**PUBLIC EDUCATION-WHAT'S WORKING**
- Educate day-care on Communicable Diseases, anything from Immunization Action Coalition.
- Packets given, onsite education (whatever time of day that is convenient.)
- Annual seminar for day-cares at Local Health Departments and also visit each day-care (Saturday morning, during the week, morning sessions.)
- Participate as one of the breakout sessions for Head-Start.
- Media coverage stories.
- Local radio.
- School districts have cable station.
- Contact with church secretary to put in bulletin.
- School nurses give information sheet.                    (flip chart 2)
- Schools are lacking with information needed.
- Go to Head-Starts for parent's meetings.
- Operation Lonestar – participate in and assess immunizations.
- Presentations to the public (health fairs/employers.)
- WIC office does immunizations –also do education.
- County extensions have lots of good information and handouts.
- "Success by Six" – used to collaborate with.
    - Educate ever Wednesday-was part of United Way)
    - Everything you could focus on for a child 0-6 years.
    - Parenting education.
- Parent education "AVANCE: for Spanish speaking.          (flip chart 3)
- "Fatherhood Initiative" – group contacted and educated.
- Partnered with Medical Center – had "Health Kids Fun Day."
- School nurses – have paperwork completed prior to immunization clinic.
- Nurses do not have time – have children with asthma and diabetes.          (flip chart 4)
- Partnership with McDonald's-tray liner-immunization schedule is posted.  Biggest turn out.  Proof read the material before it is printed.
- Ideas:
    - Newspaper
    - Educating
    - Tray liners-McDonald's
    - Church bulletins
    - Employee newsletters; tray liners
    - Football advertisement
    - Poster contest – Kids develop the poster
- Monthly news letter.                                        (flip chart 5)
- Health fairs.
- Printed material (Day-cares) etc.
- Intern go to area-give material – Power Point.
- Send materials to senior, others – Health Fair
- Immunization packets.
- Dallas Coalition provide immunizations.

- Cable channels-website
- Flyers – Rotary Clubs.                                              (flip chart 6)
- Health Educators spread the word.
- PTA meetings.
- New parent waiting area.
- PSA-Radio, TV
- Send clerk to parents.
- Pictures have big impact
- WIC staff - check immunization records.
- Check day-care records.
- San Antonio WIC immunization linkage program in "pockets of need" areas.  (flip chart 7)
- Mini clinics.
- Education of timelines, importance, kinds, Power Points/handouts.
- Where do they go, referrals.
- Go to alternative schools.
- Immunization Outreach and education positions.
- Use pre and post test presentations built around them.
- Presentation for parents                                    (flip chart 8)
- News releases for pertussis, flu
- Internship for health educators sent to "pockets of need" areas.
- Presentations are all bilingual (San Antonio).                    (flip chart 9)
- Health education for day-care workers, incorporate importance into curriculum.
- Use state info to do radio shows.
- Flip channel/cable access.
- Back to school health fairs.
- Promotoras/lay workers                                      (flip chart 10)
- TAMU go into the community.
- Medicaid office – tear sheets WIC                              (flip chart 11)
- German speaking church bulletins for under served population no eligible for Medicaid.
- Outreach through "promotoras" system (to do extras-piggy back the messages).
- Web site promotion.
- Bought radio time-very specific-subject-surveyed the response.
- Media relation person.
- Refer and promote WIC co-located.
- Forming coalition, senior volunteers, care van.
- Partner with local pediatricians (Dr. Dad Program)                       (flip chart 12)
- Put up clinic schedule in public library, hospitals-use immunization magnets.
- Utilize NIIW/AIW to announce information about different vaccines.
- Using different conferences to extend the message.
- Annual Health Summit.
- Health fairs, brochures, billboards, students, kids festivals
- PSA with kids reciting poem regarding immunizations.
- Speaker's bureau, hooray for health (kids health fair).
- Newspapers (when needed).                                    (flip chart 14)
- One on one with parents daily.

- Dairy Queen coupons offered.
- Use website to distribute a lot of public information.
- Collaborate wit McDonald's for tray liners (Denton, City of Dallas)
- Shots Across Texas (was on of the best Texas efforts).
- Information campaigns a few years ago – shortage of vaccines.
- "Duck University" inTaylor.  Festival organized on Saturday- immunizations provided (flip chart 15)
- Make hospital rounds to new moms (250-300 moms per month) (City of Lubbock)
- Coordinate training with TVFC providers.                          (Flip chart 16)
- Focus on children and adult (NIIW).
- Provide training to WIC.
- Immunization Coalition – Tarrant County
    o   Summer events
    o   Pamphlets
    o   Incentives kids 24 months.
- UTA (nursing school intern) Community health rotation, target zip code area, churches.
- Film project/PSA.
- Kids poem written by nurse
- Future project (Art Linkletter).
-  NIIW television interviews.                                 (Flip chart 17)
- Heart of Texas book.
- Rely on Public Health Promotion (PHP) (for Media).
- Perceived shortages make it valuable.
- In-services
- Exhilarated High School pregnancies.
- Students regarding shots.
- Outreach pre and post natal packs.
- PSVP visit hospitals.                                        (Flip chart 18)
- Coalitions provided education.
- Consent for ImmTrac.
- Several doing similar things in their areas.
- Be Wise Immunize Family photo (???) with cats and dogs – back of animal shelter van.
- Increasing presentations.                                   (Flip chart 19)
- Increase Outreach sites.
- Updating websites.
- Presentations are to various community groups, business colleges, and schools/PTA groups, and day-cares.
- Media would cover updates and promotions (conducted by medical director).  Media will get memos from DSHS.  Expand on article to include comments from the medical director.
- Radio broadcast during Immunization Week.  This includes all disease reporting (i.e. Pertussis, West Nile, etc.).                                   Flip chart 20)
- Bi-weekly column on Public Health in the local newspaper.            (Flip chart 21)
- Hispanic Media will do PSA's for Immunizations free of charge in English and Spanish.

K:\Admindox\Lists\FY07\Call To Action Meeting\Public Education