

American College of Obstetricians and Gynecologists

Report to NVAC on efforts to enhance Tdap
vaccination in pregnant women

Laura E. Riley, MD
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American College of Obstetricians and Gynecologists

- 55,000 ob/gyn members across the U.S.
- Primary college activities include advocacy for women's health issues and education of providers and patients
- Immunization as a particular focus of education began in 2006 with a Task Force to direct provider education

Immunization Expert Work Group

- Appointed by the Executive Director, Hal Lawrence, MD
- 12 Members, 4 staff and VP for practice, Gerald F. Joseph, Jr. MD
- 12 members : Kevin Ault, MD, Rich Beigi, MD, William Callaghan, MD, Bernard Gonik, MD, Denise Jamieson, MD, Howard Minkoff, MD, Flor Munoz, MD, Neil Silverman, MD, Rhoda Sperling, MD, J. Martin Tucker, MD, Linda Eckert, MD

Lessons learned about provider education:

- Committee opinions are widely read and relied upon for new/late breaking data
- Ob/Gyns read ob journals and ACOG generated documents
- Special projects were launched, well-received and impactful around HIV testing, GBS guidelines, influenza vaccination, H1N1 treatment

Provider Education Materials about Pertussis

- Committee Opinion “ Update on Immunization and Pregnancy: Tetanus, Diphtheria and Pertussis Vaccination
Published March 2012 in Obstetrics &Gynecology
- Mass Mailing on Tdap Vaccination sent in April 2012 to College Fellows and Junior Fellows in Practice
“ the purple folder”

Provider Education Materials

-Laminated Physician Script Concerning Tdap Vaccination with Coding Information on the back

-Tdap FAQ's tear sheet for patients

-Vaccine Safety FAQ's tear sheet for patients (co-branded by the American Medical Association and the Society for Maternal-Fetal Medicine)

-Tdap Vaccine Information Statements in English and Spanish

-Joint Signed Tdap letter (ANA, AMA, AAP, ACP, AAFP, ACNW, AWHONN, PNP)

-Flyer of College Immunization webpage
Funded by ASTHO/CDC



http://www.ImmunizationForWomen.org



Immunization for Women

Immunization Information for Ob-Gyns and Their Patients
The American College of Obstetricians and Gynecologists

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What's New on Immunizing Women

Check this section for the latest updates and advisories on immunizations for adult and adolescent women, including pregnant and breastfeeding women.



Happy 1st Birthday to us! To celebrate, [we want YOUR thoughts on the website!](#)



Seasonal Influenza (Flu)

OB-GYNS

PATIENTS

The College and ACIP recommend that all women, including those pregnant and breastfeeding, receive an influenza vaccine. [Read a letter from the College](#) to providers on flu vaccine for pregnant women. [Click here](#) for additional information.



Pregnancy

OB-GYNS

PATIENTS

Talk to your patients who are pregnant or thinking about becoming pregnant about their immunization history. Recommend that all of your pregnant patients receive the seasonal flu vaccine. [Click here](#) for additional information.



Adults & Adolescents

OB-GYNS

PATIENTS

Talk to all of your patients about the importance of immunizations. Many adolescents and adults have not received recommended immunizations and are at risk for contracting vaccine-preventable diseases. [Click here](#) for additional information.

E-Mail Updates & Alert Sign-up

Stay up-to-date with critical immunization for women topics by signing up for our e-mail updates and alert notifications.

Please enter your e-mail address E-Mail Updates Alert Notifications

Help Spread the Word

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Provider education

@www.ImmunizationForWomen.org

- Same Tdap materials as mailing
- In depth FAQs for providers –authored by Rich Beigi, MD (Pertussis Work Group for ACIP)

AAP Cocooning Expert Meeting

- Held on March 23, 2012 at AAP
- Purpose was to explore patient and provider programs which have been successful in increasing cocooning messaging
- End result: vaccination messaging for pregnant women most important

Possible projects

- Text4baby – immunization messaging
- Creating standing orders as part of tool kit
- Added links to VAERS from the immunization website
- Explore more ways to collaborate around immunization messaging through social media