS AND YOUNG ADULTS WHO GET BACTERIAL MENINGITIS WILL DIE.
- SYMPTOMS CAN INCLUDE: FEVER, VOMITING, RASH, SENSITIVITY TO LIGHT, STIFF NECK, EXHAUSTION
- 2 OUT OF 10 THAT SURVIVE WILL HAVE BRAIN DAMAGE, AMPUTATIONS, ORGAN FAILURE, HEARING LOSS
- CLOSE CONTACT WITH OTHERS CAN INCREASE YOUR RISK OF MENINGITIS: COUGHING, KISSING & SNEEZING
- GET YOUR 1ST VACCINE @/W 11-12 YEARS, THEN GET BOOSTED 5 YEARS LATER
- BEING VACCINATED IS THE BEST WAY TO PREVENT MENINGITIS

↓ GET INVOLVED

FIND US ONLINE




[NMA Amicus.org](http://www.nma.org) [tapi](http://www.tapi.org) [Arizona Department of Health Services](http://www.azdhs.gov) T2X

[T2X.ME/MENINGITIS](http://T2X.ME/MENINGITIS)



Developed with:  
Hard to Reach  
Populations

National  
Meningitis  
Association

T2X  
(teen health social  
media platform)



# Provider Education

Best Practices and the Business of Vaccines for physicians and support staff

**CME Conferences**  
Vaccinate at Every Life Stage

2011 or December 3, 2011  
9:00 am - 1:30 pm

Topics include:  
Vaccine Safety  
Vaccine Safety: New Tools  
ASIS Advanced - New Inventory Requirement  
ASIS Basic  
ASIS Intermediate  
ASIS Advanced - New Vaccine Update  
Best Practices to Immunize Your Patients  
Immunization resources  
All done!

**Learn At Lunch: The Seven Secrets to Streamlining Immunization Delivery is Now Available Online**

Curriculum:  
Welcome to AZ Immunization  
The Seven Secrets to Streamlining Immunization Delivery  
Vaccine Safety  
Making Every Dose Count: Why We Give Shots  
New Tools  
Before the Appointment: What You, Your Patients, and Your Office Can Do  
Know Your VFC Program  
ASIS Registry Tips and Tools  
Have an Open Shot

- Access the same content offered by TAPI at the Learn At Lunch Seminars
- Complete the entire course for a Certificate of Completion or focus on specific subjects
- Learn about new tools available in Arizona to simplify the process of immunizing your patients on time, every time
- Learn about reports that can be generated electronically including reports required by agencies for Children
- Learn about current immunization recommendations, requirements and ages and

**Save the date!**  
**Learn the Seven Secrets To Streamlining Immunization Delivery**

June 12<sup>th</sup> - Yuma  
July 10<sup>th</sup> - NE Phx  
Aug 21<sup>st</sup> - Tucson  
Sept 4<sup>th</sup> - SE Phx  
Sept 11<sup>th</sup> - Prescott

June 18<sup>th</sup> - Flagstaff  
July 31<sup>st</sup> - W Phx  
Aug 29<sup>th</sup> - Showlow  
Sept 10<sup>th</sup> - Bullhead City  
Sept 11<sup>th</sup> - Prescott

**The Seven Secrets...**

Agenda  
8:30 Talking to Parents about Vaccine Safety  
9:30 Why We Give Shots When We Do  
10:30 VFC Management & New Vaccine Ordering  
11:15 ASIS Advanced - New Inventory Requirement  
12:15 Lunch  
12:30 Giving Shots and New Vaccine Update  
1:45 Best Practices to Immunize Your Patients  
2:45 Immunization resources  
3:45 All done!

**FREE training to Keep kids up-to-date and on time!**  
The Arizona Partnership for Immunization  
Check [www.TAPI.org](http://www.TAPI.org) for registration  
602.288.7568

**tapi**  
The Arizona Partnership for Immunization  
[www.immunize.org](http://www.immunize.org) [www.tapi.org](http://www.tapi.org)

**CERTIFIED TRAINING IMMUNIZATION & MASS VACCINATION**

Five Departments and Ambulance Companies. Learn to give shots for emergency department Baby shots clinics and how to respond to an infectious disease outbreak. All medics welcome to attend for preparedness and outbreak response.

Learn the skills to have a prepared immunization response team!

**Training Agenda**  
8:30 Registration  
9:00 Program with working lunch

**Topics include**  
How to give shots  
Vaccine handling and storage  
Vaccine safety questions  
How vaccines offer protection  
Screening and schedules  
Pandemic and epidemic Vaccination  
Emergency Point of Dispensing (EPD)  
Outbreak response  
County Research and contacts

\* 3 hours of clinical training required (as mandated on day of class training)

**Training Dates and Locations**

Tuesday	June 14 <sup>th</sup>	Glendale
Wednesday	June 15 <sup>th</sup>	Tempe
Monday	June 20 <sup>th</sup>	Tempe
Tuesday	June 21 <sup>st</sup>	Glendale & Mesa
Wednesday	June 22 <sup>nd</sup>	Tempe & Mesa
Thursday	June 23 <sup>rd</sup>	Tempe
Tuesday	June 28 <sup>th</sup>	Mesa
Thursday	June 30 <sup>th</sup>	Tempe

**Registration**  
Complete attached form and fax to 602.262.2634 or online at [www.azimmunize.org](http://www.azimmunize.org)

**Qualifying for Certification**  
TAPI is working with Maricopa County to have five departments ready to respond in the event of an epidemic. The 8-hour class is open to all healthcare professionals as well as medics who will be trained on immunizations and preparedness. Reimbursement will be provided by the departments upon completion of the 8 hours. First priority is given to fire departments with existing baby shot clinics or departments willing to help Maricopa County with mass vaccination clinics in the event of an emergency.

The Arizona Partnership for Immunization (TAPI)  
[www.azimmunize.org](http://www.azimmunize.org)  
602.288.7568 phone 602.262.2634 fax

Maricopa County Public Health

**2<sup>nd</sup> Annual Practice Efficiency: The Business of Vaccines CME Conferences**

Vaccinate at Every Life Stage

**Agenda and Course Materials**

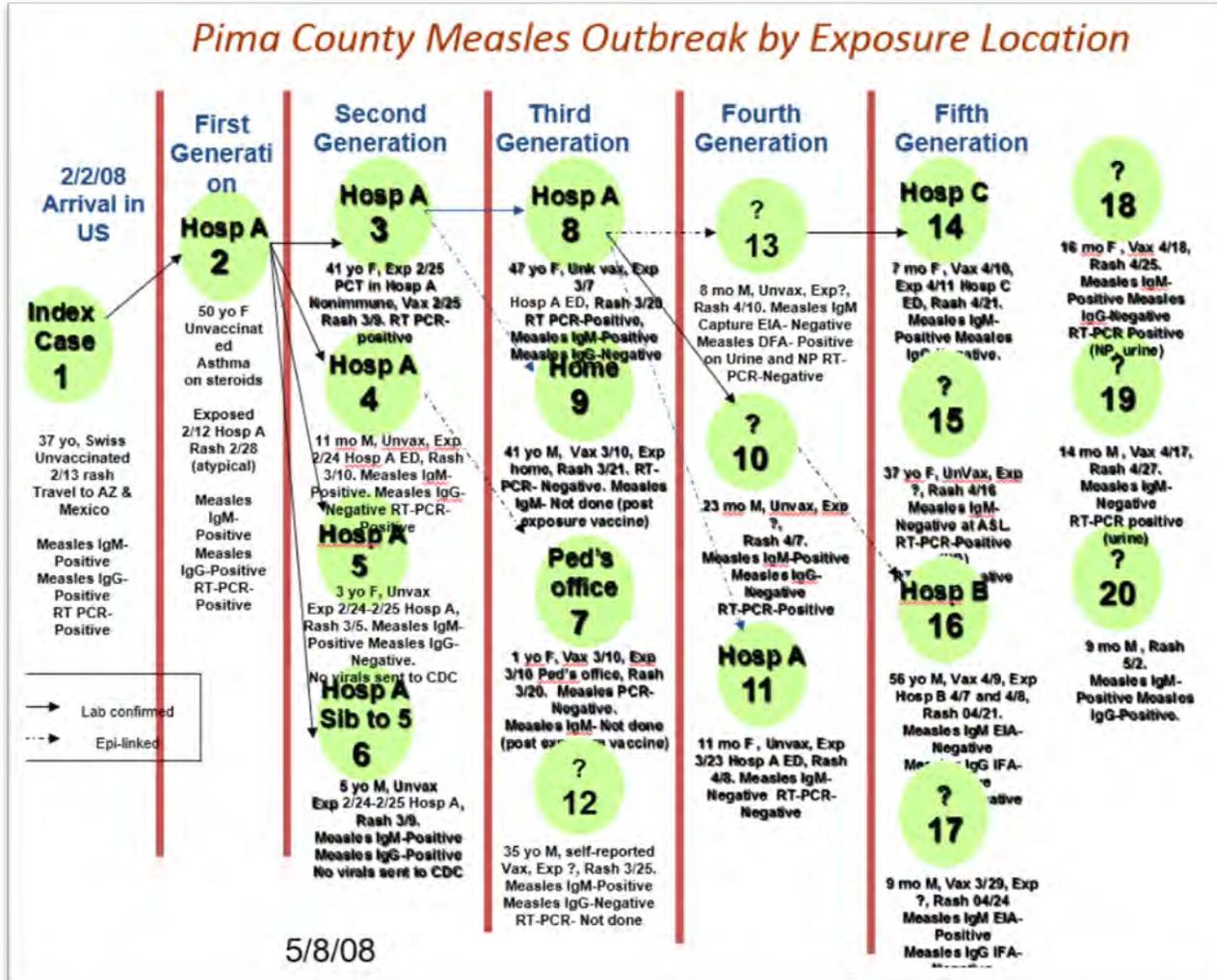
November 19, 2011 or December 3, 2011  
(Please contact TAPI)

**Plant the Seeds of Protection Through Vaccination**

ASU  
Banner Health  
TAPI  
Maricopa County  
ASU

Consistent Messaging

# Outbreaks Spread in Offices



Pockets of high exemptions and lost herd immunity

# Health Plan Rates Dropping

## AHCCCS Performance Standards for Childhood Immunizations 2011

	DTaP (4 doses)	IPV (3 doses)	MMR (1 dose)	Hib** (3 doses)	HBV (3 doses)	VZV (1 dose)	PCV (4 doses)	4:3:1:3:3:1 Combo	4:3:1:3:3:1: 4 Combo
AHCCCS/ Healthy People 2020 Goals (%)	90	90	90	90	90	90	90	80	80
<b>Current AHCCCS Rate (%)</b>	<b>79.5</b>	<b>91.4*</b>	<b>91.3*</b>	<b>91.5*</b>	<b>87.9</b>	<b>90.5*</b>	<b>79.9</b>	<b>72.9</b>	<b>69.1</b>
Previous AHCCCS Rate (%)	84.8	93.4	94.9	n/a	94.0	94.0	83.2	n/a	n/a
Statistical Significance of Change	<i>p</i> <0.001	<i>p</i> <0.001	<i>p</i> <0.001	n/a	<i>p</i> <0.001	<i>p</i> <0.001	<i>p</i> =0.002	n/a	n/a

\* Indicates the current rates that meet or surpass the AHCCCS/Healthy People 2020 goal.

\*\* Hib dosage requirements changed to three doses by age 2; the previous measure included two doses by age 2. Due to this change, the rates are not comparable.

Performance Measures were going down



# Provider Turn around Project

Pinal County Medicaid Assessment  
at 40% coverage

Held trainings with County Immunization  
staff and Private Providers focusing on Best  
Practices

- No missed opportunities
- Reminder recall using the registry
- Cultural appropriate patient education materials
- Simultaneous administration & combo vaccines
- Report and track record in the registry

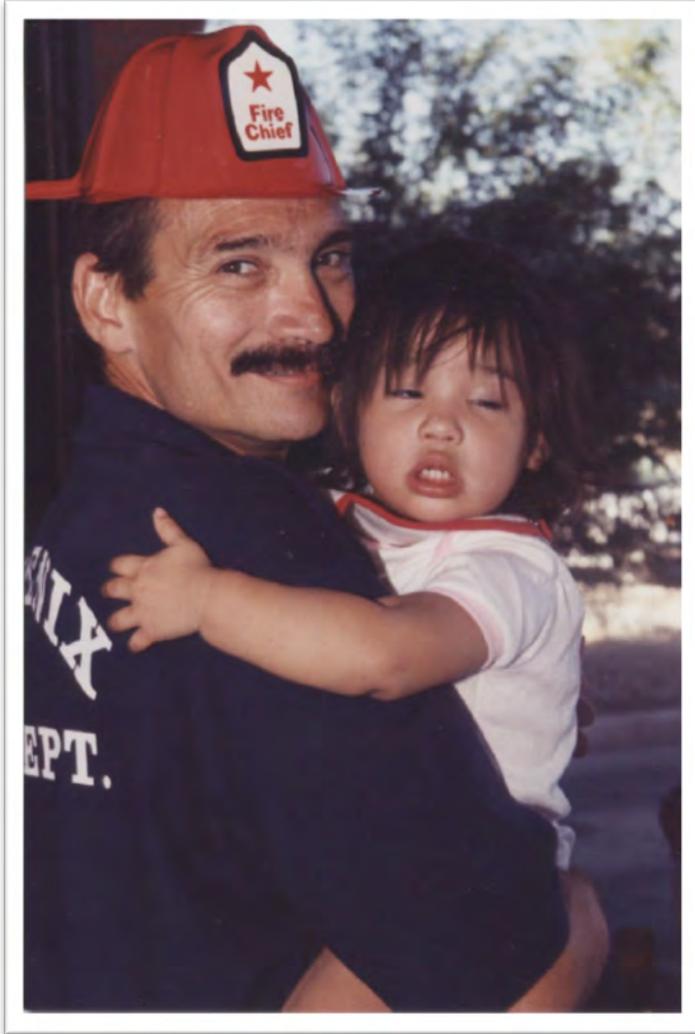
Health plans reinforced the consistent  
message with providers and patients



2012 Pinal County sustaining over  
90% coverage levels!

# Sustaining the System

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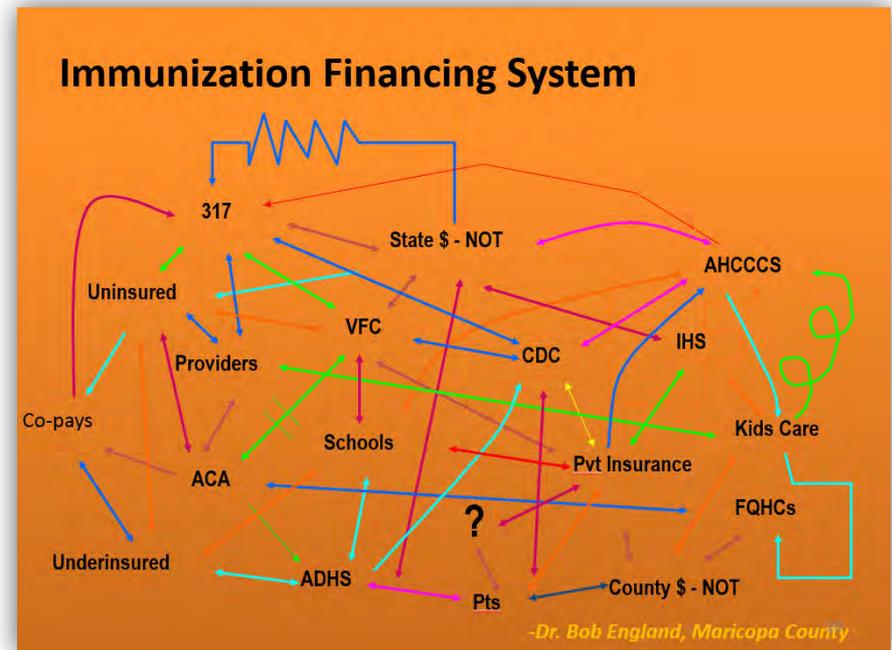


Ensuring access to care through non traditional (trusted) partners

- Pharmacists as immunizers – partners supported change and pharmacy as part of the medical home neighborhood
- Fire Department Medics as Immunizers in most underserved communities- weekend and after hours clinics, safe place for many families

# Protecting the Safety Net...

- \$0 in state funding for immunizations
- Statute requires counties provide immunizations at no cost
- 2012 317 funding Changes
  - No insured kids in public clinics
  - Underinsured in limited sites



# Solutions: Vaccine Congress I, II & III...



**Arizona Vaccine Congress III**  
**May 14, 2012**  
**Agenda**

8:00-9:00 Registration Continental Breakfast - Meet and Greet  
9:00-9:10 Opening Session Welcome: Arturo Gonzalez, MD, FAAP, AzAAP President  
9:10-9:20 Doug Campos Outcalt, MD, ACIP (invited)  
9:20-9:35 Vaccine Funding Changes in Public Health, Patty Gast, ADHS

**Immunization/Vaccine Delivery System Overview**

- ❖ 9:35-9:50 Vaccines in County Health Departments  
Dr. Bob England (15 minutes)
- ❖ 9:50-10:00 Billing in Public Health/Physician Surveys  
Jennifer Tinney (10 minutes)
- ❖ 10:00-10:15 The Cost of Providing Vaccines in AZ Practices  
Mike Perlstein, MD (15 minutes)
- ❖ 10:15-10:30 Vaccine Legislation 2012  
Representative Nancy McLain and Representative Debbie McCune Davis  
15 minute break
- ❖ 10:45-11:00 Summary of Gaps and Potential risks to AZ kids  
AD Jacobson, MD, TAPI President (15 minutes)

**Setting the Stage for Proposed Solutions**

- ❖ 11:00-11:15 Vaccine Association Proposal for Universal or Group Purchase State  
David Childers, AHIP (15 minutes)
- ❖ 11:15-11:30 Immunization Coverage Goals for AHCCCS Health Plans (Assessment)  
Marc Leib, MD (15 minutes)
- ❖ 11:30-11:45 HEDIS Immunization Measures  
Karlene Wenz, AHIP (15 minutes)
- ❖ 11:45-12:00 Payment Initiatives with Vaccine Manufacturers  
Phyllis Arthur, BIO (15 minutes)
- ❖ 12:00-12:30 Dialog on Proposals for Immunization Best Practice in Arizona  
Panel Moderated by Will Humble, ADHS (30 minutes)  
AHIP AzAAP  
BIO ArMA  
Health Officers AHCCCS

**Brief Questions and Answers During Each Segment**

12:30-2:00 Lunch with Round Table Discussion

- Proposed Immunization Funding Solutions
- Avoiding Potential Gaps in Immunization Coverage

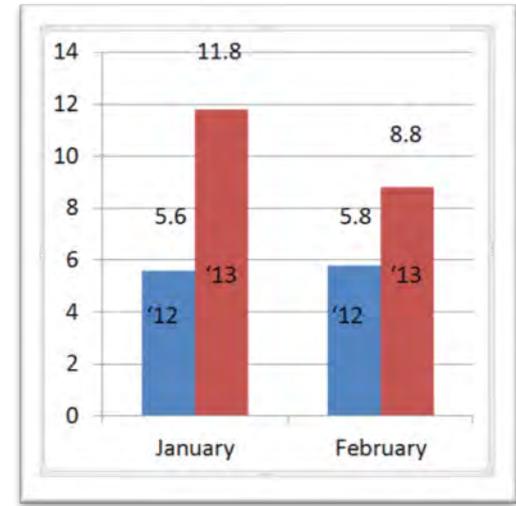
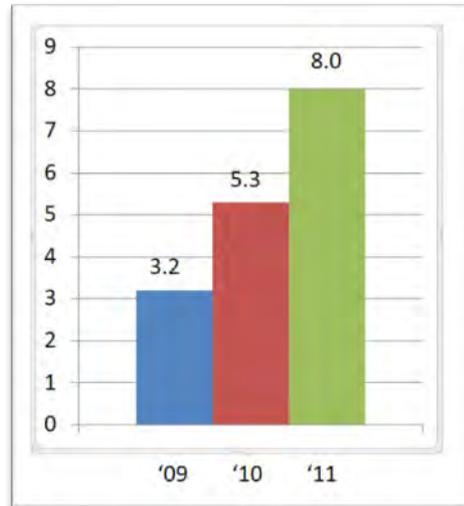
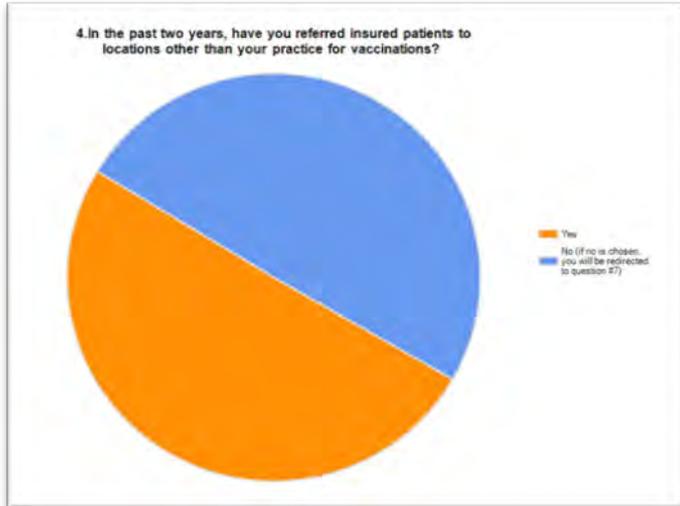
2:00-2:30 Recap and Action Items  
2:30-3:00 Closing Remarks

## Tell the Story with Data...



Over 80 health organizations Set recommendations to improve rates

# Privately Insured Kids Most at Risk



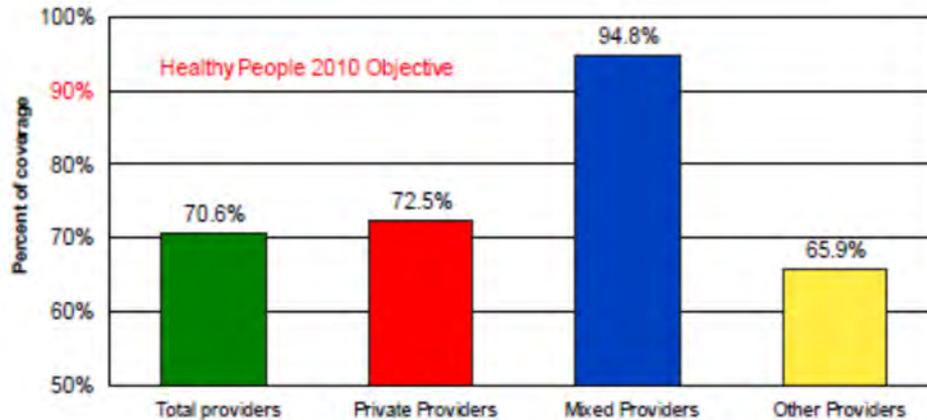
Pediatricians refer patients to public clinics often due to cost

- Increase in Privately Insured Children at Maricopa County Public Health Immunization Clinics

# Medical Home + Safety Net = Healthy Kids

## Arizona National Immunization Survey Results August 2007

4:3:1:3:3:1 Coverage by Provider Type



Children immunized by "mixed providers" received vaccinations from more than one provider type. "Other" providers included hospitals, military facilities and unknown responses.

Prepared by Arizona Immunization Program Office, Assessment Unit. Source: August 2007 National Immunization Survey Data.

Increase reimbursement to private providers

Reimburse the public health departments for vaccine given to privately insured patients

# Centralized Billing Office

Total Income to Date

\$4,474,924

No child has been turned  
away

Bill 136 plans per month;  
receive payment from 125



**Don't Forget Your Insurance Card!**

Help keep PUBLIC HEALTH strong by following these 4 easy steps:

- Please bring your insurance card and immunization record to your immunization clinic visit.
- Please provide your insurance card to Public Health so we can be billed for your child's vaccines.
- Talk to a Public Health Nurse about your visit to learn how to find a doctor.
- If your child is Native American or is uninsured at no cost through the Vaccines for Children Program.

Thank you for doing your part to keep our community healthy!

**LOCATE a doctor** **CALL 211**



**Keeping Kids Strong**

Contact your child's doctor for their next well visit and immunizations by:

**LOCATE a doctor** **CALL 211**

Arizona Department of Health Services

**STOP THE SPREAD**  
The Arizona Partnership for Immunization  
whyimmunize.org

**tapi**  
The Arizona Partnership for Immunization  
whyimmunize.org

**LOCATE a doctor** **VISIT** StopTheSpreadAZ.org **CALL 211**

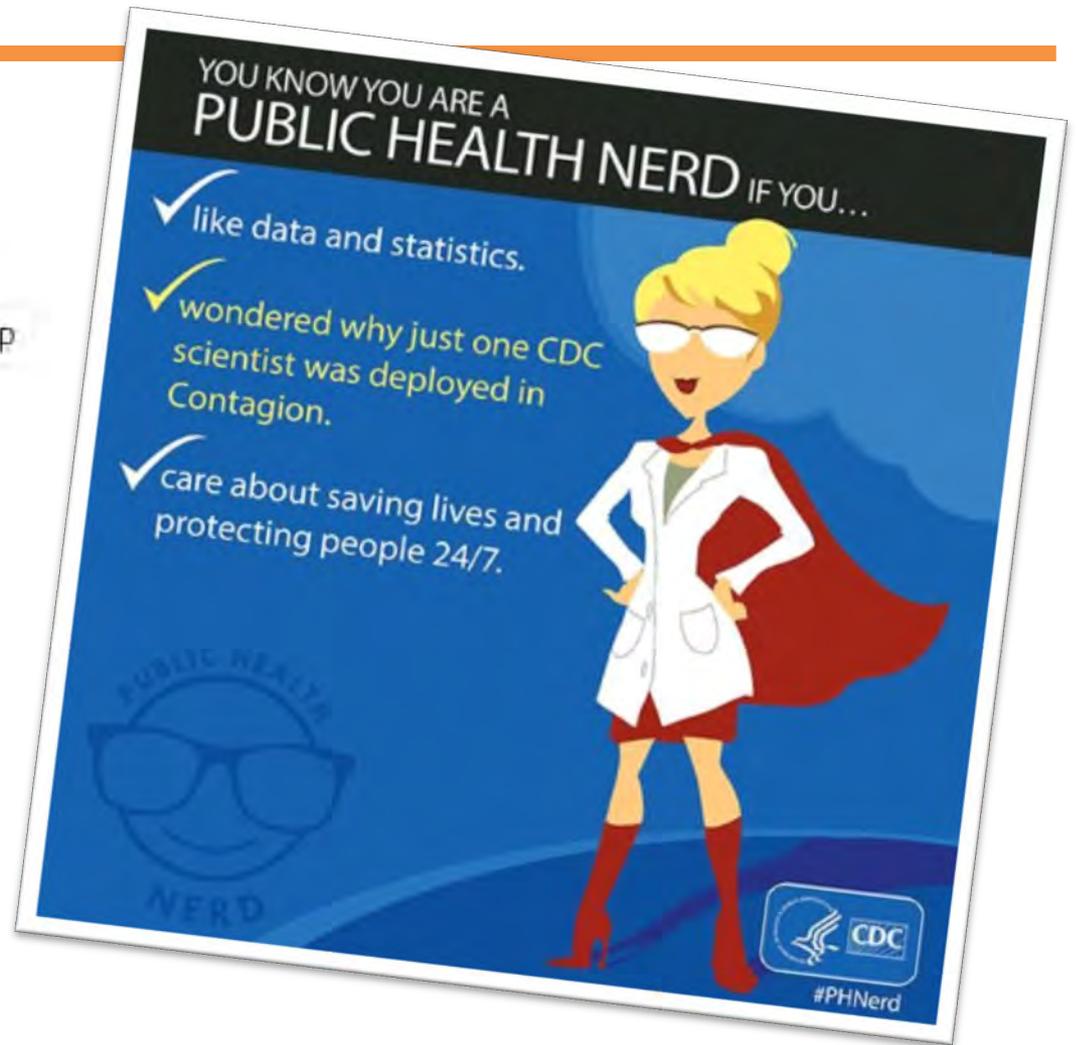
# Lessons Learned

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- Data and partnerships work!
- Each sector, public and private, must be at the table to craft the common vision.
- Success, when measurable, breeds success.
- People are competitive!
- Coalitions can be culturally appropriate in reaching special populations, leaving no one behind.
- Peer to peer communication is critical.
- Testing the messages and involving the community makes things work!
- Good work is rewarded with more work...



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jennifert@tapi.org







# Healthy People 2020 Progress Review Webinar

Join us as we review progress on Healthy People 2020 objectives in the **Older Adults and Dementias Including Alzheimer's** topic areas.

***Thursday, June 19 2014 12:30 ET***

Hear from a community-based organization that is working locally to improve health.

***Register at  
[www.healthypeople.gov](http://www.healthypeople.gov)***





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- Must complete online evaluation
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# Healthy People 2020 Stories from the Field

*A library of stories highlighting ways organizations across the country are implementing Healthy People 2020*



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Home > Implement > Healthy People in Action > Sharing Library: Map View

**In This Section:**

- Evidence-Based Resources
- Healthy People in Action
  - Sharing Library
  - Share Your Story
  - State Plans
- MAP-IT
  - Mobilize
  - Assess
  - Plan
  - Implement
  - Track
- Planning Resources
- Funding Resources
- Tools For Professionals\*

**Sharing Library: Map View**

Find stories highlighting how communities across the country are implementing Healthy People 2020—or [share your own!](#) Stories featured here have been submitted by communities (“Story from the Field”) or developed as part of the Healthy People 2020 *Who’s Leading the Leading Health Indicators?* series. [Learn more about the Leading Health Indicators.](#)

Use the **Map View** to see where stories are taking place across the country. Click on a pin on the map to get more details on the story, including organization name and zip code and Healthy People 2020 Topic Area addressed. Click on the story title to view the full story.

Map View List View

Map Satellite

Healthy People 2020 in Action  
Who’s Leading the Leading Health Indicators? series  
Stories from the Field

Healthy People in Action - Sharing Library

<http://healthypeople.gov/2020/implement/MapSharingLibrary.aspx>



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