Title of Intervention: Computer-Generated Telephone Messages

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase preschool immunization rates

Population: Parents of children who were younger than 2 years and who were due or late for immunization(s)

Setting: Counties in urban and rural Georgia; home-based

Partners: County health departments

Intervention Description:
- Individual Education: Computer-generated telephone reminders or recall messages, participants in the intervention group either received a general pre-recorded vaccination reminder message or a pre-recorded vaccine-specific reminder or recall message.

Theory: Not mentioned

Resources Required:
- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Computerized immunization database
- Space: Space to set up the automated dialing machine
- Budget: Cost projections for the automated dialing system used were $10,000 for the first year and $1,225 for subsequent years based on hardware, software, professionally recorded tapes, repairs and personnel
- Intervention: Automated dialing machine, computer generated messages
- Evaluation: Telephones, questionnaire

Evaluation:
- Design: Randomized controlled trial
- Methods and Measures:
  - Immunization rates and clinic attendance rates were tracked through immunization database registries.

Outcomes:
- Short Term Impact: Clinic attendance rates were greater in children whose households received a computer generated recall message.
- Long Term Impact: Within each immunization category, the rate of immunization visits in the follow-up period was higher in the intervention group.

Maintenance: Not mentioned

Lessons Learned: The authors believe that in the long run, computer-generated messages are more cost-effective than postcard messages. The data suggest that aggressive computer-generated telephone reminder and recall systems may provide a practical, acceptable and effective way to increase immunization visits in households that are successfully contacted. Results from the call back survey suggest that most telephone messages, at least in Georgia, reach the target family, are received by an adult and induce positive responses.

Citation(s):
