

Title of Intervention: Immunization intervention by a community-based organization

Intervention Strategies: Campaigns and Promotions, Individual Education, Supportive Relationships, Environments and Policies

Purpose of the Intervention: To increase immunization rates in children through a community-based organization on immunization rates

Population: African American and Hispanic children aged 3 to 59 months in Fulton County who were patients at public clinics or residents of inner-city communities

Setting: Public clinics or inner-city communities in Fulton, Georgia; home-based, health care facility-based

Partners: Fulton County Department of Health; Georgia Department of Public Health; CDC

Intervention Description:

- Campaigns and Promotions: The project began in the five intervention communities with door-to-door campaigns to identify under-vaccinated children, to provide immunization education to families, to provide them with culturally sensitive promotional literature and to introduce them to the services the community-based organization would provide.
- Individual Education: During door-to-door campaigns culturally sensitive immunization materials.
- Supportive Relationships: Workers identified children in need of immunizations and make contact with the family by telephone or home visit.
- Environments & Policies: A weekly mobile van was established that provided immunizations and/or temporary on-site immunization stations, provision of free child care and transportation to clinics for immunizations, and incentives of food and baby products.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Staff for door-to-door promotion and for review of records, child care staff
- Training: Not mentioned
- Technology: Telephones
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Materials for mailed reminders, postage, educational materials, promotional literature, mobile van, immunizations, incentives
- Evaluation: Records, Questionnaires

Evaluation:

- Design: Controlled community intervention trial
- Methods and Measures:
 - Immunization rates were measured by reviewing health records

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Immunization rates increased among both communities, but there was a greater increase among the intervention communities.

Maintenance: Not mentioned

Lessons Learned: While legislators and other public health decision makers in the past have chosen to invest heavily in providing interventions through community-based organizations, they should consider studies that involve controls to evaluate impact on measurable public health outcomes.

Citation(s):

LeBaron, C. W., D. Starnes, et al. (1998). "The impact of interventions by a community-based organization on inner-city vaccination coverage: Fulton County, Georgia, 1992-1993." *Arch Pediatr Adolesc Med* 152(4): 327-32.