



Southern California Permanente Medical Group Tdap Communication Strategy

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- 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**:

Project Name	Population	Volume	Touch Used	Timeframe	Details / Message
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	<p>Communicate new state law and provide State-approved proof of Tdap shot for school entry.</p> <p><u>Action requested:</u> No action requested.</p> <p><u>Resources offered:</u> Website with up-to-date info. Local Service Area Call Center phone number if more questions.</p> <p>➤ <u>Local Service Area Impact:</u> Very little. Some calls.</p>
2) Tdap DUE Mailing	12-18 yo members who are non-compliant with their Tdap shot	Approx. 127,000 in SCAL	Letter	<p>4 equal batches of letters (32K each) to drop 2 weeks apart:</p> <ul style="list-style-type: none"> ▪ May 2 ▪ May 16 ▪ May 31 ▪ June 13 	<p>Communicate new state law and reminder to get Tdap shot.</p> <p><u>Action requested:</u> 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.</p> <p><u>Resources offered:</u> Website with up-to-date info. Local Service Area Call Center phone number if more questions, or if proof is still needed.</p> <p>➤ <u>Local Service Area Impact:</u> Calls to Local Call Centers. Members coming in (according to service area-specific instructions) to get Tdap done. Highest volume over May & June.</p>



Tdap NOT DUE & DUE Total Counts by Area

KP SCAL Local Service Area	# Tdap NOT DUE Members	# Tdap DUE Members	Total # Members 12-18 yo	Local Service Area Phone Number	SCAL Flu & Whooping Cough Hotline*
Antelope Valley				877-554-4404	866-706-6358
Baldwin Park (San Gabriel)				800-780-1277	866-706-6358
Downey (Bellflower)				800-823-4040	866-706-6358
Fontana				888-750-0036	866-706-6358
Kern County (Bakersfield)				877-524-7373	866-706-6358
Los Angeles (Sunset)				800-954-8000	866-706-6358
Orange County				888-988-2800	866-706-6358
Panorama City				888-778-5000	866-706-6358
Riverside				866-984-7483	866-706-6358
San Diego				800-290-5000	866-706-6358
South Bay (Harbor City)				800-780-1230	866-706-6358
West Los Angeles				800-954-8000	866-706-6358
Woodland Hills				888-515-3500	866-706-6358
	273,677	127,551	401,228		

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



Tdap Communication Strategy

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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 Letter

- Tdap NOT DUE letters with proof were deployed April 19-22 (273K)
- Tdap proof approved by CDPH - Dr. Robert Schechter



To the parent of
<FNAME> <LNAME>
<STREET1>
<CITY>, <STATE> <ZIP>



<March 29, 2011>

SCPMG Regional Outreach
Program Letter #062

SAVE THIS LETTER AS PROOF OF VACCINATION

Dear parent of <FNAME> <LNAME>,

Kaiser Permanente would like to inform you that a new California State Law (Assembly Bill 354) requires all students entering or advancing 7th through 12th grade in the upcoming 2011-2012 school year to show proof of a pertussis (whooping cough) booster shot (Tdap) before entering school. This applies to all public and private schools. Tdap is a booster vaccine that protects against 3 diseases: tetanus, diphtheria, and whooping cough (also called pertussis).

Our records indicate that <FNAME> has received the Tdap booster shot. **You may provide this letter to <FNAME>'s school as proof of having received the Tdap booster shot. Please also retain a copy of this letter for your records.**

**Tdap Vaccination Proof	
Per Kaiser Permanente's Immunization Records the member below has received a Tdap Pertussis booster shot	
Patient Name:	<Joe Sample>
Patient Date of Birth:	<08/12/94>
Vaccine Type:	Tdap Tetanus/Diphtheria/Pertussis Booster vaccine Brand Name - Adacel® or Boostrix®
Date Administered:	<07/02/04>
Clinic Location:	Kaiser Permanente <South Bay> Service Area

***The Tdap information in this letter includes the required elements for documentary proof listed in 17 CCR § 6065(a) as confirmed with the California Department of Public Health.*

For up-to-date information about pertussis and the new state law, please visit www.shotsforschool.org. If you have additional questions, you can call us at <LOCAL_CALL_CTR_PHONE_APPT>.

As a reminder, please bring in any shot records from outside of Kaiser Permanente when you come in for <FNAME>'s next visit so we can update our records. Thank you for allowing Kaiser Permanente to care for <FNAME> so <he/she> can live well and THRIVE!

Sincerely,

<PCP_F_NAME> <PCP_M_NAME> <PCP_L_NAME>, <PCP_TITLE>

OR <PEDS_CHIEFS_SIG_IF_NO_PCP>

<PEDS_SIG_TITLE_IF_NO_PCP_E>

Kaiser Permanente <AREA_DESC> Service Area

Complete Care

www.kp.org



- 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)



To the parent of
<FNAME> <LNAME>
<STREET1>
<CITY>, <STATE> <ZIP>



<March 29, 2011>

SCPMG Regional Outreach
Program Letter #061

NEW STATE IMMUNIZATION REQUIREMENTS

Dear parent of <FNAME> <LNAME>,

Kaiser Permanente would like to inform you that a new California State Law (Assembly Bill 354) requires all students entering or advancing 7th through 12th grade in the upcoming 2011-2012 school year to show proof of a pertussis (whooping cough) booster shot (Tdap) before entering school. This applies to all public and private schools. Tdap is a booster vaccine that protects against 3 diseases: tetanus, diphtheria, and whooping cough (also called pertussis).

Our records indicate that <FNAME> **has not received** the Tdap booster shot. **We encourage you to call (866) 706-6358 as soon as possible to get more information on how to obtain <FNAME>'s Tdap booster shot.** If additional immunizations are due, they may also be completed at the time of visit.

If your child has already received the Tdap booster shot and:

- You already have proof, please disregard this letter and make sure to bring your proof to your child's school.
- You still need proof of your child's Tdap booster shot, please contact <LOCAL_CALL_CTR_PHONE_APPT>.
- The Tdap booster shot was received outside of Kaiser Permanente, we would like to update our records! Please fax a copy of the shot records to 888-254-0012. As a reminder, even if your child is a Kaiser Permanente member, the school will accept proof from the provider who gave the Tdap shot, even if it was outside of Kaiser Permanente.

For up-to-date information about pertussis and the new state law, please visit www.shotsforschool.org. If you have additional questions, you can call us at <LOCAL_CALL_CTR_PHONE_APPT>.

Thank you for allowing Kaiser Permanente to care for <FNAME> so <he/she> can live well and THRIVE!

Sincerely,

<PCP_F_NAME> <PCP_M_NAME> <PCP_L_NAME>, <PCP_TITLE>

OR <PEDS_CHIEFS_SIG_IF_NO_PCP>

<PEDS_SIG_TITLE_IF_NO_PCP_E>

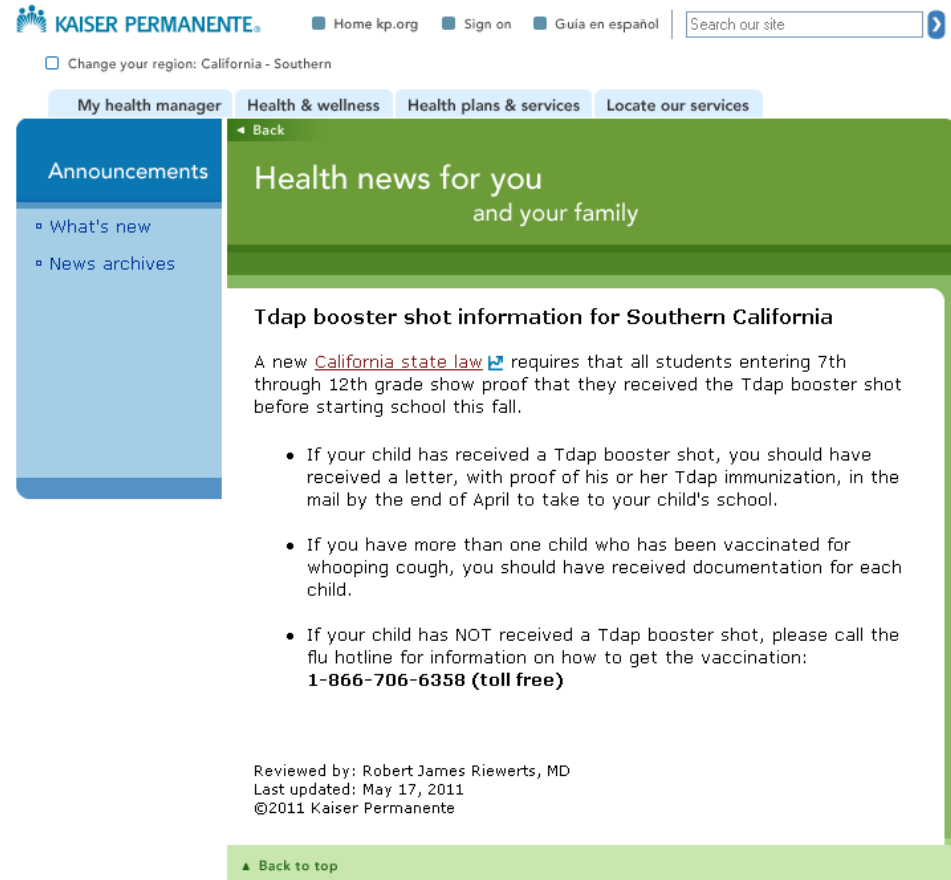
Kaiser Permanente <AREA_DESC> Service Area

Complete Care

www.kp.org



- 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



The screenshot shows the Kaiser Permanente website interface. At the top, there is a navigation bar with the logo, "Home kp.org", "Sign on", and "Guía en español". A search bar is on the right. Below the navigation bar, there are tabs for "My health manager", "Health & wellness", "Health plans & services", and "Locate our services". The "Health & wellness" tab is selected, and a sub-menu shows "Announcements", "What's new", and "News archives". The main content area features a green header with the text "Health news for you and your family". Below this, there is a section titled "Tdap booster shot information for Southern California". The text states: "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." A bulleted list follows: "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)**". At the bottom of the article, it says "Reviewed by: Robert James Riewerts, MD", "Last updated: May 17, 2011", and "©2011 Kaiser Permanente". A "Back to top" link is at the very bottom.



“Partners in Health” May e-Newsletter Article

- 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

KAISER PERMANENTE.

partners in **health** e-newsletter

May 2011

Tdap vaccination is required to enter middle and high school

Is your child protected against the whooping cough? [A new state law*](#) requires all students entering 7th through 12th grade this coming school year to show proof that they received the Tdap booster shot before entering school. A Tdap vaccination protects against tetanus, diphtheria, and pertussis (also called whooping cough).

If your child has received a Tdap vaccination, you should have received a letter with proof of their 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 you did not receive a letter with proof of immunization for your child or children, please call the number listed below for your area.

Southern California e-news

News from your area

- Panorama City, Woodland Hills, West Ventura
- Los Angeles, West Los Angeles
- San Diego
- Anaheim, Irvine
- Coachella, Fontana, Ontario, Riverside
- Baldwin Park, Downey, South Bay
- Kern County

Related links

- E-mail my doctor's office
- My medical record
- Healthy lifestyle programs
- Search health topics A-Z
- Medical staff directory

Antelope Valley	877-554-4404
Baldwin Park	800-780-1277
Bellflower/Downey	800-823-4040
Fontana	888-750-0036
Kern County	877-524-7373
Los Angeles	800-954-8000
Orange County	888-988-2800
Panorama City	888-778-5000
Riverside	866-984-7483
San Diego	800-290-5000
South Bay	800-780-1230
West Los Angeles	800-954-8000



- 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

New school requirement for whooping cough vaccinations



Starting July 1, 2011, California law requires all students entering the 7th through 12th grades to show proof they've had a Tdap booster shot before starting school.

A Tdap booster shot protects against whooping cough, also called pertussis, a contagious disease that spreads easily through coughing.

If your child has already received the Tdap booster shot: You're all set. You'll receive a letter with proof of your child's Tdap immunization in the mail by the end of April, which you can provide to your child's school.

If your child has NOT received the Tdap booster shot: Bring your child in for a Tdap vaccination.

This is an editable field. You can enter vaccination location, time and other information here.



- 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

