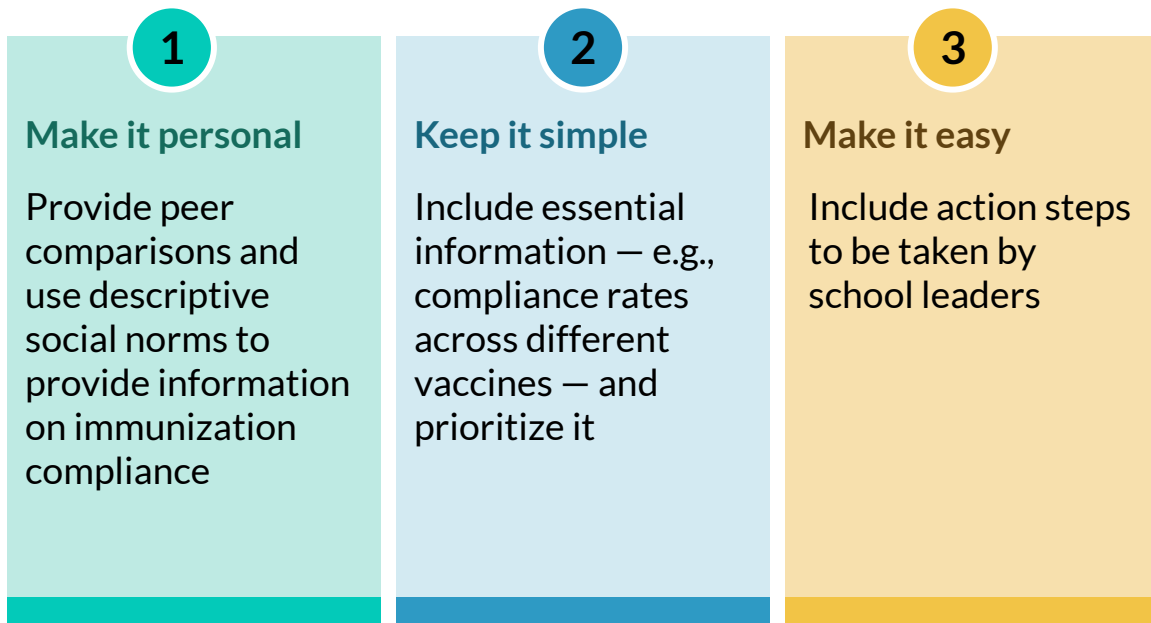


Project Summary: Coordinating federal efforts and pursuing the prevention of infectious diseases through immunizations is a goal of the National Vaccine Program Office (NVPO) in the U.S. Department of Health and Human Services. OES and NVPO collaborated with the Department of Health in a mid-size city (DOH) to improve immunization compliance among students in schools and daycare centers. The project focused on overcoming several behavioral barriers for school leaders by sharing the following information: students' immunization compliance, appropriate action steps to boost compliance, the importance of immunization compliance, and where their school's compliance stands compared to other similar schools.

Intervention Description: OES designed report cards to report on school and daycare centers' immunization compliance rates relative to top performers and a corresponding star rating. The report cards were created using data visualization software and by using the DOH's Immunization Information System, an immunization registry.

The report cards were designed with three principles in mind: ***make it personal, keep it simple, and make it easy***. More information on designing effective communications can be found [here](#). The way these principles were applied to the cards is described below:



For more information on this intervention or to start a conversation, **please contact** oes@gsa.gov.

The OES project page for this project can be accessed [here](#).

Provide peer comparison of immunization compliance rates

Prompt implementation intention with actionable information

HEALTH

Dear [REDACTED],

I hope you are having a great school year! The [REDACTED] Department of Health [REDACTED] is mailing this immunization report card to provide a point-in-time picture of your Middle school's immunization compliance rates.

Why is this important?
Middle schools with low immunization compliance rates are at a higher risk of a disease outbreak which forces both sick and under-immunized students to stay home. In addition, a student who is not fully immunized may be missing out on other critical health care services. You are the key to protecting your students from vaccine-preventable disease and ensuring they are healthy and ready to learn.

How can I take action?

1. Ensure each student has a current **Universal Health Certificate** on file.
2. **Meet with your school nurse or immunization point of contact** to review your detailed compliance rates.
3. **Contact** [REDACTED] at [REDACTED] or [REDACTED] for more information.

Thank you for your ongoing commitment to your students!
[REDACTED] Immunization Program

Vaccine Compliance Report Card Summary

Name [REDACTED] MIDDLE
Principal [REDACTED]
Your Overall Compliance: **76.9%**

We need your school to help close the gap!

76.9%

Compliance Rate

63.7%

Avg. Middle School Compliance

85.4%

Top 10% of Middle Schools

Your middle school's star rating (based on compliance rates):

★
★
★
★
★

The graph compares your immunization compliance rate to: all other [REDACTED] middle schools, and the [REDACTED] middle schools with the highest compliance rates (in top 10%).
This data is accurate as of April 3rd, 2018.

Include essential information – e.g., compliance rate by vaccine type and # of students out of compliance

Prioritize key information such as least compliant vaccine

Become a

middle school!

Start with your greatest opportunity to move the needle.

Your least-compliant vaccine:
Human Papillomavirus
80.37%

Log in to the [redacted] Immunization Information System [redacted] for more information on your compliance rates.

[redacted] can provide the following technical assistance to you in your immunization efforts:

- Information on vaccine preventable diseases and immunization requirements
- Access to aggregate and student-level immunization data
- Best practices and tools for increasing rates

Contact the [redacted] Immunization Program at [redacted]

Vaccine Compliance Report ..

Name: [redacted] MIDDLE
 Principal [redacted]
 Enrollment: 324
 Number of students out of compliance: 74

Vaccine	Your School's Compliance (Oct. 2017)	Your School's Compliance (April 2018)	District Target
DT	100.0%	100.0%	98%
DTaP	100.0%	100.0%	98%
Hepatitis A	98.5%	98.4%	98%
Hepatitis B	98.8%	98.6%	98%
Hib	100.0%	100.0%	98%
Hib-MenCY	100.0%	100.0%	98%
Human Papillomavirus	87.0%	80.4%	98%
IPV	96.3%	96.6%	98%
Measles	100.0%	100.0%	98%
Meningococcal	99.7%	98.4%	98%
MMR	98.1%	98.1%	98%
Mumps	100.0%	100.0%	98%
Pneumo Conj 7	100.0%	100.0%	98%
Pneumo Conj 13	100.0%	100.0%	98%
Rubella	100.0%	100.0%	98%
Td	99.1%	99.4%	98%
TdaP	98.8%	97.2%	98%
Varicella	98.5%	98.4%	98%