



Founded in 1992

Children's Mercy Hospital, Swope Health Center,  
Kansas City Health Department, Visiting Nurse Association,  
Samuel U. Rodgers Health Center,  
Partnership for Children

**SINGULAR GOAL: ALL CHILDREN WILL BE FULLY  
IMMUNIZED AGAINST VACCINE-PREVENTABLE DISEASES.**

MAIC IS A PROGRAM OF  
MOTHER & CHILD HEALTH COALITION.



# Mission

*We will work to protect all of  
greater Kansas City's residents  
against vaccine-preventable  
diseases through  
Collaboration,  
Advocacy and  
Education.*

# BEE WISE MONDAY since 1992

Initially held on the first Monday of every month  
at local health departments;  
featured extended hours to reach more families.

Now, the Kansas City Star provides a FREE  
*Bee Wise Immunize ad* in the Sunday paper whenever  
possible. (\$5,000 VALUE!)

2018: 20 ads so far/ over 9.2 million views  
-\$100,000 value SO FAR

Now the ad also mentions Kansas City Healthy Start.

# ANNUAL IMMUNIZATION SYMPOSIA 1993-2018

Day-long educational seminars focus on the latest information relating to immunization issues.

Nearly 200 healthcare professionals from Missouri and Kansas attend.

In 1999, MAIC hosted the First National Conference on Immunization Coalitions.

# EDUCATIONAL VIDEOS

Merck and sanofi pasteur

1995 - “Wally Takes Charge”

2009 – “PJ Gets Wise”

Targeted elementary aged kids, educating students on the importance of immunizations and empowering them to tell their caregivers about the need for them.

Included DVD, lesson plans and activities in English and Spanish to help school nurse/teacher facilitate health class.

# FIRST DAY INITIATIVE – 1997-2000

Kauffman Foundation

Seasonal awareness campaign May – August.

Improved access to MO's registry (MOHSAIC) for KCMO schools.

Increased awareness of the need for immunizations:  
TV/radio ads, fliers, announcements at Royals Game.

Improved access to immunizations:  
4 KCMSD schools were chosen for Kindergarten kick-off.



# CHILDHOOD IMMUNIZATION DEMONSTRATION PROJECT 1997-2000 CDC and DHSS

## GOALS:

- 1) Increase the immunization rates of children up to age 3 whose families live in public housing;
- 2) Change attitudes and behaviors of parents towards immunizations.

Housing Authority residents were hired and trained (Health Ambassadors) to provide information and education on immunizations to residents (peers).

## Project Results:

- ▶ Raised rates of children with immunizations current with ACIP recommendations from baseline of 32% to 76%.
- ▶ Lowered missing shots from baseline of 2.36 to .50.

# Project Conclusions:

Factors which convinced parents to to get their child immunized:

- 1) The majority (48%) indicated that **direct contact** by the Health Ambassadors was the most influential factor.
- 2) 39% indicated that **information** from a Health Ambassador was the most important.

# "GET HEP B" PROJECT 1998-2000

Merck, insurance companies, hospitals

## GOALS:

- 1) Increase public awareness of the importance of Hepatitis B vaccinations for adolescents across the KC metro area.
- 2) Coordinate school-based immunization clinics (23 school districts, 50+ private schools).



It was hugely successful.

“Get Hep B” expanded to 23 school districts and added 50+ private schools in 1999 and, in all, **28,000 area students received free Hep B shots!**

The program was taken over by the Missouri Department of Health

# PRIVATE PROVIDERS GRANT 2001-2003

CDC and MO DHSS

## GOAL:

Capture immunizations of children under age 2 who were patients of private providers in Jackson, Clay and Platte counties and enter records into the MOHSAIC data base system.



# IMMUNIZATION MEDIA CAMPAIGN 2002

Hall Family Foundation

“Give Life a Shot” ad campaign with  
Children’s Mercy Hospitals and Clinics,  
KU Medical Center and  
Bernstein-Rein Advertising  
included  
radio spots, a TV PSA and a bus ad.

# EVALUATING MIDDLE SCHOOL IMMUNIZATION LAWS

2003-2004

UMKC School of Nursing and MAIC

## GOALS:

Compare impact of MO and KS school entry requirements for Hep B.

Assess impact of school-based clinics, school administration support, level of communication to parents.





# ADOLESCENT IMMUNIZATION EDUCATION and VACCINE STORAGE AND HANDLING GRANT – 2007 MODHSS

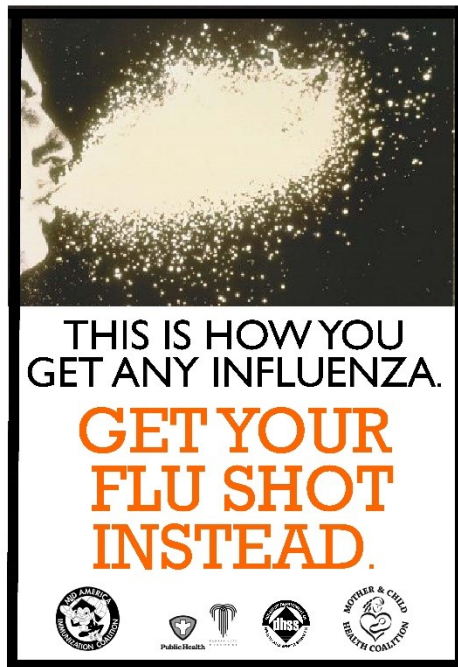
MAIC hosted educational programs for greater KC providers, targeting Family Practice offices to discuss new adolescent immunization recommendations:

**“Doctors talking to Doctors”**

Vaccine Storage and Handling trainings – Rhonda Luther, MODHSS, conducted trainings for area providers to train physician office staff on the importance of cold chain management.

# FLU ACHOO CAMPAIGN 2009

Children's Mercy Hospital, MODHSS



A- Promotional campaign targeted the greater KC area hospitals to increase employee influenza vaccination rates

B- Partnership with the Kansas City APIC Chapter

C- Silver Syringe Award

# GET YOUR FLU VACCINATION



PROTECT YOURSELF



Protect Your Friends



Protect Your Family



PROTECT YOUR PATIENTS

It's not just  
a Choice.  
It's our  
Responsibility

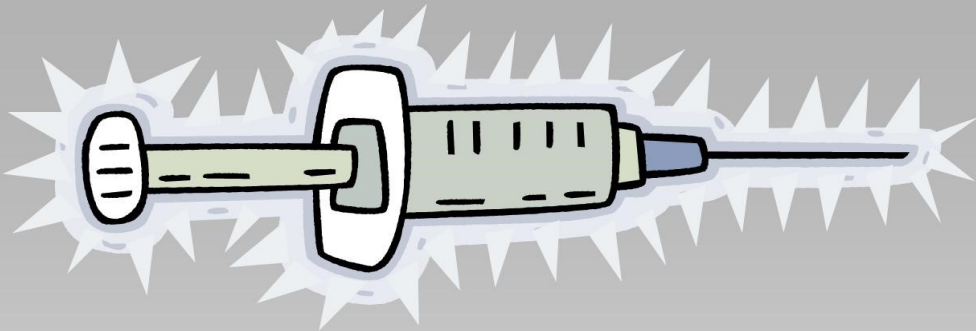
Made possible  
through funding  
from a  
**MODHSS GRANT**  
with the  
KCMO Health Dept.



**Children's Mercy**  
HOSPITALS & CLINICS  
[www.childrens-mercy.org](http://www.childrens-mercy.org)

greater kansas city chapter  
**APIC**





The Mid America Immunization Coalition  
and the Greater Kansas City Chapter of APIC  
proudly announce the

## **SILVER SYRINGE AWARD COMPETITION**

challenging area hospitals to increase the rate of  
influenza vaccinations of healthcare workers and all other staff

Awards will be presented  
at the June 19th MAIC  
Immunization Symposium  
in Overland Park, Kansas

MAIC is a program of the  
Mother & Child Health Coalition  
[www.mchc.net](http://www.mchc.net)



ASK YOUR APIC REP FOR DETAILS



Since 2002 MAIC  
has presented  
79 Silver Syringe  
Awards to people  
and organizations  
who help to  
promote  
immunizations to  
the community in  
many different  
ways.

# ADVERTISING CAMPAIGNS 2009 – 2018

United Way, MODHSS, sanofi pasteur

Bus ads (Vaccines Work)

Theater ads (Influenza)

iTeen (Adolescent)

Mother and Child Reunion magazine (Influenza)

Moms Magazine (Meningitis)

Nursing News (Influenza/Pertussis)

Indoor Advertising...potty ads (Influenza)

KC Independent (Vaccines)

KC Star (Bee Wise Ads)

Our Health Matters (childhood vaccines)

The Mid America Immunization Coalition and the Greater Kansas City Chapter  
of the Association for Professionals in Infection Control and Epidemiology  
proudly present a



**2010 SILVER SYRINGE AWARD**

to

**LEE'S SUMMIT MEDICAL CENTER**

for increasing influenza vaccinations  
among their employees by 117%  
in the 2009/10 flu season.

**PUTTING THE HEALTH  
OF PATIENTS FIRST**

Mid America Immunization Coalition is a program of Mother & Child Health Coalition



2014 Silver Syringe Awards

Bus ad

# VACCINES WORK





# Nursing News 2009



**“PERSONAL STORY”  
EDUCATION SERIES**

**2010 - 2013**

United Way, MODHSS

Maggi Pivovar and Andy Marso  
(meningitis survivors)

and

Julie Moise (who lost a child to influenza)  
shared their stories to groups in greater KC –  
schools, student clubs and MAIC members.

# Annual Flu Clinics

## Start date: 2013

- ▶ Partnership with Walgreens and the MODHSS Region VII
- ▶ Clinics held at MO and KS locations targeting under-served population.

## LEGISLATIVE ACTIVITIES

*“We support federal, state, and local legislative and policy initiatives that promote immunizations which have been scientifically proven to improve maternal, child, and family health.”*

Monitor legislation and provide written and oral testimony to Kansas and Missouri legislatures in support of immunizations.

# LEGISLATIVE ACTIVITIES

## Some examples:

- ▶ 1996 - worked with Scott Lakin on MO HB 904 which allows transfer of parental permission, requires coverage of children under 5, and added HEP B to school requirements.
- ▶ 2012 - Testified before Kansas legislature regarding HB 2094 regarding parental waiver.
- ▶ 2013-2014 – Worked with MO Senator Gina Walsh to require meningococcal vaccine for students in higher education. Went into effect July 2015.
- ▶ 2014- Worked with MODHSS re: rule change to require meningococcal vaccine for MO 6<sup>th</sup> and 12<sup>th</sup> grade students. Effective 2016-17 school year.

# PARTICIPATION in National and Regional CONFERENCES

- ▶ National Coalition Conference 2008
- ▶ National Immunization Conferences  
2007, 2009, 2012
- ▶ Heartland Regional Immunization  
Meeting, 2018
- ▶ 2017 and 2018 CMH APRN Conference
  - ▶ 40<sup>th</sup> Annual MO School Health  
Conference, 2018

# ANNUAL AWARDS SINCE 2007

Recognizing Immunization Champions – a few samples:

- ▶ Corporate Social Responsibility
- ▶ Corporate Social Responsibility in Media
- ▶ Excellence in Community Service and Social Responsibility
- ▶ 'IMMY' Award for "P.J. Gets Wise"
- ▶ Lifetime Achievement
- ▶ Partnership
- ▶ Sending the Very Best Message Award (Hallmark, Inc.)
- ▶ Vaccine Advocacy
- ▶ Vaccine Preventable Disease Survivor

The background is a dark teal color. It features several decorative elements: a large teal circle in the bottom-left, a medium teal circle in the top-right, a small teal circle in the bottom-right, and a red vertical rectangle in the top-right corner.

# Where Are We Now? Immunization rates



# 2017 DATA

<b>National Rates &amp; Missouri / Kansas Rates for Children 19–35 months olds</b>					
Vaccine	Healthy People 2020 Goal	National %	Missouri %	Kansas %	
DTaP 4 doses	90%	84.6%	82.6%	83.2%	
Polio 3 doses	90%	93.7%	90.8%	92.7%	
MMR 1 dose	90%	91.9%	91.6%	91.5%	
HiB 3 doses	90%	82.7%	82.7%	92.8%	
Hep B 3 doses	90%	92.6%	91.4%	91.4%	
Varicella 1 dose	90%	91.8%	92.4%		
PCV 4 doses	90%	84%	83.4%	82.4%	
combined series	90%	72%	71%	70.4%	
OTHER					
Birth dose Hep B	85%	72.4%	75%	73.6%	
Rotavirus series	80%	73.2%	76%	73.2%	

# 2017 DATA

<b>National Rates &amp; Missouri/ Kansas Rates for 13-17 year-olds</b>					
Vaccine	Healthy People 2020 Goal	National %	Missouri %	Kansas %	
Tdap	80%	86.4%	85.7%	89.70%	
MCV 1 dose	80%	81.4%	69.7%	72.10%	
Varicella 2nd dose	90%	83.1%	68.6%		
HPV					
1 dose	F / M	62.8% / 49.8%	59.3% / 44.7%	52.40%	
3 doses	F / M	80% / 80%	41.9% / 28.1%	31.5% / 25.1%	

# Barriers

- ✓ Lack of knowledge of the seriousness of the diseases and of the vaccine schedule -- especially shots for adolescents and adults,
- ✓ Fear of pain from the shots
- ✓ Poor record-keeping as to what shots have been given
- ✓ Inadequate health insurance or access to health care
- ✓ Time and transportation
- ✓ Recent anti-vaccine messages only serve to make MAIC's promotion of immunizations among the entire population of the metro area even more urgent, because if there is one thing we know, it is that **vaccines work.**

# Strengths of MAIC

- ✓ We have a GREAT cause
- ✓ Partners with passion for immunization
- ✓ Access to experts in the field
- ✓ Resources of MCHC and its partners
- ✓ Networking

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# Who Are We Now?

- DuJuan Hord,  
MAIC program coordinator

# WHERE DO WE GO FROM HERE?

Finding a way to strengthen  
Mid America Immunization  
Coalition



# Mission

Mid America Immunization Coalition (MAIC) works to ensure that all of greater Kansas City's children, adolescents and adults will be protected against vaccine-preventable diseases.

We build collaborative community partnerships that increase public awareness about the importance of immunizations, improve access to immunization services for metropolitan area families and provide a network for individuals and organizations that have a stake in immunizations.

# Disease Has No Borders

## Bi- State Coalition

- ▶ Reach every level of immunization in communities

## New Health Care Reform

- ▶ Conquer together as a community
- ▶ MAIC will act as a support system by bringing in local expertise



# New Stakeholders

## Introductions

### New stakeholders:

1. Broaden Access
2. Broaden expertise
3. Target specific populations
4. Collaborate to reach more and increase vaccination rates in the KC metro area

# Subcommittees

- Advocacy
- Education
- Stakeholder engagement