



# Cocooning Project

The Arizona Partnership for  
Immunizations

# How We Got Started

- Received a grant from ADHS
  - Survey hospitals
  - Plan to approach the hospitals
  - Develop training module
  - Deliver presentations
  - Develop and distribute post training survey
  - Offer ongoing assistance

# Hospital Survey

- Created a survey in Survey Monkey
- Partnered with the AZ Hospital and Healthcare Association to distribute the survey state-wide
- Requested a two week turn around
- Received 25/47 surveys back

# Survey Questions

- Does hospital offer education materials about pertussis?
- Standing orders to vaccinate postpartum with Tdap?
- What referrals can they offer a patient looking for a Tdap?
- Require employees in contact with infants to be vaccinated?
- Interested in partnering with TAPI to incorporate Cocooning Program?

# Cocooning Project Plan

## Identifying Potential Partners

- An outline was created listing all of the potential partners needed
  - County Nurses
  - Hospital Association
  - Clinical Learning Officer for the AZ Association of Community Health Centers
  - Pharmaceutical Reps
  - Contact other states that have successful programs – ie: Nevada
  - Investigate birthing stats and programs
  - Prenatal classes and organization

# Developing the Training Toolkit

- Prior to developing the toolkit, I met with a few hospitals to see what their needs were.
- Organized a Pertussis Task Force to identify needs, barriers and messaging.
  - Health plans, hospital employees, medical and community groups, hospital association, pharmaceutical reps, county and state employees

# Tool Kit

- Powerpoint presentation for basic pertussis education
- Dr K. Lewis, Medical Director of ADHS agreed to complete Grand Rounds for any interested hospital
- Developed marketing materials – flyer and poster in English and Spanish
- Refusal to vaccinate form (requested from a particular hospital)
- Pertussis video – sounds of pertussis
- General Agenda to provide hospital
- Flow chart style flyer that offers options for adults to find means to locate a Tdap vaccine for a family member
- Pre-Post survey to be distributed during training

# Pertussis Flyer/Poster



**Surround Your Baby With A Vaccinated Family**  
Vaccinate Your Family Members Against Pertussis (Whooping Cough)

# TAPI Strengths

- Our Coalition is very active
  - Monthly Community Awareness meetings
  - Every other month Provider Awareness meetings
- CHC and TAPI share office space
- Pertussis Task Force was well attended
  - Great work group to help get messaging, hear about barriers and develop interest in the community

# TAPI Challenges

- Arizona does not have funding available to adult vaccine. This is very challenging when promoting the Cocooning Project to hospitals.
  - Vaccine is expensive for out of pocket (\$50-\$60)
  - Hospitals that are vaccinating are “eating” the cost
  - Many adults will not have insurance that covers a Tdap vaccine (uninsured, underinsured)

# Hitting Barriers Head On

- TAPI is always looking for Tdap availability at a lower cost.
  - Will post on website and other social media outlets
- Passing on any potential opportunity for hospitals to receive funding to purchase Tdap (ie: sanofi grant GIFT Program) and looking at ways for hospitals to receive reimbursement.
- Partnering with AZ CHC's to educate them about pertussis and the Tdap vaccine.
  - Using the CHC as a referral for individuals looking for a Tdap that need to pay out of pocket. CHC's will offer Tdap at a sliding scale.
  - Educating all touch points about that resource (hospitals, WIC, CHC's, Child Care Centers, community organizations that work with families, pregnancy, early intervention etc.