Title of Intervention: Immunization Outreach Program

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

Purpose of the Intervention: To increase immunization rates among children

Population: Children aged 18 – 35 months and their parents

Setting: An independent managed care organization in Pennsylvania; health care facility-based

Partners: None mentioned

Intervention Description:
- Provider Education: An automated tracking and reporting system was implemented to notify providers of patient immunization status. Providers received an educational audiotape and printed materials.
- Individual Education: Reminder cards were sent to parents at birth, one month before an immunization is due and when children have missed a scheduled immunization.
- Supportive Relationships: If a patient was not up-to-date on immunizations, a home visit was made by a registered nurse to educate parents and caregivers about the importance of immunizing their child. During the home visit, the nurse assisted the family with scheduling an appointment with a health care provider.
- Campaigns and Promotions: The reminder cards sent to parents offered a $10 gift certificate for diapers or shoes when necessary immunizations were obtained.

Theory: Not mentioned

Resources Required:
- Staff/Volunteers: Health care providers, clinic staff
- Training: Not mentioned
- Technology: Computer, printer, tracking system
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Tracking system, provider audiotape, provider educational materials, reminder cards, vouchers
- Evaluation: Provider records, provider claims

Evaluation:
- Design: Retrospective cohort study
- Methods and Measures:
  - Immunization data were collected from provider claims, provider records and home records

Outcomes:
- Short Term Impact: Not measured
- Long Term Impact: Children in the program had higher rates of complete immunizations by 35 months of age than those who were not in the program.

Maintenance: Not mentioned

Lessons Learned: Those individuals who received a home visit were more likely to complete an immunization series by 35 months of age than those who did not.

Citation(s):