Suggested Interventions

1. Use the EHR to generate a list of children who are behind on well child care. CCPN practices may generate lists via the Value-Based Practice Dashboard (VBPD) Recommended Actions tab.

   a. Think about how your practice usually engages with and schedules visits for this group - if the practice currently has no system in place, work with your PRR or coach to develop a process.

   b. Develop messaging for parents:
      - The importance of vaccinations
      - The importance of screening for things such as anemia and lead poisoning
      - The importance of checking on developmental milestones
      - What the practice is doing to keep children safe during the pandemic

   c. Consider that some barriers to scheduling well child care may be more prevalent in populations most negatively impacted by the social drivers of health:
      - Caring for chronically ill/older family members
      - Working at jobs that are less flexible regarding competing interests, such as healthcare visits
      - Misperceptions of vaccine costs in the context of economic hardships
      - Staff communications that are not racially or ethnically sensitive/appropriate
      - Trust (safety coming into the practice in the context of higher COVID-19 rates in Latinx and African American communities)
      - Language issues for Spanish-speaking families

   d. Contact families to remind them that the child is due for preventive care, using a variety of methods such as:
      - Robo calls
      - Push message through portal
      - SMS text messaging
      - Email
      - Phone call directly to family
      - Possible cadence of above suggested contact methods: robo call and or portal reminder – if no response within a week, move to text message – if no response within a week, make a phone call, if no response within 3 days, make a repeat call

   e. Engage CCNC care management/care coordination teams for outreach (CCNC, hospital or practice-based CM or CIN CM team supporting the practice).
f. If refusal to schedule is not a hard refusal, make a note and plan a follow-up call - re-engagement often creates an environment of caring and trust that overcomes reluctance.

g. When reluctance is widespread, consider partnering with faith-based groups or other community champions to push the message out.

h. Consider utilizing the CDC’s *Catch-up Immunization Schedule*: https://www.cdc.gov/vaccines/schedules/hcp/imz/catchup.html

2. Utilize the Internet and social media

   a. Create a social media campaign geared towards parents (Facebook & Instagram). Focus message on:
      - How clinics are keeping kids/families safe during the COVID-19 pandemic
      - Why parents should come in now and beat the “beginning of school” rush
      - Include links to local health departments/clinics scheduling - be sure to communicate with LHD prior to promoting their facility as a possible immunization site due to the current burden of testing, tracking, and tracing

   b. Ensure that the social media messaging mirrors what is disseminated on the clinic’s portal, website, out-going messages/email blasts, etc.

   c. Promote well child care on the clinic’s website

3. Utilize your staff/physical space to promote well child care

   a. Institute an internal immunization reminder system:
      - Generate a list (to be used in daily huddles) of the children to be seen whose vaccinations are past due.
      - A stamp with a message such as “No Pneumococcal Vaccine on Record,” that a receptionist or nurse can put on the chart of a person age 65 years or older.
      - An “Immunization Due” clip that a nurse attaches to the chart of an adolescent who has not had HPV vaccine.
      - An electronic reminder which appears when providers access an electronic medical record.

   b. Engage the staff in promoting conversation with the patient family on the importance of Well Child Checks (WCCs) and immunizations

   c. Promote immunizations via staff uniforms (for example: t-shirts or scrubs that say “Be Wise, Immunize”): https://www.zazzle.com/be_wise_immunize_baby_t_shirt-235061198173827536

   d. Display impactful signage in the clinic – keep in mind age of patient population and health literacy of patient families
e. Run kid and parent-friendly videos in the lobby promoting WCCs and Immunizations

f. Be mindful of barriers to families’ willingness to schedule a visit, such as COVID-19, vaccine safety concerns, competing family/personal issues, real/perceived health system barriers, transportation issues, etc.

g. Host a “Vaccination Saturday” at your clinic

4. Partner with local school systems to get the message out about WCCs and immunizations
   a. Ask them to push out messages about WCCs and immunizations to all enrolled students via robo calls, websites, or as add-ons to snail mail

5. Remind families across your catchment area of the importance of WCCs
   a. Promote via cards in grocery store shopping carts
   b. Partner with local governments and news outlets to provide PSAs

6. Run a WCC/Immunization Promotion Month – offer a gift card to be drawn each month from a pool of the families who caught up on the preventive care that month

7. Incorporate WCCs into acute care visits
   a. Implement WCC status indicator in the HER
   b. Develop and utilize a standardized scheduling process for kids who need acute visits based on WCC status
   c. Have a dedicated advanced practice provider to provide WCCs during acute visits

8. Develop workflow to document immunizations that were received elsewhere

9. Implement group visits for WCCs (post-COVID-19 pandemic)