

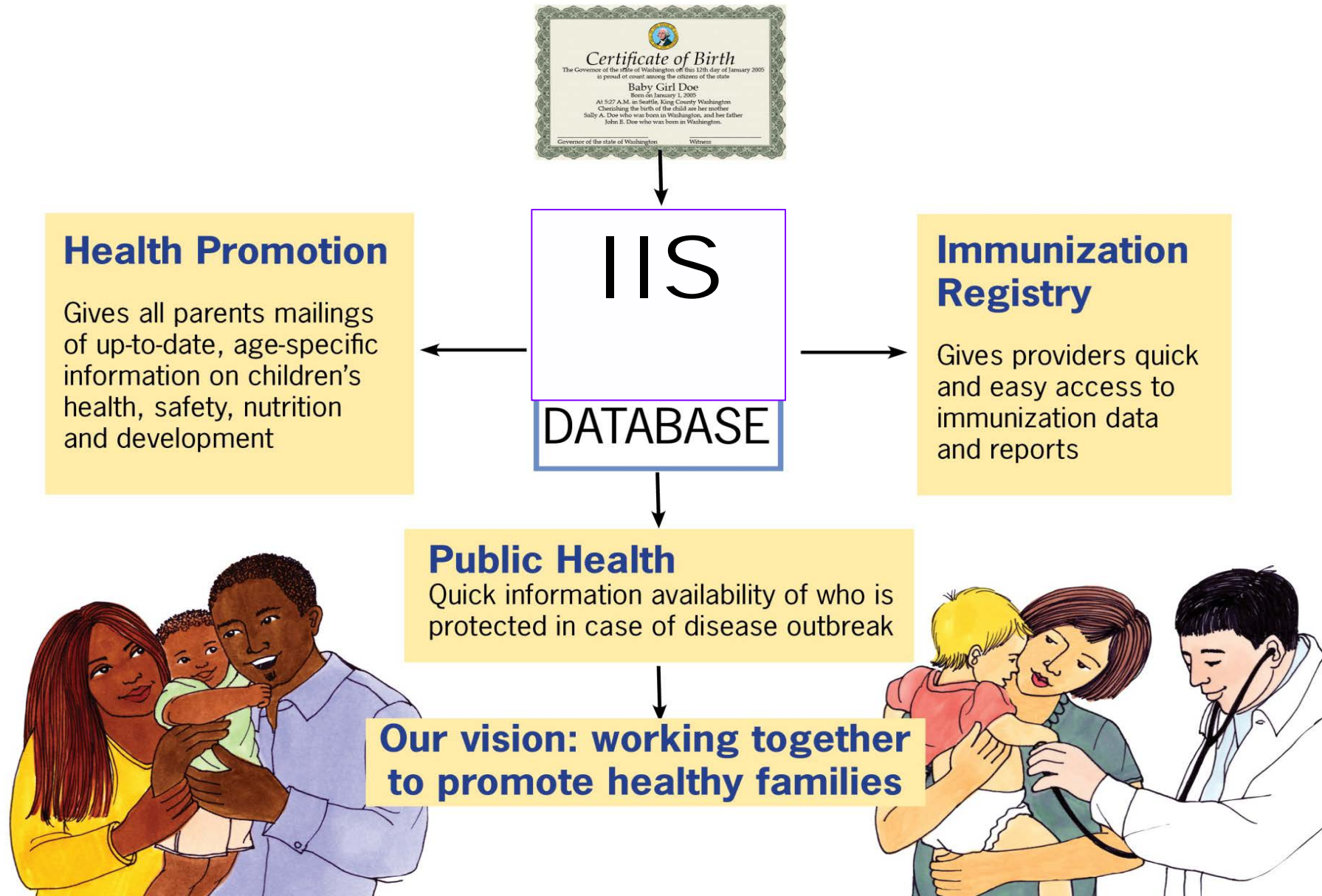


PUBLIC HEALTH

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

E-mail for Health Promotion:
Exploration and Planning in Washington State
September 20, 2012

IIS & Child Profile System



Health Promotion System

- Mails English and Spanish health and safety materials to Washington families with kids aged birth to six
- Sends over 1.5 million pieces of mail to about 470,000 families each year (90% of target audience)




**CHILD Profile and you:
Working to keep
children healthy**

CHILD Profile sends free mailings to the parents or guardians of young children. These mailings contain important health and safety information. All children born in Washington are enrolled in CHILD Profile. The mailings begin shortly after birth.

Health care providers can easily keep track of immunizations in the CHILD Profile Immunization Registry.

If you have a child under age 6 and do not receive the mailings, you can sign up. Call the Family Health Hotline at 1-800-322-2588. The materials are available in both English and Spanish.

Endorsed by:



**CHILD
PROFILE**
www.childprofile.org

CHILD Profile is a program of the Washington State Department of Health.



Immunization Materials in Every Mailing



Immunizations
Birth through 6 years

A guide to protecting your child

Protect your child from chickenpox

Chickenpox (varicella) is a disease that spreads easily. It can be severe and even fatal in children and adults. It usually causes fever and a head-to-toe rash of very itchy blisters. The blisters can become infected, which is a common cause of hospitalization. Chickenpox can lead to pneumonia, encephalitis (swelling of the lining of the brain) and blood infection.

Two doses of varicella vaccine are recommended for children – the first at one year, and the second at 4 to 6 years (before kindergarten).

Proof of varicella vaccination or a doctor's signed statement that your child has had the disease is required for attending child care, preschool, and kindergarten. A parent's report of illness is no longer accepted because it is easy to mistake other rashes for chickenpox.

For the most current varicella vaccination requirements, visit:
www.doh.wa.gov/city/immunize/school

Protect your child from the flu

Influenza (flu) is a virus that spreads easily by coughing and sneezing, and can lead to serious illness and death. This is especially true for babies, young children, pregnant women, older adults. Seasonal flu causes about 23,000 deaths per year in the United States.

Who should get the seasonal flu vaccine:

- All children, age 6 months through 6 years, especially those with illness, diabetes, heart disease, asthma, or who have breathing problems.
- Pregnant women.
- Anyone living with or caring for someone who is 65 years of age or older, especially babies under 6 months too young to get flu vaccine.

Seasonal flu most often causes fever, cough, sore throat, body aches, and headache. Some people will not get sick, but they may still spread the virus.

Help your baby fight pertussis!

Recent outbreaks of pertussis (whooping cough) in Washington have caused hospitalizations and deaths.

Pertussis causes coughing that makes it hard for a child to eat, drink, or breathe. Babies younger than 6 months who get pertussis often must be hospitalized. Whooping cough can lead to pneumonia, seizures, brain damage, and even death.

DTaP vaccine
Your baby needs 4

- 2 months
- 4 months
- 6 months
- 15 - 18 months

THEN one more

- 4 - 6 years

Pertussis spreads easily by coughing or sneezing. Babies usually get it from an older child or adult who may only have a mild cough and not know they have whooping cough.

Call your doctor, nurse, or clinic to get your child vaccinated.

Lifetime Immunization Record

Name: _____
Birth Date: _____
Allergies/Vaccine Reactions: _____

CHILD PROFILE
CHILDHOOD HEALTH RECORD
BIRTH TO 18 YEARS

Name: _____

Present this record to your doctor or nurse at each visit.

Email: The Next Step

Increased technology use in our communities



Feedback from families



Readiness at the state level



Time to provide families the option of e-mail delivery

Project Overview

- American Recovery and Reinvestment Act funds to create e-mail functionality in the Child Profile Health Promotion System
- Planning:
 - Conduct needs assessment
 - Make recommendations
 - Make changes to the system

Project Overview

- Develop English and Spanish e-mail templates
- Reformat existing hard copy materials into webpages
- Test electronic materials

Needs Assessment

- 90 partners and stakeholders:
 - Interviewed directly
 - Participated in focus groups
 - Responded to an online survey

Benefits

- Cost savings
- Access to links for more information
- Ability to reach more people

Concerns

- Privacy
- Personal choice
- Limited Internet access
- Management of e-mail addresses
- Printing costs for materials requested by hard copy

Recommendations

- Make the service opt-in only
- Contract with a third party e-mail vendor
- Use hyperlinks in e-mails instead of attachments
- Test
- Continue to offer hard copy mailings
- Evaluate regularly


System Modifications

- IIS changes to support e-mail:
 - Added fields to Health Promotion Update screen
 - Created 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 valid

E-mail Newsletters

- E-mails are electronic versions of hard copy letters
- Best practices for e-mailing information:
 - Keep information in short, bite-sized chunks
 - Link to more information
 - Limit use of graphics/photos (unless value-added)
 - Keep reading level low
 - Tie in to existing website

Examples



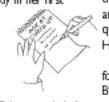
**CHILD
PROFILE**
childprofile.org

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 disease 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.

Family Health Hotline
1.800.322.2588
735.0775 relay

www.ParentHelp123.org

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

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. 325-0002E August 2011



**CHILD
PROFILE**

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.

Make a date for your baby's four-month checkup

The four-month checkup is the perfect time to ask questions about your baby's health, growth and development, sight, hearing, and immunizations. Bring your baby's [Lifetime Immunization Record](#) and [Childhood Health Record](#) to every appointment.

Immunize your baby on time

It's best to immunize your baby at the earliest recommended age because infants are more likely than older kids to get very ill, be hospitalized, or even die from vaccine-preventable diseases. See which [vaccines](#) are recommended at the four-month checkup. Until babies are old enough to get flu, chickenpox, and measles vaccines, make sure those in close contact with them are immunized. [More...](#)

Nutrition

Babies need only breast milk or formula

The American Academy of Pediatrics recommends breastfeeding for the first year of life. [More...](#)

Development

Sleep and your baby

Most babies this age wake up 2-3 times a night. Start a consistent bedtime routine. [More...](#)

Tummy time

Babies can get a flat spot on their heads from lots of time spent on their backs. Give babies plenty of "tummy time" when they're awake. [More...](#)

Reformatted Materials

- Webpages replace hard copy materials
 - Used Web design and health promotion best practices to create pages
 - Made webpages more interactive
 - Slide show
 - Expanding/collapsing menus

Examples

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
PHYSICAL HEALTH I grow and learn best when my body is healthy.	I can lift my head.  I need some awake time on my tummy, playing with you on the floor.	I can roll over.  I love exploring on the floor. Put toys near me... I'll reach for them!	I can sit up, try to move.  I learn by doing. Give me toys I can hold and a safe place to move around.	I use my fingers and toes.  Play games and sing songs with me that use my hands and feet.	I start walking without help.  Let me try new things. Play and walk with me outside.	I can climb and dance.  Find places I can use my arms and legs to climb safely. Dance with me!
SOCIAL & EMOTIONAL I learn best when you love me, encourage me and help me be with other people.	I need and trust you.  Feed me and respond when I cry so I learn I can count on you.	I show my feelings.  Notice my feelings. Respond to my sounds and moods in a reassuring way.	I like familiar people best.  Have the same people take care of me. This helps me feel safe and loved.	I enjoy playing with adults.  Sing out loud and dance with me. Play with things that make noise.	I like to explore with help.  Encourage me to explore while you watch. Smile and say, "You did it!"	I need help with my feelings.  Stay near me when I'm upset. Hug me and say kind words to me.
HOW I LEARN I want to learn and you can encourage me.	I look at faces and smile.  Look in my eyes while you change me or feed me. Smile at me.	I like to hold things.  I like to see and touch everything. Help me play with safe toys.	I like to play with toys.  Play with me using toys with different textures, sounds and shapes.	I move to explore.  Give me safe places to play and move. Watch me closely.	I know what I want.  Notice what I like and want to do. Play along with me.	I learn through play.  Let me find new ways to play. Show me your ideas, too.
THINGS I KNOW I learn when you help me explore the world around me.	I learn through my senses.  Play quiet music while you hold me close.	I notice routines.  Cuddle me and sing quietly to me before bedtime.	I am interested in people.  Show me people in pictures and books. Look in the mirror with me.	I like to play hiding games.  Hide something and then uncover it. Play peek-a-boo with me.	I begin to scribble.  Let me try crayons and markers while you draw with me.	I put things together.  Help me play with things I can stack or string together.
LANGUAGE I learn when you play, talk, read and write with me.	I make noises and listen.  Talk to me and respond to my sounds. I'm learning from what you say.	I make and respond to sounds.  I learn words before I can talk. Tell me the words for things we see and do.	I babble and try to talk.  Read books with me. Name and help me point to things in the pictures.	I use sounds with gestures.  Talk with me. Wait for me to make sounds and then talk to me again.	I begin using words.  I want to understand and say words. Tell me what is happening as we do it.	I want to be understood.  Listen and give me time to talk. Add your words to mine.



Washington State Department of Health
Immunization and Child Profile Office
Watch and Help Me Grow from Birth to 18 Months



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[Watch Me Grow](#)
[Immunization](#)
[Nutrition](#)
[Development](#)
[Oral Health](#)
[Safety](#)
[Parent Health](#)
[Partner Materials](#)

<< breadcrumbs... >>

Birth to 3 Months

3 to 6 Months

Physical Health >>

Social and Emotional

How I Learn

Things I Know

Language

6 to 9 Months

9 to 12 Months

12 to 15 Months

15 to 18 Months

Babies learn and grow through everyday things you do with them. Everything they learn, do, and feel is connected. How they learn and grow depends on both who they are and what they experience.

The slideshow below shows the many ways young kids grow and develop. It also shows what you and your baby's other caregivers can do to encourage learning and healthy development.

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!

Growth and Development for All Ages

One simple activity, like reading together, can help your child develop in many different ways.

Physical Health

Babies grow and learn when their bodies are active. When they sit on your lap, hold their heads up and try to turn the pages with their fingers. As they get older, they can act out stories for you as you read them.

Social and Emotional Health

How Babies Learn

Things Babies Know

Language

Questions or concerns?

Sometimes kids have developmental delays that can improve with extra support. If you have questions or concerns about your child's development, talk with your doctor or nurse. Or call the Family Health Hotline at 1-800-322-2588 or 211 (TTY relay) for the name of a Family Resources Coordinator (FRC). An FRC can help arrange a free developmental screening and further services, if needed.

Links to Child Profile

[For Parents](#)

[For Providers](#)

[For Partners](#)

[Child Profile en Español](#)

[Health Promotion Materials](#)

[Immunization / Child Profile Office](#)

[Contact Us](#)

<< required footer elements >>

User Testing

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

Parent Usability Testing

- Seven parents at a computer:
 - Tested the entire e-mail process
 - Monitored verbal and facial reactions
 - Monitored navigation
 - Submitted findings and recommendations

What Worked Well

- Familiarity with the current mailings
- Straightforward sign up and confirmation process
- E-mail appearance and content
- E-mail and website content was useful
- E-mail option is desirable

Next Steps

- Incorporate feedback from user and parent testing
- Continue to create e-mail templates and reformat materials
- Test
- Go live with a small pilot group in late 2012
- Evaluate

Questions?

- For more information:
 - Michele Roberts
 - Michele.roberts@doh.wa.gov
 - Denise Hawthorne
 - Denise.Hawthorne@kingcounty.gov

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