

# **Vaccine Champions for Baby and Childrens Vaccination**

April 2, 2016

# Background

- Childrens vaccines have been shown to be very safe and effective in prevention several diseases
- These diseases, if they occur, may put babies and children at risk for severe diseases that lead to hospitalization and sometimes death

# Present Situation with Vaccine Preventable Diseases

- Despite the availability of clinics that offer vaccines for babies and children, many residents of Detroit still have not received necessary vaccines
- Previous work has identified barriers that residents face in getting these valuable and potentially life-saving vaccines

# Community Members Key Role

- In every community, there are many residents who look after one another
- Faith-based and other neighborhood organizations have the respect and ear of many residents in Detroit
- Respected neighborhood residents represent perfect candidates to serve as Champions for activities that benefit their community

# Partnership of Local Health Agencies and Community Organizations

- Local health agencies are critical to the health of neighborhood populations.
- They bring skilled and dedicated staff who understand how to safely give infant and children vaccines.
- Local health agencies also understand the most recent information on vaccines that are recommended and appropriate for infants and children in Detroit

# What is a Vaccine Champion

- Individuals who understand, support and advocate for the use of recommended immunizations to prevent serious infections and other diseases in children.
- Vaccine Champions are able to explain why vaccines are important, how vaccines benefit patients and what patients should consider when considering vaccination.
- Champions bring objective balance and trusted information to their vaccine discussions with patients so patients can objectively consider the risks and benefits of immunization.

# Vaccine Champion Activities--1

- Champions will be invited to participate in regular phone conference calls to learn about vaccines and learn more about the project status as it moves forward
- Champions may then meet with project team staff to provide their advice on how best to reach residents in their neighborhood through focus group discussions

# Vaccine Champion Activities--2

- Vaccine Champions will then assist in helping residents learn when and where residents in their neighborhood can obtain free vaccines
- Vaccine Champions will also provide ongoing advice on how to increase awareness of vaccines among mothers and families in neighborhood, faith-based and other local organizations