



Association of
Immunization
Managers

Immunization and Maternal Child Health Programs: Ideas for Partnering to Protect Women and Children

The 64 CDC-funded immunization programs (IPs) in the 50 states, Washington, DC, five major cities, and six U.S. territories and freely associated states, are charged with vaccinating the public to reduce the threat of vaccine-preventable communicable diseases. Similarly, jurisdiction maternal child health (MCH) programs work to improve vaccination rates among women and children as one strategy to prevent disease and improve health outcomes. However, despite similar goals and often being housed within the same office, IPs and MCH programs often do not take advantage of opportunities to collaborate on improving immunization rates in these populations.

Explore the following ideas for collaboration opportunities between IPs and MCH programs:

- **Awareness Campaigns:** Partner on public-facing campaigns that build awareness of the importance of getting vaccinated, avoiding duplication of efforts and combining resources to reach a larger audience than they might if the work is siloed.
- **Community Listening Sessions:** Hold joint listening sessions and partner meetings to better understand the needs of the MCH population and identify strategies that might prove successful when vaccinating the MCH population.
- **Grant Sharing:** MCH programs receive funding from the federal MCH Block Grant, which can be used to support IP infrastructure that contributes to improving immunization rates among women and children. For example, MCH programs could support the work of the jurisdiction's immunization information system (IIS) if data from the IIS is used to improve immunization rates in the MCH population.
- **Home Visit Programs:** Partner to train workers in home visiting programs to be trusted messengers, providing evidence-based information about vaccines and the importance of getting vaccinated. These programs may also partner with local public health, federally qualified health centers, or local pharmacies to provide in-home vaccinations to families that indicate a desire to receive vaccinations.
- **Infant Safety Messaging:** Co-develop combined messaging about the importance of infant immunizations and safe infant sleep, working together to reduce infant mortality rates in the jurisdiction.

- **Outcome Measure Data:** MCH programs choose from a list of Health Resources and Services Administration- (HRSA-) provided measures to improve health outcomes, some of which involve maternal or child immunization rates. This work is often siloed in the MCH program, but IPs can often provide data needed to track these outcomes and may have valuable resources that could be shared with MCH programs, such as educational materials and trainings.
 - National Performance Measures: <https://mchb.tvisdata.hrsa.gov/PrioritiesAndMeasures/NationalPerformanceMeasures>
 - National Outcome Measures: <https://mchb.tvisdata.hrsa.gov/PrioritiesAndMeasures/NationalOutcomeMeasures>
- **Reminder/Recall Campaigns:** MCH strategies to improve immunization rates among pregnant people and other MCH populations can be informed by IIS data, and MCH programs and IPs can consider partnering in activities such as reminder/recall text messaging to alert pregnant people of the need for immunizations to protect themselves and their babies.
- **RSV Prevention Outreach:** Partner on campaigns or initiatives to inform pregnant people of the importance of respiratory syncytial virus (RSV) prevention measures, including maternal vaccination and infant immunization.
- **Special Care Needs Populations:** Work together to identify children and youth with special health care needs who are un- or under-vaccinated and work to improve immunization rates in that population.
- **Vaccination Provider Partners:** IPs can assist with identifying vaccinating partners that could work with MCH programs to provide vaccinations where women and children work, live, learn, worship, and play.
- **VFC Gaps:** Work together to identify gaps in access to the Vaccines for Children Program (VFC) and recruit local partners to participate in the program or hold events to provide access to children who live in areas with poor VFC access.
- **WIC Outreach:** Partner on the creation and delivery of communications materials to Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program recipients, encouraging them to get themselves and their children vaccinated.