





Non-Traditional Funding for Non-Traditional Pertussis Clinics

Bakersfield, California - Budget cuts to the Kern County Public Health Services Department, minimized resources and reduced staffing. The growing community need for Pertussis vaccinations demanded a new approach to augment existing planned clinics. Combing the need for the county's largest insurer to increase enrollment to the under-served, Public Health created a unique partnership to provide non-traditional Pertussis clinics in the county's most needy communities.

County's Largest Insurer

Kern Health Systems, an independent county agency that manages Medi-Cal benefits and health care for poor county residents, shares Kern County Public Health's concern over providing services to those most in need. Targeting a specific area of Kern County whose demographics and sociographic of residents

Fire LARE MARKING

matched the customer base of agencies, a unique alliance and partnership was developed to financial augment existing Pertussis clinics.



FREE Whooping Cough Vaccine Clinic Sunday, September 19

Sunday, September 19 7:00am - 2:00pm





Collaboration

Kern County Public Health Services Department negotiated a financial agreement for Kern Health Systems to financially support additional clinics in the specific zip code area. Additionally, Kern Health Systems also agreed to provide support for health screenings at each of the five new clinics. The additional Kern Health System's

financial support was used to augment outreach, promotion and education for and at each clinic held at non-traditional site which included swap meets, high school, elementary school and adult schools.

