

Title of Intervention: Immunization of children enrolled in the Special Supplemental Food Program for Women, Infants, and Children (WIC)

Intervention Strategies: Individual Education, Supportive Relationships, Campaigns and Promotions

Purpose of the Intervention: To increase measles immunization coverage among preschool children enrolled in the Special Supplemental Food Program for Women, Infants, and Children (WIC)

Population: Children aged 12 to 59 months presenting for WIC certification and their parents

Setting: Urban WIC sites in New York City; community-based

Partners: Pediatric clinics

Intervention Description:

- Individual Education: Parents were taught about the complication of the measles disease and the importance of measles immunization. Educational materials were provided in English and Spanish on measles and on immunizations in general. The names and telephone numbers of local health care providers where immunizations could be obtained were given.
- Supportive Relationships: Parents were escorted by WIC staff to on-site health care facilities for immunizations.
- Campaigns and Promotions: Parents were given WIC food vouchers as incentives for immunization.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: WIC staff
- Training: Not mentioned
- Technology: Computer and printer
- Space: Immunization clinic space
- Budget: Not mentioned
- Intervention: Educational materials for parents and WIC vouchers
- Evaluation: Telephone

Evaluation:

- Design: Group randomized trial
- Methods and Measures:
 - Interviews with parents and written/telephone verification with health care providers were conducted to determine immunization status.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: There was a significant increase in documented measles immunization by the end of the study.

Maintenance: Not mentioned

Lessons Learned: Both escort and voucher incentive models resulted in more children being immunized more rapidly than passive referral.

Citation(s):

Birkhead, G.S., et al., The immunization of children enrolled in the Special Supplemental Food Program for Women, Infants, and Children (WIC). The impact of different strategies. JAMA, 1995. 274(4): p. 312-6.