

Roles & Timeline

Timeline is flexible based on program needs

| Week 1-2: Paperwork and Postcard Development | | | |
|---|---|--|--|
| Task | Immunization Program (IP) Role | AIM Role | AIRA Role [optional] |
| Postcard coordination | | Conduct paperwork and billing document | Analyze data to assist programs in determining most appropriate use of cards, such as target zip codes and demographics [optional] |
| Postcard design | Provide AIM branding information and input on postcard copy | AIM edit the postcard according to IP guidance (can use IP design or AIM postcard template – adolescent or childhood) | |
| Data | Establish data use agreement (DUA) with AIM. Pull IIS records of children or adolescents due for the selected vaccine (for example, children aged 24 months missing at least one dose of DTaP) (IPs will delete missing addresses, duplications, etc.) | Provide data use agreement (DUA) templates. Send records file to postcard company. | |
| Evaluation | Meet with AIM to discuss evaluation (e.g., methodology, unique patient identifiers) | Document evaluation strategy with IIS staff and/or vendor staff and assign roles/tasks | Create data visualization of rates prior to mailing [optional] |
| Week 3-4: IIS Record Cleaning and Postcard Finalization | | | |
| Task | IP Role | AIM Role | |
| Postcard design | Finalize/approve postcard draft | Coordinate finalization of postcard with company | |
| Data | If needed, send additional records due to invalid records and/or post errors. | Coordinate invalid records and address error verification process with postcard company | |
| Week 5: Mailing coordination | | | |
| Task | IP Role | AIM Role | |
| Data | | Send final data file to postcard company. | |
| Three months post mailing: Evaluation | | | |
| Task | IP Role | AIM Role | |
| Evaluation | Conduct evaluation tasks previously outlined | Conduct evaluation tasks previously outlined | Data visualization comparing rates before and after mailing [optional] |