

# Prenatal Patients and Flu Vaccine Notes from the Field 2010–2011

Elizabeth Rosenblum, MD<sup>1</sup>, Sarah McBane, Pharm D<sup>2</sup>,  
Wendy Wang, MPH<sup>3</sup>, Mark Sawyer, MD<sup>4</sup>

<sup>1</sup> UCSD Dept of Family and Preventive Medicine, <sup>2</sup> UCSD Skaggs School of Pharmacy,  
<sup>3</sup> San Diego Immunization Branch, <sup>4</sup> UCSD Medical Center

September 15, 2010

Dear Colleague:

*Advice from a healthcare provider plays an important role in a pregnant and postpartum woman's decision to get vaccinated against seasonal influenza. The American Academy of Family Physicians (AAFP), American Academy of Pediatrics (AAP), American College of Nurse-Midwives (ACNM), American College of Obstetricians and Gynecologists (The College), American Medical Association (AMA), American Nurses Association (ANA), American Pharmacists Association (APhA), Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN), March of Dimes, and Centers for Disease Control and Prevention (CDC) **are asking for your help in urging your pregnant and postpartum patients to get vaccinated against seasonal influenza.***



# The Big Question ...

- How many pregnant or postpartum patients had a documented flu vaccine?

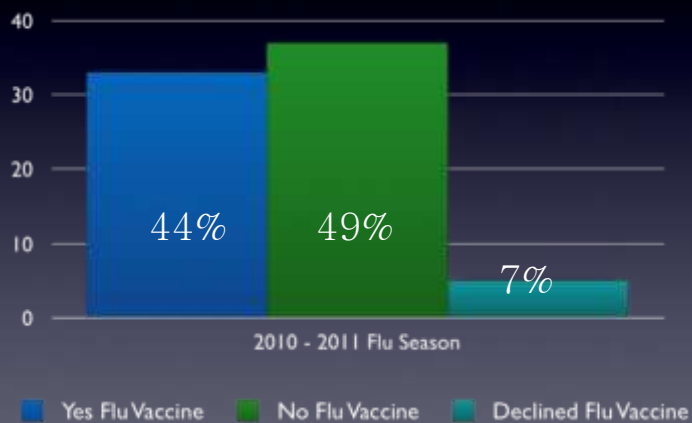


- 386-bed tertiary care center
- Level 3 NICU
- ~2400 deliveries per year
- CNM, Family Medicine, OB-Gyn, and Perinatology
- Two separate units within the hospital: Midwife-led Birthing Center and traditional Labor and Delivery Unit

## Methods

- Random sample from delivery log
- 150 charts
- Retrospective after discharge from postpartum unit
- Manual chart review

## Flu Vaccine Uptake by Pregnant Women 2010-11



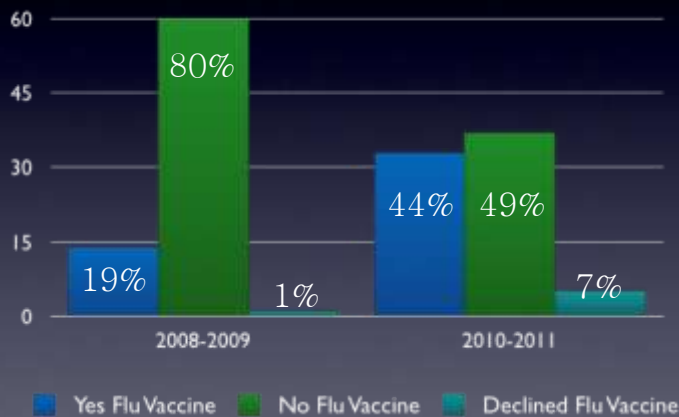


**Swine flu alert for pregnant women and babies**

2009-2010

**Among Deaths from H1N1, Pregnant Women Appear to Have High Risk**

## Comparison of Flu Vaccination Rates 2008-9 and 2010-11

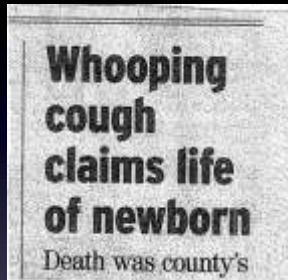




On a parallel track ...

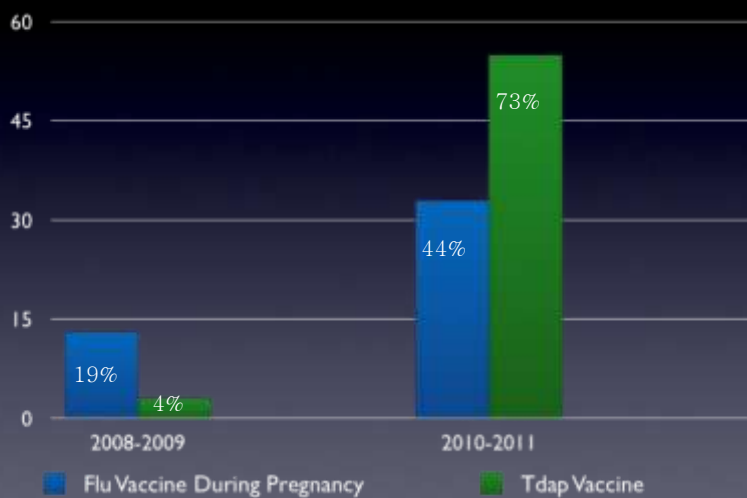
- Were prenatal patients getting any other vaccines?





## California Pertussis Epidemic 2010

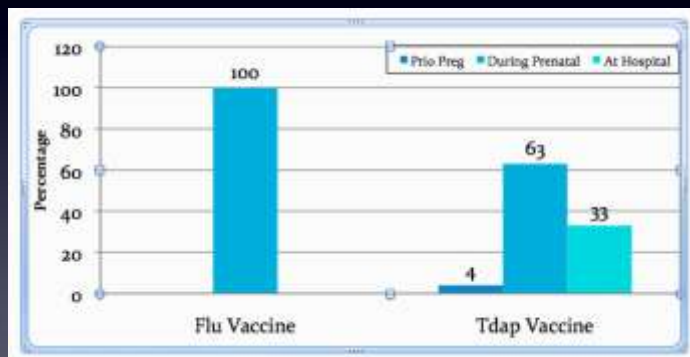
### Comparison of Flu and Tdap Vaccination Rates



- What were the factors which led to more successful Tdap immunization rates?
- Can those be applied to flu vaccine?



2010–2011 Flu Season  
Locations where pregnant patients received  
recommended vaccines





## Immunize Postpartum Patients

MISCELLANEOUS NURSING ORDER (Order 32536178)		Order: 402611	
Nursing		Released By: <b>Jessamine Zabala Ortigas, CNM</b>	
Order: 32536178		Department: <b>Hc 4 Birth Center</b>	
<b>Order Information</b>			
Order Date/Time	Release Date/Time	Start Date/Time	End Date/Time
12/20/11 12:19 AM	12/20/11 12:19 AM	12/20/11 12:30 AM	12/20/11 12:30 AM
<b>Order Details</b>			
Frequency	Duration	Priority	Order Class
ONE TIME	1 Occurrence	Routine	Priority/Performed
<b>Order Quarters</b>			
Quarter	Review	Comment	
Specify:	2 Months in IDaP-Candidate, Contact for Call Provider to Order Adacel Vaccine		
<b>Acknowledgement Info</b>			
Est. Placing Order	AK 3461011 8819	Acknowledged By	Acknowledged On
		Poeh DeW, RN	12/20/11 8:57





## The Concept of Cocooning

## Tdap Cocooning Clinic

- Evening Visiting Hours 5-6:30pm
- Free Vaccine Distributed by CDPH
- Held on postpartum floor
- Involvement of pharmacy students
- 'Town Crier'





Postpartum Patients Helped Recruit Other Family Members for Immunizations

## Tdap Vaccines Given on FMCC

	July 2010	August 2010
Inpatients (Postpartum Moms)	119	117
Family Members of Inpatients	0	541



From Aug 1 – Oct 31, 2010, the Tdap  
Cocooning Clinic Immunized 1,297 Family  
Members of Newborns

Expand Cocooning Clinic and Postpartum Order Sets  
to include Flu Vaccine



- Immunizers
- Administrative
- Vaccine supply for those without insurance



## The All-Important Prenatal 'Problem List'

CNM on call phone number  
 MFM/MTM info  
 CNM and OB Care  
 Breastfeeding benefits  
 FMR 26-32 weeks  
 PTL education  
 PP BCM

**Risk Testing/Referrals**  
 Genetic counseling  
 Other: Genetic testing: CF neg  
 Early 1 hour GTT  
 1st Trimester Screen (Ultrasound)  
 2nd Trimester Screen (quadruple)  
 PPD Negative, 02/2011  
 Antenatal testing @ \_\_\_\_\_ weeks for:

**Other testing**  
 GBS done on 3/30/11 negative  
 3rd trimester CBC, Hgb 10.8 01/2011, repeat ordered 03/02 10.7 04/13 11.0

**Vaccinations**  
 Seasonal flu 10/2010  
 TDAP

## Find the Gatekeeper



## Prenatal Panel

- Labs
- Ultrasound
- Add Immunizations to standard orders

## Tdap Working Group

- Hospital Administration (COO, CMO)
- Reproductive Medicine, Family Medicine, Pediatrics, Newborn Nursery, Infectious Disease
- Pharmacy
- Nursing
- Outpt Clinic Mgrs
- Registration, Marketing, I.T.

## Coordination of Tdap Activities

- Educating staff, patients, and visitors
- Immunization of health care workers
- Availability of vaccine for inpatient and outpatient settings
- Documentation issues



Changes in Pap smear  
recommendations may have  
positive effect on willingness  
to immunize

For Release: March 21, 2011

**Routine Screening Recommendations  
Released for Annual Well-Woman Exam**



*... there's this misconception that if you don't need a Pap then you can skip the ob-gyn visit altogether," said Dr. Lawrence (vice-president for Practice Activities at ACOG). "Nearly every woman age 21 and older needs an annual well-woman visit with her ob-gyn, regardless of whether cervical cancer screening is done. The Pap test is just one part of staying healthy."*

Information is included regarding which vaccinations are recommended, by age and risk group, including the flu shot, Hepatitis A and B, human papillomavirus (HPV), and measles.





Bundle the annual flu vaccine with other immunizations

## Conclusions

- Vaccine rates still suboptimal
- Epidemics unfortunately do get people's attention



## Ways to Enhance Flu Vaccine Uptake

- immunize prior to hospital discharge
- postpartum standing orders
- cocooning concept
- locate the gatekeeper
- coordinated team approach
- bundle flu vaccine with other vaccines
- immunizations can replace Pap smear as the 'draw' to the doctor's office.

