**Opportunity**

Prenatal care providers, including obstetricians and midwives, are trusted sources of information for pregnant women. This represents a significant missed opportunity to provide important information to pregnant women/parents from a trusted source at a critical time when research suggests opinions about childhood vaccination are forming.

**Constraints**

* **Time**. OB-GYNs and their staff are very busy covering all the topics that *must* be covered during pregnancy (e.g., ultrasound, nutrition, breastfeeding, vaccination of the pregnant woman) so they don’t have a lot of time to talk about childhood immunizations. https://downloads.aap.org/RCE/NRT\_and\_Adolescents\_Pediatrician\_Guidance\_factsheet.pdf
* **Money**. OB-GYNs are not compensated for childhood vaccine discussions.
* **Expertise**. OB-GYNs and their staff usually know little about childhood immunizations. Many feel uncomfortable providing information or discussing concerns about infant vaccination because they may consider this to be outside of their area of expertise.

We need to find a way to help OB-GYNs and their staff alert pregnant women about the importance of childhood immunizations in a way that is

* Quick
* Inexpensive for the OB office to implement
* Accurate

**Proposal**

Development of a package for obstetrics personnel that will facilitate childhood immunization discussion during pregnancy

* Brief interactive **online module** (Articulate Rise) to explain the opportunity and the suggested action
	+ How long? 15 minutes? Should we have a 30-minute version for the person in the office who does the introductory OB visit?
	+ Continuing education accredited?
* Patient **hand-outs** with corresponding **cartoon videos** to be posted on the IKC and KS DOH websites. These can be based on CDC resources, e.g., <https://www.cdc.gov/vaccines/pregnancy/resources.html>

They will cover two topics:

* + Why our team recommends Tdap and flu vaccine for you during pregnancy
	+ Why our team recommends staying up to date on childhood vaccines
* A patient handout with links to **great childhood immunization resources** (This could also be offered to offices as a feed to put on their own website or Facebook page.)
* A **module for pregnant woman**
	+ About 15 minutes
	+ Distribution to pregnant women
		- From OB offices
		- Libraries?

PROPOSAL SUMMARY

|  |  |
| --- | --- |
| Proposed component | Current Status |
| Vaccination of pregnant women |  |
| Module for obstetrics providers and office personnel | https://rise.articulate.com/share/praOa\_B8FaH8HQIwTf0nOmGWnR52cdiA |
| Handout about vaccines during pregnancy, ties in childhood vaccines | First draft -- attached |
| Vaccination of infants and children |  |
| Module for obstetrics providers & office personnel – how to increase childhood immz (practical approach) | Ideas for the module are directly below this table |
|  |  |
| Materials for pregnant women |  |
| Handout about why we recommend on-time vaccination of infants and children | First draft -- attached |
| Handout about reliable sources of information on childhood vaccines | [www.immunize.org/catg.d/p4012.pdf](http://www.immunize.org/catg.d/p4012.pdf) |
| Module – 10 minutes (include video(s)) | The parent module will be based on the handouts |

**How can OBs & midwives increase childhood immunization rates?**

**Ideas for the module**

1. Strongly recommend that during pregnancy is the time to find a pediatrician mother trusts
2. Strongly recommend maternal vaccination and tie this into childhood immunizations
(handout #1: IKC working on this)
3. Strongly recommend sources of reputable childhood immunization information to pregnant women (handout #2: See “Reliable Sources of Immunization Information: Where Parents Can Go to Find Answers!” [www.immunize.org/catg.d/p4012.pdf](http://www.immunize.org/catg.d/p4012.pdf) )
4. Have one or more handouts for pregnant women that go into why OBs and midwives recommend childhood vaccinations (handout #3)
	* Why the neonate should get hepatitis B in the hospital nursery
	* Why start the childhood vaccine series at 2 months of age
	* What vaccines should be given in the first year of life and why

	NOTE: The distribution of these can be tied to specific events during pregnancy (e.g., the ultrasound, visiting the hospital). It would be good to repeat the message: Vaccination is as essential to infant care as other preventive measures.

NOTES:

MODULE 1- be sure they have all of the patient appropriate vaccines available to give (if they don't already)