

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 audiotope 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 audiotope, 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):

Brownogohl, K., K. Kennedy, et al. (1997). "Increasing immunization: a Medicaid managed care model." Pediatrics 99(1): E4.

Kennedy KM, Browngoehl K. (1994). "A 'high-tech,' 'soft-touch' immunization program for members of a Medicaid managed care organization." HMO Practice. Vol 8(1).