

Otway Division of General Practice

Colac Otway Immunisation Awareness Campaign- Julieanne Crow

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Overview

- **Aims:**

To increase immunisation coverage rates for cohort 3 (4-7yrs old) in the Colac Otway area

To follow up children aged 5 to 7 years in the Colac Otway area who are incompletely immunised and ensure all scheduled childhood immunisations are completed.

To raise awareness amongst parents of the importance of children receiving 4 year old immunisation prior to school

Process

- Targeting 4 year olds
 - Local Kinder information sessions
 - Parent Immunisation education resource pack
 - Children participation- story book/colouring in
 - Bike and helmet as prize
- Targeting 5-7 year olds
 - monthly letter and immunisation education pack to new overdue children
 - monthly data cleansing of children

Evaluation

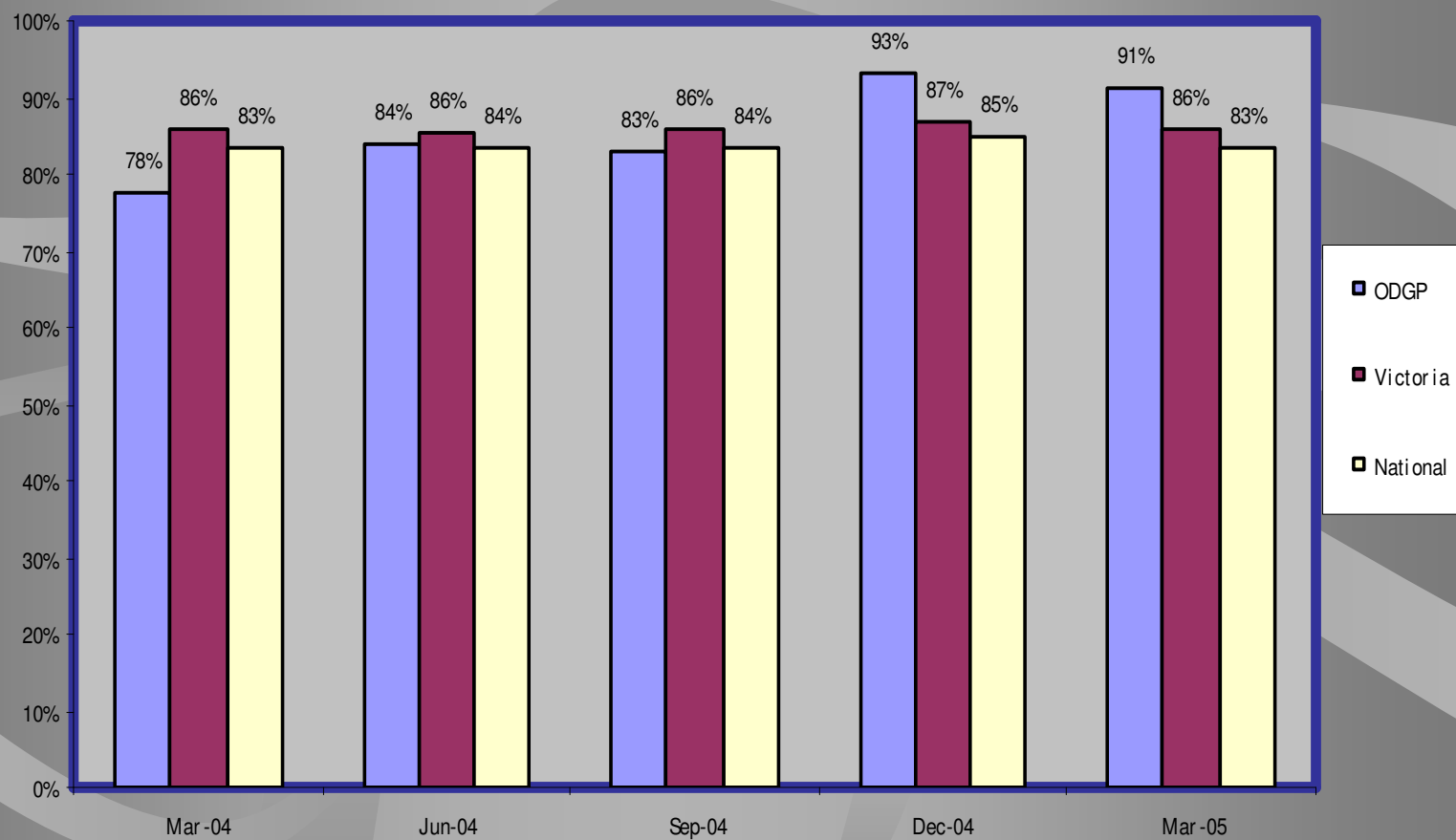
- **Objectives:**

To what extent did the pilot reach its objective in increasing immunisation coverage rates for cohort 3 in the Colac Otway area?

How successful was the collaboration in following up children aged 5 to 7 years of age listed as overdue for immunisation and completing outstanding immunisations or rectifying incomplete immunisation records?

Is there increased awareness amongst parents in the Colac-Otway community about the scheduled immunisations due at 4 years of age?

Immunisation Stats- 72-75 Months



Lessons along the way

- Thorough understanding of all Division regions required to assist with increasing regional childhood immunisation rates.
- Data Cleansing process issues
- ACIR related issues

Recommendations to date

- DQO accredited training course
- Examine effectiveness of data cleansing model within your Division