

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.”

MMWR Jan 2010, 59(02):44-48, Dec 2010, 59(47);1541-1545.

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!!**

*NEJM 2008;359(15):1555–64.
Clin Infect Dis 2010;51(12):1355–61.
Arch Pediatr Adolesc Med 2010;165(2):E1-E8*

WHO needs the message?

*Nurses, MA's, Ancillary Staff
(front desk, cultural case workers, interpreters)*

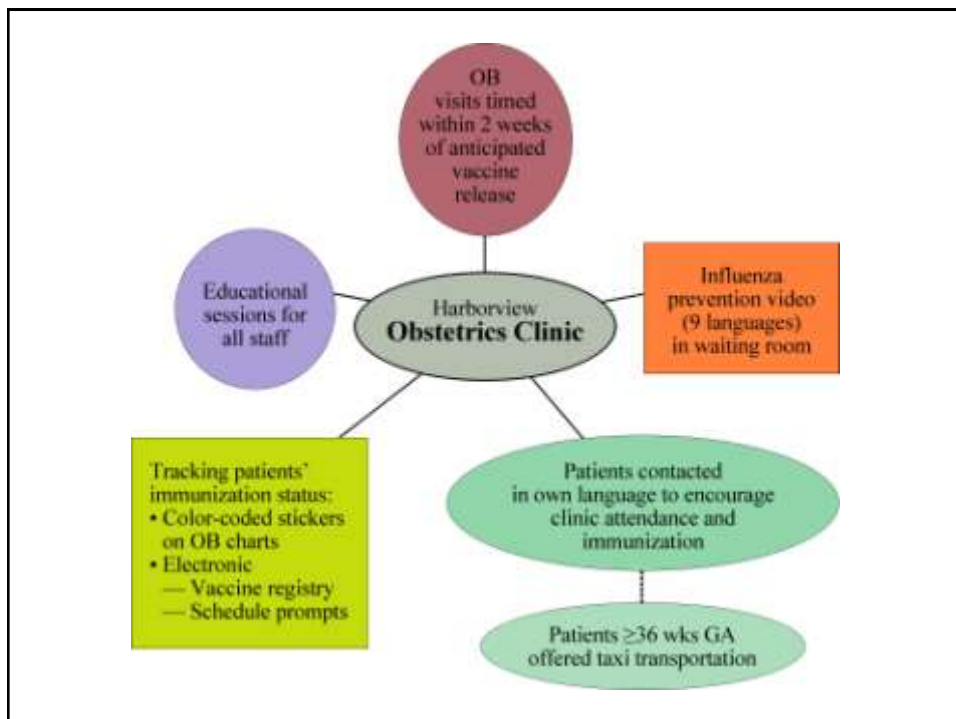


- ☀ Studies show only 35-65% of office staff believe flu vaccine safe during pregnancy
- ☀ In our population, the messengers are interpreters and cultural case workers

*AJOG 2009;114:981-7.
Am J Managed Care 2010;16:209-16.
Vaccine 2010;28:7455-6.*

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
- Overall coverage rate 76%: $\frac{\# \text{ Vaccinated}}{\text{Total \# Eligible}}$
- Vaccine acceptance rates similar:
 - 78% (59/76) English Speaking
 - vs.
 - 75% (59/79) Non-English Speaking

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