



PROGRAM PRACTICES
2019 SUBMISSION FORM

IMMUNIZATION PROGRAM PRACTICES INFORMATION

Name: Stephanie Schauer and Abby Klemp
Email Address: Stephanie.schauer@wi.gov
Program: (as you want it to appear publicly) Wisconsin Immunization Program

Does AIM have permission to share this information on the publicly accessible AIM website? All materials submitted will be posted on the AIM website. [x] Yes [] No

BULL'S-EYE AWARD

The Bulls-Eye Award for Innovation and Excellence in Immunization recognizes immunization strategies that "hit their mark" and achieve immunization goals with special consideration for practices that are innovative and easily replicated. Each year, AIM awards three programs the Bull's-Eye Award. Only those practices with activities that are currently ongoing or concluded in January 2018 through the present (including implementation, follow-up, and/or evaluation activities) will be considered for the award.

Would you like for this submission to be considered for the 2019 AIM Bull's- Eye Award? (due by Oct. 7, 2019) [x] Yes [] No

PROGRAM PRACTICE INFORMATION

Title
Population Level Estimates of Immunization During Pregnancy in Wisconsin

Keywords (up to 5 main terms/phrases that describe the practice)
Pregnancy, immunization, whooping cough, influenza

Is this practice Evidence / Guideline Based? (if yes, please include reference below) [] Yes [x] No

Reference:

Background (scope of the immunization need or problem)
Immunization registries are regularly utilized to measure rates of vaccination among certain subpopulations. However, immunization registries do not collect medical information, and for this reason, it can be difficult to estimate true population level estimates of immunization during pregnancy. Surveys and research studies have been designed to give an estimate, but both have biases that need to be considered. Certain subpopulations may not be considered when sampling techniques are used. This prompted the Wisconsin program to develop a technique to provide true population level estimates of immunization during pregnancy.

Program Practice Description

Describe the practice goals and objectives.

Our goal was to provide population level estimates of influenza and Tdap vaccination during pregnancy of all women who gave birth in Wisconsin by matching immunization records from the Wisconsin Immunization Registry (WIR) to Wisconsin birth records.

What were the main implementation activities?

Using birth records and the Wisconsin Immunization Registry, we measured rates of influenza and Tdap vaccination among women who gave birth in Wisconsin. The maternal information was taken from the birth record and matched to their record in WIR (of note: 96% of mothers for 2018 births matched to a record in the WIR). Rates of immunization were calculated by several demographic and socioeconomic factors. Then, several fact sheets were designed in order to disseminate the data to partners as well as the general public. Several presentations have been given to stakeholders and partners on these data, and the fact sheets have been used by partners and colleagues in their presentations.

Following these results, a memo (<https://www.dhs.wisconsin.gov/dph/memos/communicable-diseases/2019-12.pdf>) was put together with the intention of reaching Wisconsin birthing hospitals, obstetricians, pharmacists, and local health departments. This memo describes the importance of Tdap and influenza vaccination during pregnancy and links to the results of our analysis.

Where and when did the practice take place?

This analysis is done every year around August. Reports and fact sheets are made available in September.

How much staff time was involved?

Initially, about 40 hours was spent developing matching algorithms, writing code, analyzing data, and developing fact sheets and reports. After this initial effort, each year it takes about 15 hours to update the data and publications.

What were the costs associated with the activity? What was the funding source?

There are no costs associated with this activity; access to State Vital Records data required a data use agreement.

Identify the target population that the practice affected.

This practice helps protect pregnant women and infants against vaccine-preventable diseases.

If partners were involved, include who was involved, and how.

The Office of Health Informatics (in the Wisconsin Division of Public Health) provided us with birth records.

Timeframe of Implementation (Start and Stop Dates)

This analysis is done annually during late summer.

Evaluation Data: Was the implementation and/or effectiveness of this practice assessed? (if "yes" or "limited," provide any data that is available) Yes No Limited

Data: Attached are the differences between rates from 2017 to 2018.

Conclusions / Lessons Learned / Key Factors for Success

In Wisconsin, vaccination rates among pregnant women are unacceptably low. Other national surveys, such as BRFSS and internet panel surveys support this statement and show similar results for other states. We are able to produce population estimates which are representative on the state level. These estimates have shown disparities between groups of women that would have otherwise been difficult to accurately identify in surveys and smaller population samples. Identifying disparities is one of the first steps in achieving health equity.

The partnership between our program and the Office of Health Informatics was crucial in performing this analysis. They provided the birth records that we used to identify women in WIR who had given birth, and the birth records were also able to contribute rich demographic and socioeconomic data that WIR lacks, such as prenatal care, race and ethnicity, insurance, and education.

Check if any of the following are being submitted to complement your submission:

(All materials will be posted on the AIM website)

<input type="checkbox"/> Testimonials	<input type="checkbox"/> Project photo(s)
<input type="checkbox"/> Quote from partner/participant	<input type="checkbox"/> Publication (e.g., news story, journal article)
<input checked="" type="checkbox"/> Sample of materials produced	<input type="checkbox"/> Video/audio clip
<input type="checkbox"/> Press release	<input type="checkbox"/> Website URL
<input type="checkbox"/> Promotional materials	<input checked="" type="checkbox"/> Tables or graphs
	<input checked="" type="checkbox"/> Other — Explain: <u>Memo to birthing hospitals, Obstetricians, Pharmacists, and Local Health Departments</u>

<https://www.dhs.wisconsin.gov/dph/memos/communicable-diseases/2019-12.pdf>