

## HOW TO MAXIMIZE A VACCINATION COMPLIANCE PROGRAM



**Lakewood Resource & Referral Center (LRRRC)**  
**Center for Health Education, Medicine & Dentistry (CHEMED)**

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## LRRRC & CHEMED OVERVIEW



### Lakewood Resource and Referral Center Inc.



**Social Service Division**  
**Opened in March 2005**



**Community Health Center**  
**Opened in February 2008**

**Designated as an  
FQHC Lookalike in  
January 2009**

**Designated as an  
FQHC 330 New  
Access Point in  
March 2009**

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## ABOUT LRRC



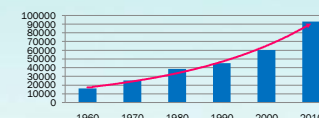
### LRRC PROVIDES A COMPREHENSIVE RANGE OF SOCIAL SERVICES FOR



- Lakewood Township
- Ocean County
- New Jersey

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## POPULATION GROWTH



## LAKESWOOD NJ

**Ranked in the bottom 10% of median income of New Jersey Municipalities.**

**Second lowest in per capita income in Ocean County.**

**U.S. Census 2010 Number Residents is 92,843**

**20,000 + children (grades K-12)**

**Over 4,200 births per year**

**Highest population increase in New Jersey, 54% since the 2000 Census**

**Largest Municipality in Ocean County**

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## LRRC PROGRAMS

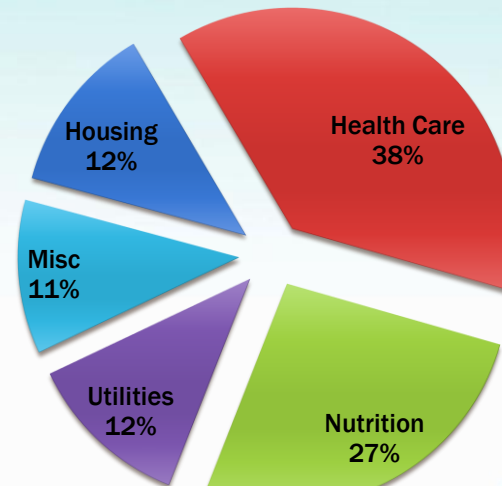


- ❖ Healthcare Insurance Plans
- ❖ **CDC Vaccinations Immunization Compliance**
- ❖ Preventative Healthcare Service
- ❖ Nutrition Supplementation Programs
- ❖ Utilities Bill & Equipment Assistance
- ❖ Credit Counseling
- ❖ Disability Insurance
- ❖ Employment Counseling
- ❖ Affordable & Fair Housing
- ❖ Census 2010
- ❖ Lead Abatement / Poisoning Prevention
- ❖ American Recovery & Reinvestment Act



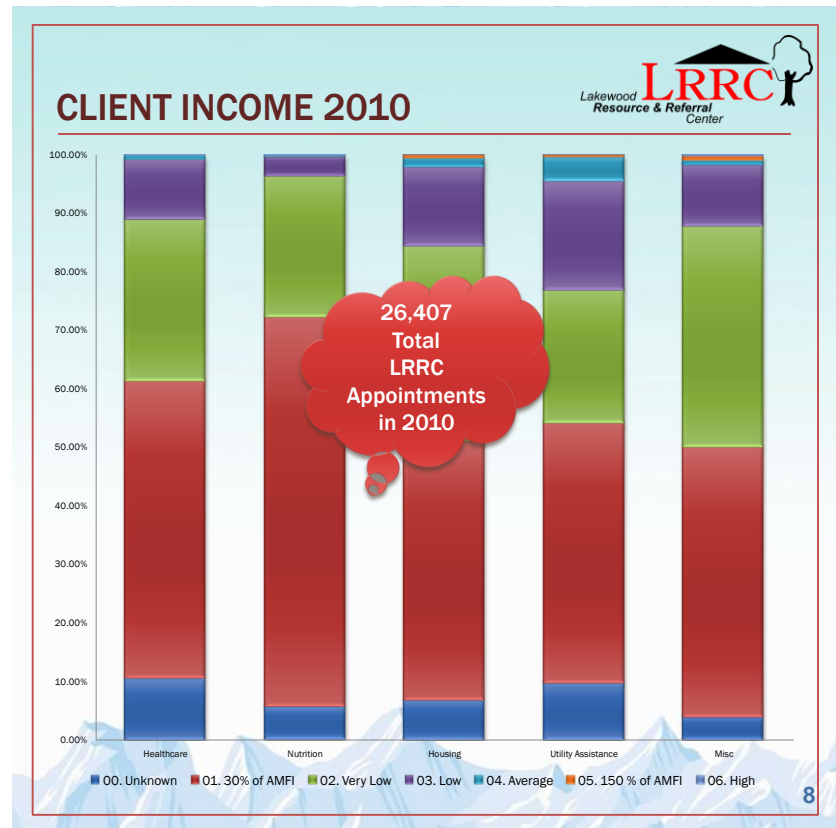
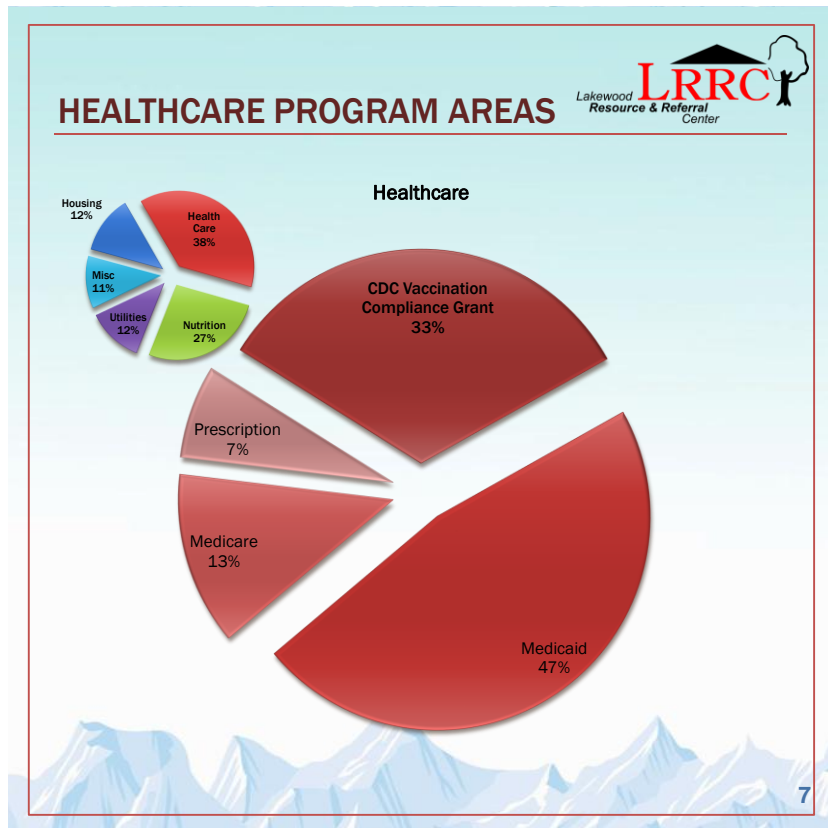
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## PROGRAM AREAS

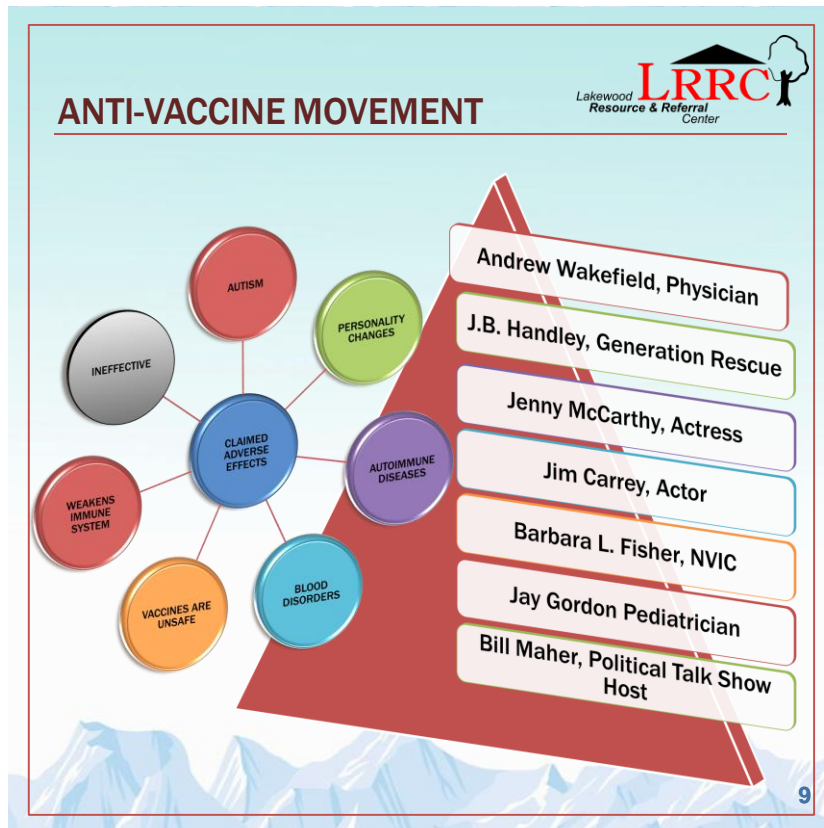


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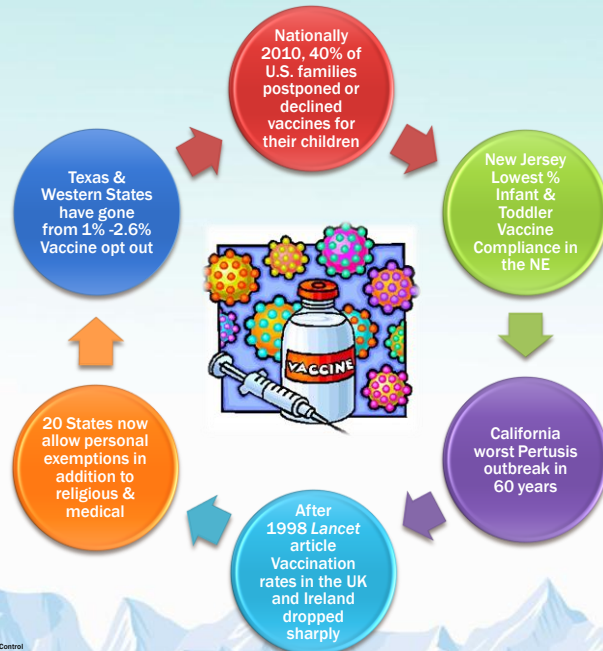








## ANTI-VACCINE MOVEMENT...



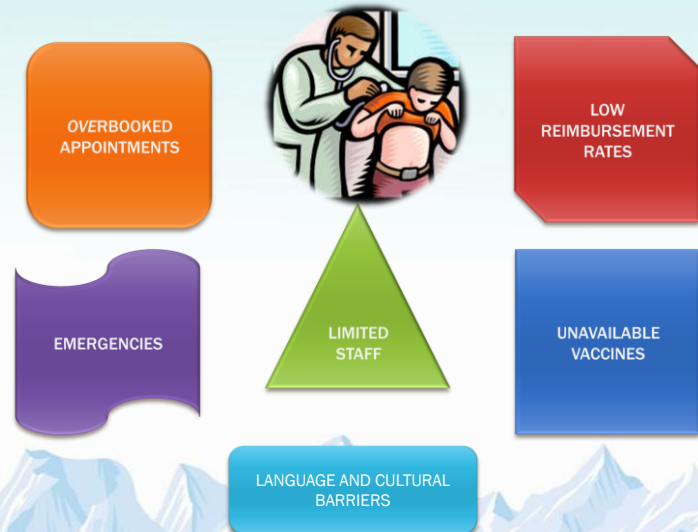
Centers for Disease Control  
Other Sources Available upon request

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## PHYSICIAN OFFICES

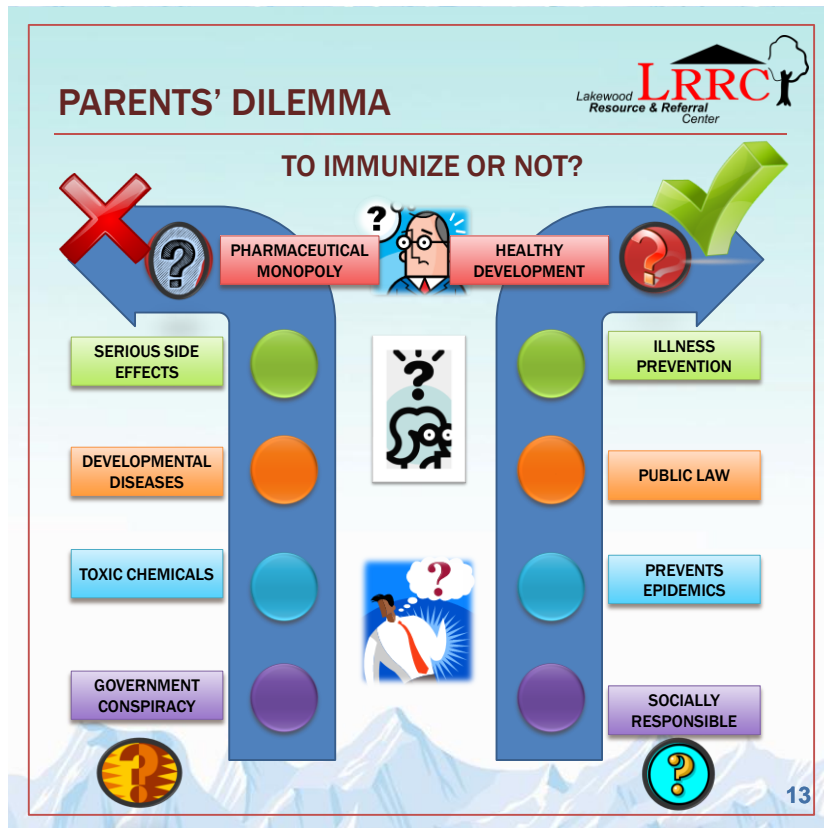


The pace of modern life and professional demands on both parents and physicians leave little time for vaccination education.



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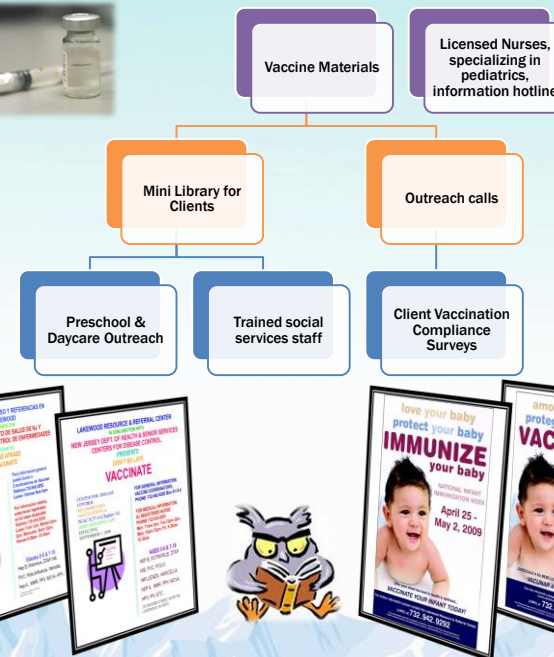
## EDUCATIONAL SOLUTIONS...



- A variety of demands on clinicians precludes them from providing adequate preventative health education.
- Parents and responsible adults have been bombarded with anti-immunization information, reports, and advertising. Parents are confused, scared, and uncertain what to do?
- Community Health Centers (CHC) or equivalents collaborate with community Social Services Agencies (SSA).
- CHC will provide comprehensive general clinical immunization training to designated SSA staff.
- CHC will establish phone hotlines with access to licensed clinicians highly experienced in pediatric care, to answer more complex clinical questions and concerns.
- SSA will conduct educational outreach, promoting preventative healthcare compliance with CDC recommended vaccination schedules for 0-18 year olds.
- SSA will collect and process vaccination compliance information from phone calls, surveys, and state immunization registry records.
- SSA will document reasons for non-compliance and track patterns that will then allow for the development of solutions to ameliorate the barriers to compliance.
- SSA and CHC will strive to work with others in the community, such as private physicians and health departments, to create educational outreach events, promoting immunization compliance.

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## PUBLIC EDUCATION COMPONENTS



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## STAFF TRAINING

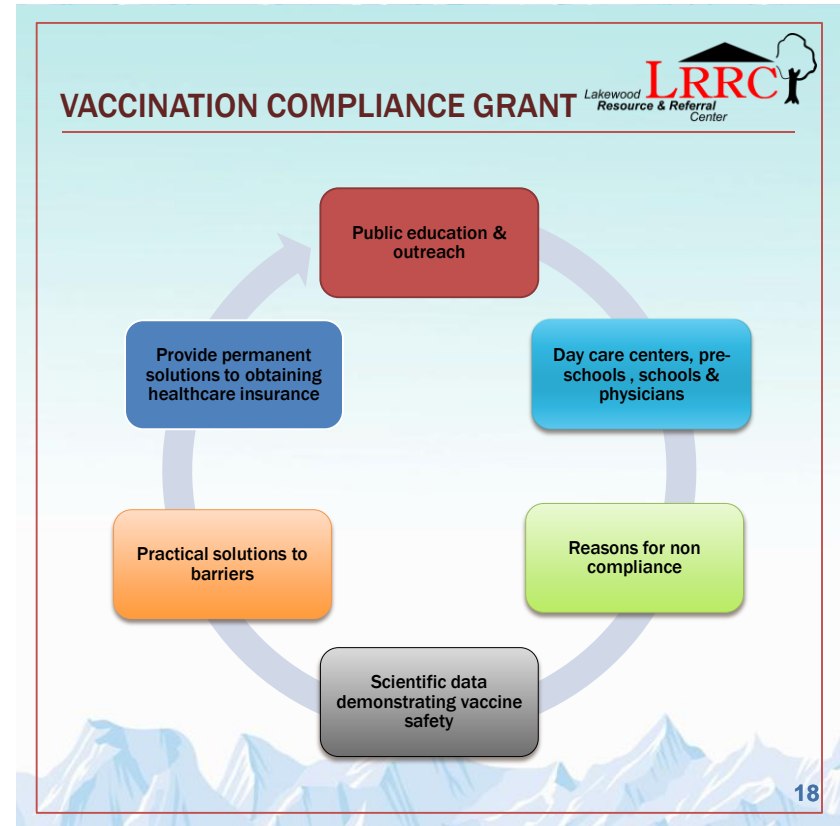


- CHEMED Licensed Pediatrician Staff Trainings
- NJ ITA Coalition Technical Assistance
- NJ IAC Coalition, Weekly Express Subscriptions
- Vaccines For Children Conferences
- New Jersey Immunization Information System Trainings
- New Jersey Immunization Network
- Internet Webinars & Conferences
- National Immunization Conferences
- CDC Website & Links
- NJDOHSS Website & Links


STATE OF NEW JERSEY  
DEPARTMENT OF HEALTH AND SENIOR SERVICES

CDC  
CENTERS FOR DISEASE  
CONTROL AND PREVENTION

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## 2010 VACCINE EDUCATIONAL EVENTS

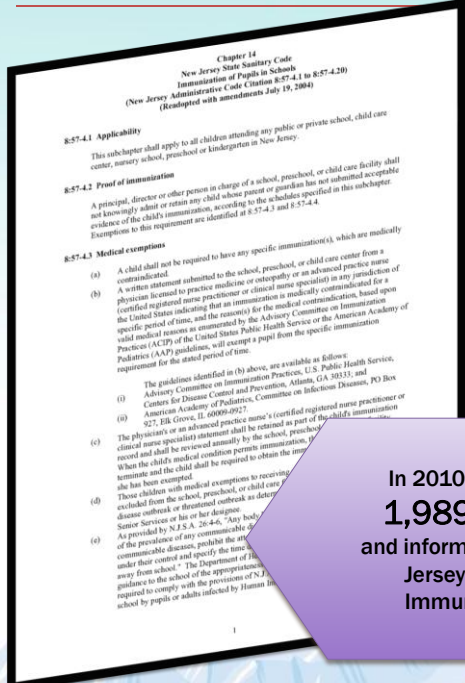
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  - Lakewood Police Department Annual Night Out
  - 3,000 plus Attendees
- 
  - Annual Latino Spring Feast Health Fair, 2010
  - 500 plus Attendees
- 
  - National Influenza Vaccine Week, Bi-Lingual Poster Campaign
  - Lakewood, NJ
- 
  - National Health Center Week, Health & Safety Multicultural Youth Event, 2010
  - Public School Children Grades 1-5
- 
  - "InforMed" publication on preventative health news featuring articles on immunizations; Flu, H1N1 & Mumps
  - Distributed to over 20,000 CHEMED Patients

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## EDUCATIONAL OUTREACH



Chapter 14  
New Jersey State Statutory Code  
Immunization of Pupils in Schools  
(New Jersey Administrative Code Chapter 8:27-4.1 to 8:27-4.20)  
(Readopted with amendments July 19, 2004)

**8:27-4.1 Applicability**  
This subchapter shall apply to all children attending any public or private school, child care center, nursery school, preschool or kindergarten in New Jersey.

**8:27-4.2 Proof of immunization**  
A principal, director or other person in charge of a school, preschool, or child care facility shall not knowingly admit or retain any child whose parent or guardian has not submitted acceptable evidence of the child's immunization, according to the schedule specified in this subchapter. Exceptions to this requirement are identified at 8:27-4.3 and 8:27-4.4.


**8:27-4.3 Medical exemptions**  
(a) A child shall not be required to have any specific immunization(s), which are medically contraindicated.  
(b) A written statement submitted to the school, preschool, or child care center from a physician licensed to practice medicine or osteopathy or an advanced practice nurse (certified registered nurse practitioner or clinical nurse specialist) in any jurisdiction of the United States indicating that an immunization is medically contraindicated, based upon specific period of time, and the reasons for the medical contraindication, as determined by the Advisory Committee on Immunization Practices (ACIP) of the United States Public Health Service or the American Academy of Pediatrics (AAP) guidelines, will exempt a pupil from the specific immunization requirement for the stated period of time.

The guidelines identified in (b) above, are available at: Below:  
(i) Advisory Committee on Immunization Practices, U.S. Public Health Service, Centers for Disease Control and Prevention, Atlanta, GA 30333; and  
(ii) American Academy of Pediatrics, Committee on Infectious Diseases, PO Box 927, Elk Grove, IL 60009-0927.

(c) The physician's or an advanced practice nurse's (certified registered nurse practitioner or clinical nurse specialist) statement shall be retained as part of the child's immunization record and shall be reviewed annually by the school, preschool, or child care facility. When the child's medical condition permits immunization, the school, preschool, or child care facility shall be required to obtain the immunization and the child shall be required to receive the immunization.

(d) Those children with medical exemptions to receiving immunizations shall be excluded from the school, preschool, or child care facility during a communicable disease outbreak or threatened outbreak as determined by the Department of Health or the State Health Officer.

(e) As provided by N.J.S.A. 26:4-6, "Any health care provider who is aware of the presence of any communicable disease, including the state of a child, shall report the disease to the appropriate health authority under their control and specify the time and place of the report." The Department of Health shall provide guidance to the school of the appropriate reporting procedures. Any health care provider required to comply with the provisions of N.J.S.A. 26:4-6 shall be required to report the disease to the appropriate health authority under their control and specify the time and place of the report.



**In 2010, LRRRC called  
1,989 Families  
and informed them of New  
Jersey Chapter 14  
Immunization law**

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## CUSTOM DATABASE



- ✓ LRRC developed a custom software application for the CDC project
- ✓ Secure, web-based access to data
- ✓ Keeps track of:
  - Families & children
  - Missing vaccinations
  - Complete log of our outreach efforts
  - Reasons for non-compliance
  - Pertinent Demographic Information
- ✓ Facilitates compliance with the CDC grant requirements
- ✓ Complete Reporting Capabilities
- ★ Potential to integrate database with NJIIS

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## CUSTOM DATABASE...




The screenshot displays the LRRC custom database application interface. It features several windows and forms for data management:

- Tracking Referrals:** A red banner highlights the 'Tracking Referrals' section, which includes a table with columns for Name, ID, CHS, and a list of referrals.
- Dashboard - Reports - To Do List:** A green banner highlights the 'Dashboard - Reports - To Do List' section, which provides an overview of the system's status and pending tasks.
- Immunization Records:** An orange banner highlights the 'Immunization Records' section, which displays a detailed view of a child's vaccination history, including dates, locations, and reasons for non-compliance.
- Family Information:** A form for entering family details, including name, address, and contact information.
- Child Information:** A form for entering child details, including name, date of birth, sex, and ethnicity.
- Vaccination History:** A table showing the child's vaccination record, with columns for Vaccine, Date, Reason, and Status.

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# HOW TO MAXIMIZE A VACCINATION COMPLIANCE PROGRAM



## VACCINATION COMPLIANCE SURVEYS

**Por favor tenga en cuenta que a partir del 1 de Septiembre de 2008, la nueva ley NJAC 8:574 (Capítulo 14) entra en efecto y requiere que todos los niños en: centros de cuidado prescolar, y escuelas, a recibir la vacuna neumocócica conjugada y una vacuna anual contra la gripe. Por favor, consulte con la proveedor de atención médica del niño para asegurarse de que su hijo está al día.**

La siguiente información nos permitirá ayudarlo a cumplir con la ley antes mencionada:

Nombre legal del padre: \_\_\_\_\_

Número de Teléfono: \_\_\_\_\_ Ciudad: \_\_\_\_\_ Estado: \_\_\_\_\_

Código Postal: \_\_\_\_\_

Número Apellido	Nombre	Etnia*	Género	Fecha de nacimiento

¿Es el proveedor de servicios de salud de su hijo/ hijos un participante en el NIRS? ☐ Si ☐ No ☐ No estoy seguro

¿Hay algunas vacunas en particular que tu estás pensando de dar a su niño? ☐ Si ☐ No

En caso afirmativo, sírvase explicar qué vacunas y por qué: \_\_\_\_\_

What is your main reason for late vaccination?  
☐ ¿Cuál es su razón principal de las vacunaciones tarde?  
☐ niño enfermo ☐ ningún recordatorio del doctor ☐ falta de seguro ☐ falta de transporte ☐ miedo de vacunas  
 por favor explique: \_\_\_\_\_

Por favor, háganos saber si desea ser contactado en relación con cualquiera de los siguientes servicios:  
☐ Más información sobre NJAC 8:574 (Capítulo 14)-Leyes de vacunación  
☐ obtener las vacunas a precios reducidos  
☐ para calificar para un seguro de salud

Tenga por seguro que toda la información se mantendrá estrictamente confidencial.  
 \*B=Blanco, E=Español, AA= Africano Americano, A=Asiático, H=Hawaiano Isla del Pacífico, Otro=Por favor especificar

**Please be advised as of September 1, 2008 the new law NJAC 8:574 (Chapter 14) goes into effect and requires all children attending child care centers, preschools, and schools to receive the pneumococcal conjugate vaccine series and also receive one annual dose of influenza vaccine. Please check with your child's healthcare provider to ensure that your child is up to date.**

The following information will allow us to help you comply with the above law:

Parent's Legal Name: \_\_\_\_\_

Phone number: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Children:

Last Name	First Name	Ethnicity*	Gender	Date of Birth

Is your child's/children's healthcare provider/s participant in the NIRS? ☐ Yes ☐ No ☐ Not sure

Is your child up to date in his/her vaccines? ☐ Yes ☐ No ☐ Not sure

Are there any particular vaccines that you are holding back from giving to your child? ☐ Yes ☐ No


If yes, please explain which vaccines and why: \_\_\_\_\_

What is your main reason for late vaccination?  
☐ Check child ☐ Lack of reminder from doctor ☐ Lack of insurance ☐ Lack of transportation ☐ Fear of vaccine  
 please explain: \_\_\_\_\_


Please let us know if you would like to be contacted regarding any of the following services:  
☐ More information on NJAC 8:574 (Chapter 14)-Immunization laws  
☐ Obtaining significantly reduced cost vaccines  
☐ Qualifying for health insurance


Please be assured that all information is kept strictly confidential.  
 \*W=White, S=Spanish, AA= African American, A=Asian, H=Hawaiian/Pacific Island, Other=Please specify

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## BI-LINGUAL PUBLICITY CAMPAIGN



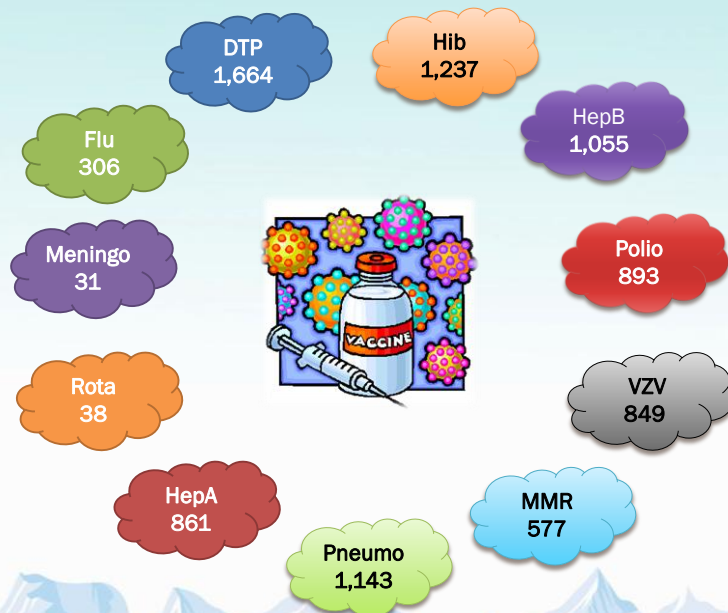


- Public Library
- Township Buildings and Offices
- Township Courthouse
- Medicaid Offices
- Medical Facilities
- Local Day Care Centers
- Local Preschools
- Local Public Schools- Nurses Dept

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## PRE LRRC OUTREACH MISSED VACCINATIONS



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## OUTREACH CAMPAIGN



**3,828 families**

**1,895 families completed LRRC  
Vaccination Compliance Survey**

**6,419 children  
affected to date**

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## OUTREACH CAMPAIGN...



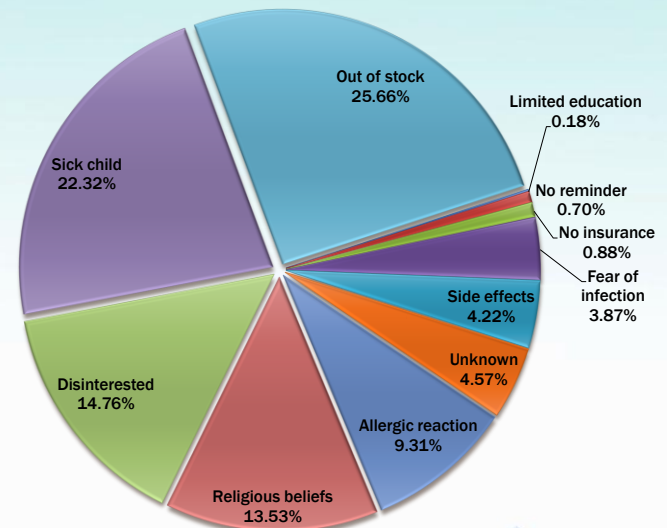
Results to date

**1,771 families**  
compliant with CDC immunizations schedule

**1,934 families**  
agreed to immunize their children after outreach by LRRRC

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## POST LRRRC OUTREACH NON-COMPLIANCE STATISTICS



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## IMPLEMENTED SOLUTIONS



- ✓ Developed & regularly updates list of low cost/free vaccination providers
- ✓ Referred parents/guardians to LRRRC social services case management staff to evaluate eligibility for permanent healthcare coverage
- ✓ CHEMED FQHC hosts flu/H1N1 clinics
- ✓ LRRRC in conjunction with Ocean County Health Dept. hosts Flu/H1N1 clinics
- ✓ LRRRC expanded non-compliance survey to include educational & socioeconomic information
- ✓ LRRRC Social Services staff provided education & answered questions
- ✓ CHEMED Nursing Staff provided technical medical information & answered questions

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## LOOKING AHEAD



Expand geographic area and sample size of immunization compliance data

Interface LRRRC immunization database with the New Jersey Immunization Information System

Breakout non compliance by individual immunization

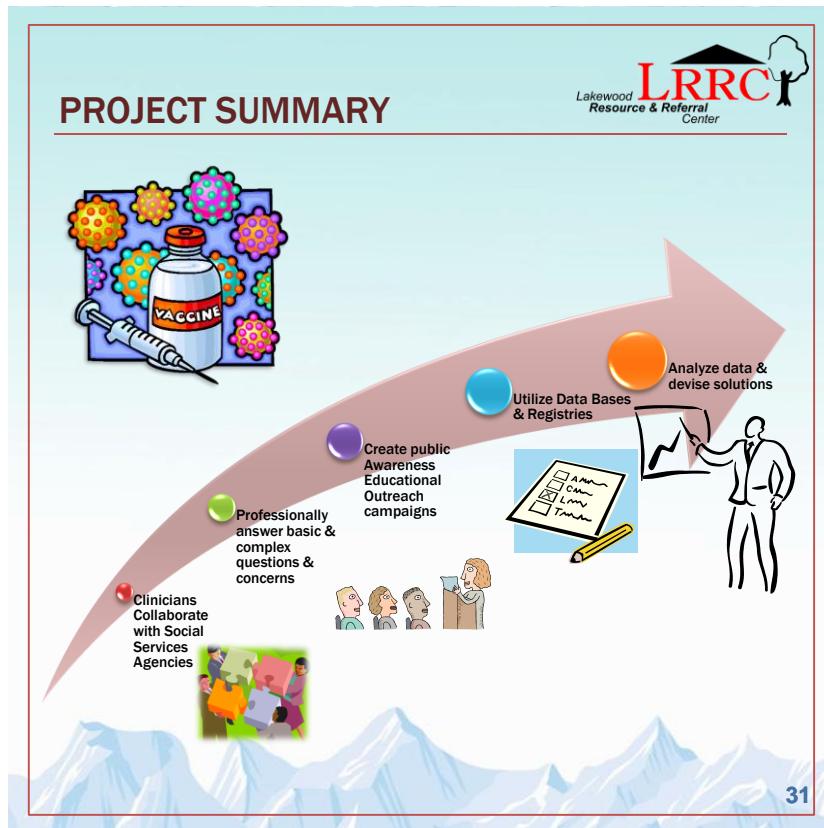
Create protocols to address the top reasons for non compliance with immunizations

Define non compliance data to determine if education level & socioeconomic status is a major factor

Analyze effects of dynamic federal & state healthcare insurance policies

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## *With thanks to!*

**Angela Sorrels-Washington, JD**  
CDC Senior Public Health Advisor & NJ Vaccine Preventable Disease Program Manager  
&  
New Jersey Department of Health & Senior Services, Immunization/Vaccine Preventable Disease Program Staff

STATE OF NEW JERSEY  
**DEPARTMENT OF HEALTH AND SENIOR SERVICES**  
Chris Christie, Governor | Kim Guadagno, Lieutenant Governor

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