

Title of Intervention: An Intervention to Increase Childhood Immunization Rates Using Calendars

Intervention Strategies: Individual Education

Purpose of the Intervention: To examine the effectiveness of tailored calendars in increasing childhood immunization rates

Population: Babies from birth to 1 year who visited the pediatrics department of two public health centers

Setting: Two neighborhoods in the City of St Louis, MO; health care facility-based

Partners: Health clinics; Health Communication Research Lab; Missouri Department of Health

Intervention Description:

- Individual Education: Calendars that included a digital photo of the child and individual messages tailored to the unique characteristics of each baby and family, were given to parents for the number of months leading up to their baby's next immunization. The calendars also included a wide variety of topics from home safety to child development. Parents were eligible to receive another calendar with updated photos and subsequent months only if they returned for the baby's next scheduled immunization.

Theory: Social Marketing Theory

Resources Required:

- Staff/Volunteers: Staff to take pictures
- Training: Not mentioned
- Technology: ABC Immunization calendar computer program, digital camera, printer, computer, protective tubes
- Space: Place to take photos
- Budget: Not mentioned
- Intervention: ABC Immunization calendar computer program, digital camera, computer, printer, protective tubes, paper for calendar
- Evaluation: SPSS software, computer

Evaluation:

- Design: Treatment/control group; post-test only
- Methods and Measures:
 - Initial interview responses were entered directly into the ABC Immunization Calendar computer program.
 - Immunization records for participants and matched controls were obtained from state records and were compared for differences.

Outcomes:

- Short term Impact: Not measured
- Long Term Impact: Babies who were part of the intervention group were more up-to-date at the end of the enrollment period when compared to babies in the matched control group.

Maintenance: Not mentioned

Lessons Learned: The baby's photo was important in attracting and retaining parents' interest. Parents of limited economic means might find free pictures and individualized calendars attractive. The calendars were perceived as appealing and valuable by parents (anecdotal evidence). As a result, calendars served as an incentive for immunization. Linking a program such as the ABC Immunization Calendar with WIC programs could streamline outreach services, tracking, and provide opportunities for individualizing health education materials.

Citation(s): Kreuter, M.W., et al., Effectiveness of individually tailored calendars in promoting childhood immunization in urban public health centers. *Am J Public Health*, 2004. 94(1): p. 122-7.