

**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):**

Linkins, R.W., et al., A randomized trial of the effectiveness of computer-generated telephone messages in increasing immunization visits among preschool children. Arch Pediatr Adolesc Med, 1994. 148(9): p. 908-14.

Stehr-Green, P.A., et al., Evaluation of telephoned computer-generated reminders to improve immunization coverage at inner-city clinics. Public Health Rep, 1993. 108(4): p. 426-30.

