OB/GYNs as VACCINATORS
It’s a New Era

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H1N1 Vaccination Coverage in US
October – December 2009

- Among pregnant women, 38% coverage of 2009 H1N1 vaccine
- 46.6% in 10 state Pregnancy Risk Assessment Monitoring System (PRAMS)
- Typically, 15-25% coverage in pregnant women for seasonal flu vaccine

“To improve influenza vaccination coverage among pregnant women…, efforts should continue to urge obstetricians and other health-care providers to provide influenza vaccine to pregnant women.”

Is 38-46% coverage in pregnant women good enough?

ACOG has worked hard to get the word out, to treat early and to vaccinate:

- August 27, 2009–Dec 14, 2009
  ACOG College President issued 6 updates
- ACOG website has 13 links on H1N1, including CDC recommendations, safety updates, treatment info

What will it take to increase coverage??

www.acog.org/departments/dept_notice.cfm [2009 H1N1 Influenza Virus]
http://www.cdc.gov/h1n1flu/pregnancy

In an obstetrics population, what might be barriers???

Particularly in a multiethnic, highly immigrant population?

- SAFETY, SAFETY, SAFETY… for mom, but especially the baby
- Attitudes of ancillary staff/nurses
- Using a messenger that will be respected
- Access to clinic in a population without cars and with language barriers
Safety… and Benefit
A Simple Message

- Flu vaccine safe. No mercury.
  All regulatory bodies encouraging pregnant women to get to the FRONT OF THE LINE!!

- Pregnant women get sicker
  — More hospitalizations, ICU admissions

- Pregnant women catch the flu easier

- You CAN BENEFIT YOUR Baby!!

Arch Pediatr Adolesc Med 2010;165(2):E1-E8

WHO needs the message?
Nurses, MA’s, Ancillary Staff
(front desk, cultural case workers, interpreters)

- Studies show only 35-65% of office staff believe flu vaccine safe during pregnancy

- In our population, the messengers are interpreters and cultural case workers

Clinic Systems and Tracking

- We did not have an electronic record that tracked vaccines
- Developed an electronic registry of our pregnant patients, updated nightly
- Used color codes and prominent labels on charts for offered/accepted/refused
How did we do?

- Within the 1st month of H1N1 vaccine availability, we immunized 120 of our total 157 obstetrics patients
  \[
  \begin{array}{c|c}
  \text{# Vaccinated} & \text{Total # Eligible} \\
  120 & 157 \\
  \end{array}
  \]

- Overall coverage rate 76%:

- Vaccine acceptance rates similar:
  \[
  \begin{array}{c|c}
  \text{English Speaking} & \text{Non-English Speaking} \\
  78\% (59/76) & 75\% (59/79) \\
  \end{array}
  \]

CONCLUSION:

High vaccine coverage possible in an ethnically diverse, highly immigrant, obstetrics population

Hoppe, Eckert – in press. Infectious Diseases of Obstetrics and Gynecology

Resources for providers and patients

- www.acog.org
- www.immunizationsforwomen.org

Immunization website launched 2011

Immunization facts, practice information, vaccine safety, news and media, resources, FAQ’s are topics, each with pull down menu

Received many accolades