



WASHINGTON STATE'S CENTRALIZED WELL-CHILD VISIT REMINDER PROGRAM

Washington's Health Promotion System

- Our state's well-child visit reminder system
- Fully integrated part of the Washington State Immunization Information System
- Data quality tool for the birth to six population
- Used to send well-child visit information to all families with kids aged birth to six in English and Spanish

The Mailings



Reach

- Send ≈32,000 mailings a week
- Reach nearly 500,000 families a year
- 98% of target population



Content

- Based on Bright Futures Guidelines
- Immunization schedule
- Reviewed by public health professionals yearly
- Partnerships



Timing

- Correspond with AAP well-child visit schedule
- CDC immunization schedule

The Data

- Birthing hospitals
- Birth and death certificates, adoptions
- USPS
- Healthcare providers and health plans
- Family Health Hotline
- Parents

Data Quality

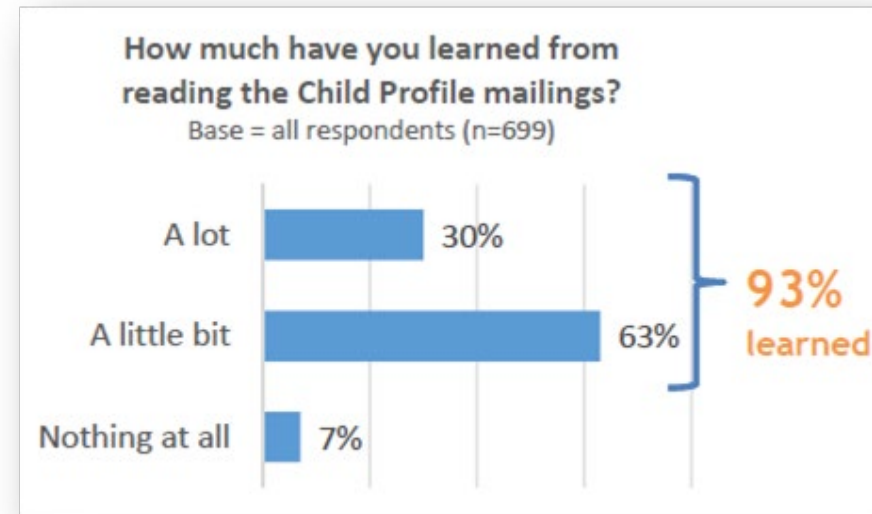
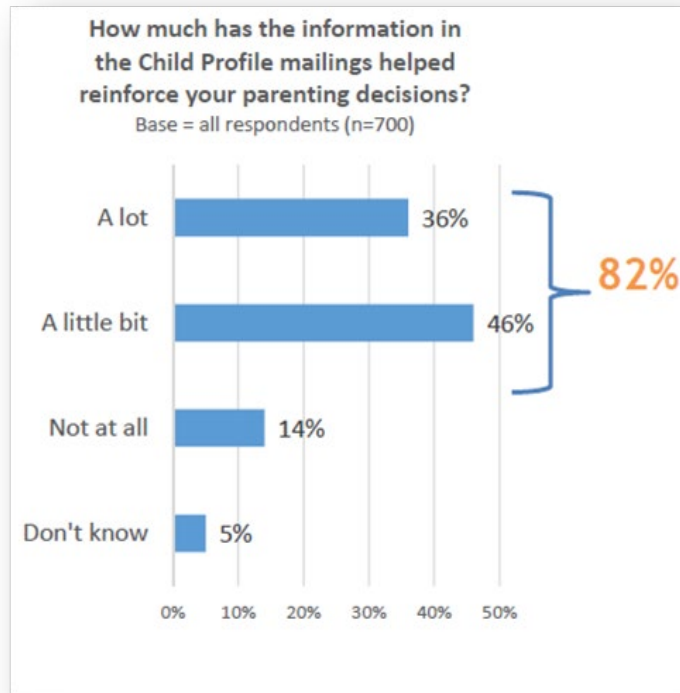
- Internal data sources
- External data sources
- Address standardization and scrubs

Other Benefits

Ensures:

- High-quality demographic data
- High-quality vaccine administration data
- Vaccine admin errors are caught and/or data entry errors are resolved

Parent Engagement & Evaluation



More Parent Engagement

- Facebook
- Web



Questions?



Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.