



AIRA
AMERICAN IMMUNIZATION
REGISTRY ASSOCIATION

INFORMATION REQUEST

Topic: Promoting IIS

Request Date: September 26, 2019

Information Requested:

1. Has your IIS program implemented any novel activities to promote your IIS with providers or the public (e.g., social media postings, interactive conference exhibits)? If so, please tell us a little about them.
2. Have you used the [AIRA one-sheet resources](#)? If so, how have you used them (e.g., providing to partner organizations, offering at conferences)?

Requesting Member: Beth Parilla (on behalf of AIRA's Education Steering Committee)

Responding Member(s): Phyllis Bourassa (CO), Robert Hargis (MI), Miriam Muscoplat (MN), Ellen Amore (RI), Kristy Westfall (WY)

Results:

CO:

The Colorado Immunization Information System and the Colorado American Academy of Pediatrics collaborated on a presentation that was recorded and shown at the Annual NACCHO Conference. Below is a brief description:

Colorado Immunization Information System (CIIS) Training and Outreach Unit Supervisor collaborated with the Colorado American Academy of Pediatrics (AAP) Chapter IIS liaison to record a presentation for a panel discussion at the 2019 Annual NACCHO conference. The presentation focused on the outreach activities CIIS and AAP worked on together this past year to promote CIIS to pediatric practices. This fit well with the conference theme, "Improving the Nation's Health through Public and Private Partnerships. The presentation concluded with the following benefits gained from our partnership:

- The success of CIIS depends on both the integrity of the system (we have a great system in CO thanks to CDPHE) AND the buy-in from the practitioners within our state. Together, we are working to bridge gaps, encourage provider participation, and ultimately improve the health of Colorado's population.
- Leveraging the expertise of our Colorado partners has helped CIIS develop outreach materials and education that better targets audience needs.



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MI:

The attached document is a placemat produced to summarize Missouri's IIS Replacement Project.

MN:

Minnesota has used social media to promote MIIC quite a bit. See attached document with examples (and links). We also regularly exhibit at professional conferences such as MNACOG, MAFP, and the Minnesota Pharmacy Association. I can provide more details on the professional meetings if you are interested.

We have not used any of the one-sheets. As you know, we have a lot of branded MIIC materials and guidance that we regularly use.

NV:

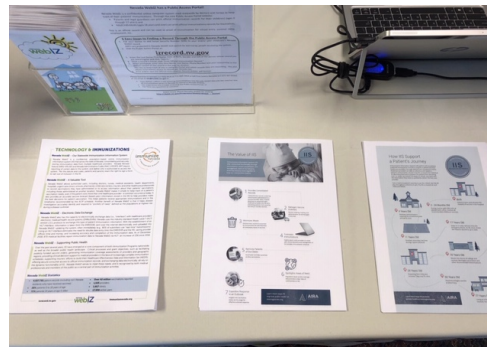
In Nevada, our immunization coalition holds a special NIIW luncheon at the Legislature each April, and NV WebIZ always has a table. This was the perfect opportunity (and audience) for the one-sheets (see attached photos from April 2019).

I was recently attended a "meet and greet" meeting with our new Division Administrator, as she wanted to learn more about each Program. I provided her with a variety of one-sheets to take with her; between those and our conversation, we have won another IIS champion!

Next, we plan to share a variety of co-branded one-sheets with our Division's Tribal Liaison, as she sets out on a trip around Nevada to meet with all of the Tribal Health Directors. We have a great relationship with our tribes, and good reporting, but it's always good to take opportunities to engage leadership and reinforce the value of IIS.

Additionally, our annual Nevada Health Conference is coming up in a couple of weeks, and we'll be sharing the co-branded one-sheets at our exhibit table.

Thank you for making these, AIRA!





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RI:

RI used the IIS 101 "one-sheet." It was part of a communication packet sent to state legislators for information supporting expansion of the state IIS beyond age 18 to include all ages. The legislation was successfully passed by both house and senate.

WY:

1. We recently participated as an exhibitor at the Wyoming Nurses Conference. We provided information regarding Wyoming's Mandatory Reporting requirements as well as promoted the overall value of the IIS. We are changing our focus from communicating the requirements of using the IIS versus the value of using the IIS and why they should use it regardless of requirements.

We are currently planning our 2020 Wyoming Immunization Conference and we are scheduling hands-on breakout sessions with IIS users as well as a session on promoting efficiencies by establishing an electronic connection to the WY IIS for reporting immunizations.

2. We absolutely LOVE the one-pagers. Specifically, the "EHR and IIS infographic," "How IIS Supports a Patient's Journey" and the "Value of the IIS infographic." We used these when exhibiting at the Wyoming Nurses Conference and we have shared within our Agency as well to assist in communicating the importance and value of an IIS.