

# Immunization Initiatives of the Partnership for Maternal and Child Health of Northern NJ

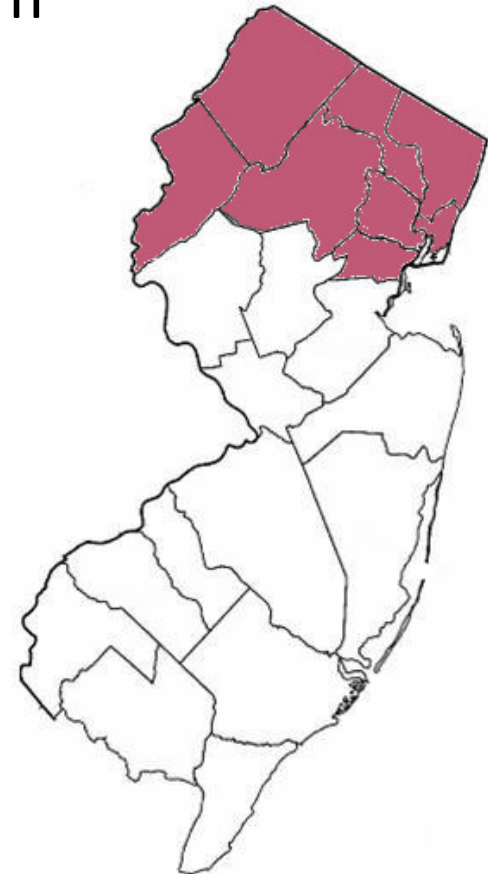
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Director of Public Health Initiatives

Fall 2016

# Organizational Overview

- Maternal and Child Health Consortium
- 501c(3) organization
- 25 Member Hospitals
- Covering Northern NJ Counties:
  - Sussex
  - Passaic
  - Warren
  - Morris
  - Essex
  - Union
  - Hudson
  - Bergen



# Partnership Programs

## Improving Pregnancy Outcomes

- Central Intake (Bergen, Hudson, Morris, Passaic, Union)
- Community Health Workers (Hudson, Passaic, Union)

## Family Success Centers

- City of Irvington
- Morris County

## Home Visiting

- Healthy Families (Essex, Morris, Passaic)
- Nurse-Family Partnership (Bergen, Hudson, Passaic, Union)
- Parents as Teachers (Bergen, Morris)

## Education

- Dadventures Fatherhood Program
- Lead Poisoning Prevention Program
- NJ PREP (Personal Responsibility Education Program)
- NJ Immunization Information System (NJIIS)
- Perinatal Addictions Prevention Program
- Postpartum Depression & Perinatal Mood Disorders
- Professional Education
- Project LAUNCH

## Quality Improvement

- Fetal Infant Mortality Review (FIMR)
- Electronic Birth Certificate Data Monitoring & Support

## Healthy Start (HRSA)

- Education & Case Management
- Irvington and Newark

# Immunization Initiatives

- Essex Metro Immunization Coalition
- Adolescent Immunization Program
- New Jersey Immunization Information System (NJIS) Training & Recruiting
- NJIS Quality Assurance
- Hepatitis B Birth Dose
- Protect Me With 3+



Essex Metro Immunization Coalition



*Protect Me  
With 3+*

# Essex Metro Immunization Coalition (EMIC)



- The Essex Metro Immunization Coalition (EMIC) is New Jersey's only municipality-focused, state-supported coalition.
- Focused on the cities of Newark, Irvington, East Orange, Orange and surrounding Essex County communities

# EMIC Goals

- Educate both the public and healthcare workers about the safety, importance, and benefits of immunizations across the lifespan.
- Community Education and Engagement Working Groups



Driving the Coalition's mission are Chair Joseph V. Schwab, MD, MPH Associate Professor of Pediatrics at Rutgers New Jersey Medical School and Vice Chair Esney Sharpe, President and CEO of the Bessie Mae Women's Health Center in East Orange, a long-time community health advocate.



# EMIC Recognized by NJ Legislature for Immunization Initiatives

The Senate and General Assembly of New Jersey recognized the Partnership's Essex Metro Immunization Coalition for invaluable initiatives during the 2016 National Immunization Awareness Month.

Esney Sharpe, EMIC Vice-Chair, Dr. Joseph Schwab, EMIC Chair, and Liliana Pinete, Chief Operating Officer for the Partnership pose with the Joint Legislative Resolution.



# EMIC Communications Campaign

- Social Media presence provides a trusted resource for immunization information
- Networking with other immunization advocates in Essex County



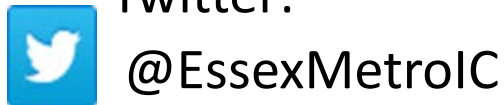


# Stay Connected!

Like EMIC on  
Facebook:



Follow EMIC on  
Twitter:



Follow EMIC on  
Instagram:





## Training & Recruiting

- A healthcare provider that immunizes children less than 7 years of age is required to enroll as an authorized user and report vaccinations to NJIIS.
- Trainers recruit and train new users on how to navigate the registry and provide technical assistance for current users.

## Quality Assurance

- QA specialists ensure healthcare sites in the process of having their EHRs interface with the registry are reporting accurate data as their records link with NJIIS.



# Adolescent Immunization Program

## Professional Resources

- Free 1.0 Nursing Contact Hour Educational Program
- Assessment of HPV, Tdap, and Meningococcal Rates
- Patient education materials
- Ongoing support to increase HPV vaccination rates



*Please join us for a Continuing Nursing Education program:*

**Give it Your Best Shot:  
Talking to Parents about the HPV Vaccine**



Provided by  
The Partnership for Maternal and Child Health of Northern New Jersey  
(Date/Time/Location)\*

# Adolescent Immunization Program

## Community Education Initiatives

- Parent workshops
- Health Fairs
- PTA presentations
- School Health Classes



Kendra Julien, MPH educates parents and community members on HPV at the Project Self-Sufficiency Back to School Health Fair in Newton, NJ

# Adolescent Immunization Program

## Community Education

1,250  
Community  
Members via  
Health Fairs

105 Parents  
via Group  
Education  
Sessions

## Clinical Education

290 HCPs  
have signed  
up for CEU  
presentation

95 HCPs  
have  
completed  
HPV CEU

12 Clinics  
currently  
working on  
improving  
HPV rates

# Protect Me With 3+

- Statewide Contest for Middle School and High School Students
- Submissions accepted from December 5<sup>th</sup> - January 27<sup>th</sup>
- Awards Ceremony April 2017
- [protectmewith3.com](http://protectmewith3.com) for guidelines





# Hepatitis B Birth Dose



- NJ has 4<sup>th</sup> lowest birth dose coverage rate in US
- Patient education materials are provided in English, Spanish, and Chinese for distribution to healthcare sites working with pregnant women

# How Can You Get Involved?

- ✓ Join us for quarterly EMIC meetings.
- ✓ Follow EMIC on Facebook, Twitter, Instagram & join the conversation.
- ✓ Promote HPV educational programs to healthcare providers and community-based organizations.
- ✓ Share Protect Me with 3+ Contest Information with your school district.
- ✓ Distribute Hepatitis B Birth Dose Information to pregnant women.
- ✓ Promote NJIIS to patients and colleagues.
- ✓ Contact us!

# Questions?

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