



Adult Vaccination: What Works

Name of the Organization:

American College of Obstetricians and Gynecologists

What We Did:

The **American College of Obstetricians and Gynecologists** (the College) made a major commitment to motivate its ob/gyn members to recommend vaccinations for women. A combination of strategies was implemented:

- A strong organizational statement
- A dedicated website (www.immunizationforwomen.org) providing members with the CDC vaccine schedule, office start-up instructions, patient communication advice, coding, finances, ordering, liability, links to other sites, and specific vaccine topics that focus on the pregnant patient as well as non-pregnant adult women and female adolescents
- Their campaign involved three direct mailings to 35,000 ob-gyns in practice on Seasonal Influenza (Flu) 2011-2012 and in 2012-2013, as well as on Tdap in 2012 after release of the new ACIP Tdap recommendations.
- Evidence-based toolkits that included: • Flu Vaccine FAQ tear pad for patients. • Vaccine Safety FAQ tear pad for patients. • Physician Script on Flu Vaccine During Pregnancy with Coding Information • Physician Script on Tdap with Coding Information • College Committee Opinion 468 "Influenza Vaccination During Pregnancy" • College Committee Opinion 438 "Update on Immunization and Pregnancy: Tdap" • Dear Health Care Colleague letter encouraging pertussis vaccine signed by several health care organizations
- A focused practice-driven intervention targeting individual practices in ACOG District V (MI, OH, IN, KY). In this project to create and expand ob-gyn office-based immunization programs, they aimed to increase the types and doses of immunizations given in ob-gyn practices ; and to build sustainable partnerships with each respective state health department (SHD) immunization program

Outcome or Results We Got:

One-third of sites added at least one vaccine:

- 19% giving more vaccine doses
- 86% identified "vaccine coordinator"
- 48% participate in State registry
- 83% have SHD contact person
- 41% actively working on office vaccine program
- Resource utilization:
 - 35% ACOG website
 - 49% CDC website
 - 44% vaccine schedule
- Other practice changes:
 - 39% integrate vaccine discussion during visits
 - 19% added vaccine info to chart
 - 14% added recall system for multi-dose call backs

National data showed:

- Influenza immunization rates for pregnant women increased from 15% to 47% in 2009-2010 during H1N1
- 50% rate continued in 2010-2011 and 2011-2012 influenza seasons
- 63% of pregnant women received a provider recommendation for influenza vaccination in 2011-2012 influenza season

About Our Organization:

The **American College of Obstetricians and Gynecologists** is a national medical specialty society with over 56,000 members comprising over 95% of board-certified obstetrician-gynecologists in the U.S. Ob-gyns are a major provider of ambulatory care to women of all ages. ACOG, the preeminent authority on women's health, is a professional membership organization dedicated to advancing women's health by building and sustaining the obstetric and gynecologic community and actively supporting its members. The College pursues this mission through education, practice, research, and advocacy.

Website: www.immunizationforwomen.org

