



## VACCINE CONFIDENCE BOOTCAMP, PART 1

May 14, 2025

#### Before We Start

- All participants will be muted for the presentation.
- You may ask questions using the Q&A box, and questions will be answered at the end of the presentation.
- Continuing education is available for nurses and medical assistants.
- If you're watching in a group setting and wish to claim CE credit, please make sure you register for the webinar and complete the evaluation as an individual.
- More information is available on our web page: <u>WA DOH Vaccine</u>
   <u>Confidence Bootcamp Webinar Series</u> | <u>Washington State Department</u>
   <u>of Health</u> or <a href="https://www.doh.wa.gov/lmmunizationTraining">https://www.doh.wa.gov/lmmunizationTraining</a>

## Continuing Education

- This nursing continuing professional development activity was approved by Montana Nurses Association, an accredited approver with distinction by the American Nurses Credentialing Center's Commission on Accreditation. Upon successful completion of this activity, 1.0 contact hours will be awarded.
- This program has been granted prior approval by the American Association of Medical Assistants (AAMA) for 1.0 administrative continuing education unit.

#### Disclosures

The planners and speakers of this activity have no relevant financial relationships with any commercial interests pertaining to this activity.

## Focus on Children Under 3 in Specific WA Counties

- Last year, Mason, NE Tri, and Okanogan Local Health Jurisdictions partnered with health care providers, schools and child care centers, managed care organizations, Washington Department of Health (DOH) to improve vaccination rates in children under 3 in their counties
- Strategies used
  - Multiple vaccination clinics were held with the DOH Care-a-Van Mobile Health Clinic
  - Reminder/recall letters were sent to families in these counties letting them know what vaccines their child was missing
  - Information sharing with health care providers and families
- This two-part Vaccine Confidence Bootcamp today and tomorrow is another effort to engage with health care providers and support them to increase vaccine confidence in their communities



Image source: CDC

#### Presenters

Valerie Poole, MPH **Epidemiologist** Washington State Department of Health

Chrystal Averette, MPH Immunization Quality Improvement for Providers Coordinator Washington State Department of Health

John Dunn, MD, MPH Medical Director, Knowledge & Implementation Kaiser Permanente Washington

### Learning Objectives

- Describe vaccination rates in children under 3 years of age in three rural communities
- Discuss strategies to increase vaccination rates in children under 3 years
- Share effective communication strategies when answering questions from patients and families

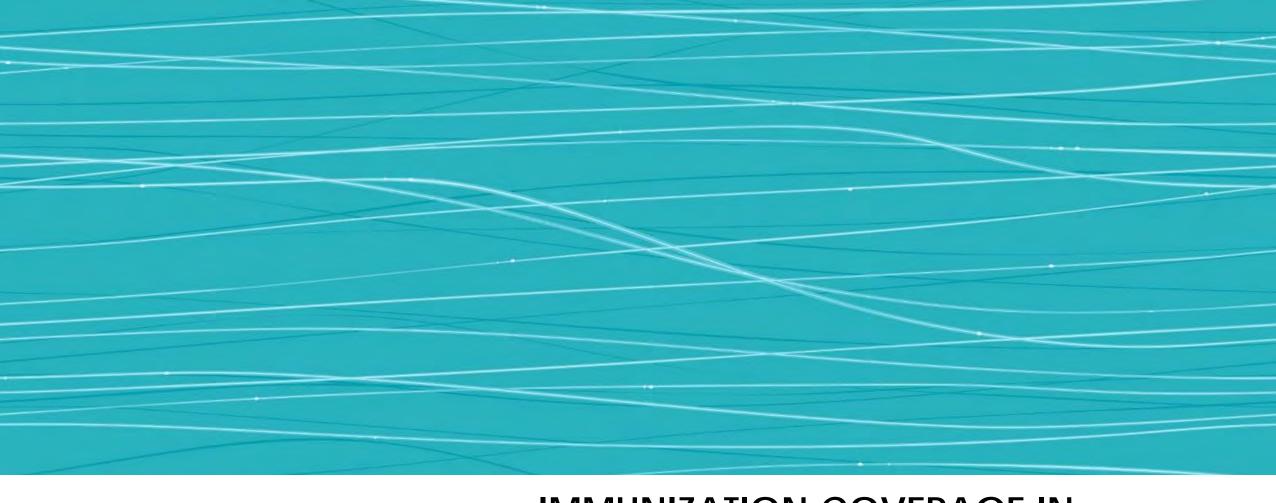
#### Welcome & introductions

## Agenda

Vaccination coverage in children under 3 years in certain WA counties

Strategies to increase vaccination rates in children under 3

Effective communication strategies for families and patients





# IMMUNIZATION COVERAGE IN WASHINGTON STATE AMONG 19-35 MONTH AGE GROUP

Valerie Poole, MPH Epidemiologist Office of Immunization

#### DOH Immunization Coverage Dashboard

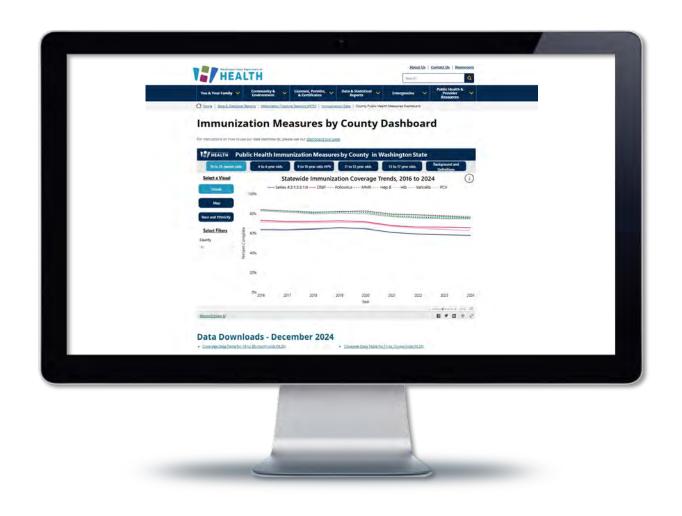
## Immunization Measures by County Dashboard

#### Age groups

- 19 to 35 months old
- 4 to 6 years old
- 9 to 10 years old HPV
- 11 to 12 years old
- 13 to 17 years old

#### Data source

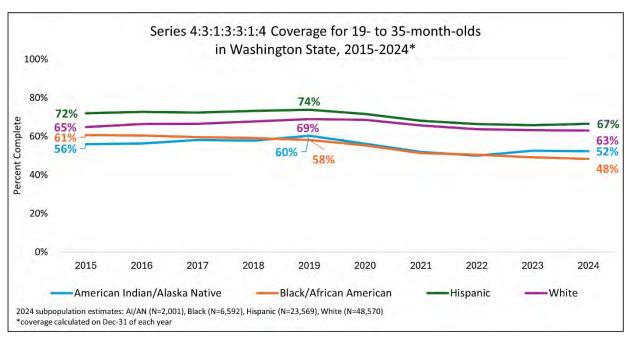
 Washington Immunization Information System (WAIIS)

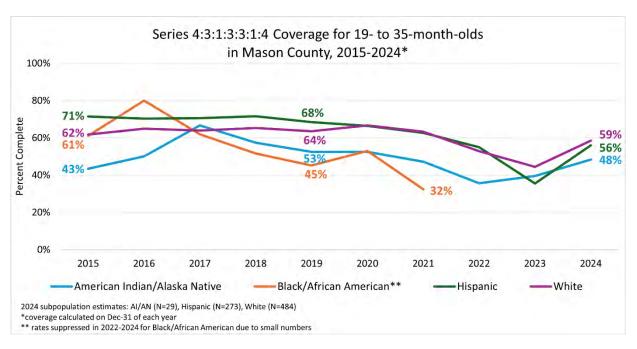


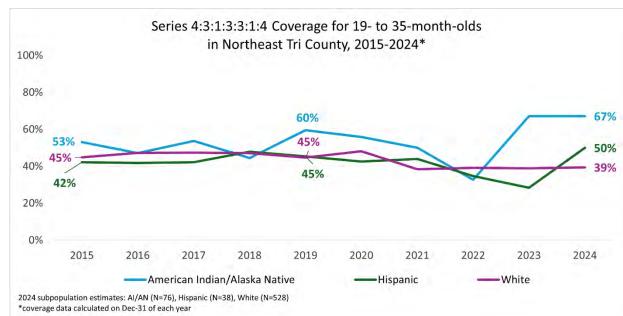
#### DOH Immunization Coverage Dashboard

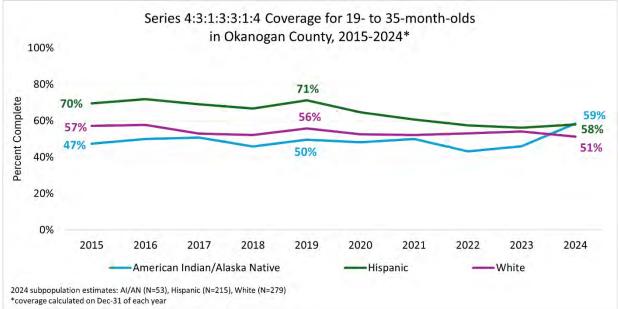
- Immunization Measures by County Dashboard 19- to 35-month-olds
  - Trends
    - Series 4:3:1:3:3:1:4
      - 4+ doses DTaP, 3+ doses polio, 1+ dose MMR, 3+ doses Hep B, 3+ doses Hib, 1+ dose varicella, 4+ doses PCV
  - Map (by county)
  - Race and Ethnicity

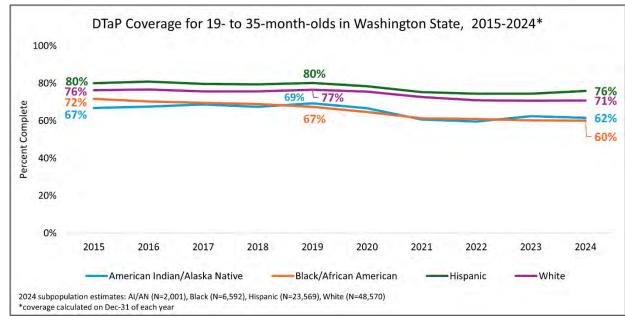
Coverage by Race

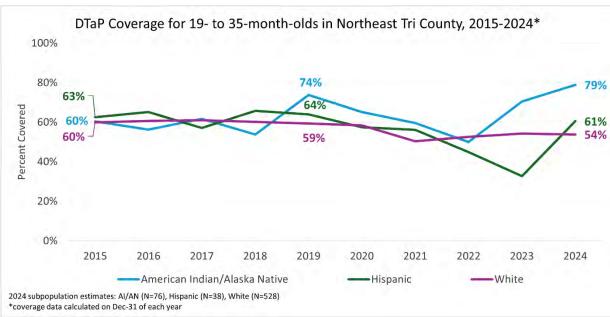


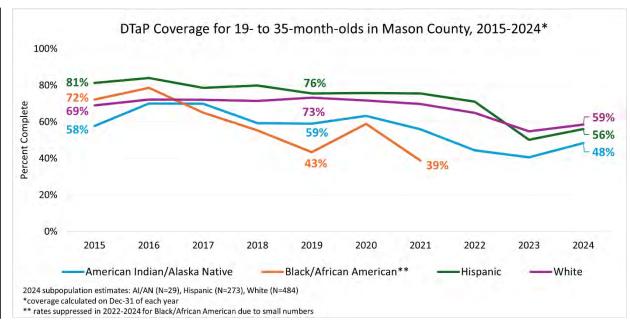


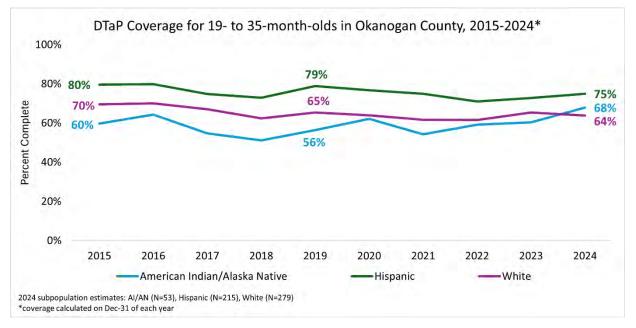


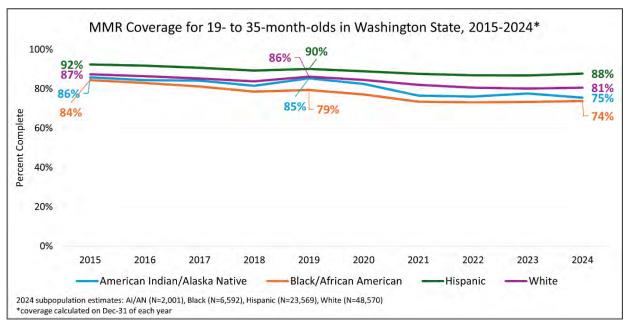


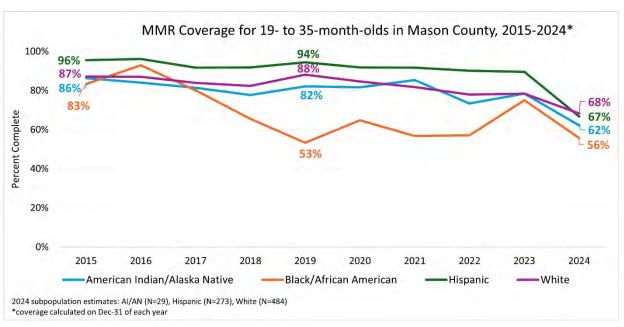


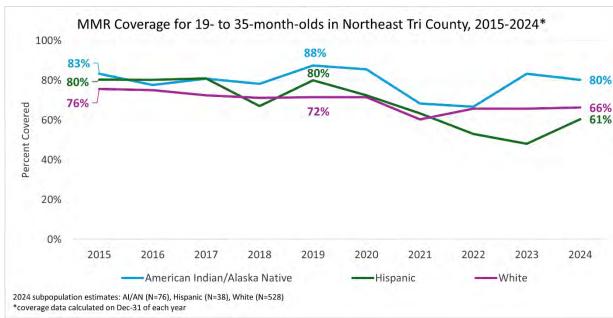


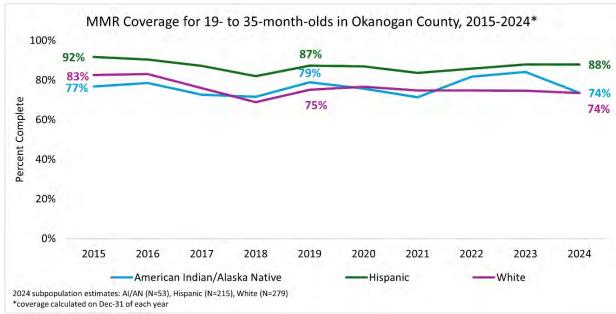






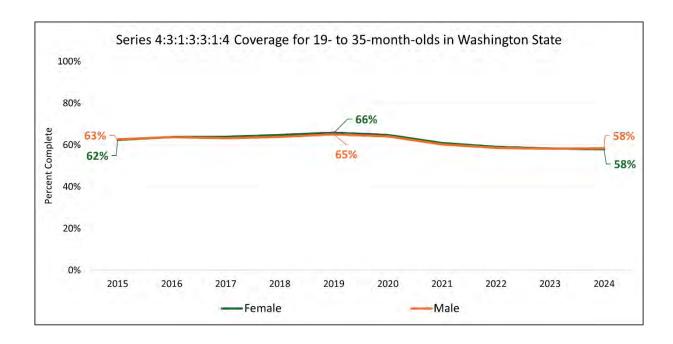




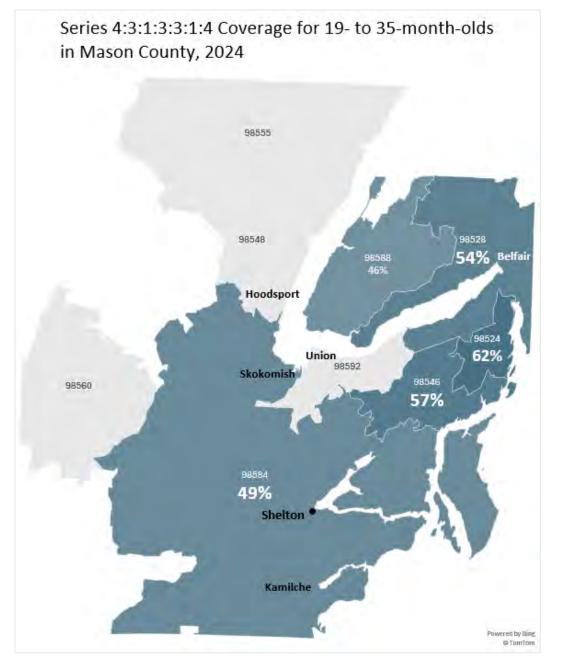


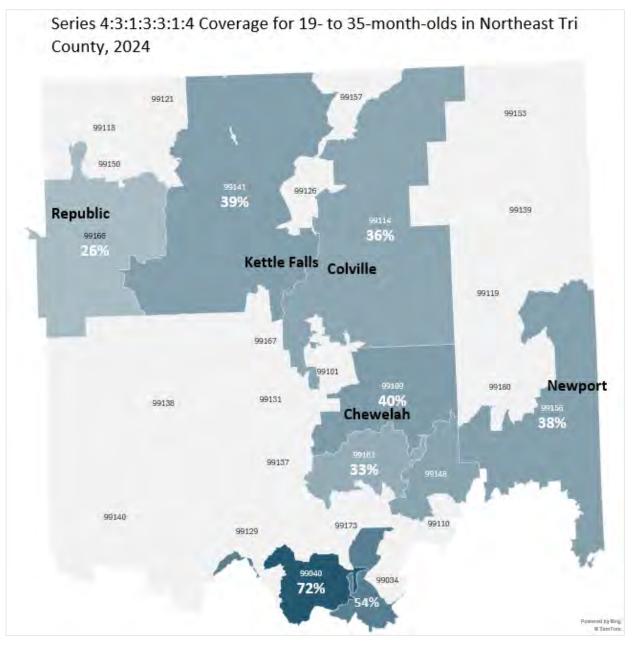
#### Coverage by Gender

- Series, DTaP, and MMR coverage by gender did not reveal large differences between male and female populations in IIS
- Example:

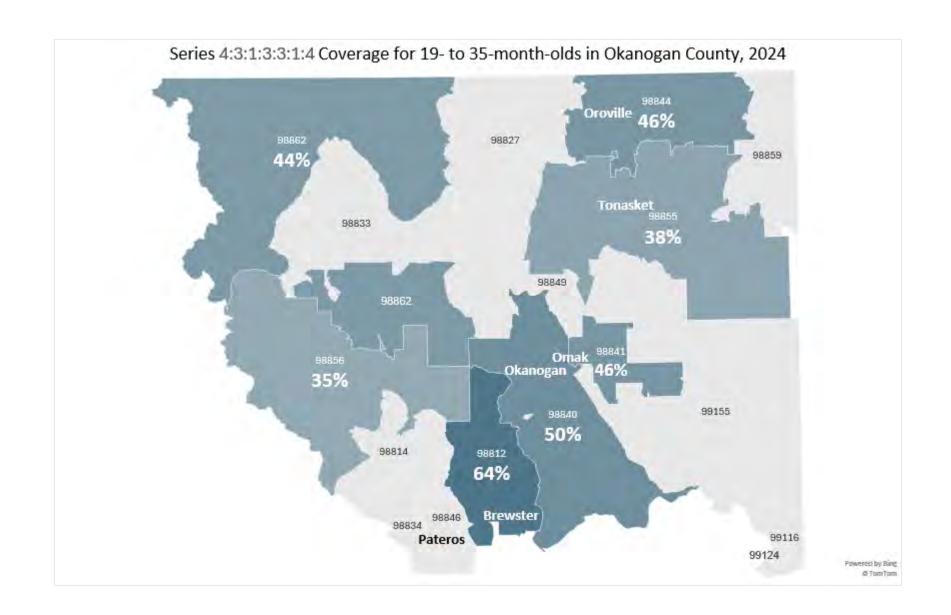


Coverage by Zip Code





Washington State Department of Health | 19







Immunization Quality Improvement for Providers (IQIP) Chrystal Averette, MPH

#### Overview

- |Q|P
- Strategies to Improve Rates
- Immunize WA

#### **IQIP** Purpose

The purpose of IQIP is to promote and support the implementation of provider-level strategies designed to increase on-time vaccination among child and adolescent patients in adherence to the Advisory Committee on Immunization Practices' (ACIP) routine immunization schedule

- Promote and support Collaborate with provider location to identify opportunities for workflow improvement, select QI strategies, and provide ongoing support and motivation
- Provider-level strategies Update vaccination workflow changes at provider location to implement IQIP strategies
- Routine immunization schedule Achieve on-time vaccination according to ACIP immunization schedule, reducing future need for catch-up

## IQIP Process

#### **12-Month Process**

SITE VISIT	2- AND 6-MONTH CHECK-IN	12-MONTH VISIT
<ul> <li>Vaccination workflow is observed, and initial coverage is reviewed</li> <li>Quality improvement strategies are selected</li> <li>Technical assistance provided</li> <li>Action items are chosen for practice improvement plan</li> </ul>	<ul> <li>Progress toward practice improvement is reviewed</li> <li>Technical assistance provided</li> <li>Practice improvement</li> </ul>	<ul> <li>Progress toward practice improvement reviewed/ updated</li> <li>Technical assistance is provided</li> <li>Year-over-year coverage change is reviewed</li> </ul>

## **Benefits of IQIP Participation:**

- Tailored support to help meet Immunize WA and HEDIS measures
- IQIP visits offer a lot of flexibility, clinics decide on strategies and time
- Individualized Training on WAIIS Immunization Quality Improvement Tools
- Technical Assistance as needed to support immunization practice
- Receive updates on new upcoming immunization materials and trainings
- Nurses and medical assistants can receive 1.0 contact hours during initial IQIP visits

#### **How IQIP Aligns with the Basic QI Process**



Need to increase vaccination coverage among children, describe the goals and purpose of the IQIP program, and assess current implementation of IQIP strategies

Review IIS (or EHR) based assessment reports (i.e. vaccination coverage, patients not up to date, etc.) to find opportunities for improvement in processes and coverage

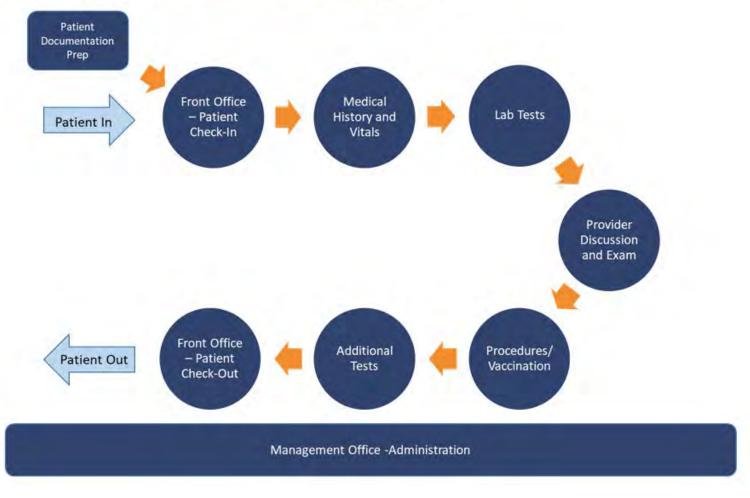
Collaborate to find ways to modify vaccination workflow, create an action plan to improve their vaccination service delivery

Support sustainable modification of vaccination workflow

In 12-months, review vaccination coverage and other available information to determine the effect of the changes made to improve services and coverage

## Example

## **Vaccination Workflow Diagram**



### **Strategies and Action Items**

#### **IQIP Core Strategies**



Facilitate return to clinic for vaccination.



Leverage IIS functionality to improve immunization practice.



Give a strong vaccine recommendation (include HPV vaccine if the provider has adolescent patients).



Strengthen vaccination communications.



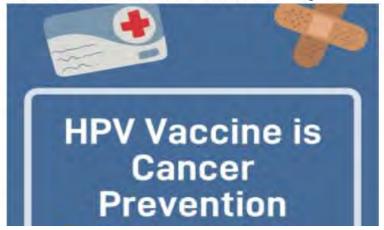
Recommend HPV vaccination series starting at age 9.

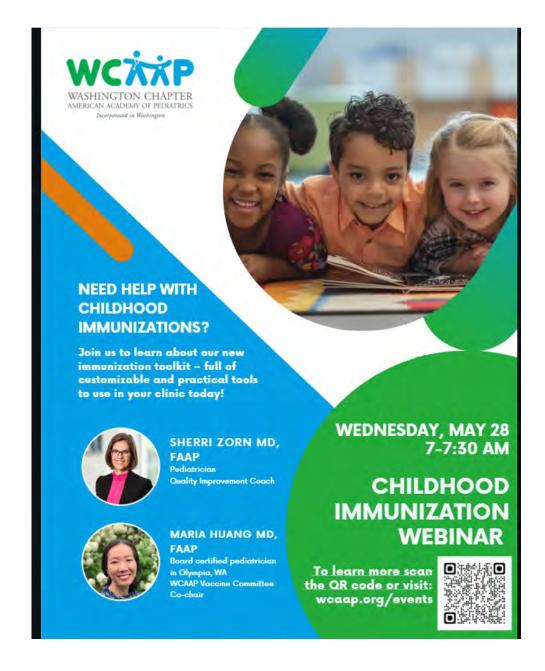
#### State Specific Strategy

## **Human Papillomavirus (HPV)** Vaccine at Age Nine

## **HPV Vaccine is Most Effective Between** Ages 9 and 12 Years

- The HPV vaccine provides long-lasting protection against the most common cancers caused by HPV.
- Doctors and nurses recommend the HPV vaccine for children starting at age nine years.
- The HPV vaccine is most effective at this age, it produces the most infection-fighting cells, or antibodies. This also ensures immunity is already in place before any exposure to the virus.
- If your teen hasn't received the vaccine, it is not too late! Talk to their doctor or nurse about getting them





0-3 Toolkit

### Immunization Coverage Rate Report



#### Childhood



#### **Adolescent**



#### HPV Vax @ 9

24-35 months by 24 months

HEDIS Combo 10 (Gold/Silv er)

13-13 years by 13 years

HEDIS Combo 2 (Gold/Silver)

(1:1:1) Bronze Series

HPV dose 1 9-10 years

**HPV** Cancer Prevention Award

Healthy People 2020 Goal 4313314



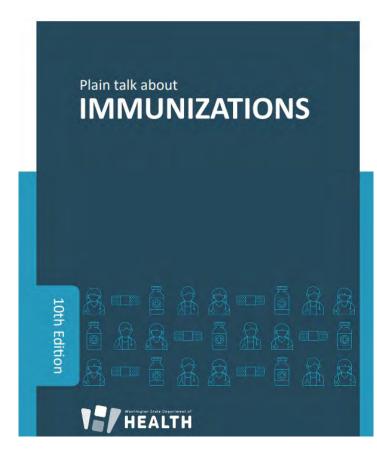
NOMINATIONS BEGIN JUNE 2, JULY 15, 2025

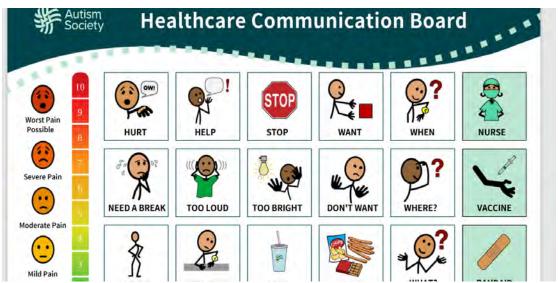


AWARD ANNOUNCEMENT AUGUST 20, 2025

#### Alternate QI Credit









## IQIP Resources



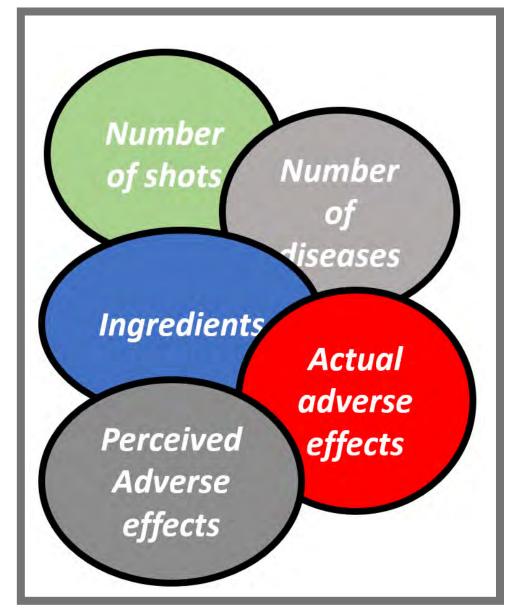




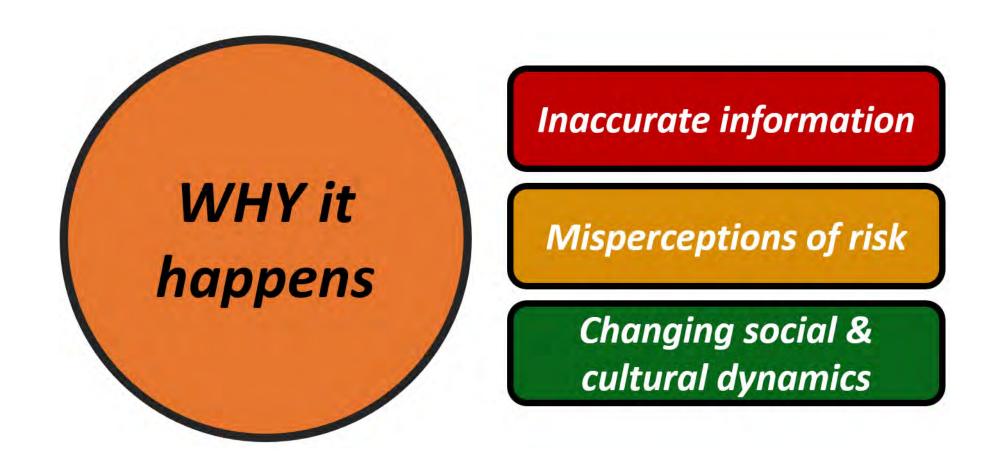
## FAQs for common vaccine concerns John Dunn, MD, MPH

# Defining the challenge

Concerns of vaccine hesitant parents ...



## Spectrum of vaccine hesitancy Refuse some or delay Refuse all Vaccinate on schedule "resistant" < ----- "hesitant" -----> < ----- "not hesitant" ----->



... probably relates less to the CONTENT of the message than to the way it is **DELIVERED** 



## The art of persuasion

Getting a person to arrive on their own at the conclusion you want them to reach



**Presumptive** Recommendation



Default is vaccination!



Social norming

Make it routine

Everyone needs to be involved!

Keep it comfortable

Comfortable, open conversation

Keep it comfortable

Resist the urge ... to argue about facts

Keep it comfortable

Resist the urge ... to frighten or threaten

Keep it comfortable

Resist the urge ... to ridicule or shame



**Partnership** 

Alignment of parent agenda with your own

**Partnership** 

Alignment of self-image as a good parent with vaccination



Shared goals



Values-based messaging



"Prebunking"

The art of persuasion

Structure the discussion on your terms ... with the default-in-mind

The art of persuasion

Motivational interviewing

The art of persuasion

Asking permission to share

The art of persuasion

An ongoing conversation ...

Tailor your approach

Not all hesitancy is created equal



Yes. Millions of children safely receive vaccines each year. The U.S. has a long-standing vaccine safety system that ensures vaccines are as safe as possible.

Yes. Millions of children safely receive vaccines each year. The U.S. has a long-standing vaccine safety system that ensures vaccines are as safe as possible.

> No. Many people want answers about the causes of autism including me. But well designed and conducted studies that I can share with you show that MMR vaccine is not a cause of autism.

Is there a link between vaccines and autism?

Yes. Millions of children safely receive vaccines each year. The IIS has a long-standing vaccine

Can vaccines overload my baby's immune system?

No. Vaccines help babies fight infections by introducing a small number of antigens into their bodies. Antigens are parts of germs that cause babies' immune systems to go to work. Vaccines contain only a tiny fraction of the antigens that babies encounter in their environment every day.

k between d autism?

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We vaccinate children early because they are susceptible to diseases at a young age. Young children also have the highest risks of complications that could lead to hospitalization or death.

Why do vaccines start so early?

vaccine is not a cause of autism.

Yes. Millions of children safely receive vaccines each year. The IIS has a long-standing vaccine

Can vaccines overload my baby's immune system?

No. Vaccines help babies fight infections by introducing a small number of antigens into their

Don't infants have natural immunity? Isn't natural immunity better than the kind from vaccines?

Babies may get some temporary immunity from mom during pregnancy, but these antibodies do not last long, leaving your baby vulnerable to disease if you don't vaccinate him/her.

arts of es'immune

> Why do vaccines start so early?

hospitalization or death.

vaccine is not a cause of autism.

> Can vaccin baby's im

Don't infants have no immunity? Isn't naturar immunity better than the kind from vaccines?

Yes. Millions of children safely

There is no data to support that spacing out vaccines offers safe or effective protection from these diseases. Any time you delay a vaccine, you leave your baby vulnerable to disease. It's really best to stay on schedule.

> pregnancy, but these antibodies do not last long, leaving your baby vulnerable to disease if you don't vaccinate him/her.

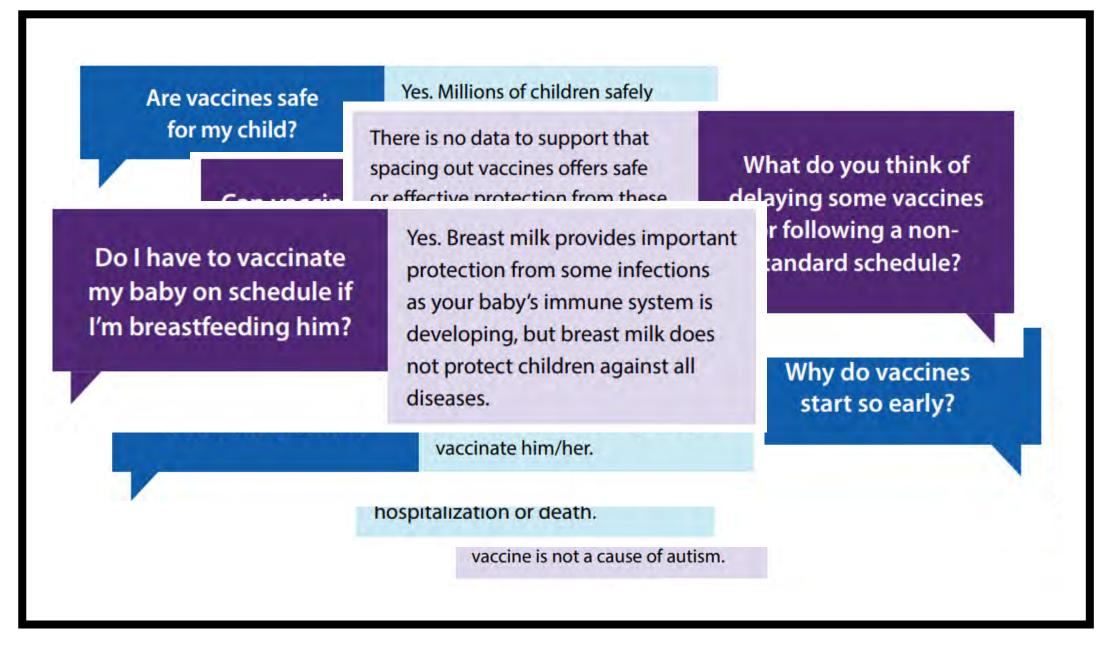
delaying some vaccines or following a nonstandard schedule?

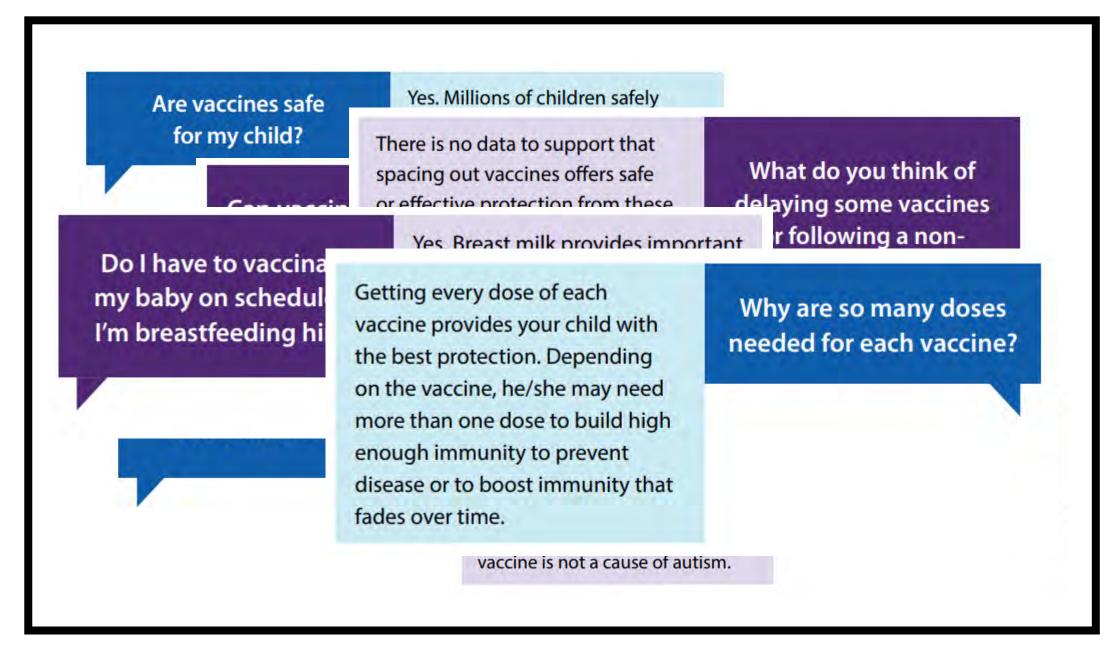
What do you think of

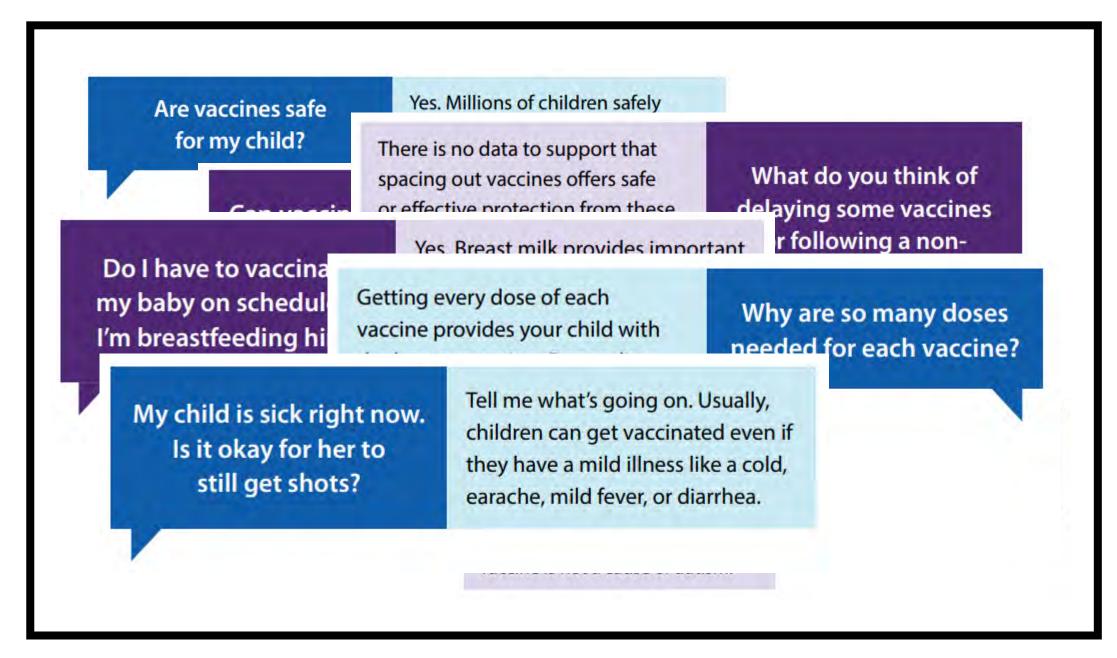
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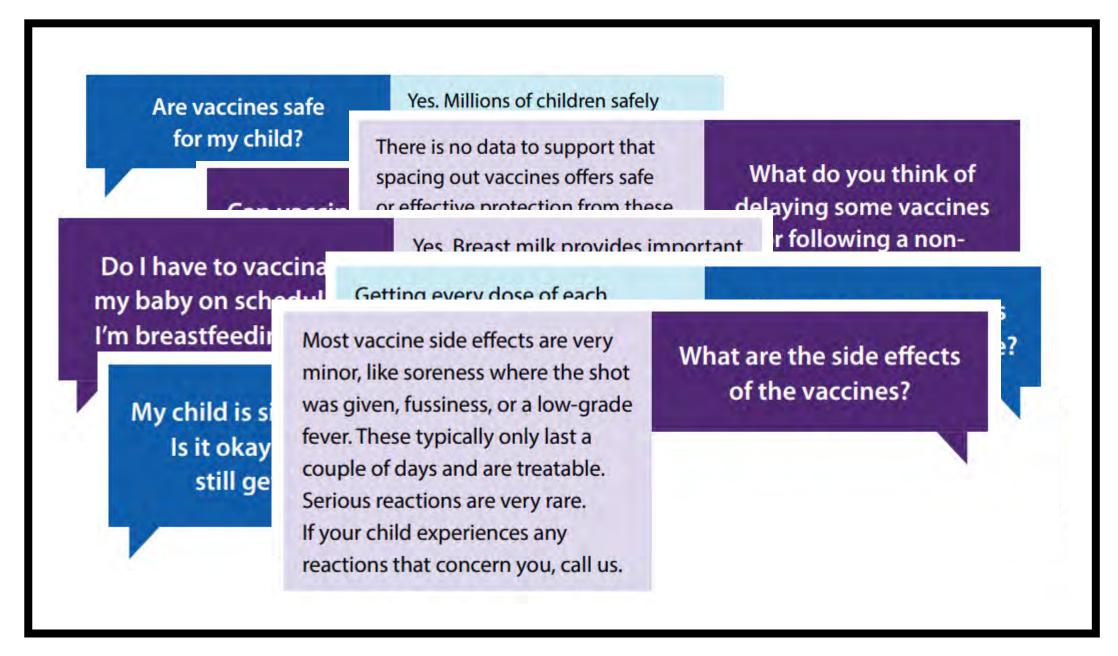
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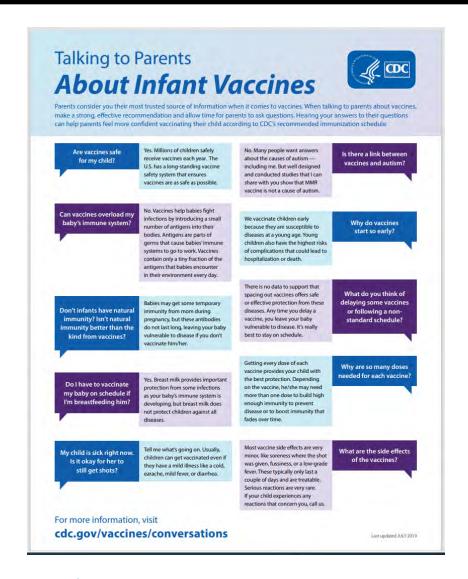












https://www.cdc.gov/vaccines/hcp/conversations/downloads/recommending-newborn-infant-vaccines-508.pdf

### **Common Immunization Questions from Parents**

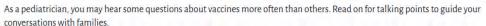
Home / Patient Care / Immunizations / Communicating with Families and Promoting Vaccine Confidence / Common Immunization Questions from Parents











# American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®



#### Resources

- AAP HealthyChildren: Multiple Vaccines in One Visit
- AAP HealthyChildren: Vaccine Studies: Examine the Evidence
- AAP HealthyChildren: Vaccines Safety: The Facts
- AAP Healthy Children: Why is the Schedule Like That

https://www.aap.org/en/patient-care/immunizations/communicating-with-families-and-promoting-vaccine-confidence/commonimmunization-questions-from-parents/



# Strategies to Improve Rates by making a Strong Recommendation

#HowlRecommend Videos

Talking with Parents about Vaccines for Infants

Immunity Community - A Conversation Guide for Healthcare Professionals

## Addressing Parents Questions and Concerns About Vaccines

Parental Concerns

# **HPV-Specific Strong Recommendation**

Talking to Parents about HPV vaccines

**HPVIQ Communication Tools** 

# **Strengthen Vaccination Communications**

Sample policy statements for clinics to share with patients,

Immunization Action Coalition Sample Vaccine Policy statement for clinics (PDF)

### Provider Discussion Guides on Immunizations and Diseases

- Adolescent Immunization Discussion Guides, AAP
- Childhood Immunization Discussion Guides, AAP
- Diseases and Vaccines

### Social Media Materials for Clinics

Meningitis B Action Project launches back-to-school resources to encourage vaccination; new social media series titled "Be a Team Player"

## **Training**

 Drop Your Assumptions and Pick Up the Evidence: Strategies for Communication with Parents about Vaccines, **Immunity Community** 

## Strategies to Improve Rates Using the **Immunization Information System (IIS)**

Running the Coverage Rate Report (PDF) (instructions)

Using the Reminder/Recall system in WA IIS (PDF)

Managing Patient Ownership and Status (PDF) (instructions)

Video: Patient Active/Inactive Status in the IIS for Owning Organizations

Multi-language Reminder Recall Letter for Immunizations and Well Child Visits (Word) - Languages include English, Spanish, Vietnamese, Somali, Russian, Simplified Chinese, Korean, Amharic, Arabic, Ukrainian, and Marshallese.

#### **HPV Vaccine at Nine**

#### **Update to HPV Forecast**

On January 20, 2023, the Washington State Immunization Information System (IIS) updated the human papillomavirus (HPV) forecast to start at age nine. Read more about this change and find important resources.

HPV Vaccinations Starts at age 9

## Strategies to Imp Take a Shot against Cancer! (PDE) Immunization In

Running the Coverage Rate Report (PDF) (in

**Training** 

Using the Reminder/Recall system in WA IIS • HPV Vaccine Starts at 9: Why? How? Now! Cancer Prevention Made Easy (May 16, 2023)

Managing Patient Ownership and Status (PI

Cancer Prevention through Human Papillomavirus (HPV) Vaccination (January 26, 2023)

Video: Patient Active/Inactive Status in the I

#### **Additional HPV Materials for Your Practice and Your Patients**

Multi-language Reminder Recall Letter for In Vietnamese, Somali, Russian, Simplified Chi

- . HPV vaccine is cancer prevention Questions, answers, and materials for parents, adolescents, and young adults from the Washington State Department of Health.
- HPV at 9, Parent Poster, 8.5x11 (PDF) / 11x17 Poster (PDF)
- Additional Languages of the HPV at 9 Poster
- Customizable Reminder/Recall Card Your Adolescent is Due for a Health Checkup! (includes HPV, Tdap, and meningococcal reminders)
- o English postcard (PDF) / Spanish postcard (PDF)
- HPV Reminder Dose Cards
- o Age 9-14, English (PDF) / Age 9-14, Spanish (PDF)
- Age 15+ English (PDF) / Age 15+ Spanish (PDF)

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HPV Vaccinations Starts at age 9

Take a Shot against Cancer! (PDF)

HPV Don't Wait to Vaccinate (PDF)

Age 9 Announcement Approach Pathway (PDF)

#### Strategies to Improve F Immunization Informa

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### **Other Resources for Parents**

Clear Answers and Smart Advise about your Baby's Shots (PDF)

### Immunization Schedule

Combo Vaccines (PDF)

Immunization Timing for Children 2021 (PDF)

### Other Resources

The Community Guide - Immunizations

Immunization Action Coalition (IAC) Handouts for Staff and Patients

10 Steps to Implementing Standing Orders for Immunization in Your Practice Setting (PDF)

## **Training for Clinicians**

WA Department of Health Immunization Training and Webinars

Immunity Community E-Courses

Vaccine Education Center at Children's Hospital of Philadelphia

Vaccine Training for Medical Assistants

Facing the challenge

# Obtaining Continuing Education

- Continuing education (CE) is available for nurses and medical assistants.
  - There is no cost for CEs.
- The expiration date for credit is August 14, 2025.
  - Successful completion of this continuing education activity includes the following: Attending the entire live webinar or watching the webinar recording.
  - Completing the evaluation and assessment after the live webinar or webinar recording.

# Obtaining Continuing Education

- We are now using <u>TRAIN.org</u> that allows attendees to automatically generate CE certificates or certificates of completion after completing the evaluation.
- You will need to have an account to access our immunization webinars.
- You can register for webinars, watch the recording, complete an evaluation, and print or download a CE certificate.
- TRAIN.org link for this webinar: WA Vaccine Confidence Bootcamp May 14 - TRAIN Learning Network - powered by the Public Health Foundation
- For any questions, please send an email to immstraining@doh.wa.gov





Questions?



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