



American Academy of Pediatrics

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Ohio Chapter

Whales Tales

Keeping MOBI Trainers Informed

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Welcome to *Whale's Tales*! Whale's Tales is a periodic bulletin written for MOBI Trainers. Whales Tales reports pertinent information about statewide MOBI training activities, trainer experiences, challenges and immunization information that impact MOBI trainer and program participant. Thank you to the many MOBI trainers for scheduling and/or presenting over **350 programs** since the start of 2014!

From Our Medical Director

What's New for MOBI in 2015?

As 2014 comes to a close, we would like to thank all the trainers, health departments, and practices who have been a part of this year's MOBI program in Ohio. We were all disappointed when the 2013 National Immunization Survey showed that Ohio's rate had dropped to **63.4% for children being up to date for receipt of recommended vaccines by 24-35 months of age**. The US average was 72.7%. We have a lot of work to do in 2015, however our goal is to improve.

Here's an update on what we are working on for MOBI in 2015:

- The Train the Trainer session is being planned for late February (date to be determined). Once the new immunization schedules are available from the CDC (usually by early February), we will update the MOBI slide set. This will give the trainers a few extra weeks to plan and get MOBI presentations done in 2015. Realizing the winter weather may limit travel, we will plan a repeat session in March so hopefully all trainers will be able to make one of these sessions.
- We are re-tooling the hour of training to better fit the needs of individual practices. The 60-minute session will be divided into a 25-minute MOBI Core presentation followed by the practice's choice of two 10-minute modules. The final 15-minutes will be spent in a group discussion that will incorporate a light version of Quality Improvement (QI) principles.
- **MODULES:**
 - o **"MOBI Core"**: The essential slides that will be a part of each MOBI presentation, including:
 - MOBI Mission Statement, Objectives and Continuing Education Information
 - 2015 Vaccination Schedule with updates
 - Latest National Immunization Study results
 - Vaccine-Preventable Diseases that are currently being seen in Ohio
 - MOBI Best Practices
 - o **"MOBI Resources in Depth"**: A closer look at the great resources provided to practices and attendees in the packets, including:
 - Vaccine Information Sheets
 - Refrigerator temperature data loggers
 - Vaccine Adverse Event Report System (VAERS)
 - Assessment, Feedback, Incentives, and Exchange (AFIX) Information
 - o **"Vaccine Administration 101"**: The basics of administering vaccines (needle length, injection sites, and timing of vaccine doses). This will be a great module for training medical assistants and nurses who are new to the practice and who will be administering vaccines.
 - o **"Vaccine Hesitancy Strategies"**: The statistics about vaccine refusal and hesitancy and how medical staff can help families chose to vaccinate their children.

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o **“MOBI Advanced”**: A more in-depth look at vaccines and research. What vaccines are being considered by the Food and Drug Administration for approval? What are the “hot topics” about vaccines being discussed by the CDC’s Advisory Committee on Infectious Diseases? This may be of particular interest to the physicians and get them interested in attending the MOBI presentation.

Each attendee will be provided the slides for **ALL** Modules so they can learn more about other modules if they are interested.

The goal of these changes is to improve the MOBI program. Please feel free to email me or Melanie with any questions/concerns or other improvement suggestions.

Emails: mfarkas@ohioaap.org; rebecca.brady@cchmc.org

THANK YOU,

Rebecca Brady MD

Breaking News

MOBI was recently mentioned in TIME Magazine! The October 6, 2014 issue of the prestigious magazine mentioned the program as one of the ways the state of Ohio is working to improve immunization rates. Here is an excerpt:

Mary DiOrio, Ohio’s state epidemiologist, is ramping up implementation of a program known as MOBI--maximizing office-based immunizations--that is becoming increasingly popular in other parts of the nation. MOBI is a peer-taught program in which nurses and other health providers practice how to grab the opportunities whenever families are in the office to check on children’s vaccine status and bring them current if they’ve fallen behind. “We think people listen to their providers,” says DiOrio. “We get the information out there and let the doctors do the talking.”

Link to the full article (you must have a TIME login):

<http://time.com/3429650/why-the-anti-vaccine-crowd-wont-fade-away/>

Op-Ed in the Wall Street Journal from Dr. Paul Offitt:

<http://m.wsj.com/articles/paul-a-offit-the-anti-vaccination-epidemic-1411598408?mobile=y>

Training News:

MOBI TTT Workshop: Thanks to several new MOBI trainers who attended our September 18, 2014 MOBI TTT Workshop. We covered a lot of material on that day, so if you have any follow-up questions, please email Melanie Farkas, Dr. Rebecca Brady or Kari Veraas. Our emails are as follows: Melanie-mfarkas@ohioaap.org, Dr. Brady –Rebecca.Brady@cchmc.org, Kari- kvquest@aol.com

The next scheduled MOBI TTT workshop is planned to take place in February 2015. This date is earlier than the usual March date in years' past. We are responding to requests from trainers who have requested an earlier workshop, so that there is more time to schedule MOBI programs during the year. This enables the trainers to present the new 2015 recommendations earlier in the year. We will keep you posted via email, when a date is finalized.

News you can use:

Updated MOBI Resources – Both the slide presentation and resource packs were updated in September 2014 with the latest available immunization resource information. The slides were updated and changed in the following manner:

- The number of slides have been reduced from 75 slides to 68 slides. This condenses the program and helps to reduce any repetitive information in the presentation, as well as helping to present within the 60 minute time allotment. Bumper slides (topic slides) have been removed to assist in time management and improve the flow of the program. The Resource Pack slides were condensed into 1 slide featuring both resource pack images.
- Slide titles are changed in response to trainer feedback, observational feedback as well as new ideas by the MOBI program team, to continually improve the presentation content. We reworded a few titles and expanded titles and hope that you find the change workable and more effective in getting the correct message across. The audience should find these changes beneficial. Please let us know what you think of these new additions. We work hard to continually improve the program content and trainer feedback plays a big role in this process. A key example of this pertains to the group of slides titled “What can you do to make a vaccine program fail?” These slides are now titled ”Here’s what you can do to make a vaccine successful.”
- Illustrative Case Slides are increased from one case to two cases. The 2nd case illustrates the principle of administering vaccinations when there are no immunization records present.
- A MOBI Mission Slide is added to clearly present the goal of MOBI at the start of the program.
- A new 2013 National Immunization Survey Graph is added.
- A Vaccine-Preventable Disease in Ohio Slide is added, illustrating what is currently happening in Ohio; measles and mumps outbreaks.
- New 2014 Schedule changes are added; we expanded this section from two to four slides so that HPV, HepA and PCV clarifications are included.
- Updated Influenza Slide- with the new ACIP preference for LAIV in certain children.

- Updated Minimal Interval Slide- with new information on MCV4 minimal age.
- Updated Clinical Disease Slide- the HIB slide has a new image added.
- Changed the final “Choose YOUR Strategy” slide, simplified to show only a question mark, in effort to help facilitate response from audiences in conveying a strategy to commit to.
- Reformatted slide layouts on certain slides to provide greater emphasis on slide title and improve readability of slide. An example of this was moving the MOBI Logo from the left border of each slide to the right border and moving the “Best Practice” Box to the center of the slide.
- Updated MOBI Resource Pack resources – Both the teal and yellow resource packs have been updated with the most up-to-date editions of all resources in the pack. The Vaccine Update Resource has also been updated as of September 2014.
- The Parental Refusal Brochures have been completely redesigned inside and out for a very dynamic new look with bolder messaging. Each brochure has a different color corresponding to its message. The Your Child Thanks You brochure is now green, the Why Risk it? brochure is yellow, while the What is your reason? brochure is red.
- The following resources missed our print deadline and can be obtained with the accompanying links:
 - Screening Checklist for Contraindications to vaccinations for Children and Teens (9/14)
<http://www.immunize.org/catg.d/p4060.pdf>

NOTE: MOBI Trainers should have received, in the mail, a new flash drive with the new slide September 2014 MOBI presentation, as well as a print copy of the entire presenter’s notes. These slides are to be used from October 1, 2014 forward. Please replace your March Presentation with this new September edition.

Prior to upcoming MOBI’s, visit the MOBI website (ohioaap.org/projects/maximizing-office-based-immunization-mobi) throughout the year to find updated resources, that may have missed our print deadlines for inclusion into the MOBI resource packs.

Thank You,

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