

CALL TO ACTION MEETING  
SEPTEMBER 13-14, 2006

**PUBLIC EDUCATION-NEW IDEAS**

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- Find doctors willing to sign off for schools so that they can be TVFC providers. (Chart 1)
- Work with day-cares to promote services (i.e. immunizations).
- Work with OB-GYN offices to promote immunizations.
- Private Healthcare plans.
- Work with retailers to promote immunizations.
- Vote and vaccinate: collaborate with voting persons to allow.
- Partner with TV shows that focus on health issues to promote immunizations. (Flip chart 2)
- Check with City to make promotional spots on TV, Radio, and all marketing possibilities.
- Create yard signs and posters by using marketing companies as partners.
- Work with airlines to promote immunizations.
- Work with movie theaters to advertise on their screens. (Flip chart 3)
- Work with pharmacies to promote immunizations.
- More employees, more time. (Flip chart 4)
- Get PSA information prior to big campaign.
- Would like to see more education/information to be given to those parents who are against immunizations.
- Go to immunization website for PSA's (pertussis).
- Go to open houses at schools and show posters of the diseases.
- Work with day-cares more-not just for audits.
- Work with ministerial/alliances.
- Tray liners
- Health Fair with hospitals.
- Work with school districts – media, television.
- Advertise at football games.
- Work with WIC.
- Employee newsletters.
- Hardest part-trying different avenues; schools are lacking; media gets involved only if there is a shortage of vaccines. (Flip chart 5)
- High school parenting-child development class-presentation to the class-boys and girls are in attendance.
- WIC office once a month. Three months in a row was very busy.
- Local extension agency-Safe Kids provide car seats-provide education.
- Children's Health Fairs - ImmTrac; free shots-held at the Convention Center; nurses and doctors are provided. (Flip chart 6)
- Parent educator – spends time with the parent.
- Medial coverage-people are not aware of measles, whooping cough.
- Kids Festival-press release; specify bring child's immunization record. Toys-R-Us: site to provide shots-enable to return due to liability. Clinic is held at their facility four times a week.
- Immunize adults with private stock.

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- Health Fairs-college and Community. (Flip chart 7)
- Day-care In-Service reps are involved.
- Papers, radio-at least twice a year – when new schedule comes out, promote it; talk shows.
- Spanish radio station.
- Contact the biggest church-add to their bulletins-extended hours.
- Video-Spanish-Layman's terms. (Flip chart 8)
- Prime time commercials – on-going.
- Say something to help prevent it.
- Keep from getting disease.
- Show a sick kid with Pertussis – visual library.
- New patients-local hospital sends out later.
- Vocational schools and medical schools-get to them before they graduate. (Flip chart 9)
- Go to MA schools – provide education.
- Anti game member-could do community service. Positive ??????? – morals.
- Follow up surveys – presentations at meeting if they have young kids.
- Mini health fairs – visual presentation.
- Blast facts-email or fax. Email address for new mothers. (Flip chart 10)
- Staff-Outreach-services-clerical help.
- Give incentives (WIC people-local people; HEB, McDonald's-coloring books
- What's taken at health fairs.
- Phone number on bill boards.
- Use marketing in terms-partner with community health people.
- Orient school nurses.
- Pink Book.
- Good CD for providers.
- Health fairs with incentives and pictures of what the diseases may look like. (Flip chart 11)
- National Infant Immunization Week-work with UT Pharmacy School-any childhood prescription filled-attach specific flyer about immunization due; targeted H.E.B. Pharmacy.
- Announcements at Walmart over loud speaker about Immunizations.
- Partner with local Walgreens to give information to age-appropriate children (parents).
- Display boards with pictures.. (Flip chart 12)
- Power Point presentations about immunizations at PTA, Day-cares, WIC clinics-various lengths (15-30 minutes) (Channing-Bete makes one).
- Parenting classes for new or expectant parents.
- In-service for Day-care providers (updates, etc.). Also on Website about updates.
- Press Conference on timely issues. (Flip chart 13)
- Using hospital volunteers to gather addresses of new moms while in hospital.
- Getting information to day-cares to make sure Mom is also immunized (after a Varicella outbreak).
- In the lobby-a continuous loop PSA plays NIIW).
- Newspaper donates space for Immunization activities. (Flip chart 14)
- Local cable channel provides information.
- Churches and health ministries.

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- Vital Statistics Office and Social Security Office, Texas Workforce Commission for promotion.
- Report cards-end of year- reminder about what is due or will not let kids graduate if they aren't up-to-date.
- Educate the public-there is really no "Back To School" Immunizations-it's ALL the time. (Flip chart 15).
- More focus on the newborns in the hospital.
- Information in the Pediatric Emergency Room.
- Comic books on specific diseases.
- Auto-dialers to remind them of upcoming immunizations. (Flip chart 16)
- Wishes: Putting positive immunization information on benches, bus, public transportation.
- First 5 minutes of the WIC parent class-they screen their own child's record by looking at schedule (training).
- ONE-STOP shopping-everything put together so others can do training. Like train the trainer. ("Immunizations To Go").
- Brochures for different Dallas areas-English/Spanish, telephone numbers where people can access this. Complete addresses. (Flip chart 17)
- Collaborate with CARE Van to inform parents. Provide colors and coloring books as incentives.
- Collaborate with McDonald's to provide coupons, tray liners. (Flip chart 18)
- Dairy Queen ice cream coupons.
- Drug reps can offer goodies and pictures to educate parents.
- Hospitals have "Mothers to Be Programs"-provide goodies, magnets, sippy cups, "Be Wise Immunize" brochures.
- Nurse educators provide information to young mothers in schools PEP programs.
- Provide monthly newsletter to public and private providers. (Flip chart 19)
- Post card reminder after 2 months made by Mom at the hospital and mailed to her as a reminder.
- Class for pregnant teens at schools to educate on importance of timely vaccinations.
- Ask parents of their immunization status, vaccinate if needed.
- Follow up with HBs, AB Positive mothers if their baby had Hep B series. (Flip chart 20)
- Spot light on upcoming activities on "Flu Season".
- Offer immunizations on Sunday at churches.
- Utility bill mail-out include Immunization information.
- Mexican Counselete – provide information on immunization; set up mobile van and vaccinate.
- Collect email address from willing parents. (Flip chart 21)
- If you had the resourced, how would you enhance public education
  - Billboards,
  - Presentations on adult immunizations and young children by new staff members,
  - On-site immunization by additional staff,
  - More staff, more money to get the word out.

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- Public Health Department to provide staff to look up immunization records at Kinder Roundup. (Flip chart 22)
- “Beat the Rush-Come See Us”-don’t wait until the last minute to get your shots.
- Target birthing hospitals.
- At children’s hospitals, provide information on closed circuit television-show vaccination information to parents.
- Migrant clinician network-have free videos. Isabel [Hargrove@migrantclinician.org](mailto:Hargrove@migrantclinician.org).
- What is being done? (Flip chart 23)
- News paper articles during “Back to School”
- School nurses, passes to parents, newsletters to parents through school nurses, post information in library.
- Health advisory committees, Head-Start, HHS messages-Web.
- Want Health Departments to work with more media.
- Working with Coalitions – to partner. (Flip chart 24)
- Family Planning provides vaccine information in English and Spanish.
- Work with Fire Fighters to distribute immunization information.
- Campaigns-banners across highways.
- Promote at various meetings.
- Newspaper articles promoting immunizations.
- Posters at grocery stores-Mom and Pop stores (38) of them-promotions, pamphlets, flyers.
- Websites-bi-annual school nurses, health educators.
- Reach the persons not reached. (Flip chart 25)
- Education at day-cares which are in compliance.
- Press conference at schools.
- Increase of incentives.
- “Back to School” song which everyone knows.
- Capture messages from well known personalities
- “State” taking the lead.
- Video-entities-through State, magnets, same message. (Flip chart 26)
- Marketing Plan-stay universal
- Same things needed as everyone else.
- Early intervention.
- Money for stipends. Offer Moms stipends to educate other Moms.
- Public Education in hospitals.
- Individual to provide immunization education at hospitals.
- Establish Media Relations. (Flip chart 27)
- Health educators enabled to have more time for “vaccine promotion”.
- Budget for health education for television and radio.
- Find resources from county.
- Incentives-gifts, promotions for clinics, candy bars, Koozies.
- Person who “likes” to do television spots/a point of contact for media contact.
- Educator’s duties expanded.

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- State to set perimeters for PSAs: slogans, bi-lingual, personalities “Barney”, State taking lead on PSAs, localized. (Flip chart 28)
- IT person – auto dialer.
- 2 Promotoras for German speaking community –all health issues including vaccine.
- Immunization marketing fund. – state plan to keep all stories/information the same at state level.
- Incentives every time shots are on time. (Flip chart 29)
- Billboards in different languages - Multicultural
- NIIW – staffing of lone person can not do it all-PIC??? NIIW, TWICES.
- Public relations.
- Funding to all immunization information promoting immunizations on mobile van. (Flip chart 30)
- Update Hallmark card vaccination record with current vaccines.
- Street banners.
- Incentives for State level commending milestones at 24 rank, shots on time, enrolled in ImmTrac.
- Photo incentives.
- Each LHD staffs 1 person to provide Outreach, etc. frequently. (Flip chart 31)
  - Catch short expiration of vaccines.
  - Offer assistance.
  - Remain aware of needs at each clinic.
- Reaching poor and under served – how??
- Parent education – food incentive.
- Movie theater, utilities, promoters.
- More staff to solely focus on immunizations. (Flip chart 32)
- Incentives: Walmart gift certificates, diapers.
- Slogan logo that everyone recognizes.
- Statewide leadership needed.
- Feels like we are on an island sometimes.
- Pens, pencils, coloring books. (Flip chart 33)
- Possibly buy time or purchase a scrolling marquee for the health department.
- Utilize jail inmates for immunization tasks (would work also for juveniles).
- School banners. (Flip chart 34)
- On-going commercial ads – not sporadic.
- Use pictures with sick kids (pertussis) – use sound file.
- Local hospitals do parent packages.
- Reminder of 1-2 month checkup.
- ImmTrac reminders when getting Social Security cards.
- Clerical help can be trained to educate. (Flip chart 35)
- Use milestones to stress importance of timely immunizations and remind them to go to the doctor.
- Communicate with other providers – especially nurses – use IVS package inserts.
- Educate on multiple shots.
- List of Websites.

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- Encourage providers to educate parents because they are trusted. (Flip chart 36)
- Creative English/Spanish loops in waiting areas or for other events for captive areas.
- Staff person to do education to clinics, parents. Devote to public and provider education. (Flip chart 37).
- Personalized contacts through ImmTrac.
- Grant money for book marks, promotional material –magnets, literature (Flip chart 38)
- More money for adult vaccines (expansion of who can give adult vaccines).

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