



# The Cocooning Project

Cocooning Our Kiddos



**Surround Your Baby With A Vaccinated Family**  
**Protect Your Family From Pertussis (Whooping Cough)**

# Goals of the Cocooning Project



- To EDUCATE families and increase Tdap vaccination to new moms and family members.
- To provide educational materials to YOU!

# Have you seen or heard of Pertussis?

- Pertussis is a serious disease and is especially dangerous in newborns.
- The cough that develops can cause difficulty breathing, hospitalization and even death.



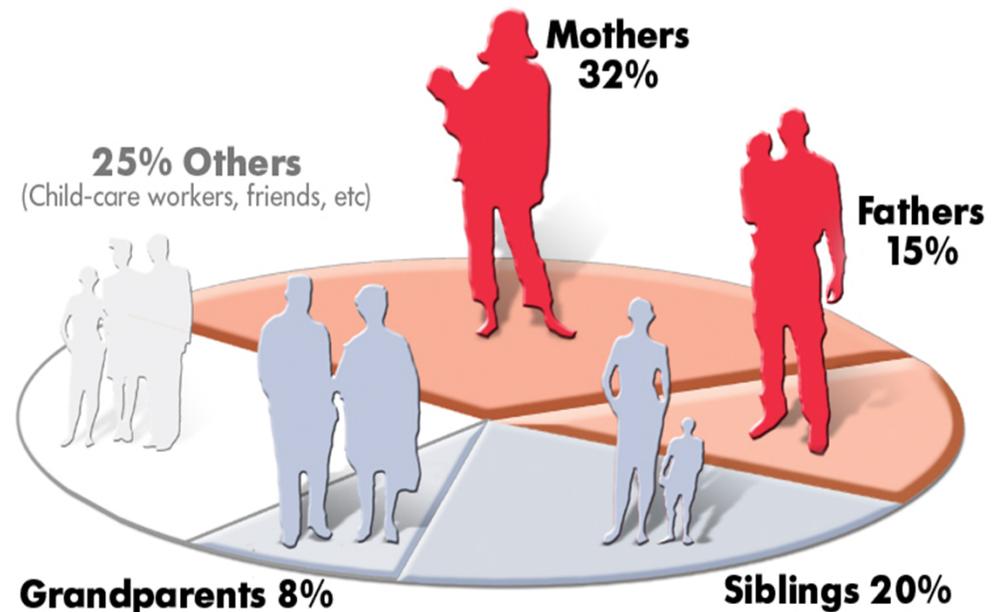
# What is that DTaP thing?

- The DTaP vaccine includes 5 shots. Reinforce to parents that all 5 are important to build immunity.
- Encourage parents to get their Tdap shot to help “cocoon” their infant, baby or young child.



# Nearly 50% of Pertussis Sources are Parents

*A Family Member is the Source of Pertussis in 75% of infant cases with known source*



# FAMILY EDUCATION

- What is Pertussis?
- Why should mom & dad get vaccinated?
- Where can they find the Tdap vaccine?
- Who else should they tell?

# Health Care Professionals

- How can TAPI help you?
  - Provide free educational materials
  - Complete trainings
  - Offer avenues to help get patients vaccinated
  - Go to our website and follow us on Facebook and Twitter.

[whyimmunize.org](http://whyimmunize.org)



# You are the... LINK



- Provide the information to your patients
- Offer educational materials
- Stress the importance of the vaccine

# TAPI's Vision

- All women of childbearing age will be vaccinated with Tdap.
- All women not already vaccinated will receive a Tdap vaccine in the hospital after delivery.
- All family members will receive a Tdap from their PCP, a pharmacy or their child's pediatrician within the first few weeks after their babies birth.

# 2010 Tdap Vaccine Rates = 6%



- Pertussis is a vaccine preventable disease!
- Together, we can decrease the number of pertussis cases – just by educating and vaccinating!

# Barriers To Getting Vaccinated With Tdap

- Robert and his wife bring their one month old to the pediatrician and they are encouraged to get the Tdap vaccine. Robert says “lets do it”.
- The pediatrician tells Robert that they can not administer the vaccine but encourages him to call his PCP.

# Barriers to Getting Vaccinated With Tdap

- Robert calls his PCP to set an appointment to get the Tdap vaccine and the office tells him they do not carry it. They recommend that he call his wife's OB office.
- He calls his wife's OB office and requests the Tdap vaccine.

# Barriers to Getting Vaccinated With Tdap

- He calls the local pharmacy and is told they only administer flu shots.
- He calls TAPI frustrated. Although he does not believe in all vaccines, he does want to get Tdap based on the information he has been provided. At this point he has tried 4 avenues with no luck.
- We need to decrease barriers. Most people will not go to this extent to get vaccinated!