



Tdap for Young and Middle-Aged Adults - Education and Administration

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Introduction

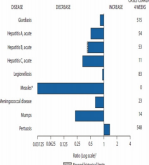
In May, 2010, nurses at the Madison Health Department received vaccines valued at \$35,000 from the NJ State Health Department. This happened with federal stimulus funds provided by the American Recovery and Reinvestment Act.

A population of 60,000 people in six towns receive public health essential services from Madison.

300 doses of Tdap were received.

Pertussis – a communicable disease on the rise

The figure shows selected notifiable disease reports for the United States, with comparison of provisional 4 week totals through January 22, 2011, with historical data.



Reports of Pertussis increased. Other diseases all decreased.

The challenge: How to vaccinate

busy young and middle-aged adults who rarely seek medical care who know little about the disease and who never heard about the vaccine?

*To our advantage, we had standing orders and free vaccine.

Initial efforts were unsuccessful.....

Repeatedly we heard ... Tdap? What's that??



Getting

out the word



Tdap, Get your Tdap! Tdap here

Whooping cough is on the rise; infants at risk

WARNING: According to the Madison Health Department, a year-old increase in the number of cases of whooping cough has been seen in California. Two infants under three months old have died in what is now considered an epidemic. Public health officials are urging parents, family members, daycare and other care providers to get the pertussis vaccine as soon as possible. If the people around an unvaccinated infant are protected, that protection will "vaccinate" the young infant and reduce the risk. Health officials say.

The Madison Health Department is encouraging the public to get vaccinated.

The beginning: What's happening? Who can help?

Groundwork

- 1) Do area hospitals have protocols for administering Tdap vaccine postpartum?
- 2) Do obstetricians, pediatricians, and hospitals educate parents and infant caretakers about Tdap?

1) There were policies. We recommended that women have to "opt out" rather than "opt in".

2) Visits were made to local doctors' offices and educational materials were delivered to them about the vaccine and where to get it.

Finding people to immunize

What worked...
What didn't ...

Getting referrals for family members from post partum units, obstetricians, ☒

Newspaper article to draw in young adults. ☒

Emailed invitations to local merchants to drop in the Health Dept. at lunch time for Tdap. ☒

Outreach

Can we get into child-care centers to immunize?

Results

• Called two child-care centers caring for infants to immunize the staff.

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• Vaccine was given immediately to interested individuals and to others when flu shots were given.

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• No response from the other center.

Vaccine was moving slowly

It seemed like an impossible mission until ... we changed tactics.

People do understand "tetanus booster" shots.



We began promoting Tdap as a Tetanus booster with Pertussis protection

We focused on groups needing protection.

Teachers like to be protected.

First Aid Squad was interested.

Police and firemen are vulnerable.

There are good sites in every town to immunize

A Public Works manager arranged for all appropriate vaccines for his employees

A local supermarket had 100 employees, some insured, some not

A car dealership

Many young parents work there

The Farmers Market and the YMCA draw people of all ages

The nurses' efforts contributed to herd immunity



Results: 300 doses of Tdap vaccine were given to young and middle-aged adults. We could have used more.

Lessons learned about the population...

1. The general public knows very little about adult vaccines.
2. Vaccines are not a primary concern for young adults. They do not know to ask about them. And adult vaccines are often not readily available.
3. People will trust a knowledgeable health care professional.
4. Convenience, cost and quick service will influence a decision.

Lessons learned by the health professional...

1. Build on what people know about vaccines.
2. Reference pertinent health information in the news, e.g. the pertussis epidemic in California.
3. Be persuasive promoting prevention.
4. Go where young adults work and play. Teach that there are vaccines for every age; not just for children and seniors.
5. Reach out to infant caretakers, at home and in public settings.
6. Stress herd immunity: protect oneself and others, esp. infants.
7. Take advantage of low cost and free vaccine offers.

Acknowledgements to Vincent Esposito, M.D., (who is Madison's Borough Council President), for writing standing orders, and to Marlene Dolan, RN, Madison's vaccine specialist and manager.