

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)