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
Comparison of Flu Vaccination Rates 2008–9 and 2010–11

- 2008-2009: 19% Yes Flu Vaccine, 1% No Flu Vaccine, 7% Declined Flu Vaccine
- 2010-2011: 80% Yes Flu Vaccine, 44% No Flu Vaccine, 49% Declined Flu Vaccine

Among Deaths from H1N1, Pregnant Women Appear to Have High Risk
On a parallel track ...

- Were prenatal patients getting any other vaccines?
California Pertussis Epidemic 2010

Comparison of Flu and Tdap Vaccination Rates

Whooping cough claims life of newborn
Death was county’s

<table>
<thead>
<tr>
<th>Year</th>
<th>Flu Vaccine During Pregnancy</th>
<th>Tdap Vaccine</th>
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<tbody>
<tr>
<td>2008-2009</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>2010-2011</td>
<td>44%</td>
<td>73%</td>
</tr>
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</table>
• 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
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

<table>
<thead>
<tr>
<th></th>
<th>July 2010</th>
<th>August 2010</th>
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<tbody>
<tr>
<td>Inpatients (Postpartum Moms)</td>
<td>119</td>
<td>117</td>
</tr>
<tr>
<td>Family Members of Inpatients</td>
<td>0</td>
<td>541</td>
</tr>
</tbody>
</table>
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’
Find the Gatekeeper

Love Your Gatekeeper

"DO YOU WANT TO SPEAK TO THE MAN IN CHARGE, OR THE NURSE WHO KNOWS WHAT'S GOING ON?"
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
... 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.