Tdap Outreach

- New California State Law: Beginning July 1, 2011 all students entering 7th thru 12th grades will need proof of a Tdap booster shot before entering school.
- Adolescents 12 – 18 year olds have been divided into **two cohorts**:

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Population</th>
<th>Volume</th>
<th>Touch Used</th>
<th>Timeframe</th>
<th>Details / Message</th>
</tr>
</thead>
</table>
| 1) Tdap NOT DUE Mailing | 12-18 yo members who are compliant with their Tdap shot | Approx. 273,000 in SCAL | State-approved Letter with Tdap proof | All letters dropped over April 19-22 | Communicate new state law and **provide State-approved proof of Tdap shot for school entry**.  
Action requested: No action requested.  
Resources offered: Website with up-to-date info. Local Service Area Call Center phone number if more questions.  
  > **Local Service Area Impact**: Very little. Some calls. |
| 2) Tdap DUE Mailing       | 12-18 yo members who are non-compliant with their Tdap shot | Approx. 127,000 in SCAL | Letter | 4 equal batches of letters (32K each) to drop 2 weeks apart: May 2, May 16, May 31, June 13 | Communicate new state law and **reminder to get Tdap shot**.  
Action requested: Call KP Southern California Flu & Whooping Cough Hotline for local service area-specific instructions on how to complete Tdap. Fax outside shot records if Tdap done outside KP.  
Resources offered: Website with up-to-date info. Local Service Area Call Center phone number if more questions, or if proof is still needed.  
  > **Local Service Area Impact**: Calls to Local Call Centers. Members coming in (according to service area-specific instructions) to get Tdap done. Highest volume over May & June. |
## Tdap NOT DUE & DUE Total Counts by Area

<table>
<thead>
<tr>
<th>KP SCAL Local Service Area</th>
<th># Tdap NOT DUE Members</th>
<th># Tdap DUE Members</th>
<th>Total # Members 12-18 yo</th>
<th>Local Service Area Phone Number</th>
<th>SCAL Flu &amp; Whooping Cough Hotline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antelope Valley</td>
<td></td>
<td></td>
<td></td>
<td>877-554-4404</td>
<td>866-706-6358</td>
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<tr>
<td>Baldwin Park (San Gabriel)</td>
<td></td>
<td></td>
<td></td>
<td>800-780-1277</td>
<td>866-706-6358</td>
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<tr>
<td>Downey (Bellflower)</td>
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<td>800-823-4040</td>
<td>866-706-6358</td>
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<td>Fontana</td>
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<td>888-750-0036</td>
<td>866-706-6358</td>
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<tr>
<td>Kern County (Bakersfield)</td>
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<td>877-524-7373</td>
<td>866-706-6358</td>
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<tr>
<td>Los Angeles (Sunset)</td>
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<td>800-954-8000</td>
<td>866-706-6358</td>
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<tr>
<td>Orange County</td>
<td></td>
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<td></td>
<td>888-988-2800</td>
<td>866-706-6358</td>
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<tr>
<td>Panorama City</td>
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<td>888-778-5000</td>
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<td>Riverside</td>
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<td>San Diego</td>
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<td>800-290-5000</td>
<td>866-706-6358</td>
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<td>South Bay (Harbor City)</td>
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<td>800-780-1230</td>
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<td>West Los Angeles</td>
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<td></td>
<td>800-954-8000</td>
<td>866-706-6358</td>
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<tr>
<td>Woodland Hills</td>
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<td></td>
<td></td>
<td>888-515-3500</td>
<td>866-706-6358</td>
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<tr>
<td><strong>Total</strong></td>
<td>273,677</td>
<td>127,551</td>
<td>401,228</td>
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</table>

*The SCAL Flu & Whooping will have automated Tdap information based on zip code available starting May 16, 2011.
## Tdap Communication Strategy

<table>
<thead>
<tr>
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<th>Volume</th>
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</tr>
</thead>
</table>
| 1) Tdap NOT DUE Mailing     | 12-18 yo members who are compliant with their Tdap shot | Approx. 275,000 in SCAL | State-approved Letter with Tdap proof | All letters dropped over April 19-22 | Communicate new state law and provide state-approved proof of Tdap shot for school entry.  
Action requested: No action requested.  
Resources offered: website with up-to-date info. Local Service Area Call Center phone number if more questions.  
> Local Service Area Impact: Very little. Some calls. |
| 2) Tdap DUE Mailing         | 12-18 yo members who are non-compliant with their Tdap shot | Approx. 227,000 in SCAL | Letter                | 4 equal batches of letters (32K each) to drop 2 weeks apart: May 2, May 10, May 31, June 13 | Communicate new state law and reminder to get Tdap shot.  
Action requested: Call KP Southern California Flu & Whooping Cough Hotline for local service area-specific instructions on how to complete Tdap. Fax outside shot records if Tdap done outside KP.  
Resources offered: Website with up-to-date info. Local Service Area Call Center phone number if more questions, or if proof is still needed.  
> Local Service Area Impact: Calls to Local Call Centers. Members coming in (according to service area-specific instructions) to get Tdap done. Highest volume over May 2, June 13. |
| 3) “Partners in Health” May e-Newsletter Article | All kp.org online-registered SCAL members | Over 40% of Total SCAL membership | Article in e- Newsletter | Distributed May 8-13 | Communicate new state law, inform on “proof” in Tdap NOT DUE letters already mailed out, and Give instructions to call Local Service Area for information on how to obtain proof, if still needed, or how to get Tdap shot, if needed. |
| 4) kp.org Website SCAL Announcement Section | All users of kp.org online information | Accessible to anyone with internet access | Information on SCAL “Health News” Page | Online now | Communicate new state law, inform on “proof” in Tdap NOT DUE letters already mailed out, and Give instructions to call Local Service Area for information on how to obtain proof, if still needed, or how to get Tdap shot, if needed. |
| 5) Customizable Flyer for Local Service Area Use | Local Service Area use in clinic operations | Appropriate members visiting clinics | Customizable flyer with space for inclusion of local location & hours information for Tdap shots and proof | Currently in use in our clinics | Communicate new state law, inform on “proof” in Tdap NOT DUE letters already mailed out, and Give Local Service Area-specific information on locations & hours on how to obtain proof, if still needed, or how to get Tdap shot, if needed. |
Tdap NOT DUE letters with proof were deployed April 19-22 (273K)

Tdap proof approved by CDPH - Dr. Robert Schechter
Tdap DUE letters will deploy in 4 batches

- Batch 1: May 2
- Batch 2: May 16
- Batch 3: May 30
- Batch 4: June 13

KP Southern California Flu & Whooping Cough Hotline included in the letter (866-706-6358)
kp.org Website SCAL Announcement

- Audience: All users of kp.org online information
  - Accessible to anyone with internet access

- Communicate new state law, inform on “proof” in Tdap NOT DUE letters already mailed out, and give instructions to call Local Service Area for information on how to obtain proof, if still needed, or how to get Tdap shot, if needed

Tdap booster shot information for Southern California

A new California state law requires that all students entering 7th through 12th grade show proof that they received the Tdap booster shot before starting school this fall.

- If your child has received a Tdap booster shot, you should have received a letter, with proof of his or her Tdap immunization, in the mail by the end of April to take to your child’s school.
- If you have more than one child who has been vaccinated for whooping cough, you should have received documentation for each child.
- If your child has NOT received a Tdap booster shot, please call the flu hotline for information on how to get the vaccination:
  1-866-706-6358 (toll free)
Audience: All kp.org online registered Southern California members

- Over 40% of total Southern California membership

Communicate new state law, inform on “proof” in Tdap NOT DUE letters already mailed out, and give instructions to call Local Service Area for information on how to obtain proof, if still needed, or how to get Tdap shot, if needed
Customizable Flyer for Local Service Area

- **Audience:** Local Service Area to use in clinic operations
  - Appropriate members visiting clinics

- Customizable flyer with space for inclusion of local locations & hours information for Tdap shots and proof
Additional Efforts

- Centralized capture of shot records from outside of Kaiser Permanente that have been e-faxed to KP Southern California, Regional Outreach & Care Support
- Inclusion in several communications of the Flu & Whooping Cough Hotline (866-706-6358) that will provide area-specific instructions on how to complete Tdap shot
- Proactive communication to state, districts and schools about KP letters & proof
  - Tdap Proof approved by CDPH - Dr. Robert Schechter
  - Summary of Tdap communication sent to Laurel Fowler, Director of Immunizations for CDPH / Los Angeles County and her counterparts from all other SCAL counties
- Another outreach touch will be deployed in July/August, using an automated reminder call to those members we show are still DUE for their Tdap shot