

Community, Policy, and Hospital System Strategies



Current Trends



Morbidity and Mortality Weekly Report (*MMWR*)

Search

Decline in Vaccination Coverage by Age 24 Months and Vaccination Inequities Among Children Born in 2020 and 2021 – National Immunization Survey–Child, United States, 2021–2023

Weekly / September 26, 2024 / 73(38);844–853



Morbidity and Mortality Weekly Report (*MMWR*)

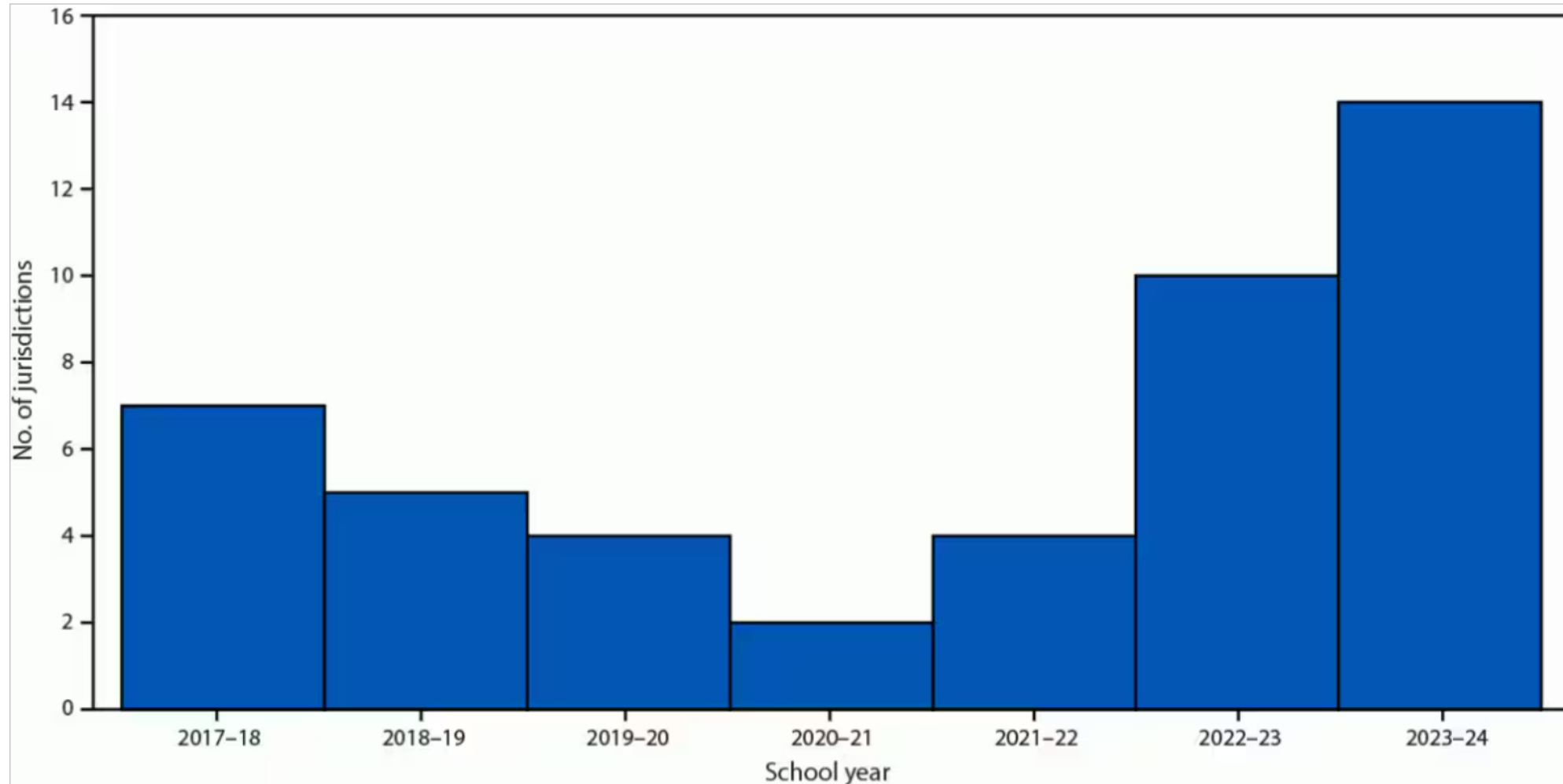
Search

Coverage with Selected Vaccines and Exemption Rates Among Children in Kindergarten – United States, 2023–24 School Year

Weekly / October 17, 2024 / 73(41);925–932

Current Trends

FIGURE 2. Number of jurisdictions that could not potentially achieve $\geq 95\%$ coverage*[†] with measles, mumps, and rubella vaccine among kindergartners — United States, 2017–18 to 2023–24 school years



Integrated Community, Policy, and Health System Strategies

- **Access and convenience:** Addressing disparities in vaccination rates requires practical steps to facilitate access
- **Social networks and trusted community & institutional leaders:** Parents often consult with their social networks and trusted leaders
- **Collaborations and partnerships:** Partnerships with communities and their involvement in designing interventions can enhance effectiveness
- **Strategic policy initiatives and improved monitoring:** Stakeholder sharing information and identifying populations needing focus can improve monitoring



Our History

Vaccines Through the Years

Cincinnati Children's has a long history in the fight against infectious diseases, from encephalitis and polio to the rotavirus and COVID-19.

[Learn More about Our History →](#)

[Physician Resources →](#)

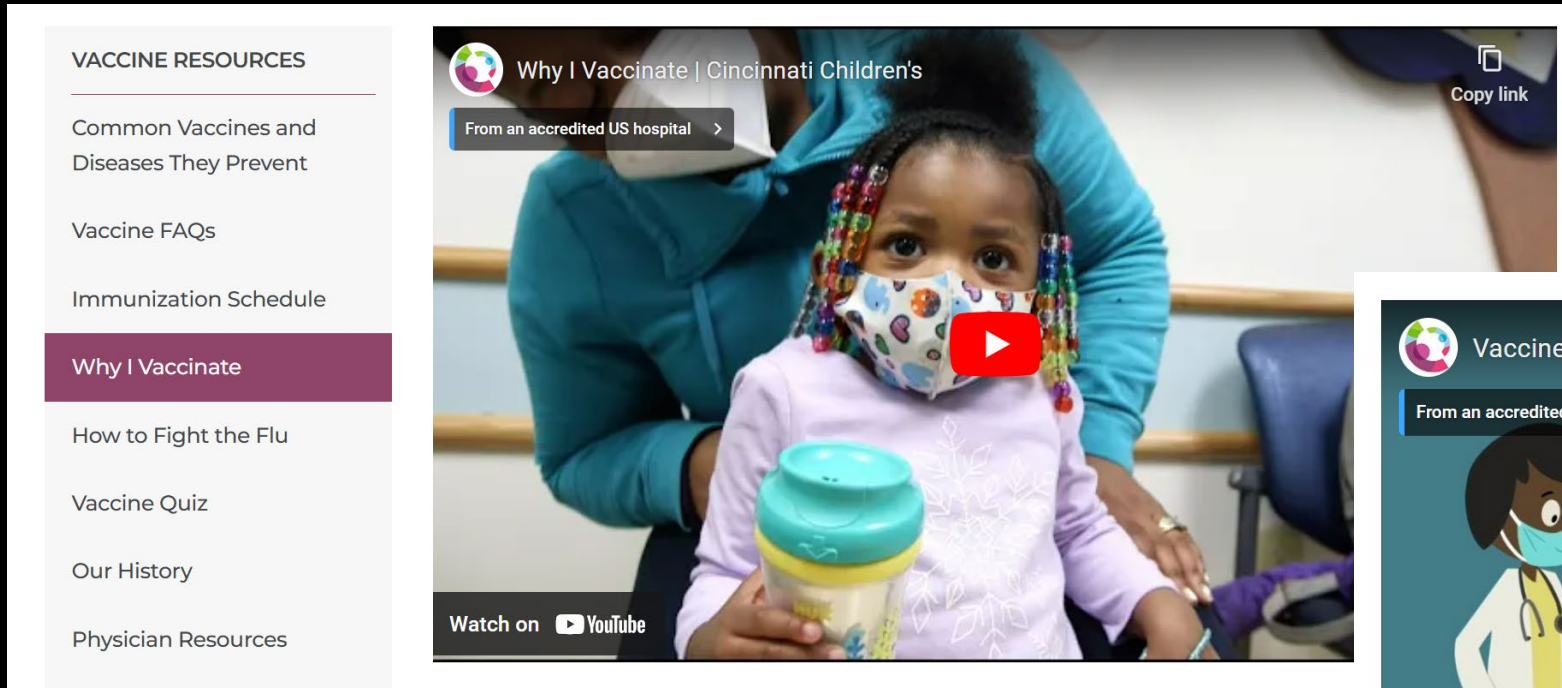


Access and Convenience

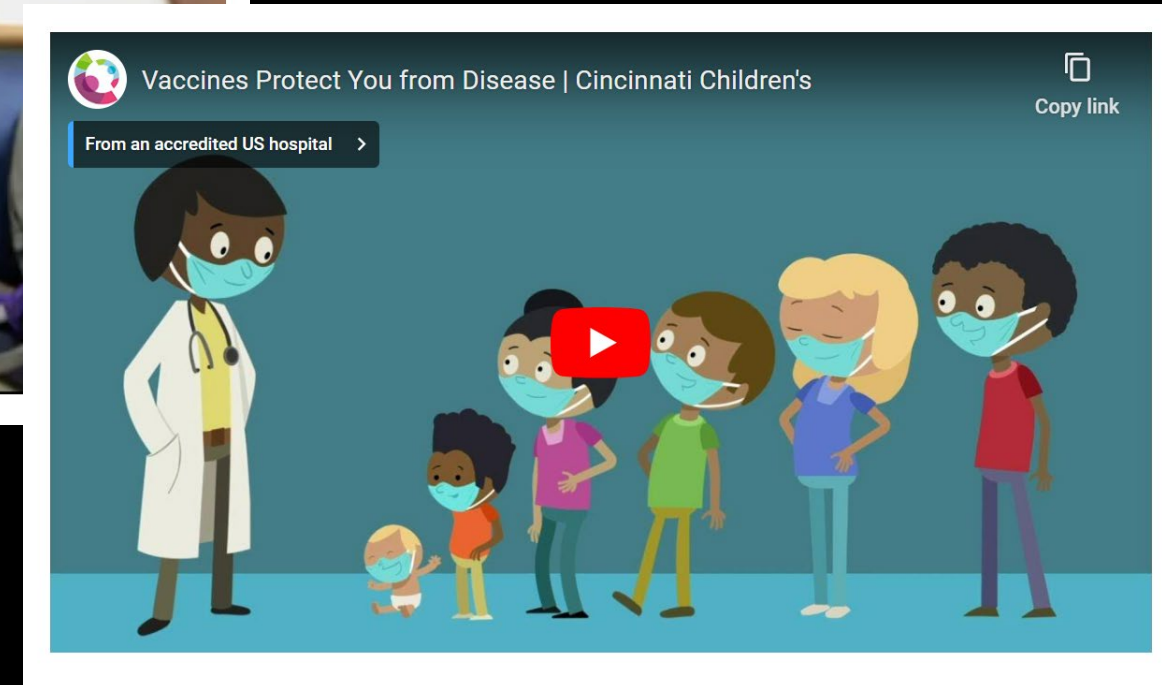
- Creating a culture supporting immunization with all members in a practice
- Easy access to vaccines through walk-in visits, vaccine only visits, evening/weekend hours, administer vaccines during other encounters like acute care visits, provider digital reminders
- Robust outreach to children who are not up-to-date on well visits and immunizations
- Immunization at community events, schools, mobile care centers

Social Networks and Trusted Leaders

- Media campaigns: TV, social media, webpages, newspaper



- Videos in English, Spanish, Arabic




Collaborations and Partnerships


- Community Advisory Boards for community input
- Community and school events
- Partner with and empower families


Why I
Vaccinate

**Cincinnati
Children's
families and
employees
share why
they chose to
vaccinate
their children
and why you
should as
well.**



Watch
Video →



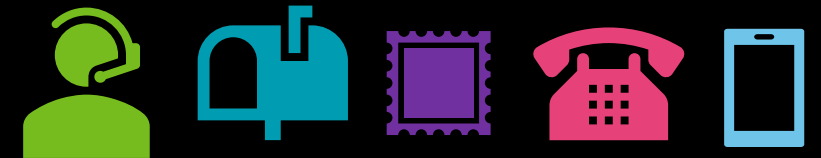


Strategic Policy Initiatives and Monitoring

- State immunization registries
- Practice level close monitoring for patients who are overdue for well care and/or immunizations
 - Full time outreach coordinators who monitor receipt of vaccines and outreach through automated phone calls, texts, MyChart messages, personal calls and coordination with community health workers
 - Monitoring through our electronic records, state registries and insurance company data
- Advocacy for immunizations
- Innovation to improve



Monitoring



Parental Reminders



Access and Convenience



Partnership

Core Messages and Tailored Communication

High Quality Vaccine Recommendations

Presumptive Announcement

Strong Recommendation

Motivational Interviewing Skills

Open-ended Questions

Reflections

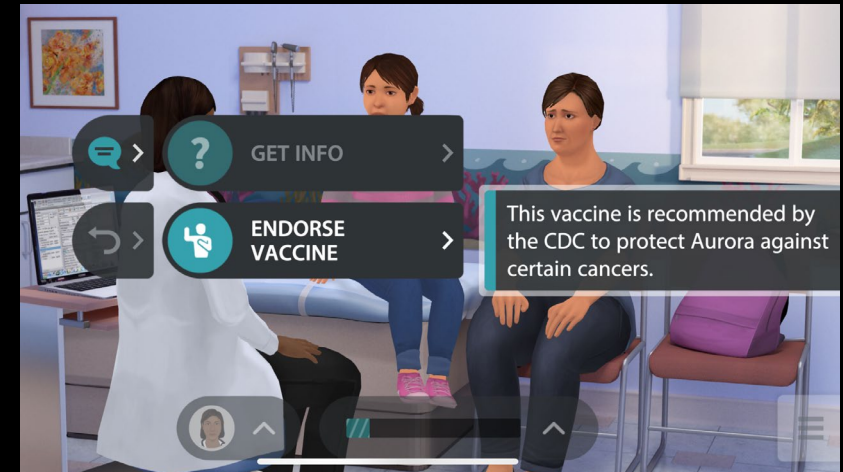
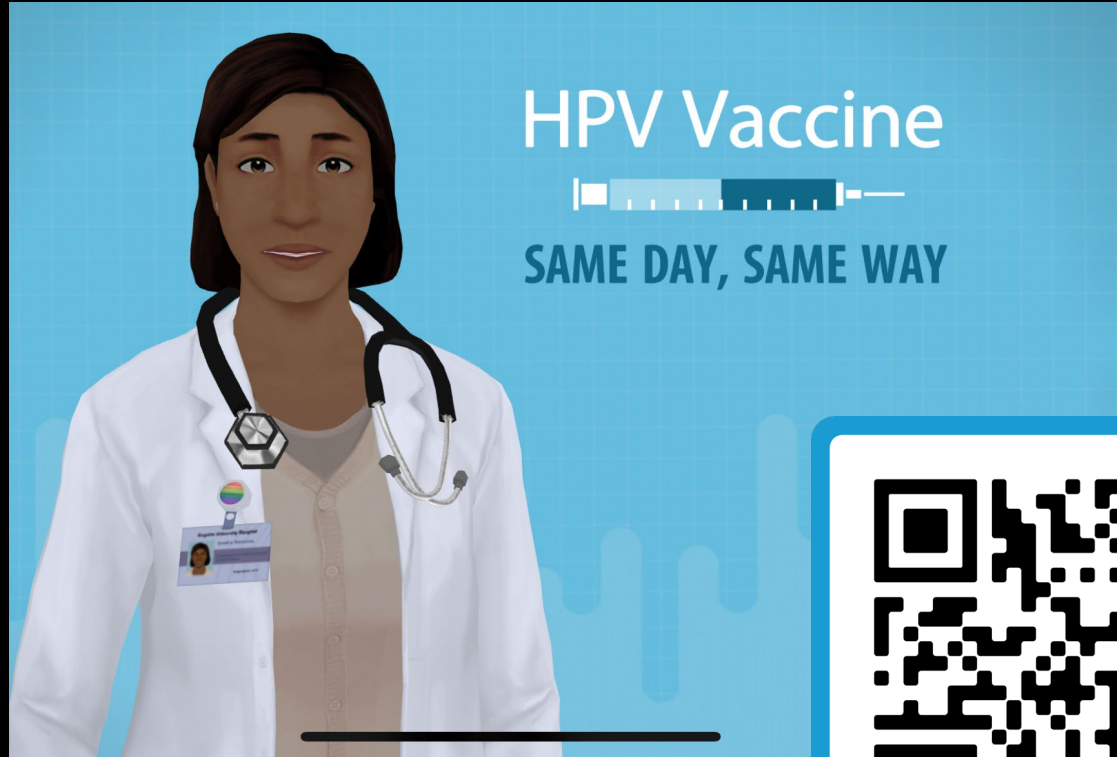
Asking Permission

Affirming/Supporting Statements

Opel et al. *Pediatrics*, 2013.

Dempsey et al. *JAMA Pediatrics*. 2022.

Mobile Apps to Support Provider Communication



Real et al. *Academic Pediatrics*, 2021.
Bishop et al. *J Health Commun.* 2022.

Promoting Communication and Trust Building Skills through **Virtual Reality**



Practice Tailoring Your Communication

Identify why a family may be hesitant:

Use open-ended questions: “Tell me more...”

Allow families to maintain control:

Ask permission: “Is it okay if I tell you...”

Avoid debating/confronting a family:

Reflect and redirect: “It sounds like...”

Emphasize a family’s strengths and abilities:

Use affirmative language: “I appreciate...”

What if **race** comes up?

- Acknowledge
- Validate
- Destigmatize
- Emphasize shared values

What if **politics** comes up?



Variables	% before	% after	Difference (95% CI)	p-value ^a
Intervention group				
All participants	54.3	72.4	18.1 (11.0, 25.8)	<0.001
Licensed physicians	40.4	63.3	22.9 (11.0, 35.4)	<0.001
Resident physicians	59.9	75.2	15.3 (6.0, 24.7)	0.002



Comparison group				
All participants	59.5	63.4	3.9 (−11.0, 19.0)	0.609
Licensed physicians	61.2	39.8	−21.4 (−48.0, 5.3)	0.128
Resident physicians	58.9	69.8	10.8 (−7.0, 28.3)	0.228

Real et al. *Am J Prev Med*. 2022.



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