



American Academy of Pediatrics

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Ohio Chapter

Whale's Tales

A newsletter for the MOBI and TIES
Trainer

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June 2019

Welcome to Whale's Tales, a periodic newsletter written for MOBI and TIES trainers. Whale's Tales reports the pertinent information about statewide training activities, trainer experiences, challenges and immunization information that impacts the trainer and course participant.

From the Medical Directors:

2019 Measles Outbreak

From January 1 to June 6, 2019 1,022 individual cases of measles have been confirmed in 28 states. This is an increase of 41 cases from the previous week. This is the greatest number of cases reported in the U.S. since 1992 and since measles was declared eliminated in 2000. Ohio has not yet reported any cases, but with measles in several surrounding states, it's only a matter of time.

Since many of our MOBI/TIES trainers have never had to identify measles in the clinical setting, we have created a one-page infographic highlighting key information: <http://ohioaap.org/wp-content/uploads/2019/05/Measles-Flyer.2.pdf>

For up-to-date information on the outbreak, please visit the Centers for Disease Control and Prevention's website: <https://www.cdc.gov/measles/cases-outbreaks.html>

Thank You,
Dr. Rebecca Brady and Dr. Robert Frenck, Jr.

From Lory:

Train the Trainer

If you plan to conduct MOBI/TIES trainings next fiscal year, please make sure to register for our upcoming **Train the Trainer on Tuesday, July 23, 2019**. *Please register no later than Monday, July 15.*

Link to registration: <http://ohioaap.org/TTT>

The training will be held at the Ohio University Dublin Integrated Education Center at 6805 Bobcat Way in Dublin; please see attached map. Registration begins at 9:30am and the training ends at 4:00pm. Lunch is NOT provided, however there are several restaurants in close proximity. More details to come.

In an effort to help you better prepare for upcoming MOBI/TIES presentations, we have changed up the Train the Trainer this year. We have decided to include an expert panel to give you tips & tricks from seasoned trainers and allow you to ask questions. ***If you are interested in being a part of this panel, please email me and let me know!*** We are looking for 5+ trainers for the panel.

Additionally, we would like to give ALL trainers some time to present slides in a small group setting. This will help you feel more comfortable with the slides and will allow for constructive feedback. ***Everyone, please be prepared to present on 2-3 slides from MOBI Modules 2-7.*** Dr. Brady will not be going over these slides, so this is your opportunity to review the material and prepare on your own. If you have any questions, please let me know.

Attendance at a Train the Trainer is required. Make-up trainings will be held in October and March for those who cannot attend the

annual training in July. Please feel free to contact me with any questions. Looking forward to seeing you next month!

IQIP Training

As part of the GV Deliverable Objective D4-GV grantees who will be conducting an IQIP must complete an ODH Annual IQIP Training. ODH will host the in-person Annual IQIP trainings at the State Library of Ohio and the Ohio Department of Health in Columbus Ohio. Please remember only those employees who will actively perform the IQIP process are to be trained.

To accommodate schedules, ODH will offer the in-person Annual IQIP training on three separate dates. Each training offered will review the same material, as a result GV grantees should only plan to attend one training date.

Due to space limitation registration requests will be given on a first come first served basis. **Prior registration is required to attend.** To ensure space during the training, we strongly recommend you register at least 1 week before the training.

Please see the email from Sarah Duade to find the IQIP training registration form. Only one form should be completed by each GV grantee organization. ODH asks that you list any employee from your organization who plans on doing IQIPs in the next grant period. Please have each person identify their 1st, 2nd and 3rd choice of training dates. Once ODH receives this information, they will email each participant the training date they have been approved to attend.

Training Dates/Locations:

- Tuesday, July 9th from 8:30 am to 4 pm, Location: State Library of Ohio

- Tuesday, July 16th from 8:30 am to 4 pm, Location: State Library of Ohio
- Wednesday, July 31st from 8:30 am to 4 pm, Location: Ohio Department of Health

Please let Sarah Duade (sarah.duade@odh.ohio.gov) know if you have any questions or concerns or if you'd like additional information.

Ohio Teens Advocating for Vaccines

Ohio Teens Advocating for Vaccines (TA4V) is a group of Ohio teens, led by Medical Advisor Dr. Robert Frenck, Jr. and Chair Ethan Lindenberger who has received national recognition as an adolescent vaccine advocate. TA4V's goal is to encourage and help with the sharing of accurate information about the disease burden, safety and effectiveness of vaccines. TA4V provides a platform for everyday kids to become fierce advocates for combatting misinformation on vaccines. By providing numerous resources for teens to share with their friends, family and through their social media channels, TA4V helps ensure that data-driven, science information is being shared online. We are proud of our social media presence on Facebook, Twitter and Instagram.

Ethan Lindenberger will also be a part of our teen panel at this year's Ohio AAP Annual meeting! You will not want to miss the opportunity to meet him and hear his story.

Link for more information: <http://ohioaap.org/AnnualMeeting>

We are currently looking for a teen co-chair for TA4V to help lead our efforts alongside Ethan. Additionally, we will soon have resources available for you to help promote TA4V in your offices. A flyer will be included in our Teen Immunization Education Sessions (TIES) participant packets and rack cards will be

available for use in your waiting rooms. As a MOBI/TIES trainer, we would encourage you to help us recruit additional advocates for Ohio TA4V. If any of your adolescent patients are interested in advocating for vaccines or having access to additional resources, please send them to our website at <http://ohioaap.org/ta4v/> to take the TA4V Pledge.

#dontskipthis

Since “up to date” vaccination rates for HPV are alarmingly low here in Ohio at only 47%, Ohio AAP developed an ad – created for adolescents by adolescents – to promote the vaccine. Thanks to funding from national AAP and the CDC, Ohio AAP operationalized the winning ideas from our September HPV Hackathon event. The teams originally wanted the ads to have a “Fortnite” theme based on the popular video game. Ohio AAP has adopted a “nothing about them, without them philosophy for teen programs, therefore we held a Teen Advisory Group to review concepts and provide their thoughts. Following the Teen Advisory Group’s feedback and ideas we decided to forego the “Fortnite” theme and go for a more grassroots approach. #Dontskipthis is the tagline for the ad which highlights the importance of not skipping critical things in life – buckling your seatbelt, wearing a helmet, looking both ways before you cross the street, and getting your HPV vaccine. We encourage kids to talk to their doctor about the vaccine and join TA4V.

As of mid-June, the ad on YouTube had nearly 60,000 views and over 140,000 total impressions. In addition to the ad on YouTube, we are also purchasing ad space on Instagram. This ad will focus exclusively on rural counties in SE Ohio including Hocking, Meigs, Monroe, Morgan, Noble, Perry and Washington Counties. The ad will target youth/young adults between the ages of 13-26. The month-long campaign is estimated to reach over 10,000 viewers with 130,000 total impressions. Our next step is to take

additional feedback from our Teen Advisory Group to create a second ad – this time focusing on talking dogs (yep, you heard that right!).

Please feel free to share our ad with your practices, colleagues and on social media!

Link to YouTube Ad:

https://www.youtube.com/watch?v=iqlO8F_RHsE

From Beth:

HPV Persona Project – We still need your help!

The initial run of the HPV Persona project has been quite successful. During this 6 month period Ohio AAP had a goal to attend 30 events/locations across the state and collect paper surveys (goal 150 surveys) aimed at gathering participants knowledge, attitudes, and beliefs about the HPV vaccine. I ended up with attending 28 events for surveys, and we far exceeded our goal of 150 surveys collected – over 250 surveys were completed!! At this point, we are moving forward in the project by starting the data validation process. Ohio AAP has partnered with researchers at the University of Cincinnati who assisted in the development of the survey, and is now charged with data aggregation, review, and validation.

I am still in need of your assistance as this study progresses! After data validation, we will most likely be moving towards an online survey option to increase the number of completed surveys and potentially validate the face-to-face survey results.

For more information or if you or anyone you know would like to take the online survey, please contact Beth

Barker at bbarker@ohioaap.org. I will keep a list of those wishing to complete the online survey, and once the project team is ready to move forward with that option I will send an email link.