

PLAN FOR
IMPLEMENTING
AND
EVALUATING A
TARGETED
PROGRAMMATIC
ACTIVITY

*United States Virgin Islands
Department of Health
Immunization Program*

*Monife G. Stout
Territorial Director*



BACKGROUND

- Loss of IMM data in the 2017 storms
 - Patient demographic data
 - Patient Immunization data
- Pre 2017 IMM rates were 67%
 - USVI population – 104,380
- VI Immunization Registry
Reestablished in January 2020

USVI VACCINATION RATES: FQHC

Jan 2019-June 2020

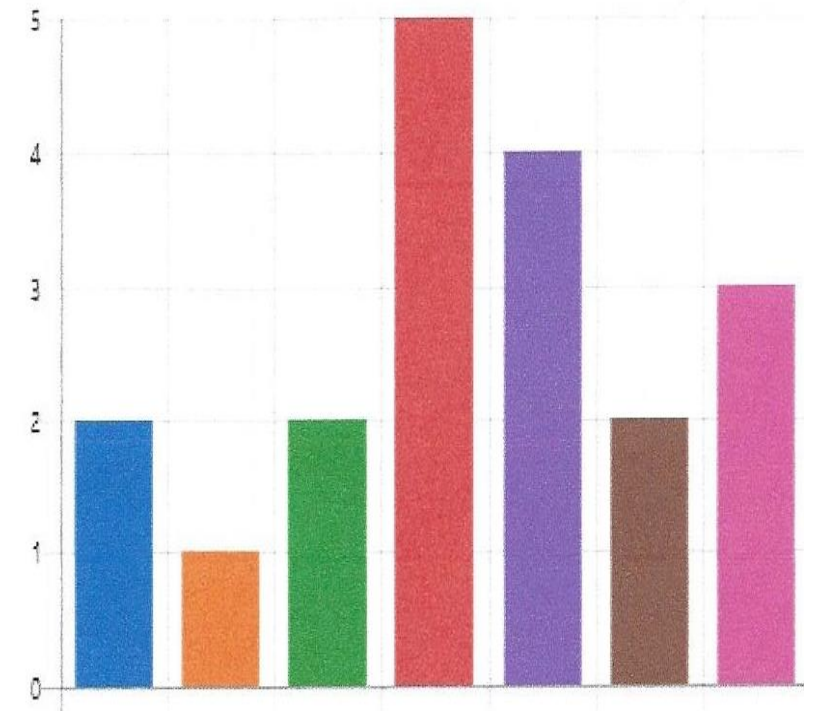
FQHC: 17,140 Immunized
St. Thomas: 2,952 - 17.22%
St. Croix: 14,188 - 82.78%

Utilized data from Federally
Qualified Health Centers to get
idea of IMM trend within the
last year.

JANUARY 2019 - JULY 20, 2020							
UNDUPLICATED PATIENT VACCINE COUNT							
	STT	STT%	STX	STX%		Overall Total	Overall %
PRIVATE PAY	778	26.36%	3,393	23.91%		4,171	24.33%
COMMERCIAL	222	7.52%	1,935	13.64%		2,157	12.58%
MEDICAID	1,749	59.25%	7,511	52.94%		9,260	54.03%
MEDICARE	203	6.88%	1,349	9.51%		1,552	9.05%
TOTALS	2,952		14,188			17,140	
Percentage of Total		17.22%		82.78%			100.00%

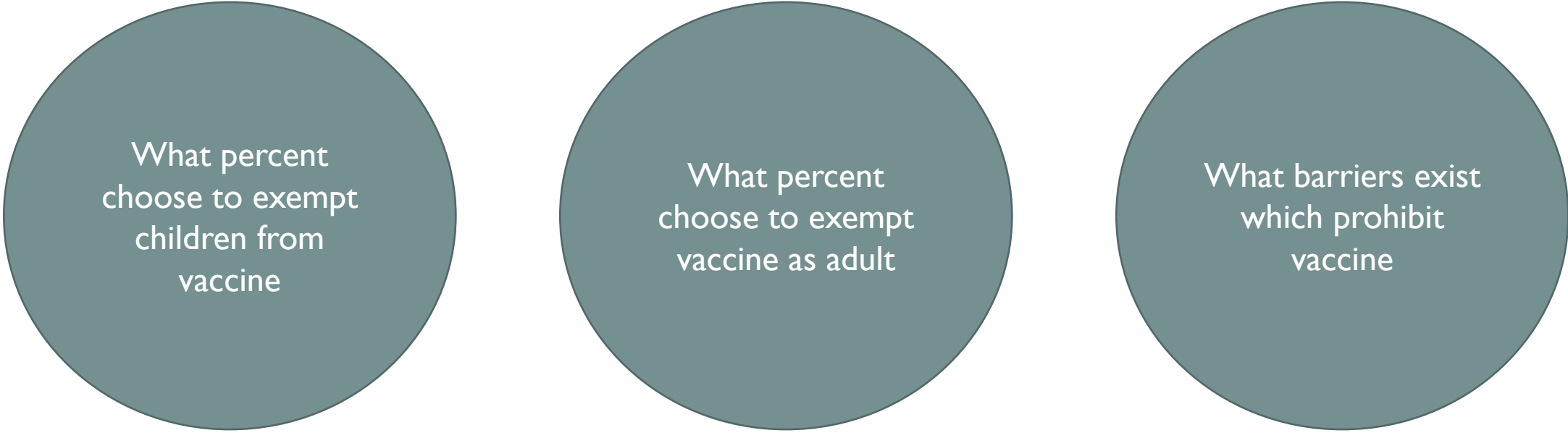
IDENTIFYING ROOT CAUSE OF LOW VACCINE COVERAGE IN A TARGETED POPULATION

- Surveyed nine of 15 vaccinating providers
- Conducted one focus group to address the possible root cause of low vaccine coverage in the religious, low-income, and undocumented immigrant populations
- Prominent provider patient base comprised low-income population



IDENTIFYING ROOT CAUSE OF LOW VACCINE COVERAGE IN A TARGETED POPULATION

Survey questions categorizing each population:



What percent
choose to exempt
children from
vaccine

What percent
choose to exempt
vaccine as adult

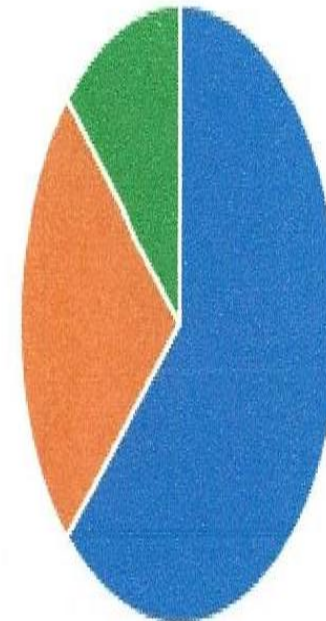
What barriers exist
which prohibit
vaccine

IDENTIFYING ROOT CAUSE OF LOW VACCINE COVERAGE IN A TARGETED POPULATION

Prominent provider patient base: **Low-income population**

Exempt
children
from vaccine

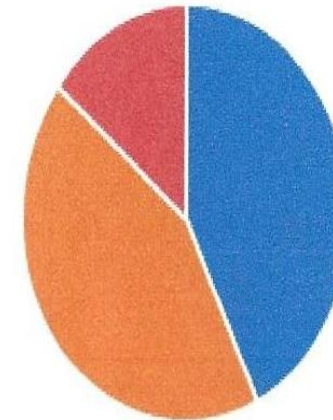
Less than 10%	5
15% to 20%	2
25% to 45%	1
More than 50%	0



IDENTIFYING ROOT CAUSE OF LOW VACCINE COVERAGE IN A TARGETED POPULATION

Prominent provider patient base: **Low-income population**

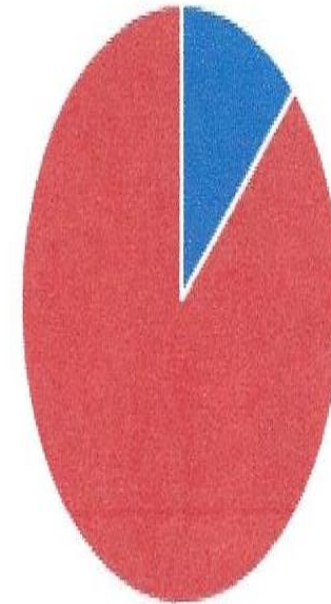
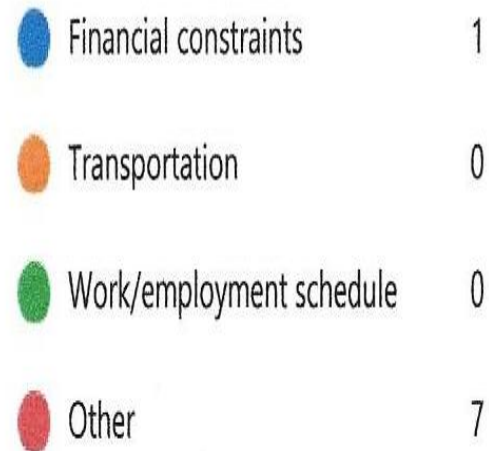
Exempt
from
vaccine as
an adult



IDENTIFYING ROOT CAUSE OF LOW VACCINE COVERAGE IN A TARGETED POPULATION


Prominent provider patient base: **Low-income population**

What
barriers
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IDENTIFYING ROOT CAUSE OF LOW VACCINE COVERAGE IN A TARGETED POPULATION

Prominent provider patient base: Low-income population



What barriers
exist which
prohibit vaccine

- 1 Compliance with scheduled appts
- 2 Education
- 3 Not sure
- 4 Financial constraints
- 5 Clinical administrative fee
- 6 Yellow card availability
- 7 Certain beliefs that vaccines cause Autism or the flu vaccine causes the flu
- 8 none. Office participates in VFC program so vaccines are readily available for our low-income patients

PLAN FOR IMPLEMENTING AND EVALUATING A TARGETED PROGRAMMATIC ACTIVITY



THE PLAN

Prominent provider patient base: **Low-income population**

- Create and produce a Public Service Announcement explaining vaccination and its importance; use familiarity to deliver the message (testimonials from persons who have been affected by disease); urge parental responsibility for children's health
- Implement direct public outreach to targeted community with multilingual information about vaccine; include incentives and giveaways; use department health van to offer vaccine
- Have providers give a reminder appointment call the day before a 2nd appointment to include vaccine card
- Maintain centralization of immunization cards at the Department of Health; Maternal and Child Health to issue cards to the hospital nursery; private providers can give HebB to newborns, print via EHR then send it to Department of Health

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