



# **PUBLIC HEALTH**

**ALWAYS WORKING FOR A SAFER AND  
HEALTHIER WASHINGTON**

Reaching Families Electronically through  
the Washington State Immunization Information System  
October 8, 2013

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# Two Systems

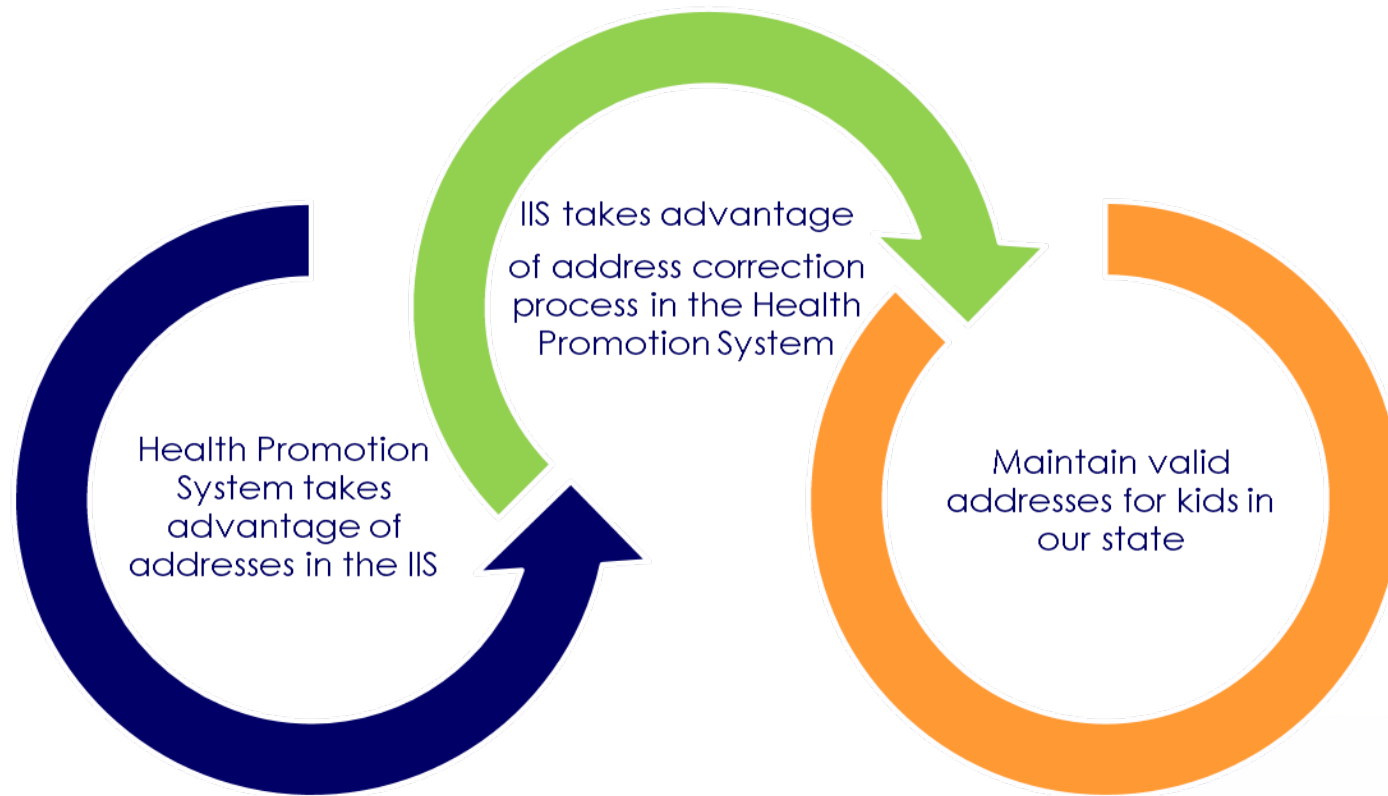
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WASHINGTON STATE —  
**IMMUNIZATION**  
— INFORMATION SYSTEM

# System Connections

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# Health Promotion System

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- Sends health and safety information to families with kids aged birth to six
  - Postal mail
  - Washington residents only
  - English and Spanish
- Sends over 1.5 million mailings to about 473,000 families each year

# E-mail Distribution

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increased technology use

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feedback from families

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state readiness/federal funding

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time to give families an e-mail option

# Overview

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- Planned:
  - Needs assessment
  - Recommendations
  - Change the system
- Used a third-party e-mail vendor
- Created e-mail functionality in the system
- Created e-mail templates
- Created webpages
- Tested

# System Enhancements

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- Made changes in the IIS to support e-mail distribution:
  - Added fields to Health Promotion Update screen
  - Created an E-mailing Export to mirror the existing Mailings Export; modified Mailings Export
  - Created a way to handle bad e-mail addresses and logic to mark addresses as invalid

# Sign-up Form



## Sign-up Form

Thank you for choosing to get your Child Profile Health Promotion mailings by e-mail. After filling out this form, you will start getting e-mail instead of, or in addition to, the materials you already get by postal mail. If you only need to update your address or language preference for postal mailings, [Click here](#)

Please provide the following:

\* indicates a required field

### Parent or Guardian Information

\* E-mail address:

\* Confirm E-mail address:

\* Parent or Guardian's First Name:

\* Parent or Guardian's Last Name:

\* I would like to get materials by (choose one): E-mail

Language Preference: ENGLISH

\* Street Address:

\* City:

\* State: WA  (Only available to Washington residents)

\* Zip Code:

Phone Number:

### Child's Information

Serial Number:

Confirm Serial Number:

\* Child's Legal First Name:

Child's Middle Name:

\* Child's Legal Last Name:

Child's Nickname:

\* Child's Birth Date:




# E-mails & Webpages

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- Replace hard copy materials
- Create e-mails and webpages based on best practices:
  - Short, bite-sized chunks
  - Links to more information
  - Low reading level
  - Interactive
  - Tie in to website

# Example: Hard Copy vs. E-mail

## Three-month letter

**Watch Me Grow**  
3 Months

**Make a date for your baby's 4-month checkup**  
Your baby will grow and change quickly in her first year. That's why checkups are needed so often during this time. The 4-month checkup is the perfect time to ask questions about her health, growth and development, and immunizations. Take notes during the visit. You may want to share these with your baby's caregivers. Bring your baby's Lifetime Immunization Record card and Childhood Health Record booklet with you to every appointment.

**Immunize your baby on time**  
It's best to immunize your baby at the earliest recommended age. Infants are more likely than older children to become very ill, be hospitalized or even die from diseases that vaccines prevent.  
Your baby can be immunized even if he is taking antibiotics or has a minor illness such as a cold, mild diarrhea or a slight fever. Vaccines will still be effective and will not make him more sick. The following vaccines are recommended at the 4-month checkup:

- Rotavirus (RV)
- Diphtheria, tetanus, acellular pertussis (DTaP)
- Inactivated poliovirus (IPV)
- Haemophilus influenzae type b (Hib)
- Pneumococcal conjugate vaccine (PCV)

A dose of hepatitis B (HepB) vaccine may be needed. Until your baby is old enough to get vaccinated against flu, chickenpox, and measles, be sure those in close contact with him are immunized.

**Babies need only breast milk or formula now**  
The American Academy of Pediatrics recommends breastfeeding for your baby's first year. Breast milk is the only food your baby needs for the first 6 months of life. Breast milk protects her from common colds,

ear infections and obesity. Breastfeeding babies need their immunizations to protect them against pertussis and other diseases prevented by vaccines. If you have questions about breastfeeding or pumping, call the Family Health Hotline at 1-800-322-2588.

If you are not breastfeeding, use an iron-fortified formula to protect against anemia (low iron in the blood). Be sure to hold your baby while feeding her. She needs to cuddle with you and look at your face even when she can hold her own bottle.

If your baby is breastfeeding or drinks less than 32 ounces of formula a day, she may need a vitamin D supplement. Ask your doctor whether your baby needs a vitamin D or an iron supplement.

Your baby's tummy will not be ready for solid foods, including cereal, until she is at least 6 months old. Adding cereal to your baby's bottle will not help her fall asleep or sleep longer. Feeding your baby cereal from a bottle can cause her to be overweight and constipated.

**Sleep and your baby**  
Most babies this age wake up 2 - 3 times a night and some wake more or even less often. This is normal but can be hard for new parents. This pattern of sleeping and waking helps his brain grow and develop and keeps him safe and healthy. In a few months your baby will start to sleep longer without waking. Some infants naturally need more or less sleep than others. Your family and your baby will develop your own sleep pattern.

Start a positive bedtime routine at the same time every night. This could include having a bath and diaper change, quiet playtime and reading a book. Avoid loud noises and bright lights before bed. Lay your baby down on his back, drowsy but awake. This gives him practice falling asleep in bed. Don't worry if he wakes up right away. Soothe him and try again when you're ready.

**Immunization information • Child care referral agencies**  
• Affordable health insurance • Food and nutrition assistance  
• Prenatal resources • Family planning services • Local health clinics • Free screenings for developmental concerns

Family Health Hotline  
1.800.322.2588  
Toll-free 24/7  
www.ParentHelp123.org

Call the Family Health Hotline with questions about your Child Profile mailings.  
This letter available in other formats. Call the Family Health Hotline at the number above.

## Three-month e-mail

**Washington State Department of Health**  
Child Profile E-Newsletter  
Watch Me Grow - 3 Months

**Your baby's turning three months old!**

Babies grow and change quickly in their first year. Keep your baby healthy and safe by following these guidelines.

**Three-month checkup time!**  
It is important to check your baby's growth and development often because she is changing so fast. Write down any questions you have now, so you can ask them at the checkup. Bring your baby's [Lifetime Immunization Record](#) and [Childhood Health Record](#) to every appointment.

**Immunizations at three months**  
Vaccines are given to babies because the diseases they prevent often strike at an early age. An infant who gets a vaccine preventable disease may have serious health problems that can last the rest of his life. [More...](#)

**Nutrition**

**Tips for starting solid food**  
Although breast milk or formula should still provide the majority of your baby's calories, he may be ready to start leaning to eat solid foods at about six months of age. [More...](#)

**Oral Health**

**New teeth coming in**  
Between 6 and 12 months, your baby may show signs of new teeth. Your baby may have red, tender gums and not eat or sleep well. [More...](#)

**Development**

**Early relationships matter**  
The relationships that your baby is forming, with you and with his other

# Example: Hard Copy vs. Webpage

## Development chart

You help me learn and grow through everyday things we do together. Everything I learn, do and feel is connected. How I learn and grow depends on both who I am and what I experience.

**Watch and help me grow from birth to 18 months!**

	Birth - 3 Months	3 - 6 Months	6 - 9 Months	9 - 12 Months	12 - 15 Months	15 - 18 Months
<b>PHYSICAL HEALTH</b> I grow and learn best when my body is healthy.	<b>I can lift my head.</b> I need some awake time on my tummy. Cuddles with you on the floor.	<b>I can roll over.</b> I love rocking on the floor! Put toys near me. It reaches for them!	<b>I can sit up, try to move.</b> Learn by doing. Give me toys I can hold and a safe place to move around.	<b>I use my fingers and toes.</b> Play games and sing songs with me. Hold me like a football.	<b>I start walking without help.</b> Let me try new things. Play and walk with me outside.	<b>I can climb and dance.</b> Find places I can use my arms and legs to climb safely. Dance with me!
<b>SOCIAL &amp; EMOTIONAL</b> I learn best when you love me, encourage me and help me be with other people.	<b>I need and trust you.</b> Feed me and respond when I cry so I learn I can count on you.	<b>I show my feelings.</b> Notice my feelings. Respond to my sounds and moods in a reassuring way.	<b>I like familiar people best.</b> I love the warm arms that care for me. This helps me feel safe and loved!	<b>I enjoy playing with adults.</b> Sing, talk and dance with me. Play with things that make noise.	<b>I like to explore with help.</b> Encourage me to explore when you watch. Smile and say, "You did it!"	<b>I need help with my feelings.</b> Give me the words to count. Play me and use words to tell me.
<b>HOW I LEARN</b> I want to learn and you can encourage me.	<b>I look at faces and smile.</b> Look at my eyes when you change me or feed me. Smile at me.	<b>I like to hold things.</b> I like to see and learn everything. Help me play with safe toys.	<b>I like to play with toys.</b> Play with me using toys with different features, sounds and textures.	<b>I move to explore.</b> Give me safe places to play and move. Watch me closely.	<b>I know what I want.</b> Notice what I like and want to do. Play along with me.	<b>I learn through play.</b> Let me find new ways to play. Show me your ideas, too.
<b>THINGS I KNOW</b> I learn when you help me explore the world around me.	<b>I learn through my senses.</b> Play quiet music when you feed me or change me.	<b>I notice routines.</b> Cuddle me and sing quietly to me before bedtime.	<b>I am interested in people.</b> Show me people in pictures and books. Look at the mirror with me.	<b>I like to play hiding games.</b> Hide something and then uncover it. Play peek-a-boo with me.	<b>I begin to scribble.</b> Let me try crayons and markers when you draw with me.	<b>I put things together.</b> Help me play with things I can stack or string together.
<b>LANGUAGE</b> I learn when you play, talk, read and write with me.	<b>I make noises and listen.</b> Talk to me and respond to my sounds. No hearing from what you say!	<b>I make and respond to sounds.</b> Learn words before I can talk. Tell me the words for things we use and do.	<b>I babble and try to talk.</b> Read books with me. Name and help me point to things in the pictures.	<b>I use sounds with gestures.</b> Talk with me. Wait for me to make sounds and then talk to me again.	<b>I begin using words.</b> I want to understand and use words. Tell me what is happening all the time.	<b>I want to be understood.</b> Listen and give me time to talk. Tell me what I mean.

## Development webpage

**CHILD PROFILE** [sp.rob.mh.gov](#)

English | Español

Immunization Nutrition Development Oral Health Safety Parent Health Materials

Home > Development > Infants > 3 Months

**Infants**

- 1 Month
- 3 Months**
- 6 Months
- 9 Months
- 12 Months

Toddlers Preschoolers School Age

### Development at 3 Months

**3 to 6 Months**

**Physical Health**

I grow and learn best when my body is healthy.

I can roll over. I love exploring on the floor. Put toys near me...I'll reach for them!

**Sleep and Your Baby**

Most babies this age wake up two to three times a night and some wake up more or even less often. This is normal but can be hard for new parents. This pattern of sleeping and waking helps your baby's brain grow and develop and keeps him safe and healthy. In a few months your baby will start to sleep longer without waking. Some infants naturally need more or less sleep than others. Your family and your baby will develop your own sleep pattern.

Start a positive bedtime routine at the same time every night. This could include:

- Bathing.

# User Testing

- Over 60 people volunteered to test; over 30 completed testing (English and Spanish speakers)
  - Tested entire process:
    - Sign up
    - Double confirmation
    - E-mails (receipt of and content/links)
    - Webpages
- Received valuable and detailed input

# Parent Usability Testing

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- Seven parents participated:
  - Tested the entire process
  - Monitored verbal responses and facial reactions
  - Monitored navigation
  - Received findings and recommendations

# Lessons Learned

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- Taking advantage of existing tools and services:
  - Use of a third-party e-mail vendor vs. building functionality from scratch
- Challenges with third-party e-mail vendor
- Meeting parents' needs

# Current State

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- Launch
  - Families with kids aged one and three months
- Continue to convert materials

# Next Steps

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- Ask parents how it's going
- Offer e-mail to families with older kids
- Offer e-mail option to more than one parent/guardian per household
- Offer e-mail option to other caregivers in a child's life



# Future Uses

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- Tracking
- Comparing to immunization data
- Reminder/recall
- Alerts to parents

# Contact

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