

Operation Tdap

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Pertussis

- ❑ Pertussis is a highly contagious, vaccine-preventable bacterial illness characterized by paroxysmal cough, posttussive vomiting, and inspiratory whoop.
- ❑ Pertussis also can occur as a mild or moderate cough illness in persons who are partially immune



Morbidity/Mortality

- In the United States, most hospitalizations and nearly all deaths from pertussis are reported in infants aged <6 months, but substantial morbidity does occur in other age groups.



Immunizations

- Infant/childhood vaccination has contributed to a reduction of more than 90% in pertussis-related morbidity and mortality since the early 1940s in the United States

Vaccination levels

- ❑ Estimates of childhood vaccination coverage with ≥ 3 doses of pertussis-containing vaccine have exceeded 90% since 1994; however, reported pertussis cases increased from a historic low of 1,010 in 1976 to 11,647 cases in 2003 .
- ❑ A substantial increase in reported cases has occurred among adolescents, who become susceptible to pertussis approximately 6--10 years after childhood vaccination.

Magnitude of the problem

- ❑ Pertussis cases have increased 300% in Salt County since 2006
- ❑ Majority of cases are in adolescents and adults
- ❑ Approximately half of the infants that contract pertussis get the illness from their parents
- ❑ An additional 25-35% get the illness from another household member

Facts

- Children < 6 months that contract pertussis
 - 72% must be hospitalized,
 - 84% of all pertussis deaths occur among children of this age
 - 15-21 infant deaths reported to CDC annually

Efforts to improve Tdap vaccination levels

- Marketing/PR
- WIC
- School efforts
- Daycare workers
- Prenatal project
- Work with hospitals, healthcare providers and postpartum nurses
- Cocooning project

Marketing/PR Efforts

News Media:

News releases (Tdap for teens, Special Project Tdap, Prenatal Tdap, etc.)

- Interviews and feature stories

Collateral Materials

□ Client Education

- Verbal (nurses “checklist”)
- Brochures (English/Spanish from Sanofi)
- Postcards
- Promo buttons for staff
- Wristbands for clients
- Waiting room DVD (English/Spanish)

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Provider Education

- Packet
- Fax cover sheets
- Email tag-on messaging



Social Media

- Website 2.0 (slvhealth.org)
- Facebook
- Twitter
- Client email / phone texts messaging / reminders (hope to implement)



Marketing/PR efforts

- All adults receiving immunizations are educated about pertussis and offered Tdap



School Efforts

- Letters sent to school administrators and principals
- Effective with the 2007/2008 school year, a student must receive a Tdap prior to entering the 7th grade.



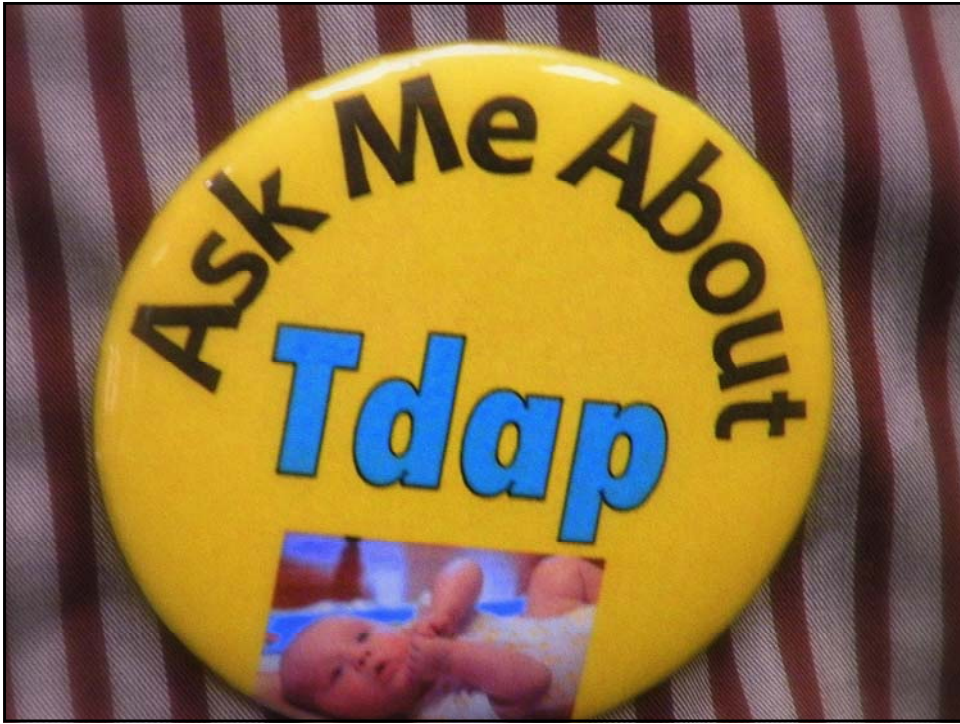
Daycare Workers

- Special vaccine project
 - Tdap made available to licensed Daycare workers for free
 - Letters sent to all Daycare owners
 - Moderate response



Prenatal project

- Education to pregnant women about the importance of receiving Tdap postpartum (before leaving the hospital)
- Wristband
- Education to physicians, residents, midwives and nurses
 - Packet to all pediatric and prenatal physicians and staff
 - Provision of Tdap to mothers in the SLVHD prenatal or pediatric clinics.





TCM

- Nurses will be providing education regarding the importance of Tdap with mothers and family members of newborns.



Work with hospitals, providers, nurses

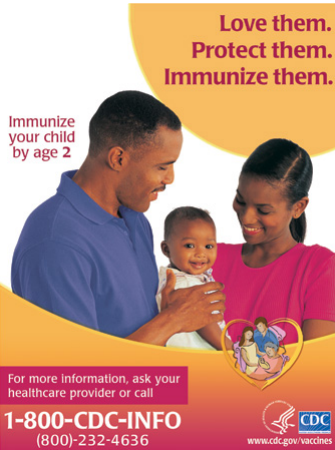
- Incorporating standing orders to vaccinate all mothers postpartum with Tdap
- Educating OB/Gyn physicians, midwives and pediatricians regarding the importance of Tdap.



Cocooning project

- Teen Mother and Child Program
 - Partner and other adults in the household receive education regarding Tdap at the ultrasound appointment
 - Goal to vaccinate all individuals who will be caring for the newborn


Questions? *“Love them, protect them, Tdap them”*



Love them.
Protect them.
Immunize them.

Immunize
your child
by age 2

For more information, ask your
healthcare provider or call
1-800-CDC-INFO
(800)-232-4636

 www.cdc.gov/vaccines