AAP Immunization Initiatives

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AAP Structure
The AAP Today

62,000 members ● 10 districts ● 66 state/local chapters
26 national committees ● 50 sections ● 11 councils
500 staff ● Illinois, Washington DC
Organizational Structure

- Member Leaders
  - Board of Directors
  - Executive Committee
  - Committee/Section/Council Leaders
- Staff
  - CEO/Executive Director and 6 Associate Executive Directors
  - 14 Departments
  - Over 50 Divisions
AAP Committees, Councils and Sections

- **Committees**
  - Develop many of the AAP policies and programs. Under the direction of the Board of Directors, and with the assistance of the Central Office, they work to achieve the Academy goals and objectives.

- **Councils**
  - Councils generate policy, create educational programming and resources, develop and promote advocacy initiatives, support translation of policy and education into practice, and they integrate and evaluate these efforts to maximize impact.

- **Sections**
  - Sections cultivate ideas and develop programs within their subspecialty or special interest that improve the care of infants, children, adolescents, and young adults.
National Committees, Councils, and Task Forces

**NATIONAL COMMITTEES**
- Adolescence
- Bioethics
- Child Abuse & Neglect
- Child Health Financing
- Coding & Nomenclature
- Continuing Medical Education
- Development
- Drugs
- Early Childhood
- Federal Government Affairs
- Fetus & Newborn
- Genetics
- Hospital Care
- Infectious Diseases
- Medical Liability & Risk Management
- Membership
- Native American Child Health
- Nutrition
- Pediatric AIDS
- Pediatric Education
- Pediatric Emergency Medicine
- Pediatric Research
- Pediatric Workforce
- Practice & Ambulatory Medicine
- Psychosocial Aspects of Child & Family Health
- Residency Scholarships
- State Government Affairs
- Substance Abuse

**COUNCILS**
- Children With Disabilities
- Clinical Information Technology
- Communications & Media
- Community Pediatrics
- Environmental Health
- Foster Care, Adoption, & Kinship Care
- Injury, Violence, & Poison Prevention
- School Health
- Sports Medicine & Fitness

**TASK FORCES**
- Circumcision
- Early Hearing Detection & Intervention
- Infant Positioning & SIDS
- Medical Home Chapter Champions on Asthma
- Sudden Infant Death Syndrome
AAP Sections

- Administration & Practice Management
- Advances in Therapeutics & Technology
- Adolescent Health
- Allergy & Immunology
- Anesthesiology & Pain Medicine
- Bioethics
- Breastfeeding
- Cardiology & Cardiac Surgery
- Child Abuse & Neglect
- Clinical Pharmacology & Therapeutics
- Critical Care
- Dermatology
- Developmental & Behavioral Pediatrics
- Early Education & Child Care
- Emergency Medicine
- Endocrinology
- Epidemiology
- Gastroenterology, Hepatology & Nutrition
- Genetics & Birth Defects
- Hematology/Oncology
- Home Care
- Hospice & Palliative Medicine
- Hospital Medicine
- Infectious Diseases
- Integrative Medicine
- Internal Medicine - Pediatrics
- International Child Health
- Medical Students, Residents & Fellowship Trainees
- Nephrology
- Neurological Surgery
- Neurology
- Obesity
- Ophthalmology
- Oral Health
- Orthopaedics
- Osteopathic Pediatricians
- Otolaryngology-Head & Neck Surgery
- Pediatric Pulmonology & Sleep Medicine
- Perinatal Pediatrics
- Plastic Surgery
- Radiology
- Rheumatology
- Senior Members
- Surgery
- Telehealth Care
- Tobacco Control
- Transport Medicine
- Uniformed Services
- Urology
- Young Physicians
AAP Immunization Initiatives
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Priorities

- Improve immunization rates by:
  - Focusing on specific vaccines, such as HPV
  - Reducing missed opportunities

- Improve systems delivery by:
  - Addressing parental hesitancy
  - Collaborating with the CDC and Association of Immunization Managers (e.g., VFC liability, borrowing, storage and handling)
  - Providing representatives to the National Vaccine Advisory Committee
  - Promoting the use of health information technology (e.g., barcoding, registries, clinical decision support)
Grants and Staffing*

- Childhood Immunization Support Program
  - Katie Milewski, MPH
- Increasing Adolescent Immunization through Pediatric Partnerships
  - Elizabeth Sobczyk, MSW, MPH
- Partnerships Umbrella Agreement
  - Base funding: Storage and handling, administrative errors
  - Supplemental funding: HPV vaccine
  - Jill Hernandez, MPH

*Immunization efforts are supported by staff around the AAP. These focus on the Department of Practice initiatives.
Immunization Initiatives Oversight

- Committee on Practice and Ambulatory Medicine
- CISP Project Advisory Committee
- Adolescent Immunization Expert Team
- Umbrella Agreement PI and Consultants
- Internal staff workgroup
Childhood Immunization Support Program (CISP)

- Goals:
  - Promote quality improvement and best immunization practices in community- and office-based primary care settings and other identified medical homes.
  - Enable pediatricians and pediatric health care professionals to communicate effectively with parents about vaccine benefits.
  - Promote system-wide improvements in the national immunization delivery system.
  - Provide accurate and up-to-date resources to parents that address their most frequent immunization concerns via the CISP Web site.
Childhood Immunization Support Program (CISP)

- **Activities:**
  - Maintaining a key contact network of immunization providers who are instrumental in promoting immunization delivery.
  - Providing technical assistance on immunization issues to pediatricians and others to communicate with parents around vaccine safety issues and the importance of immunizing children within a medical home.
  - Developing fact sheets, practice resources, and education materials that promote immunization best-practices.
Increasing Adolescent Immunization Through Pediatric Partnerships

Goal:

- Improve adolescent immunization rates by:
  - Strengthening the pediatrician’s recommendation for immunization
  - Catching missed opportunities to vaccinate through health information technology
Increasing Adolescent Immunization Through Pediatric Partnerships

Activities:

- Education of pediatricians through the AAP online learning platform, Pedialink.
- Strengthening existing residency curriculum materials to ensure adolescent immunization content is well-integrated.
- Implementation of quality improvement activities using the EQIPP online learning program.
- Development and dissemination of patient and provider materials about adolescent immunization.
- Two Immunization Congresses (hosted by ID and SC) to build state-wide action plans to increase the state’s adolescent immunization rates.
- Improve the use of EHRs as a tool for increasing adolescent immunization rates, including improving use of the automatic prompt and the relevant workflow processes in the office setting.
Goals:

- Work in collaboration with the CDC to build the capacity of pediatricians to increase coverage of HPV vaccinations.
- Improve quality, availability, and accessibility of public health education materials, training, and evaluation tools and resources related to HPV vaccination.
HPV Cooperative Agreement

**Activities:**
- Support AAP Chapter “HPV Action Plans”
- Disseminate existing HPV vaccination promotion materials
- Use of social media to promote HPV vaccination to pediatricians and parents
- Use the AAP Healthy Children Expo (2014) to promote HPV vaccination to parents.
How We Work With Partners
Stakeholder Partnership: Cocooning

- Hosted a stakeholder meeting in March 2012 to identify challenges with Tdap vaccination
- Followed up with multidisciplinary group to create educational handout and parent interactive online module
- Challenged by changing recommendations (cocooning vs pregnancy dose)
- Strengthened relationship with stakeholder groups
Development of Guidance: Barcoding

- Held stakeholder meeting in January 2009
- Went with manufacturers and standards groups to ask FDA to change guidance to allow 2D barcodes
- Guidance was changed and most manufacturers have now implemented 2D barcodes on labels
- Collaborative effort to create guidance for manufacturers and clinicians
Advocating for Pediatricians: New CDC Guidance

- New guidance on storage and handling/borrowing between stock was released in August 2013
- As a result of feedback from the AAP, the guidance was delayed for a year for further examination
- Staff and members are now part of a workgroup to discuss a better approach
- There are now monthly phone calls between the AAP and CDC leaders on immunization issues
Partnering with AAP Chapters: EQIPP Dissemination

- Hosted 12 chapter immunization representatives
- Trained on strategies for increasing immunization rates
- Shared implementation challenges and successes
- Going back to communities to spread strategies using EQIPP
- Received very positive feedback and want to continue sharing of chapter stories
Tools and Resources

- Web site: www.aap.org/immunization
- For parents:
  - Safety fact sheets (e.g., ingredients, the schedule)
  - Talking to teens about HPV vaccine
  - Interactive module on cocooning
  - Evaluating Web information
  - Parent stories
- For office teams:
  - Training guide
  - Risk communication videos
  - EQIPP module
  - Storage and handling tip sheets
  - Barcoding clinician guide
  - NVAC Standards of Excellence series
  - Financing fact sheets
  - Case studies on vaccine safety
  - Immunization Newsletter and IZNEWS Listserv ®
Discussion: Opportunities for Collaboration

- State/Chapter level
- National level
Questions?

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