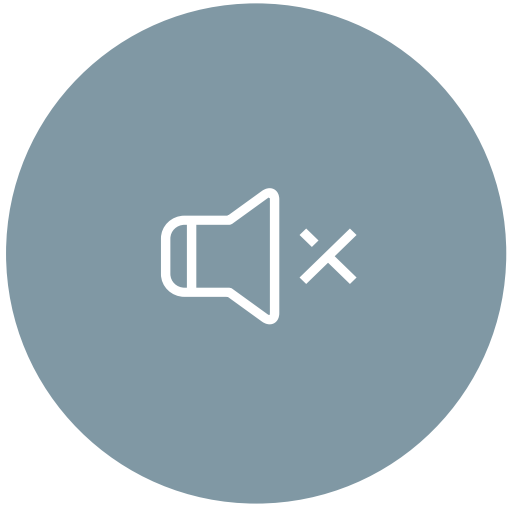
AIRA
AMERICAN IMMUNIZATION REGISTRY ASSOCIATION

AIRA Members & Partners Quarterly Meeting

July 15, 2024

Welcome – Heather Roth, President

This meeting is being recorded and will be posted in the AIRA repository



All phone lines are muted

Welcome – Heather Roth, President

How do I ask a question?

There will be time allotted for Q&A following each of the updates.

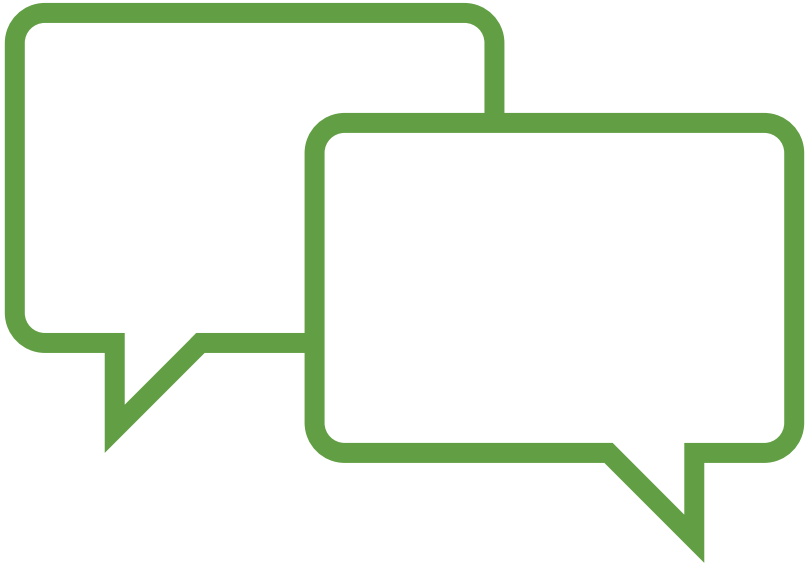
Select the unmute icon and ask your question verbally.

Select the chat icon and type your question into the chat box.

Select the reactions icon, select “Raise Hand,” and you will be called on.

Technical Support

If you experience any technical issues during the meeting, please contact **Jo Turcotte** via direct message in the Chat.



American Immunization Registry Association (AIRA) Update

Rebecca Coyle

Important Changes

- Announced on July 11th, AIRA will undergo a workforce reduction
- We regret the impact this will have on our community
- We are dedicated to maintaining the quality of our services to our members and partners
- More information about impacted programs and services is forthcoming

Discovery Sessions

Discovery Sessions

- Average attendance: 100

Recently Covered

- IIS Functional Standards
- AIRA 2024 Recap
- Emerging Standards

Up Next

- **July:** *Moving Needles:* Increasing Connectivity between Post Acute and Long-Term Care EHRs and IIS
- **August:** IG Digitalization Project
- **September:** Pharmacoepidemiology, Vaccine Safety, and IIS

Impact: Over 560 individuals from 132 organizations attended AIRA's Discovery Sessions in FY 2023.

IIS Manager Collaborative

- Space for IIS managers to connect with peers
- Bi-monthly virtual discussions
- Avg attendance: 40 IIS Managers

January 2024:

Medicaid Funding Part 2

March 2024:

IZ Gateway – Provider Landscape & Data Participation Gaps

May 2024:

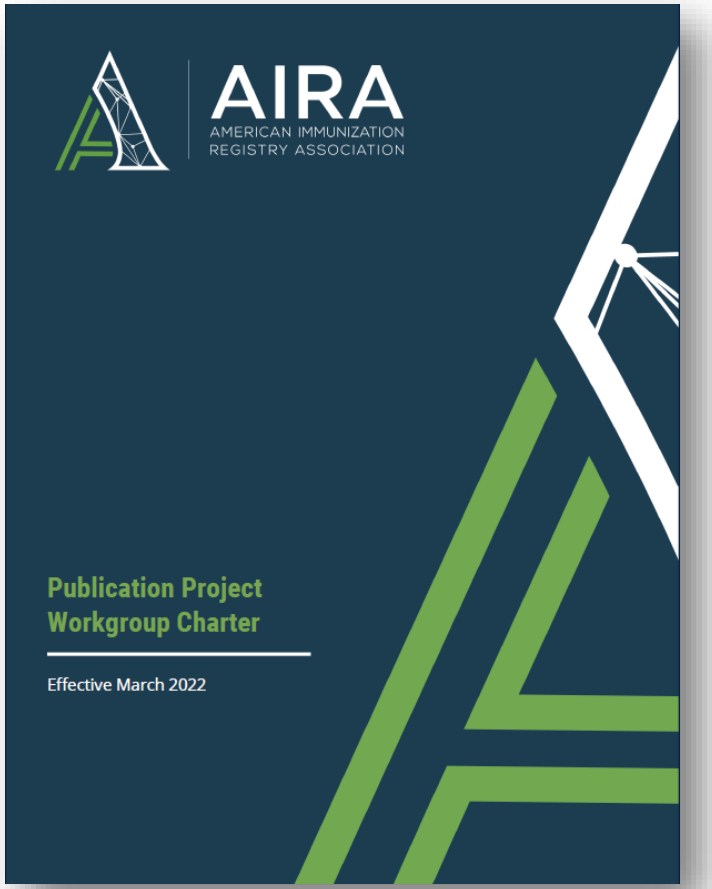
Data Modernization

July 2024:

Workforce Development & Staff Training Offerings

Publication Project Workgroup (PPW)

- Increased interest in membership
- Reviewing & updating charter
  - Broadening membership from invite-only to open
  - Membership more inclusive of a range of publication experience
  - Changing meeting cadence

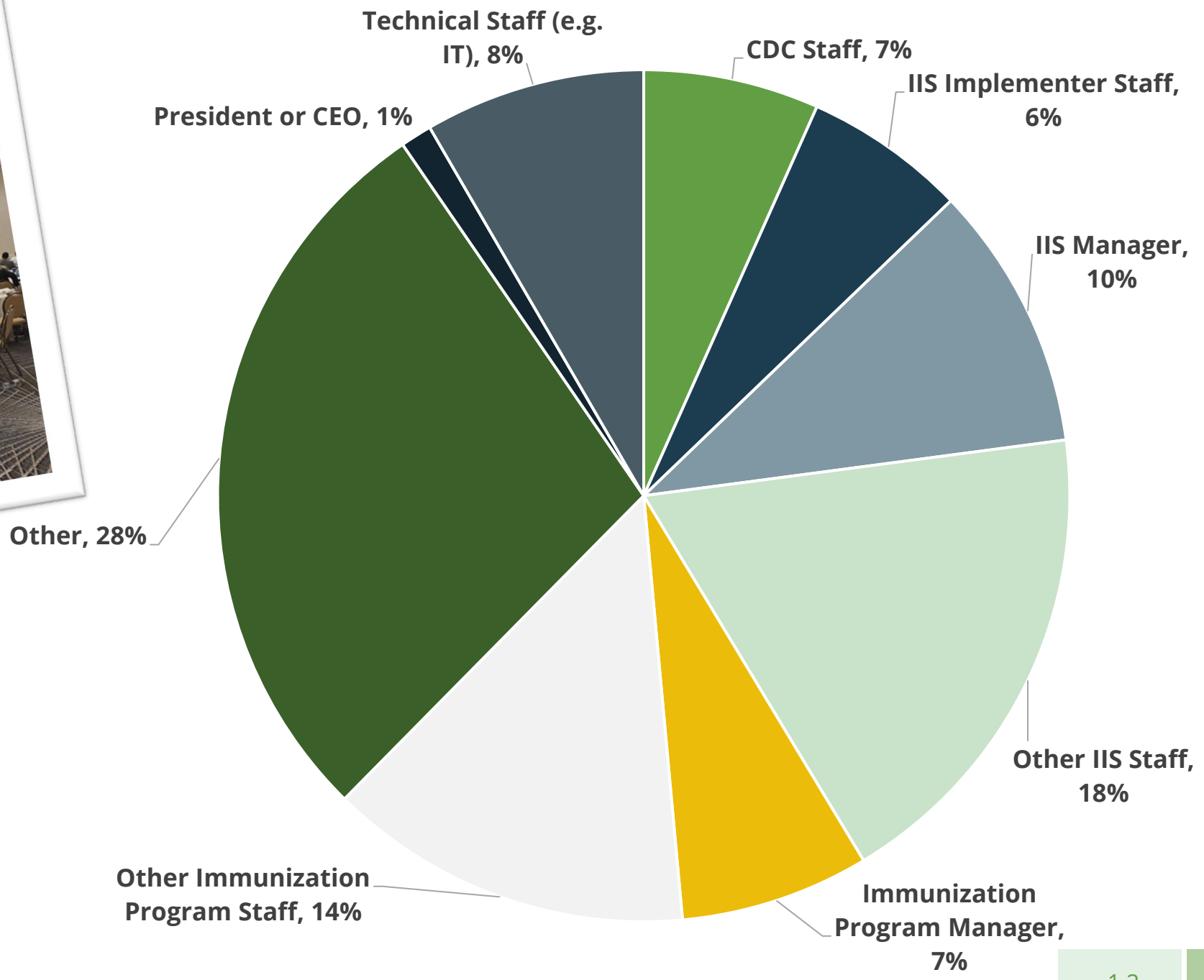


AIRA 2024 National Meeting

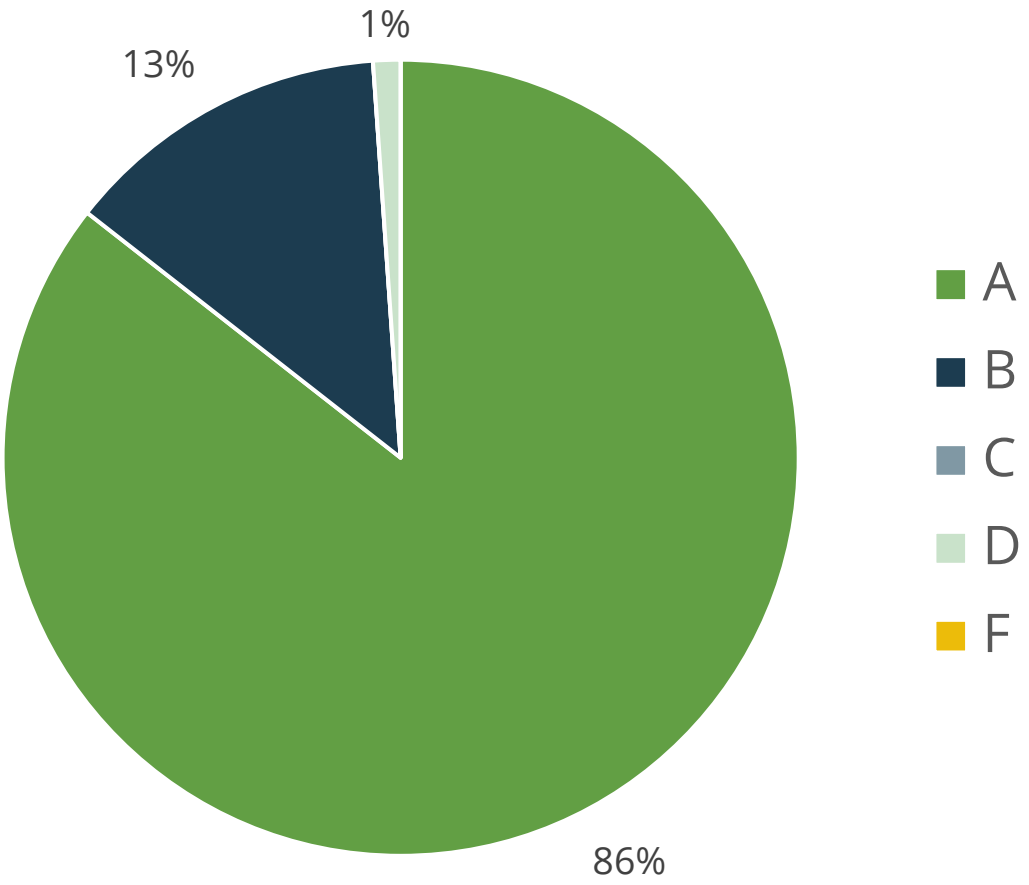
AIRA 2024 National Meeting Recap

- 585 registered attendees
- 90 breakout presentations, 9 plenary sessions
- 47 AART Clinic appointments

Who Attended



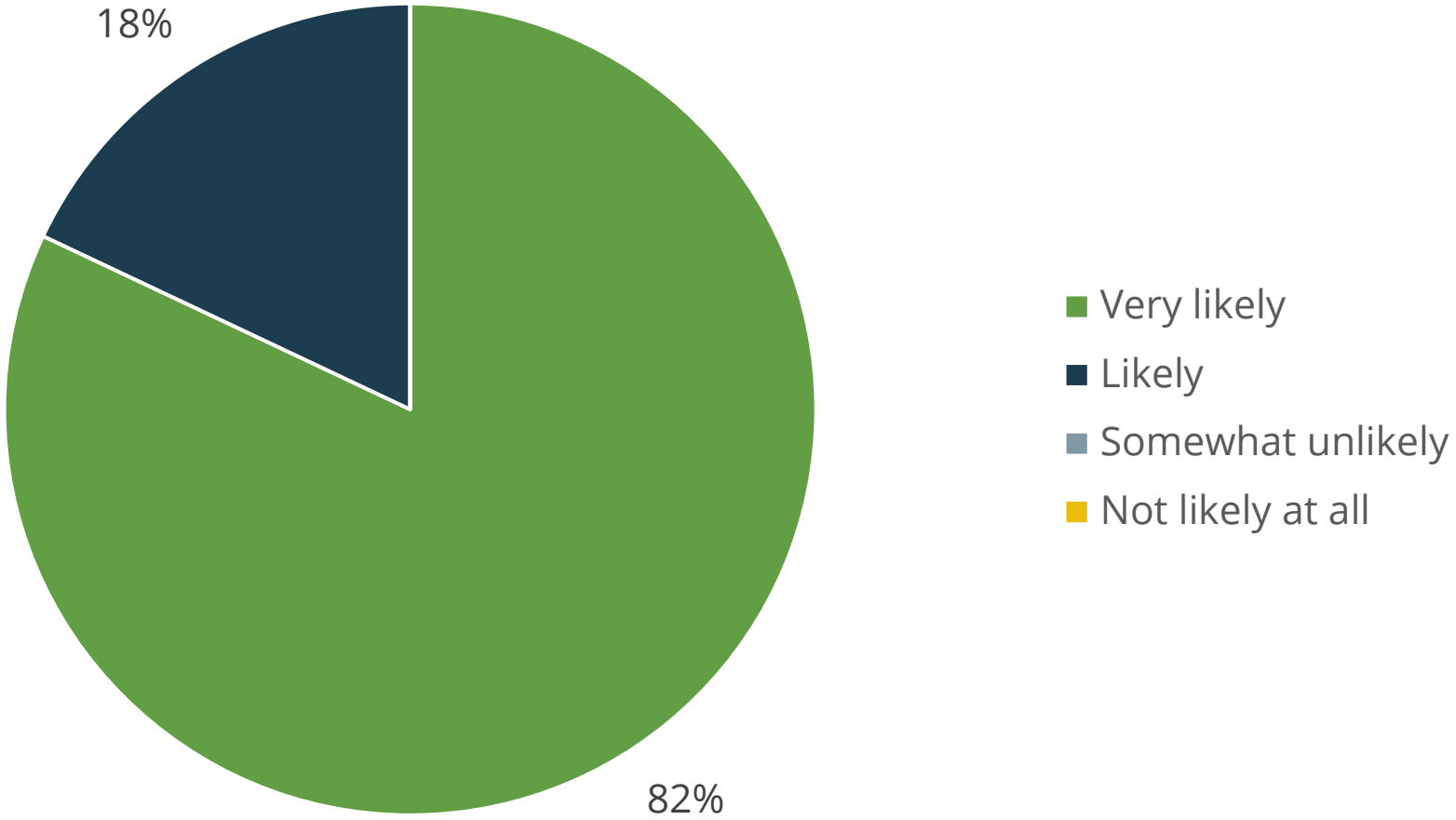
High-level Evaluation Recap



What is your overall grade for the AIRA 2024 National Meeting?

(90 answered; 1 skipped)

How likely are you to use this meeting's content in your work or share it with others who may use it?



(89 answered; 2 skipped)

Meeting Content

What went well:

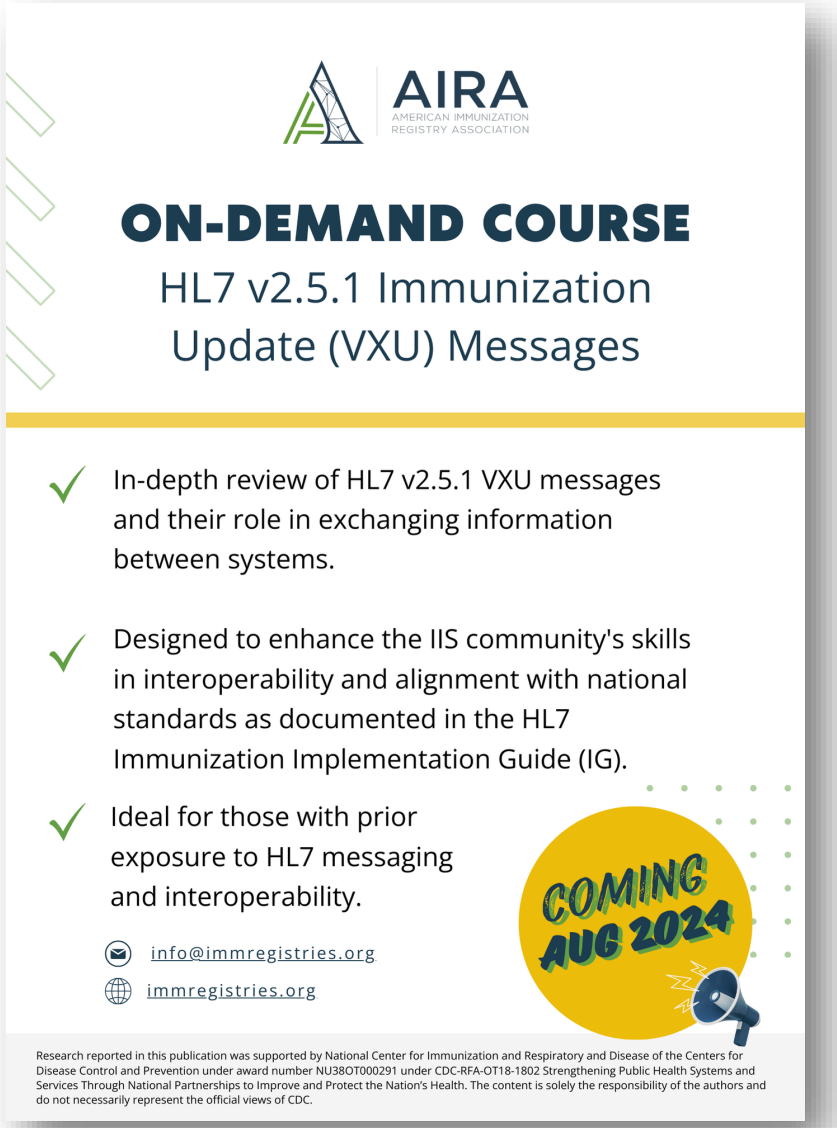
- Diverse, broad topics, excellent opportunities to learn and share
- Overall great breakout presentations topics and content
- Well organized tracks

What could we do better:

- Include tracks that are less technical for newer folks
- Allow more time for breaks and networking

Attendee Takeaways

- “How important it is to **network** and make connections.”
- “Immunization community is connected but still needs to be thinking about **future and funding**.”
- “Understanding that other states have similar issues. Finding **creative solutions** that we can bring back to our IIS.”
- “This is a great group of supportive people. Everyone created a sense of **community**.”



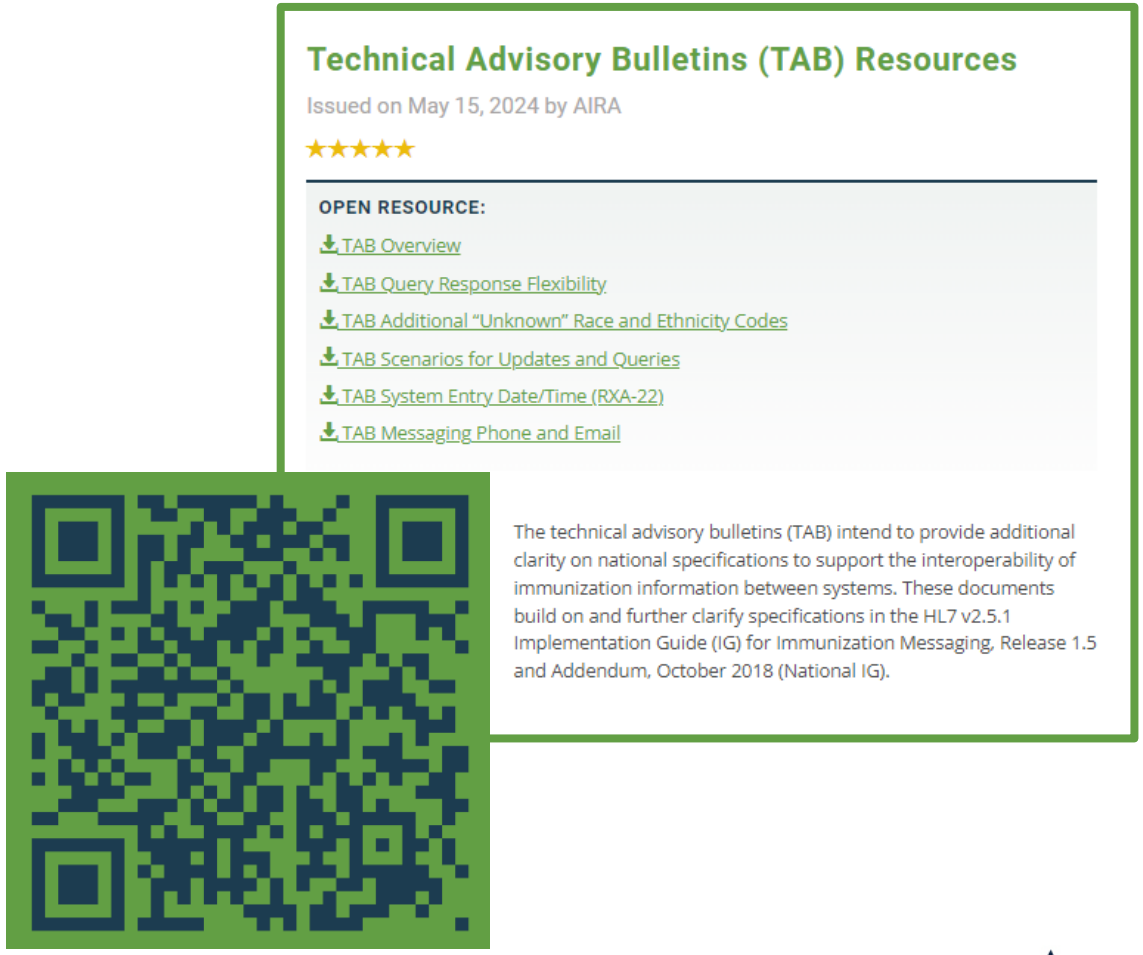
New AIRA e-Learning Course: Coming Soon!

Registration opens early August

Keep an eye out for announcements in AIRA's Weekly Update!

Technical Advisory Bulletins (TABs)

- Builds on and clarifies specifications in the *HL7 v2.5.1 Implementation Guide for Immunization Messaging, Release 1.5 and Addendum, October 2018*
- Each TAB addresses a specific topic
- Use TABs to inform the development and maintenance of HL7 exchange capabilities and interfaces



Immunization Integration Program (IIP)

Testing & Recognition

- New modular test plan published on the NIST IIP Test Suite
- Preparing to test with pilot vendor, Office Practicum

Collaborative

- Immunization data exchange with pharmacies - conducting interviews with Pharmacy Management System vendors to understand capabilities and workflows
- Illinois/Chicago technical assistance – supporting development of a roadmap to improve data quality through implementation of IIP's acknowledgment and data validation guidance

Onboarding Shared Services (OSS)

Training

Provider Onboarding for IIS 6-week live training course concluded in April, 108 participants representing 29 jurisdictions

On-demand version of Session 1 piloted with ~50 learners

Technical Assistance

6-month onboarding TA project with IL/Chicago concluded

9-month USAPI Onboarding Learning Community continues through July

Resources

Provider onboarding templates refreshed and republished in the AIRA repository

AIRA's Work with IZ Gateway

Provide subject matter expertise to support IZ Gateway documentation development

Develop strategies to assist IIS and multi-jurisdictional vaccine providers with connecting and exchanging data through IZ Gateway

Track and monitor the completion of interjurisdictional MOUs

Completed Revisions and Published:

1. IIS-IIS Companion Guide version 4.1
2. Provider-IIS Companion Guide version 3.1
3. QBP/RSP Analysis Findings version 4.0

Revision in Progress:

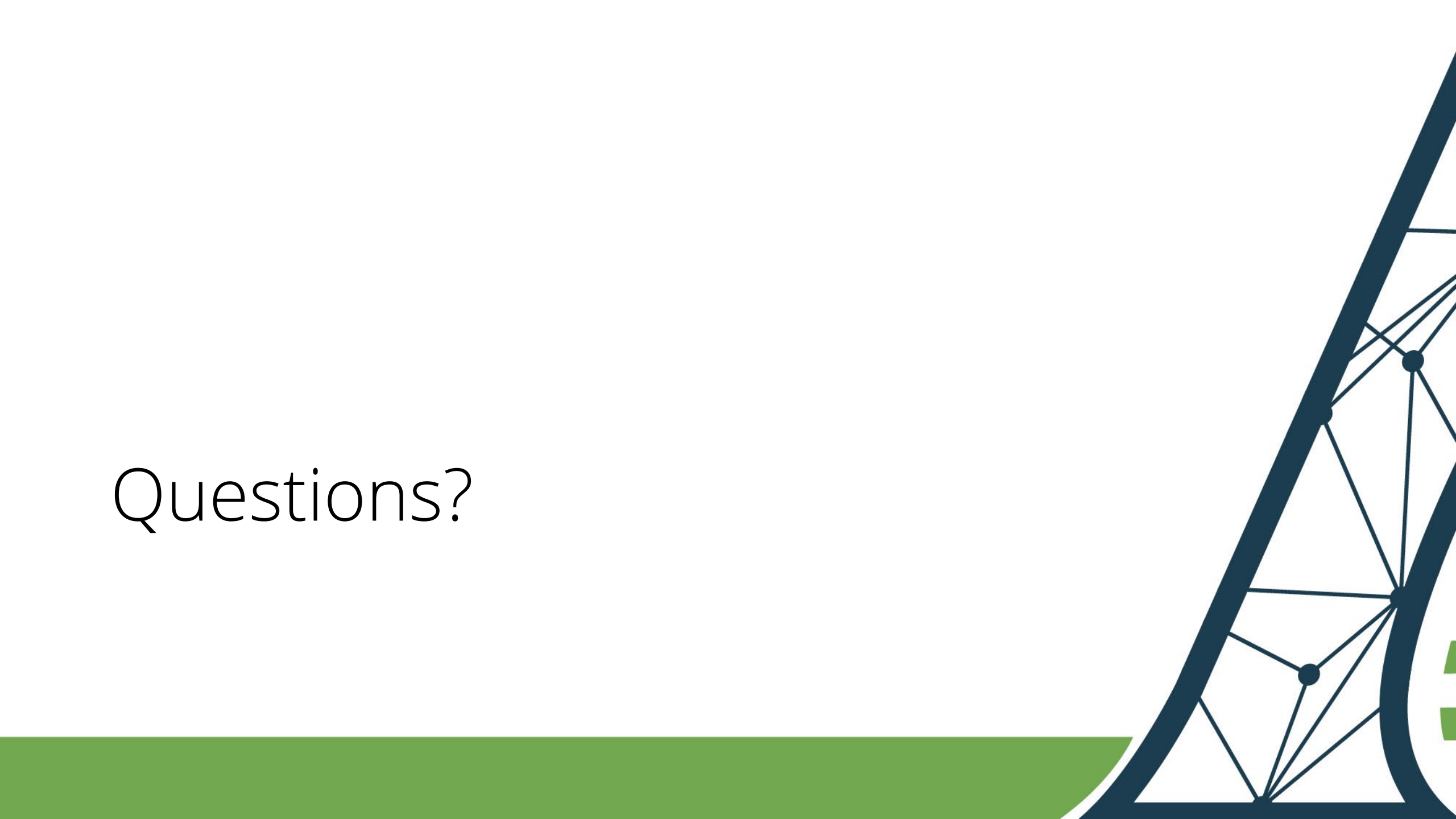
1. DoD/VA Oracle Health Gap Analysis version 3.0
2. EDN/RIISE Gap Analysis version 3.0

Coming Soon:

1. AZOVA Gap Analysis

National Set of Test Patients for Standardized Query Testing Pilot July 2024

Questions?



Office of Public Health Data, Surveillance, and Technology (OPHDST) Update

Jim Jirjis & Tara Ramanathan Holiday

Trusted Exchange Framework and Common Agreement (TEFCA) Overview

Jim Jirjis, MD, MBA, FACP
Division Director, Data Policy and Standards Division (DPSD)

Presented at American Immunization Registry Association's (AIRA) Members and Partners Meeting
July 15, 2024

Who We Are

The Office of Public Health Data, Surveillance and Technology (OPHDST) is leading efforts to improve the availability and use of public health data to inform decision-making and action across the public health ecosystem.

Customer-centric, user-focused, mission-based, and here to serve

A team of experts with cross-functional knowledge and skills

Driven by unified public health data strategy that helps focus our resources and clarify our priorities

National Center for Health Statistics, the federal government's principal health statistics agency, reports to OPHDST

The Public Health Data Strategy (PHDS) has put us on a path to achieve our vision

by outlining the data, technology, policy and administrative actions needed to exchange critical core data efficiently and securely across health care and public health.

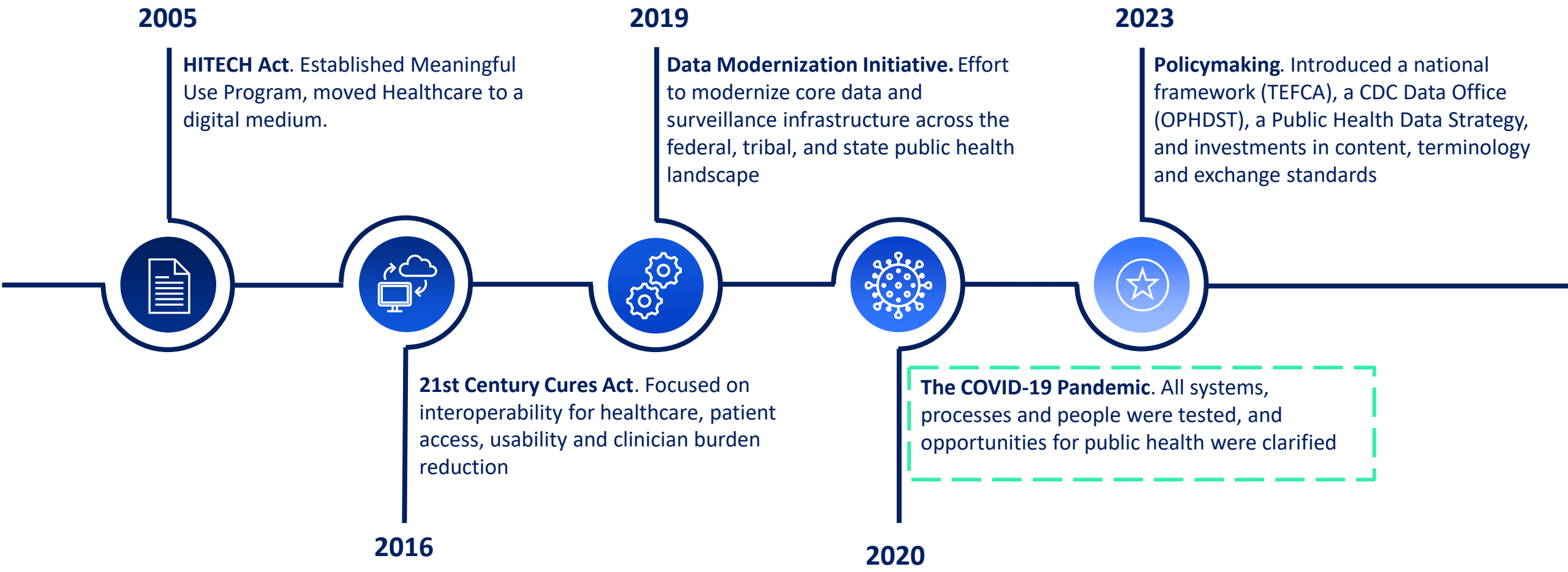
Core Public Health Missions:

Detect & Monitor | **Investigate & Respond** | **Inform & Disseminate** | **Be Response-Ready**

Public Health Data Goals:

1. Strengthen the core of public health data
2. Accelerate access to analytic and automated solutions to support public health investigations and advance health equity
3. Visualize and share actionable insights to inform public health action
4. Advance more open and interoperable public health data

History of Health Data Interoperability Policy



TEFCA Framework Promotes Policy and Technical Alignment

- **The Trusted Exchange Framework consists of seven non-binding trust principles:**
  - ❑ Standardization
  - ❑ Openness and transparency
  - ❑ Cooperation and nondiscrimination
  - ❑ Privacy
  - ❑ Security and safety
  - ❑ Access
  - ❑ Equity and public health

- **The Common Agreement**:
  - ❑ Is a 64-page, legally binding contract between the RCE and approved QHINs.
  - ❑ Qualified Health Information Networks (QHIN) are required to flow down many provisions of the Common Agreement to their Participants and Sub participants, including the requirement to comply with applicable law and relevant Recognized Coordinating Entity (RCE) Standard Operating Procedures (SOP).
  - ❑ Because of the flow-down requirements, the Common Agreement will effectively require all persons and entities participating in the TEFCA ecosystem to comply with the same "rules of the road" when engaging in data exchange through a TEFCA-enabled network.

- **Standard Operating Procedures**

- **The QHIN Technical Framework**

TEFCA Goals

GOAL 1

Establish a universal policy and technical floor for nationwide interoperability

GOAL 2

Simplify connectivity for organizations to securely exchange information to improve patient care, enhance the welfare of populations, and generate health care value

GOAL 3

Enable individuals to gather their health care information

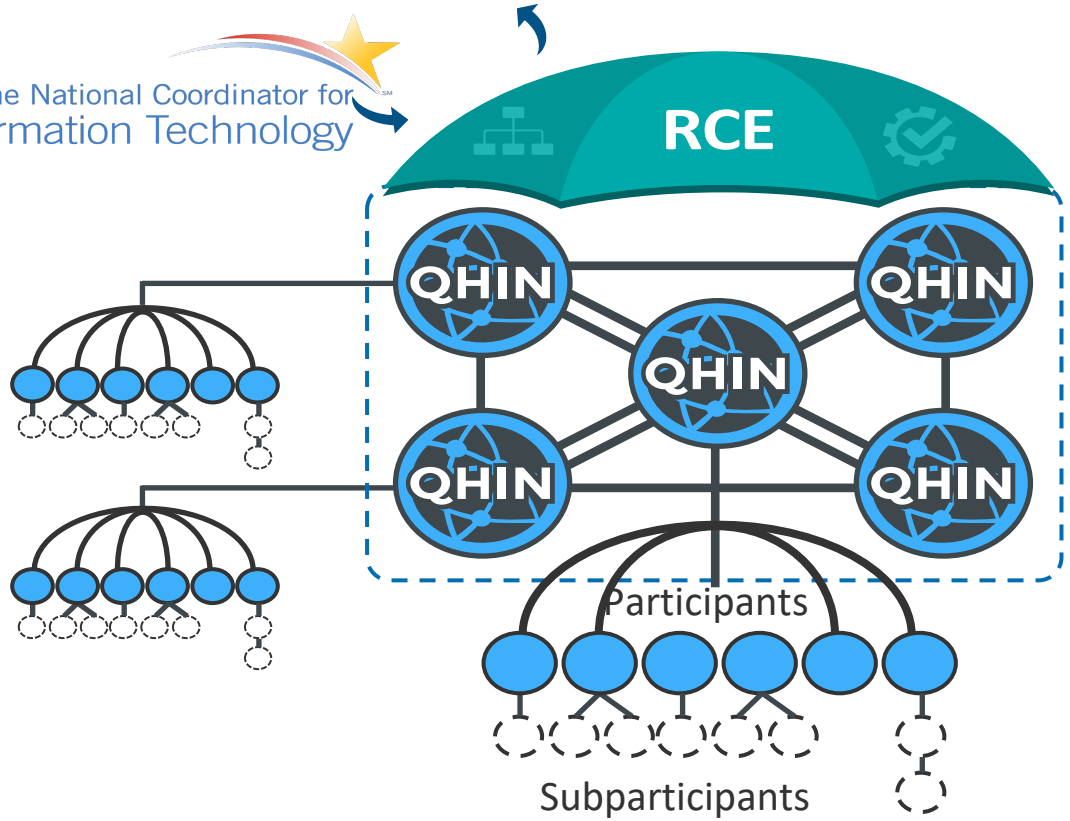
TEFCA Realized in the Immunization Information Systems (IIS) (examples, not exhaustive)

- Bi-directional exchange of immunization data between healthcare and public health
- Query to get updates to immunization administration record
- Push transactions to public health or CDC program from pharmacy or healthcare organization in real time to IIS

How will exchange work under TEFCA?

One benefit of TEFCA is that large volumes of data are already flowing through Health Information Networks.

The Office of the National Coordinator for Health Information Technology



ONC defines overall policy and certain governance requirements.

Recognized Coordinating Entity (RCE) provides oversight and governing approach for Qualified Health Information Networks (QHINs).

QHINs connect directly to each other to facilitate nationwide interoperability.

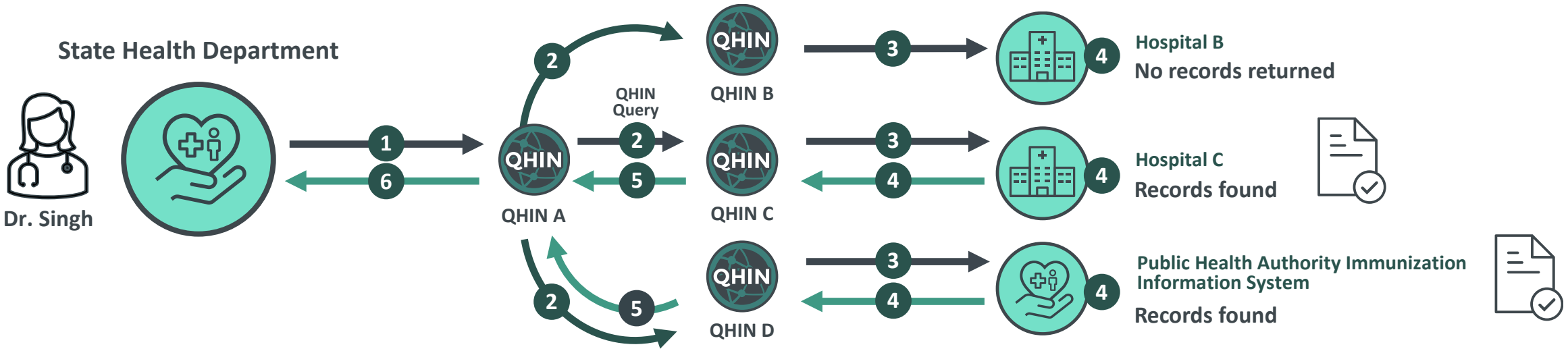
Each QHIN connects Participants, which connect Subparticipants.

These networks can help filter, link, and route data in ways that make it easier for all levels of public health to analyze and act on.

Example: Public Health Exchange Purpose*

ONC TEFCA RECOGNIZED COORDINATING ENTITY

Use Case: Public Health Authority queries TEFCA for a case investigation

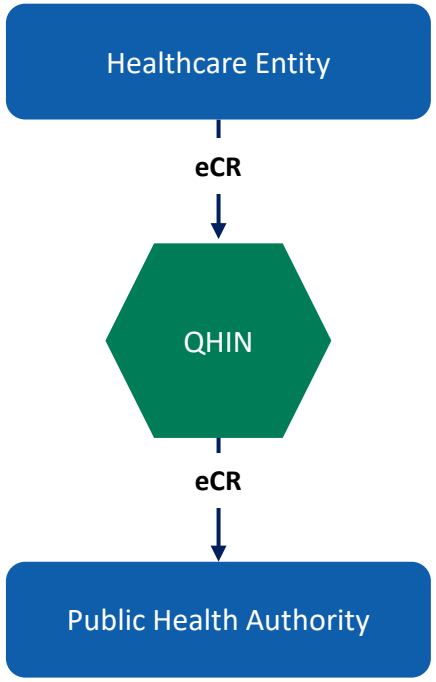


1. Dr. Singh (Participant) is performing a case investigation. She has a public health need and the appropriate authority to understand all previous care provided to a particular patient, Robert. Dr. Singh sends a request for medical records to QHIN A for the Exchange Purpose of Public Health.
2. QHIN A initiates QHIN Query to all QHINs.
3. QHIN B, C, D execute their query methodology to request Robert's records from their Participants.
4. Hospital B finds no records. Hospital C and a Public Health Authority's Immunization Information System (both Participants) respond to their respective QHINs with Robert's records.
5. In Response, QHIN C, D send Robert's records to QHIN A.
6. QHIN A sends Robert's records to Dr. Singh.

*Public Health is an authorized Exchange Purpose under the Common Agreement but response to a query for this Exchange Purpose is not required as of April 2024

Electronic Case and Disease Reporting and Data Exchange

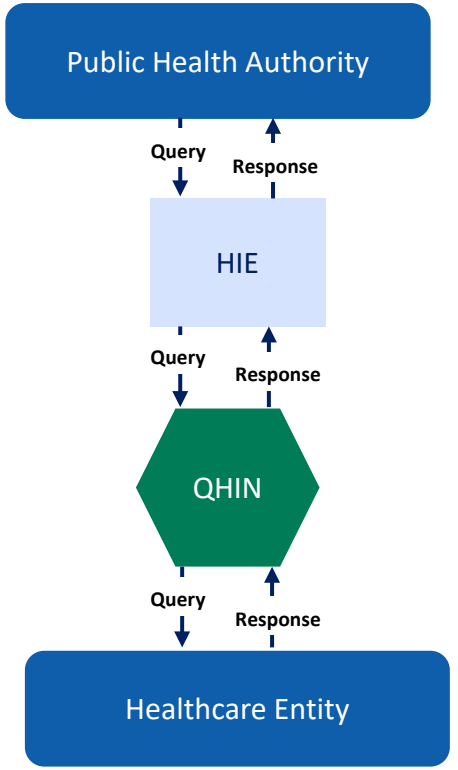
PUSH: data to public health



VALUE: Leverage electronic case reporting

- Address agreements and technical specifications.
- More complete data being available to the case worker
- Set the stage for potential future FHIR® exchange

PULL: request data from healthcare



VALUE: Request data to complete records, longitudinal follow-up

- Utilizing TEFCA allows case investigators to more easily search in portal for this information and saves a material amount of time for them
- Longitudinal follow-up of cases

The Big Picture: Where does TEFCA fit in?

Implementation Centers

Help public health jurisdictions adopt modern approaches to data exchange

FHIR® Advancement & Strategy

Adopt standards that can be more easily extended and reused as conditions change

USCDI & USCDI+

Prioritize and harmonize data most crucial to the needs of public health and beyond

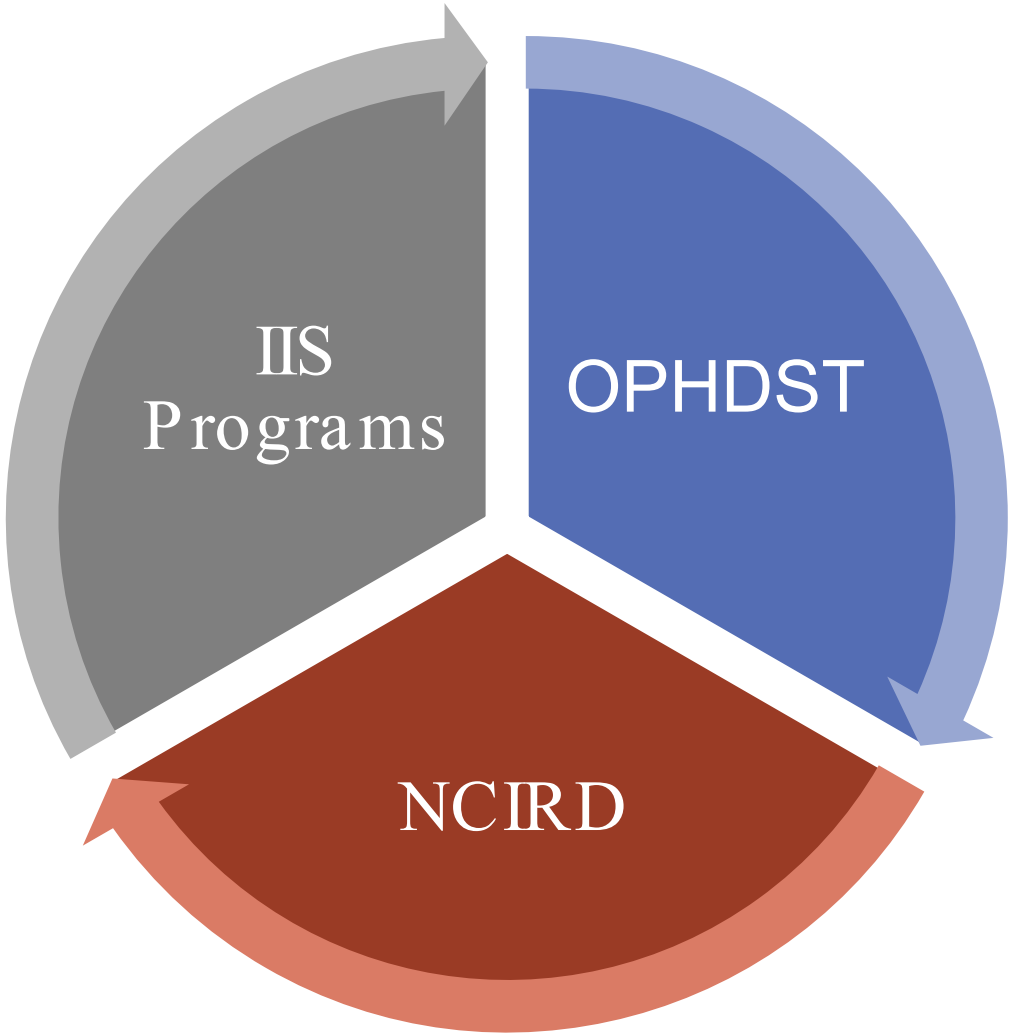
Certification of IT & Data Systems

Ensure IT and data systems used by public health are sustainable and meet baseline requirements for security and functionality

TEFCA℠

Develop common, pre-negotiation agreements to simplify data exchange nationwide

Working Together: TEFCA Benefits for Immunization Space



- CDC is eager to hear ways it can leverage AIRA's partnership in making immunization data exchange better for public health
- OPHDST and National Center for Immunization and Respiratory Diseases (NCIRD) seek AIRA's collaboration on ways TEFCA can be useful for immunization data sharing

Thank you

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Association of Immunization Managers (AIM) Update

Kristy Westfall

AIM Update

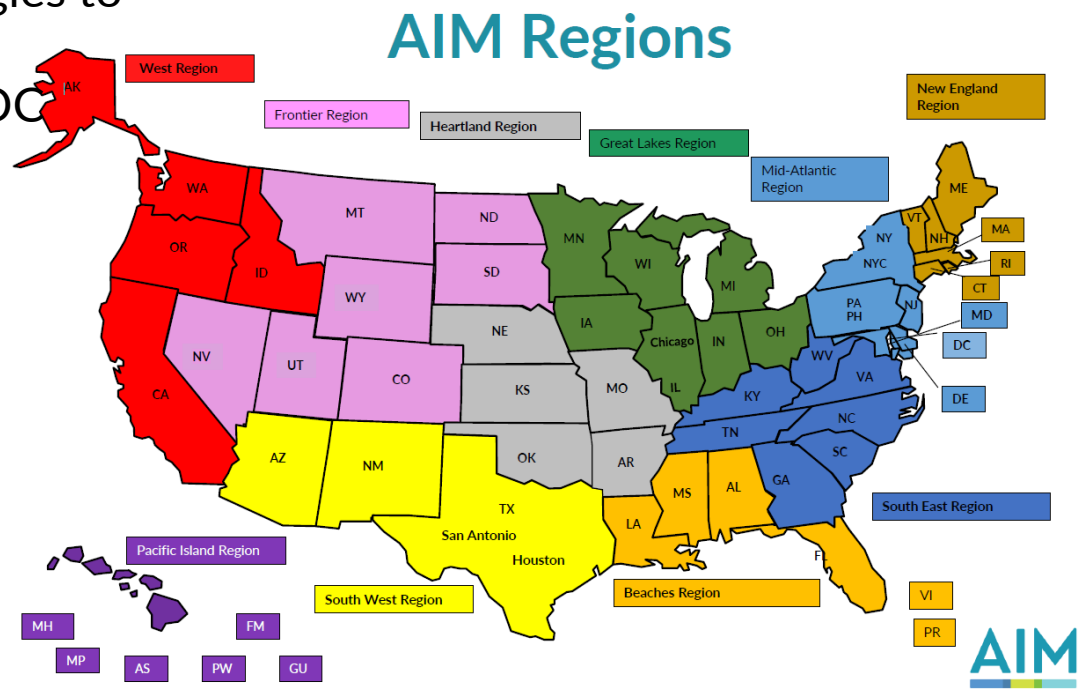
Kristy Westfall, IIS Policy Associate Director

July 15, 2024

Association of Immunization Managers

VAC Regional Meetings for Adult Vaccines

- 8 regional meetings to develop jurisdiction-based strategies to improve adult vaccination rates
- Hosted by AIM; funded by cooperative agreement w/CDC
- Invited partners:
  - Immunization programs
  - Medicaid programs
  - Pharmacists
  - Physicians
  - Immunization coalitions
  - Long-term care associations
  - Community-based organizations
  - CDC
- Goal:
  - Work with your jurisdiction's team to develop a plan to improve adult vaccination rates
  - Leave with a plan to continue the conversation and move the needle!



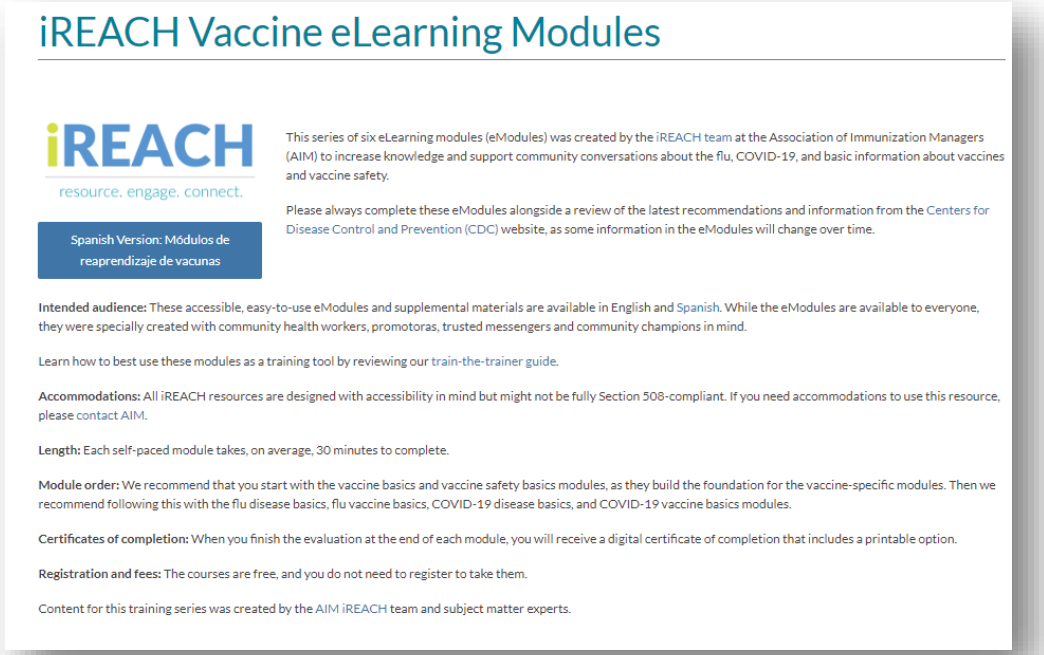
Atlanta, GA	Lincoln, NE
Boise, ID	Kona, HI
St. Paul, MN	Burlington, VT
Tampa, FL	Washington, D.C.

iREACH Vaccine eLearning Modules

- Series of six (6) publicly accessible eLearning modules to increase knowledge and support community conversations about the flu, COVID-19, and basic information about vaccines and vaccine safety

- Created with community health workers, trusted messengers, and community champions in mind

- The eModules and supplemental materials are accessible, easy-to-use, and available in English and Spanish



iREACH Vaccine eLearning Modules

iREACH
resource. engage. connect.

Spanish Version: Módulos de reaprendizaje de vacunas

This series of six eLearning modules (eModules) was created by the iREACH team at the Association of Immunization Managers (AIM) to increase knowledge and support community conversations about the flu, COVID-19, and basic information about vaccines and vaccine safety.

Please always complete these eModules alongside a review of the latest recommendations and information from the Centers for Disease Control and Prevention (CDC) website, as some information in the eModules will change over time.

Intended audience: These accessible, easy-to-use eModules and supplemental materials are available in English and Spanish. While the eModules are available to everyone, they were specially created with community health workers, promotoras, trusted messengers and community champions in mind.

Learn how to best use these modules as a training tool by reviewing our train-the-trainer guide.

Accommodations: All iREACH resources are designed with accessibility in mind but might not be fully Section 508-compliant. If you need accommodations to use this resource, please contact AIM.

Length: Each self-paced module takes, on average, 30 minutes to complete.

Module order: We recommend that you start with the vaccine basics and vaccine safety basics modules, as they build the foundation for the vaccine-specific modules. Then we recommend following this with the flu disease basics, flu vaccine basics, COVID-19 disease basics, and COVID-19 vaccine basics modules.

Certificates of completion: When you finish the evaluation at the end of each module, you will receive a digital certificate of completion that includes a printable option.

Registration and fees: The courses are free, and you do not need to register to take them.

Content for this training series was created by the AIM iREACH team and subject matter experts.

Access HERE or Scan QR code

AIM Homepage → Partnerships → REACH Partnership

Utilizing Infodemiology to Improve Vaccine Confidence: Resources for Immunization Programs and Partners

AIM Webinar on July 16 from 1-2pm ET

- Joe Smyser, Ph.D., MSPH, CEO at Public Good Projects, will discuss infodemiology, a public health discipline that studies the spread of information with the goal of improving health.
- Dr. Smyser will also cover how immunization programs and partners can use infodemiology resources to improve vaccine confidence.
- Jessica Malaty Rivera, MS, Infectious Disease Epidemiologist and Science Communicator at de Beaumont Foundation, will share science communication tips for health care providers and public health professionals.

Register here

Questions? Email jdonavant@immunizationmanagers.org

Slam Dunk Strategies for Adolescent Immunization:

Utilizing Sports-Based Approaches to Increase Catch-up and Engagement

AIM Webinar on July 15 from 1-2pm ET

- Facilitated by immunization advocate Ethan Lindenberger, webinar panelists will share their experiences incorporating adolescent immunizations into team sports and sporting events.
- Attendees will receive tools to implement adolescent immunization awareness and education programs across jurisdictions that knock vaccine-preventable diseases out of the park!
- Panelists:
  - Amy Herrington, DNP, RN, CEN, CNE, Clinical Team Manager, Kentucky Department of Health Immunization Branch
  - Remeka Jones, Deputy Chief of Public Affairs and Equity, Washington State Department of Health
  - Robin Mowson, MA, MPH, Director of Immunization, National Association of County and City Health Officials

Recording Available Soon!

Questions? Email jdonavant@immunizationmanagers.org

The State of Vaccine Coverage and Confidence: Insights for the Vaccine Conversation

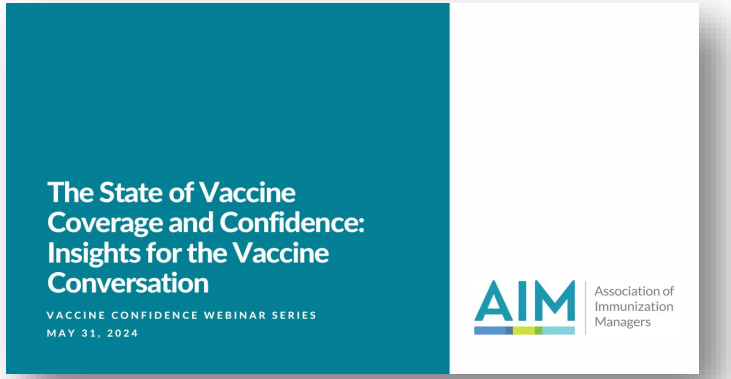
May 2024 Webinar Recording Now Available

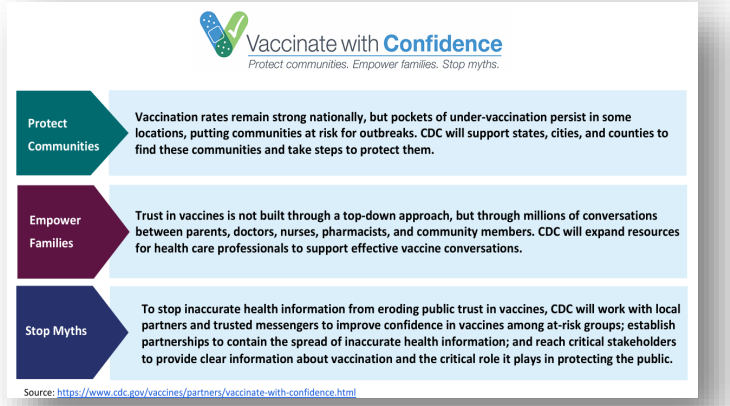
Objectives:

- Provide immunization program managers and partners with an update on the state of vaccine confidence and childhood immunization coverage in the United States.
- Highlight emerging research on the scope and impact of vaccine hesitancy, the facts surrounding common vaccination concerns, and the latest evidence regarding effective communication techniques for the vaccine conversation.

Speakers:

- Tiffany Humbert-Rico, MPH, Health Communications Specialist, CDC
- Christina Voss, Health Communications Specialist, CDC Contractor from The Leading Niche
- Sean T. O'Leary, MD, MPH, Professor of Pediatrics, University of Colorado





Questions? Email jdonavant@immunizationmanagers.org

SAVE THE DATE!

Thank you!

immunizationmanagers.org

@AIMimmunization

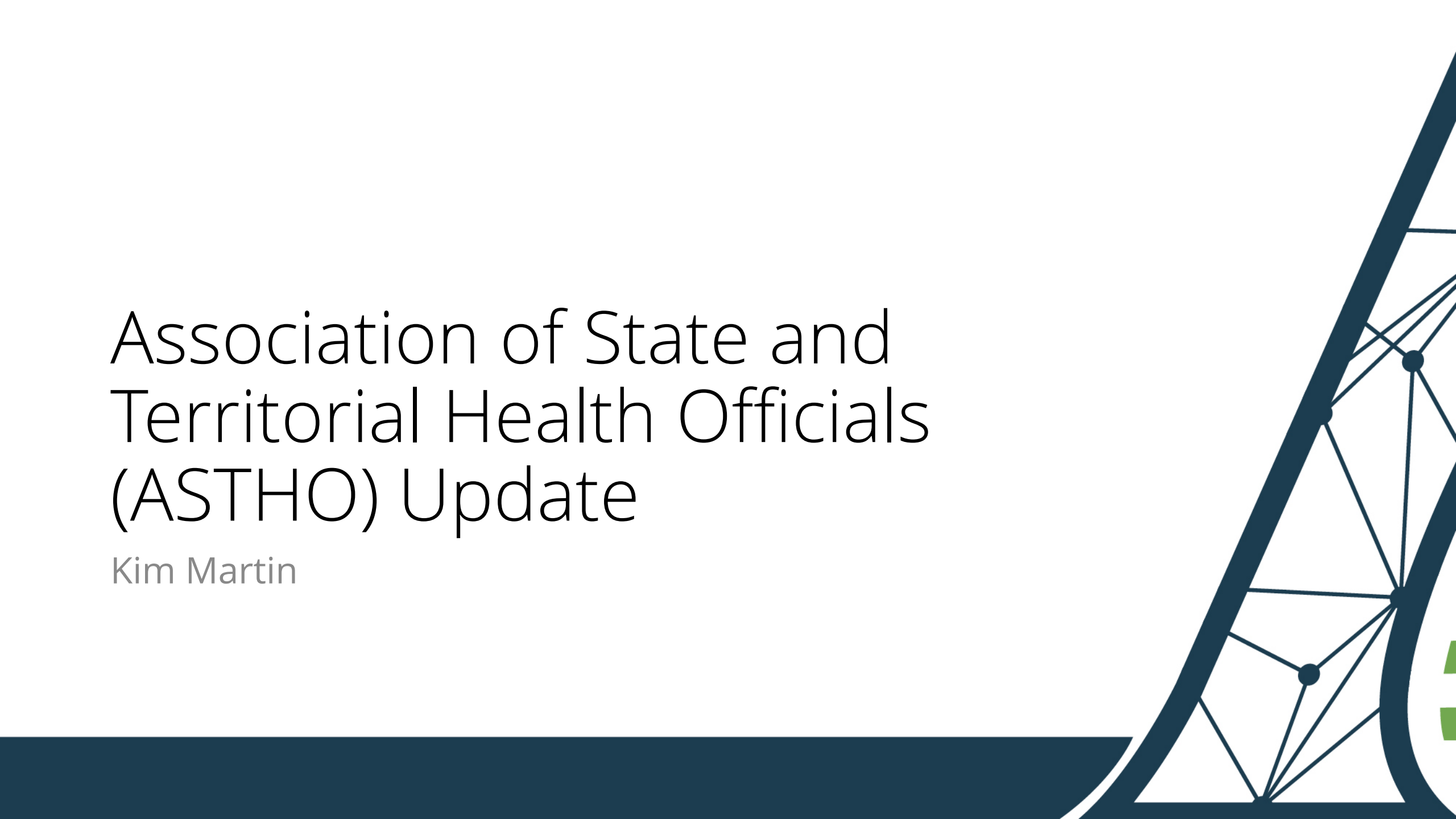
Association of Immunization Managers

AIM

Association of Immunization Managers

Association of State and Territorial Health Officials (ASTHO) Update

Kim Martin

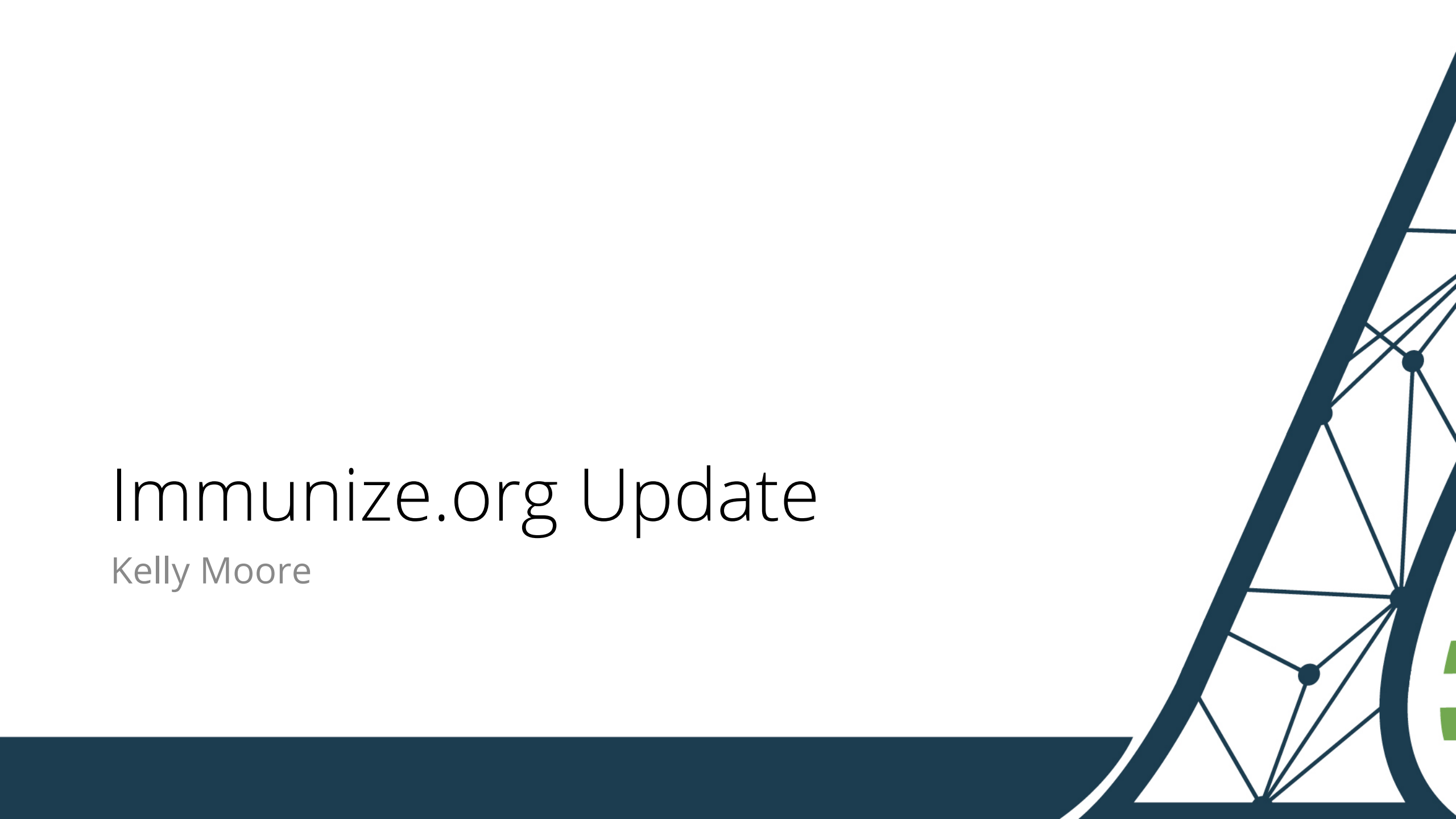


National Association of County and City Health Officials (NACCHO) Update

Matthew Bobo & Robin Mowson

Immunize.org Update

Kelly Moore



Immunize.org

AIRA Member and Partner Update

Kelly L. Moore, MD, MPH

President & CEO

July 15, 2024

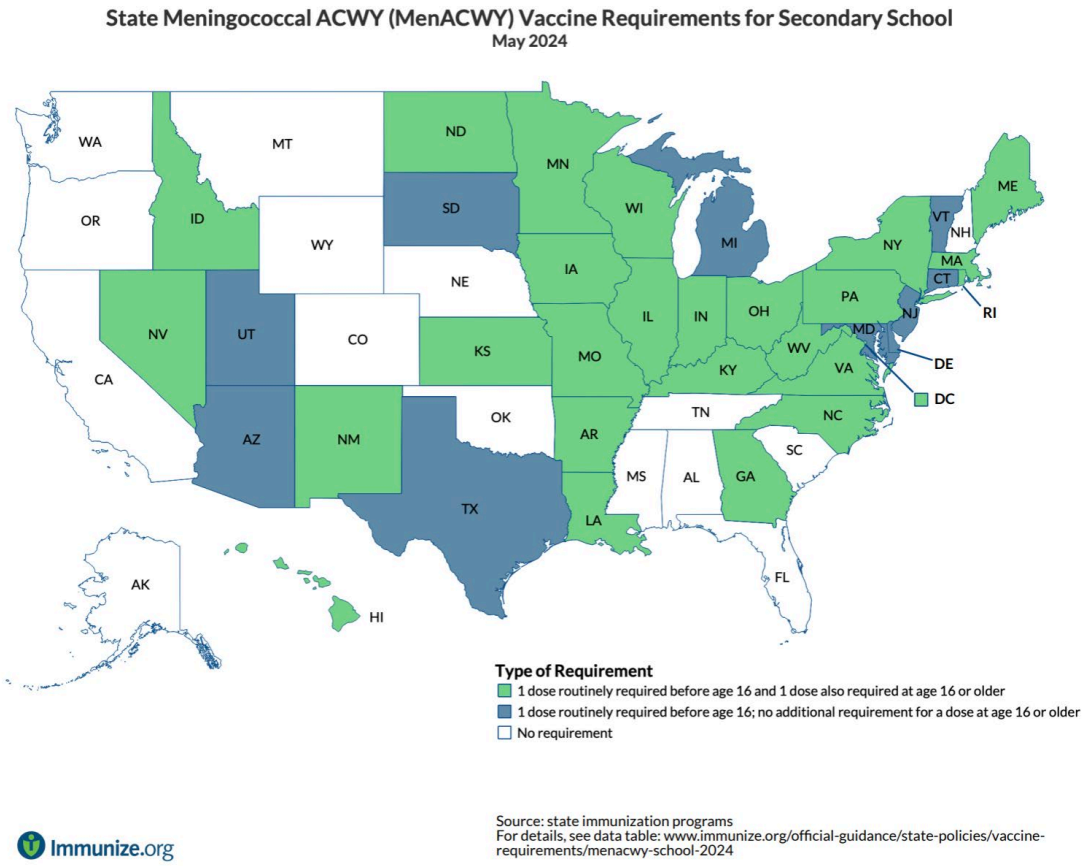
Three updates

- Updated school immunization requirements
- New clinic resource
- New orientation video series

Immunize.org

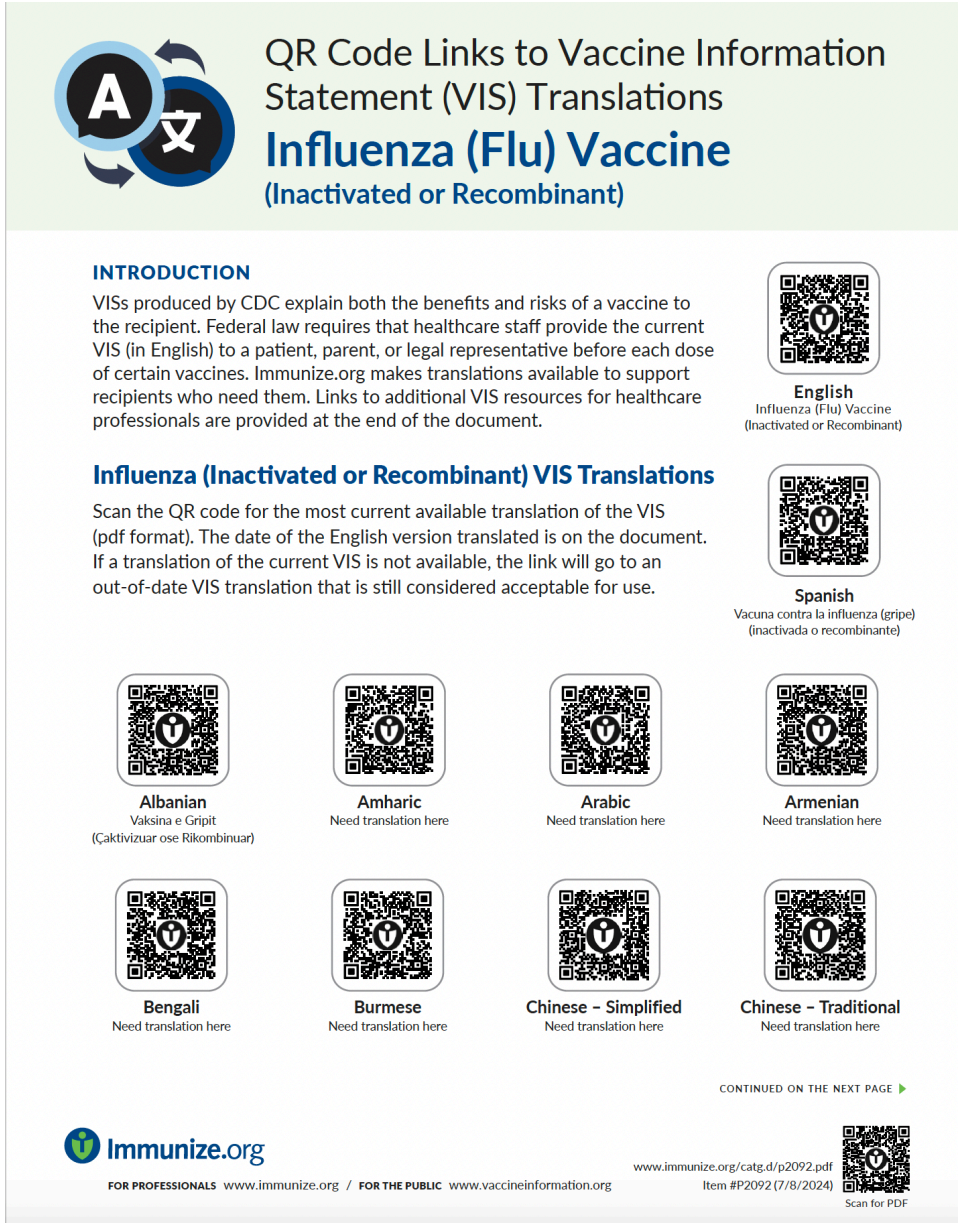
Updated Immunize.org School Requirements Coming Soon: www.immunize.org/official-guidance/state-policies/requirements/

- Updates as of May 2024
- Each vaccine, exemption types
- Verified by every state Immunization Program Manager
- Go-live before end of July
- March 2023 content will be available and archived on site



New Resource Coming for 2024-25 Flu Vaccination Season

- Immunize.org is repository of all VIS translations
- New printable resource for clinic staff or patients to scan and access VIS for influenza (IIV, RIV)
- 44 languages available (3-page)
- On website by end of July
- Feedback welcomed
- If useful, can do for other VISs



QR Code Links to Vaccine Information Statement (VIS) Translations

Influenza (Flu) Vaccine

(Inactivated or Recombinant)

INTRODUCTION

VISs produced by CDC explain both the benefits and risks of a vaccine to the recipient. Federal law requires that healthcare staff provide the current VIS (in English) to a patient, parent, or legal representative before each dose of certain vaccines. Immunize.org makes translations available to support recipients who need them. Links to additional VIS resources for healthcare professionals are provided at the end of the document.

English
Influenza (Flu) Vaccine
(Inactivated or Recombinant)

Influenza (Inactivated or Recombinant) VIS Translations

Scan the QR code for the most current available translation of the VIS (pdf format). The date of the English version translated is on the document. If a translation of the current VIS is not available, the link will go to an out-of-date VIS translation that is still considered acceptable for use.

Spanish
Vacuna contra la influenza (gripe)
(inactivada o recombinante)

Albanian
Vaksina e Gripit
(Çaktivizuar ose Rikombinuar)

Amharic
Need translation here

Arabic
Need translation here

Armenian
Need translation here

Bengali
Need translation here

Burmese
Need translation here

Chinese – Simplified
Need translation here

Chinese – Traditional
Need translation here

CONTINUED ON THE NEXT PAGE

Immunize.org

FOR PROFESSIONALS www.immunize.org / FOR THE PUBLIC www.vaccineinformation.org

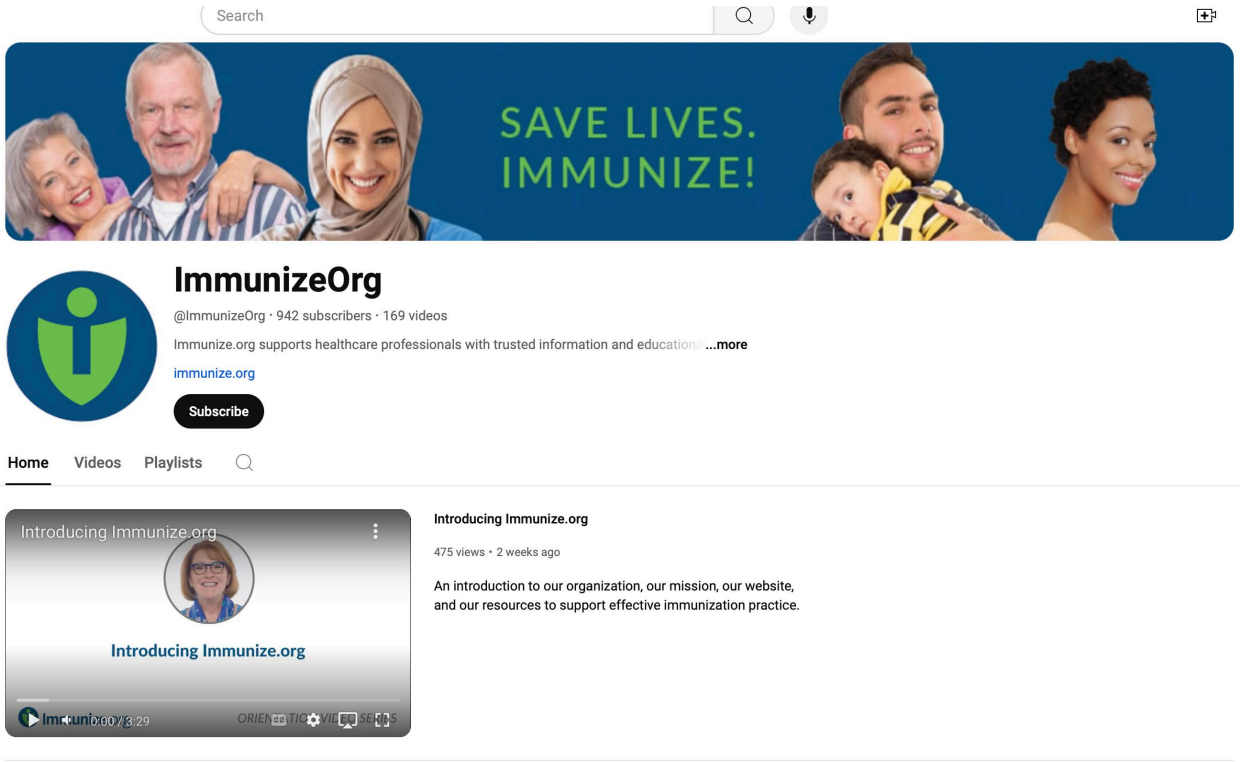
www.immunize.org/catg.d/p2092.pdf
Item #P2092 (7/8/2024)

Scan for PDF

Immunize.org

New Immunize.org Orientation Video Series: www.youtube.com/user/ImmunizationAction

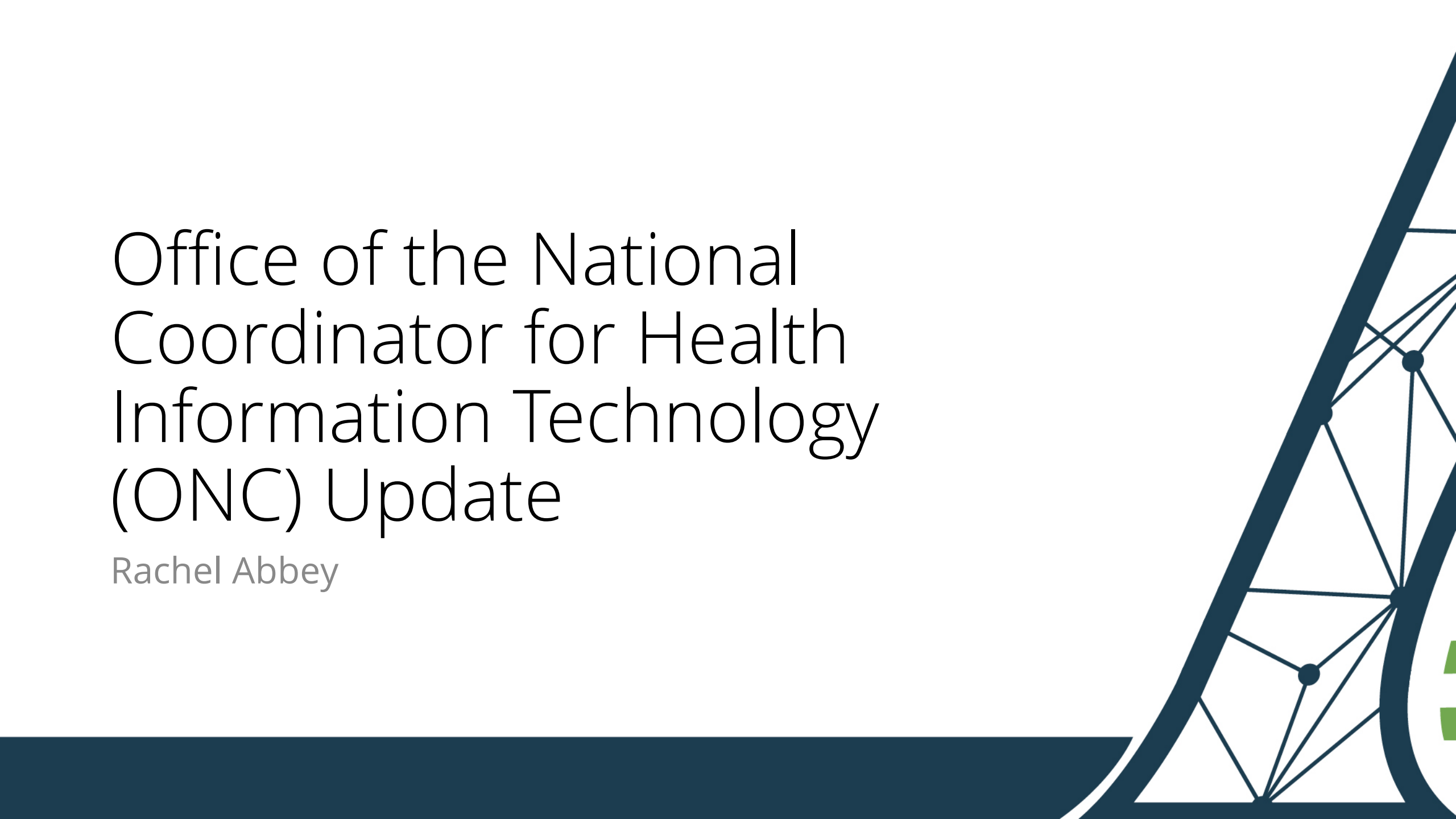
- 3-minute videos orient viewers to new website and resources
- Horizontal view: desktop
- Vertical view: mobile format
- General intro video is live
- On YouTube and website
- Adding videos next 4-6 weeks



Immunize.org

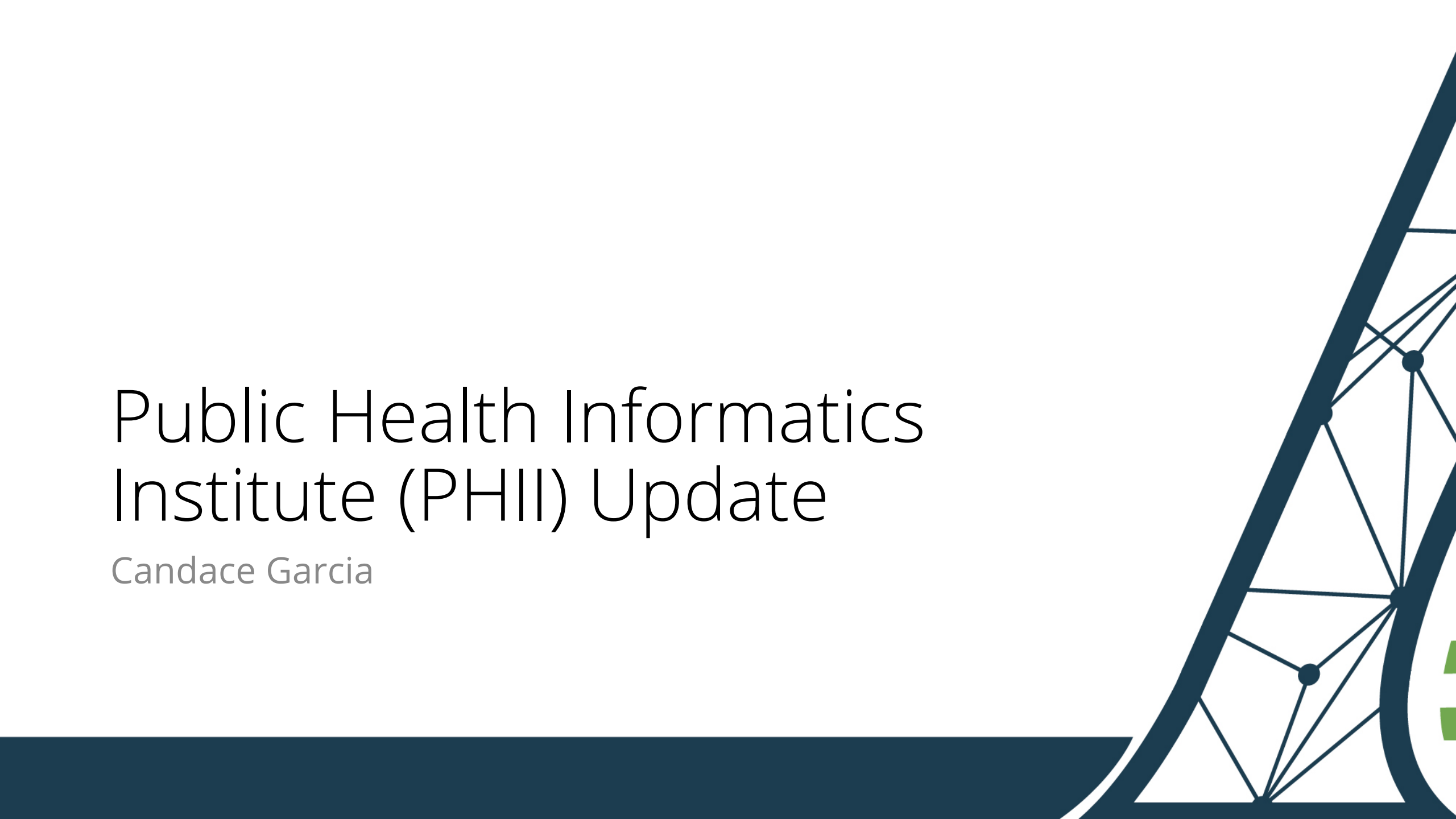
Office of the National Coordinator for Health Information Technology (ONC) Update

Rachel Abbey



Public Health Informatics Institute (PHII) Update

Candace Garcia



AIRA Members and Partners Quarterly Update

Public Health Informatics Institute (PHII)

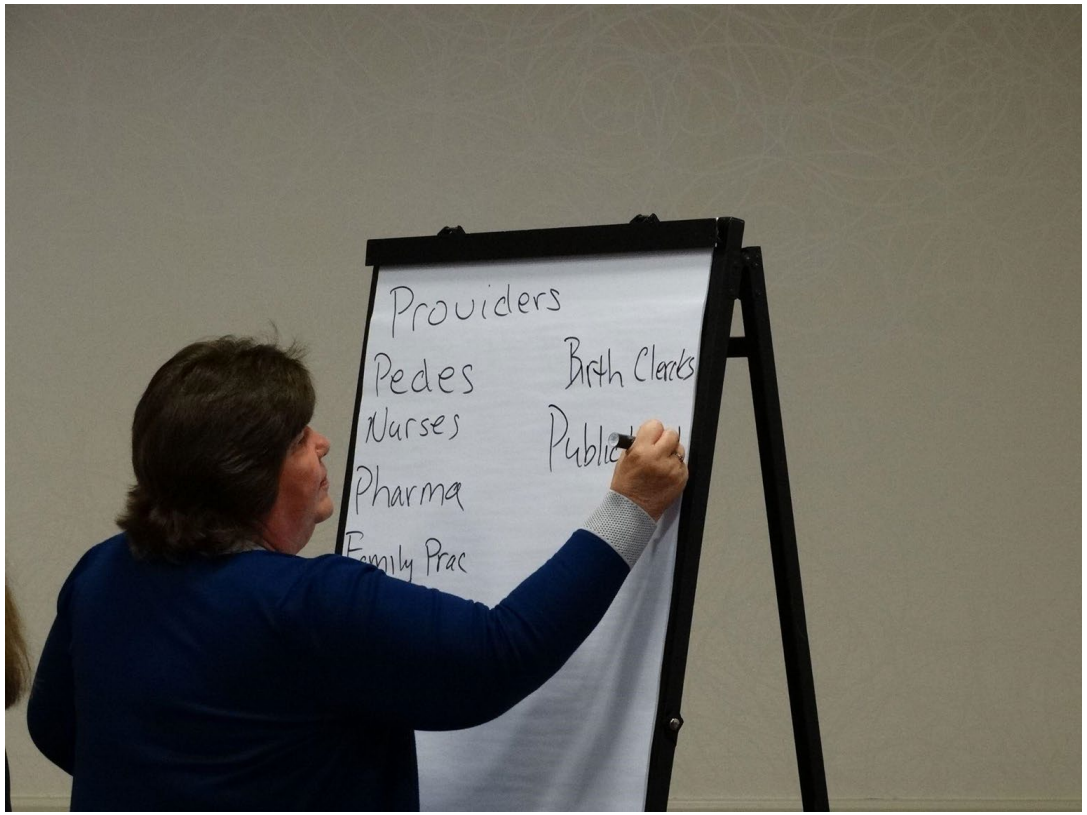
Candace Garcia, Senior Informatics Analyst

July 15, 2024

PHII PUBLIC HEALTH INFORMATICS INSTITUTE | THE TASK FORCE FOR GLOBAL HEALTH

PHII updates

- How PHII supports IIS
- Technical assistance projects
- Workforce development projects
- DMI Stories from the Field

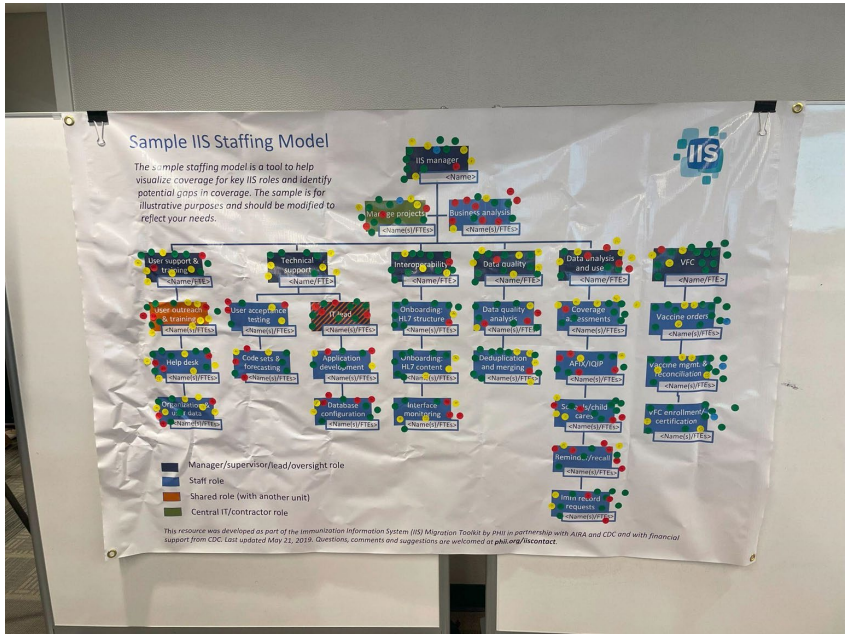


How PHII supports IIS

PHII supports IIS with a portfolio separated into two streams:

Workforce development

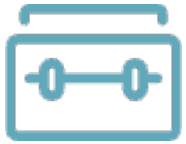
Technical assistance



Offers training, learning solutions and resources for public health staff, healthcare providers and partners supporting and using IIS.

Technical assistance (TA) offerings and resources

Best practices and standards guidance



Toolkits and operations tools

Learning community

PHII offers TA in three ways – standards and best practices, toolkits and a learning community to help you apply the developed tools.

Standards and best practices

Immunization Information System (IIS) Functional Model

The IIS Functional Model presents a framework and terminology for conveying and communicating the core functions, capabilities and attributes of IIS. These systems, whether as a single integrated IIS or as a set of interoperable modules, support public health immunization programs in achieving the **CDC IIS Functional Standards*** and in providing trusted data and information to improve clinical immunization practice, increase vaccination and reduce vaccine-preventable disease.

The model also serves as a companion and index to the **IIS Baseline Requirements Traceability Matrix (RTM)**, which provides detailed requirements across IIS functions, capabilities and attributes. The RTM and other requirements tools can be found at **phii.org/iis-requirements**.

IIS Core Functions and Capabilities

These functions and capabilities represent core functionality of IIS. Refer to the **IIS Baseline RTM** for descriptions and functional requirements associated with each.

Administer System	Manage Organizations & Facilities	Manage Users
• Hierarchy configuration • System configuration • User roles & permissions • System alerts	• Organization/facility search • Add, edit, inactivate organization/facility • VFC/vaccine program enrollment • Organization/facility outreach	• User search • Add, edit, inactivate user • Authentication & authorization • Password management
Support Interoperability	**Ensure Data Quality**	**Evaluate & Forecast**
• Onboarding • Interfaces • Data exchange	• Patient matching & deduplication • Vaccination event matching & deduplication	• Clinical decision support • Reminder/recall • Coverage reports
Manage Patient & Immunization Records	**Manage Vaccine Inventory**	**Provide Data Access**
• Patient search • Add, edit patient demographics • Patient status • Patient consent • Add, edit patient immunization • Print/export record • Mass vaccination	• Vaccine inventory search • Add, edit vaccine inventory • Vaccine ordering • Review/approve order • Vaccine decrementing • Vaccine inventory reconciliation • Vaccine transfer • Vaccine wastage • Vaccine expiration	• Standard reports • Print/export reports • Ad hoc queries & reports • Consumer access

IIS Attributes

These attributes represent the technical characteristics of an IIS necessary to support immunization programs and stakeholders. Refer to the **IIS Baseline RTM** for descriptions and non-functional requirements associated with each.

Performance Efficiency	Usability	Reliability	Security	Maintainability	Portability
• Time behavior • Resource utilization • Capacity	• Operability • User error protection • Accessibility	• Availability • Fault tolerance • Recoverability	• Confidentiality • Non-repudiation • Accountability • Authenticity	• Analyzability	• Adaptability • Installability

TA: IIS toolkits

MIGRATION TOOLKIT

A roadmap to guide users through an IIS platform migration or other large-scale IT project

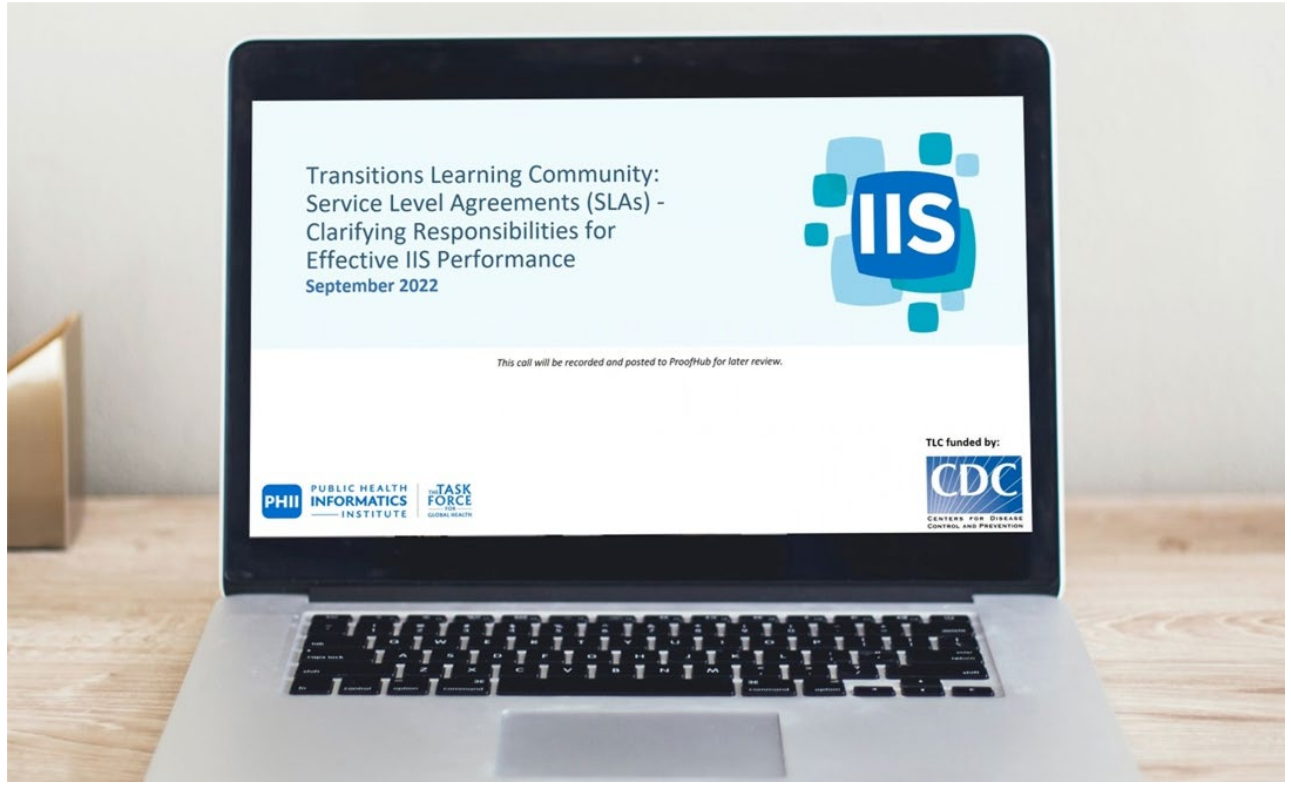
PROCUREMENT TOOLKIT

A deep-dive into the three phases of a procurement process

Tools and templates to support day-to-day operational tasks related to managing and supporting an IIS

TA: Transitions Learning Community (TLC)

Community to provide support and guidance to programs that are transitioning to a new IIS platform or implementing other complex IT transitions



Workforce development (WFD) offerings and resources

Aim to **strengthen** IIS performance by providing **foundational** and **specialized** competency-based **training** to equip workforce with **knowledge, skills** and abilities through:

- **Staffing**
- **Capacity building**

IIS Core Competency Model

IIS Workforce Classifications

Sample role descriptions:

1) IIS Manager
2) Interoperability Analyst
3) Project Manager
4) Data Quality Analyst
5) Epidemiologist
6) Help Desk Specialist I & II
7) Training and Outreach Analyst
8) Data Analyst
9) Business Analyst
10) Testing Analyst
11) Deduplication Analyst

IIS e-learning courses

IIS Learning Hub
phii.org/iishub

informatics ACADEMY
Informed decisions. Healthier populations.

Fundamental IIS courses

Advanced IIS courses

Other public health courses

The **Informatics Academy** offers online courses to help IIS professionals expand their skills and knowledge.

WFD: Capacity building courses

Email course

- Welcome to IIS

Updated eLearning courses

- Fundamentals of IIS: Interoperability
- Fundamentals of IIS: Data Quality
- Fundamentals of IIS: HL7 Basics
- Advanced HL7 for IIS
- Immunization Evaluation and Forecasting

WFD: New capacity building resources

New eLearning courses

- Communication and Change Management
- IIS Data Use and Evaluation

Coming soon

- Leadership and Management
- Training

Curriculum mapping

- Guidance for designing a training curriculum for each of the PHII-developed role descriptions

PHII Data Modernization Stories from the Field

- PHII tells stories of U.S. jurisdictional DMI journeys
  - Stories include narrative webpages, videos and podcasts
  - Stories are available at **phii.org/dmi-stories**
- New stories found at
  - Michigan IIS (also available at **phii.org/iishub**)
  - Fairfax County
  - Utah
- Coming soon:
  - New York City

Thank you!

informatics ACADEMY

informaticsacademy.org

DMI Data Modernization INITIATIVE

phii.org/DMI

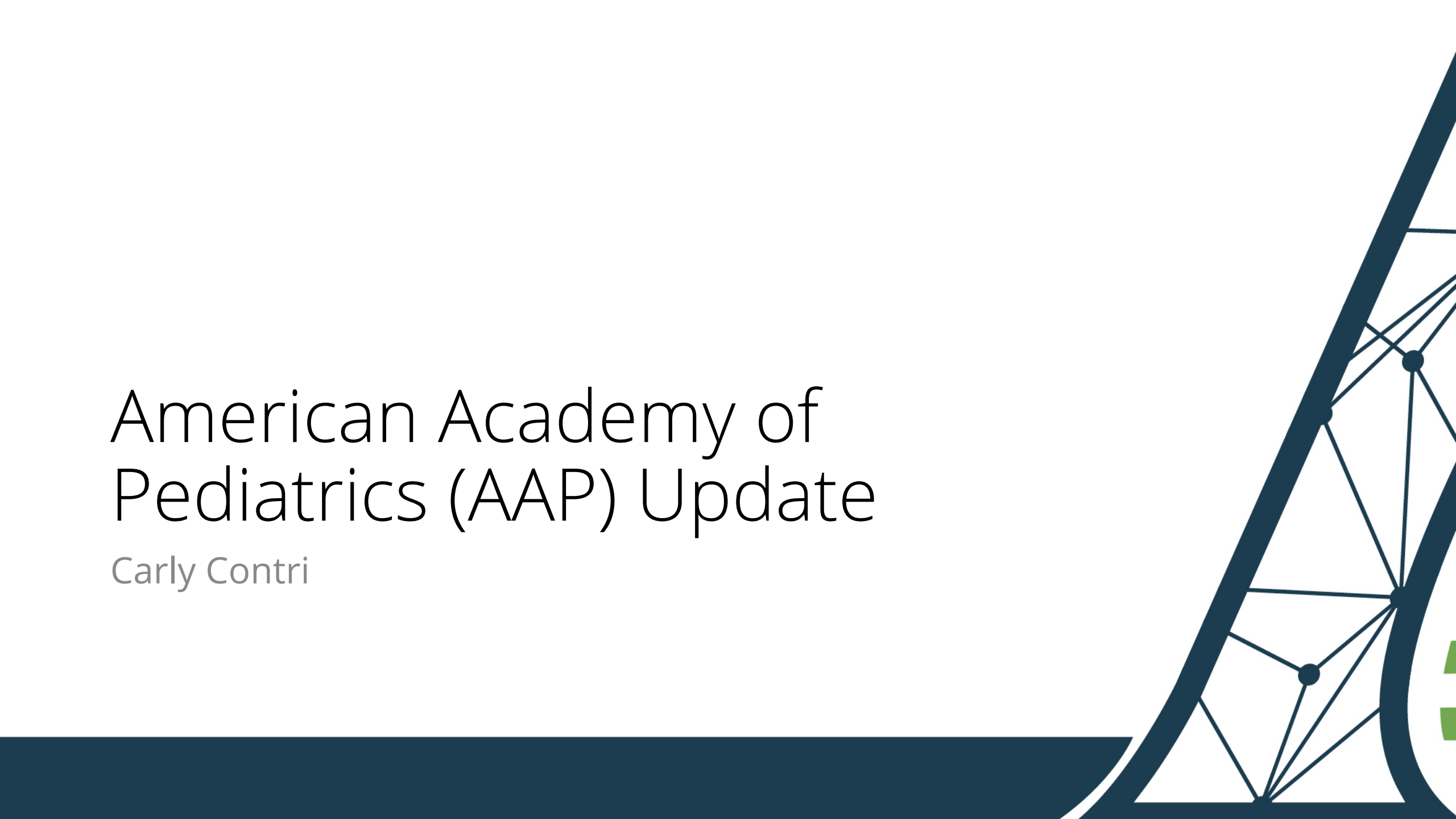
IIS | Learning Hub

phii.org/iis-hub

iis@phii.org

American Academy of Pediatrics (AAP) Update

Carly Contri



AIRA Weekly Partner Update

07/15/2024

Carly Contri, MEd
Manager, Immunization Program Evaluation,
American Academy of Pediatrics

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®

Current State on Childhood Immunization

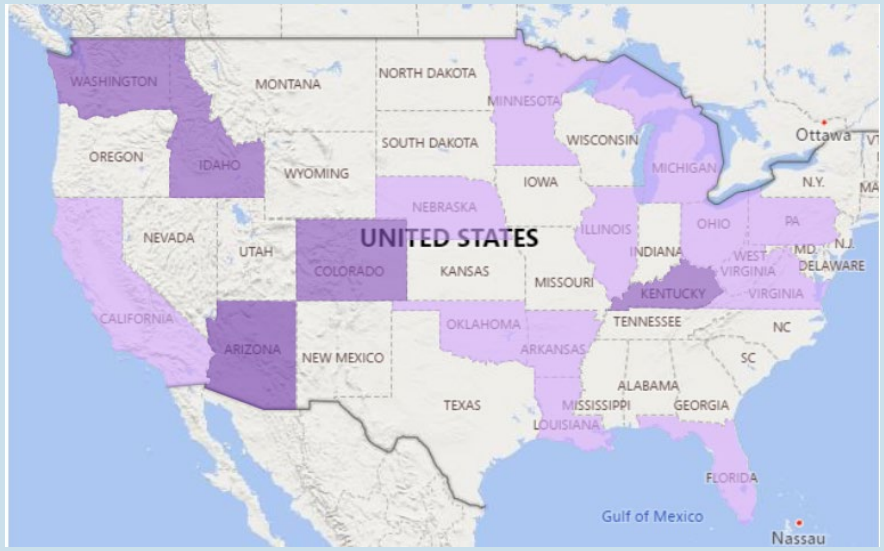
Decreased vaccine confidence

Decreased pediatric rates

Significant disparities between communities

Immunization Partnership Grants

1. Address social determinants
2. Reduce health disparities
3. Organizations most capable to impact communities



- Grants awarded to 23 organizations to implement community-based vaccine initiatives across 3 grant programs
  - HPV/Flu
  - Routine Immunizations
  - COVID-19/RSV/Flu
- February 2023 – February 2024
- AAP chapter and local organizations prioritizing rural, under-resourced, historically hesitant communities, or children < 5
  - 32% children < 5
  - 61% rural
  - 100% under-resourced

Key Lessons Learned: Using Hyperlocal Strategies

Community Partnerships

Vaccination Events*

Social Media Campaigns

Promotional Materials

Some grants went to community-based organizations who used hyperlocal strategies which were tailored to their specific communities.

- Partnerships established with family physicians, pharmacies, community-based organizations, schools/childcare centers, etc.
- Key messengers varied by community and included churches, civic leaders, and barbers.
- AAP helped to customize public facing immunization resources based on community's needs.

Promotion and Reach

212
Events held

18k+
Participants trained

10k
Materials distributed*

1,883
Vaccines administered

618
Social media posts

2m+
Social Media Reach

166
Materials created*

1.1m+
Promotions distributed

**culturally and linguistically appropriate for each community*

Data Needs and Recommendations

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Key Lessons Learned: Gathering Data for Evaluation

Data Disaggregation and Accessibility

- Evaluating projects focused on reducing disparities requires disaggregated and accessible data including:
  - Demographics (zip code, county, age, geography, race, ethnicity, language)
  - Outcome data (immunizations administered and respective gaps)
- Visualizing data in interactive dashboards increases access to data and ability to dynamically filter data by intersectionality of identities.
- Useful for understanding which communities and demographic intersections have the lowest immunization rates and evaluate if the interventions make a difference.

Evaluation Wish List

Immunization Information Systems

- Geographic data to highlight community needs
- Standardized and centralized jurisdictional immunization data
- Quantitative community intervention outcome and impact data
- Disaggregated local and community-specific immunization data
- Communication and integration of data systems between clinics and across state lines

Increasing Immunization Confidence

New Virtual Reality Simulation Module

- New **simulation module** to educate pediatricians and other members of the health care team to have effective immunization conversations.
- Module includes various clinical scenarios and guides learners through providing a strong immunization recommendation and motivational interviewing.
- The module is free and accessible through a VR headset, computer, or mobile device.

Learner Objectives:

Across a series of activities in this module, learners will have an increased understanding of how to:

- Establish a culture that promotes immunization confidence
- Provide a strong immunization recommendation
- Respond to hesitant parents and caregivers with empathy using motivational interviewing
- Tailor their communication to different individuals and situations

Carly Contri, MEd

American Academy of Pediatrics

ccontri@aap.org

Thank you!

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Question & Answer

How do I ask a question?

Select the unmute icon and ask your question verbally.

Select the chat icon and type your question into the chat box.

Select the reactions icon, select “Raise Hand,” and you will be called on.

Thank you for joining us!

Next Meeting: Monday, October 21, 2024, 2 – 3 p.m. ET