



# WASHINGTON STATE'S CENTRALIZED WELL-CHILD VISIT REMINDER PROGRAM

# Washington's Health Promotion System

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- 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

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## 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

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

# Data Quality

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

# Other Benefits

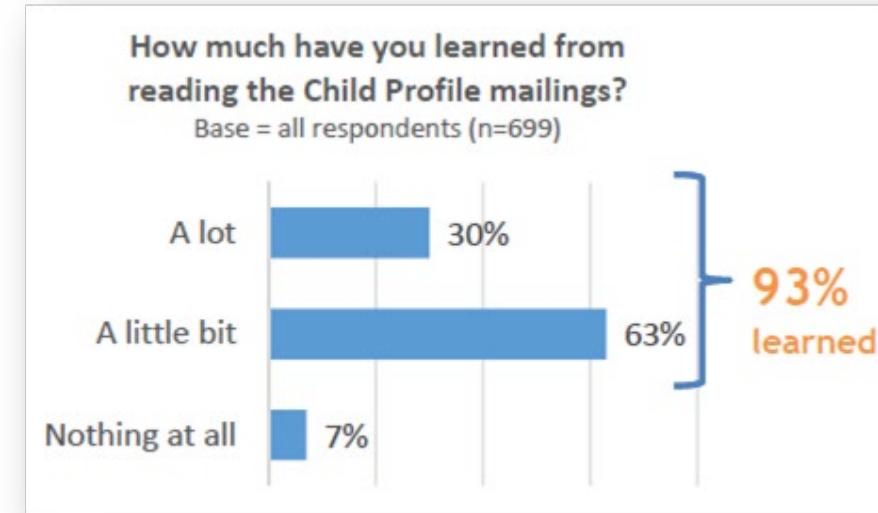
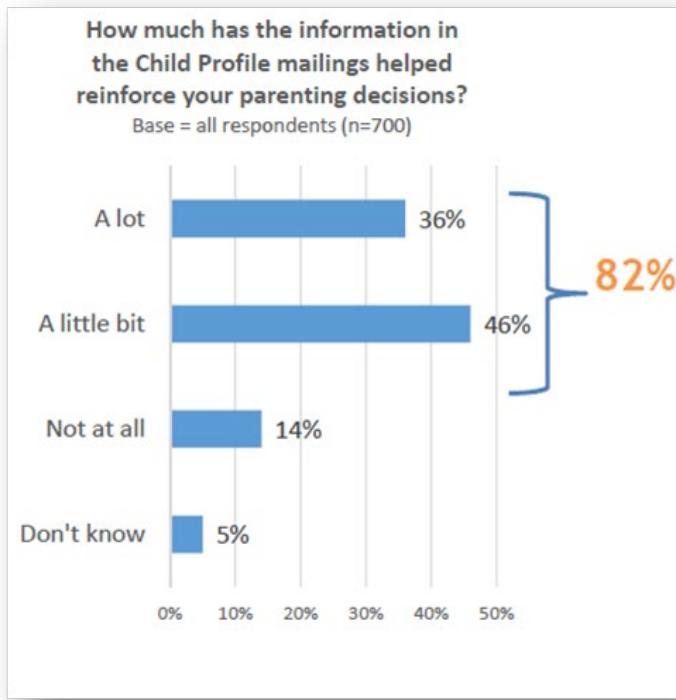
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Ensures:

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

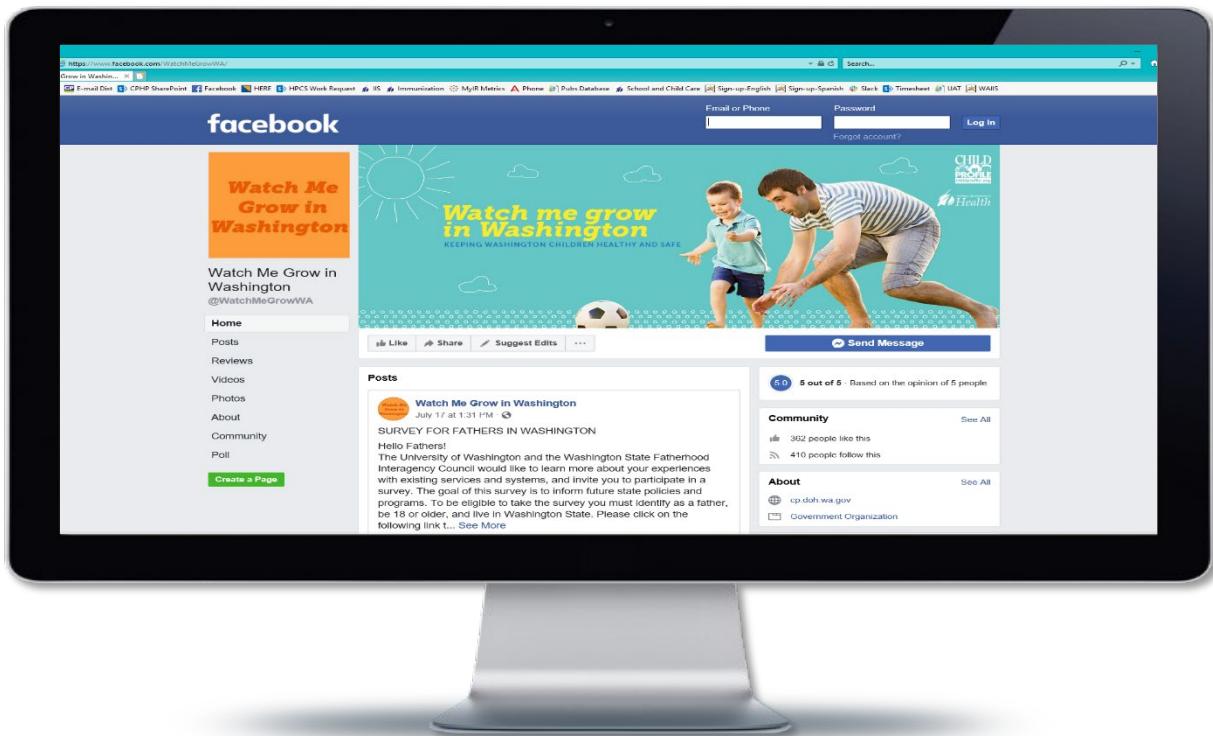
# Parent Engagement & Evaluation

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# More Parent Engagement

- Facebook
- Web



Questions?

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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](mailto:civil.rights@doh.wa.gov). TTY users dial 711.