Immunization Program Update

Clark County Board of Health

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July 23rd, 2025



Overview



School Data Trends

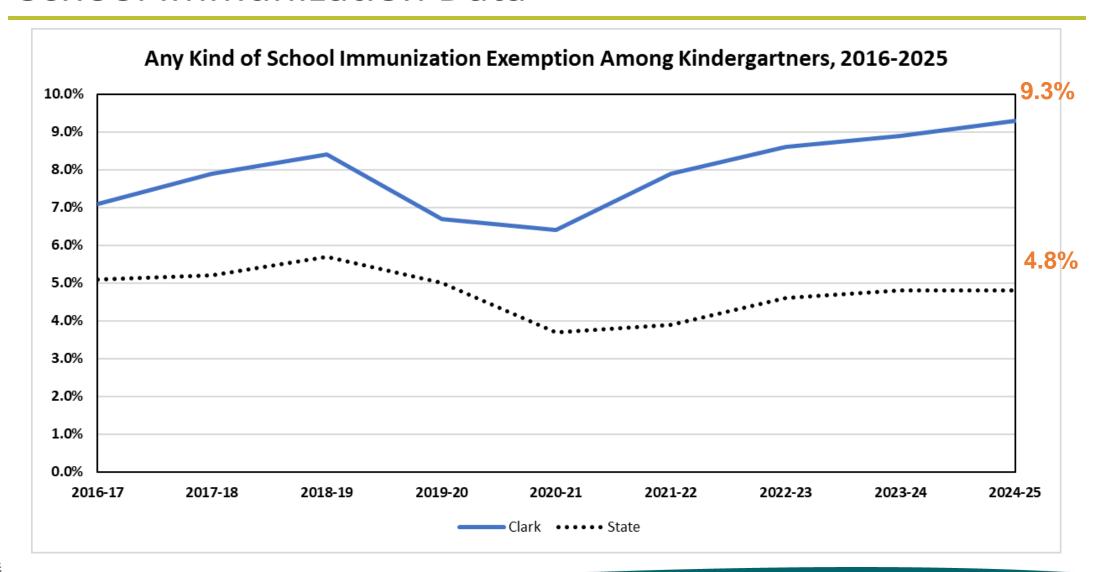
WAIIS Data Trends



Immunization Data

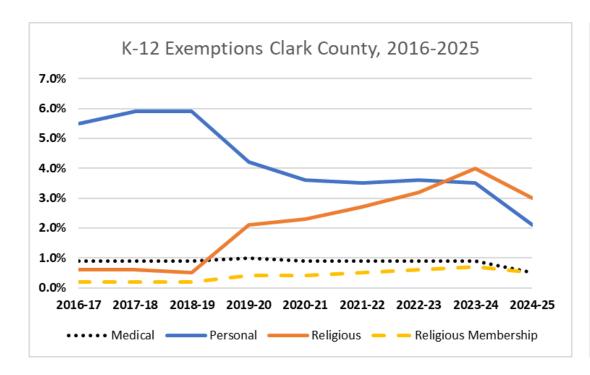


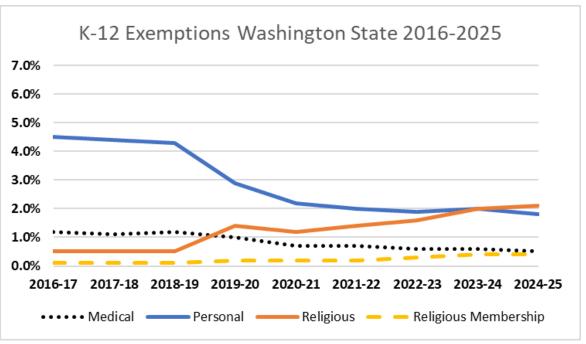
School Immunization Data





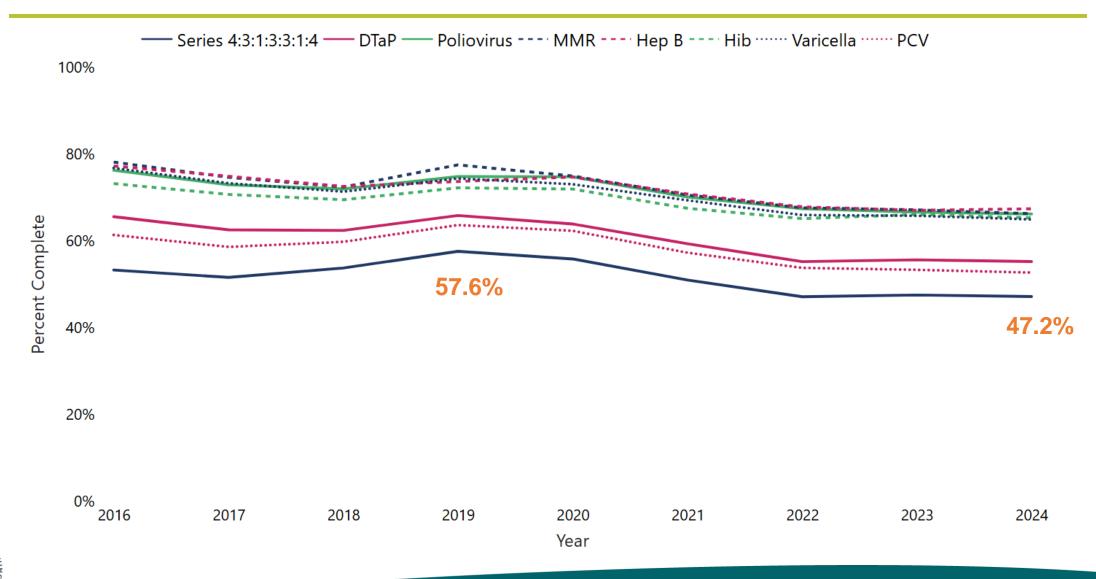
School Immunization Data





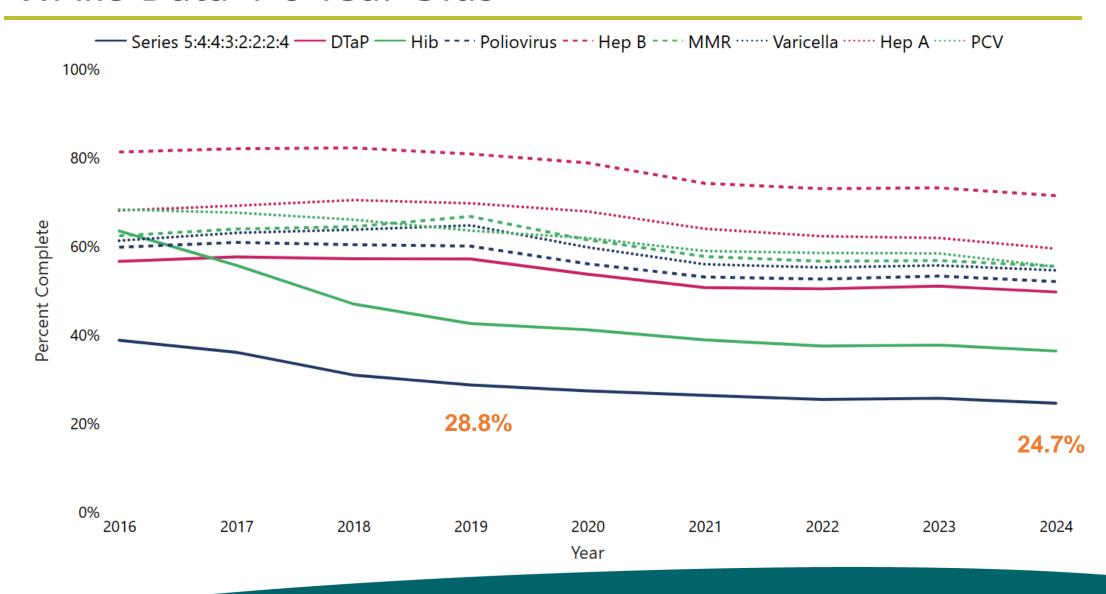


WAIIS Data 19-35 month olds



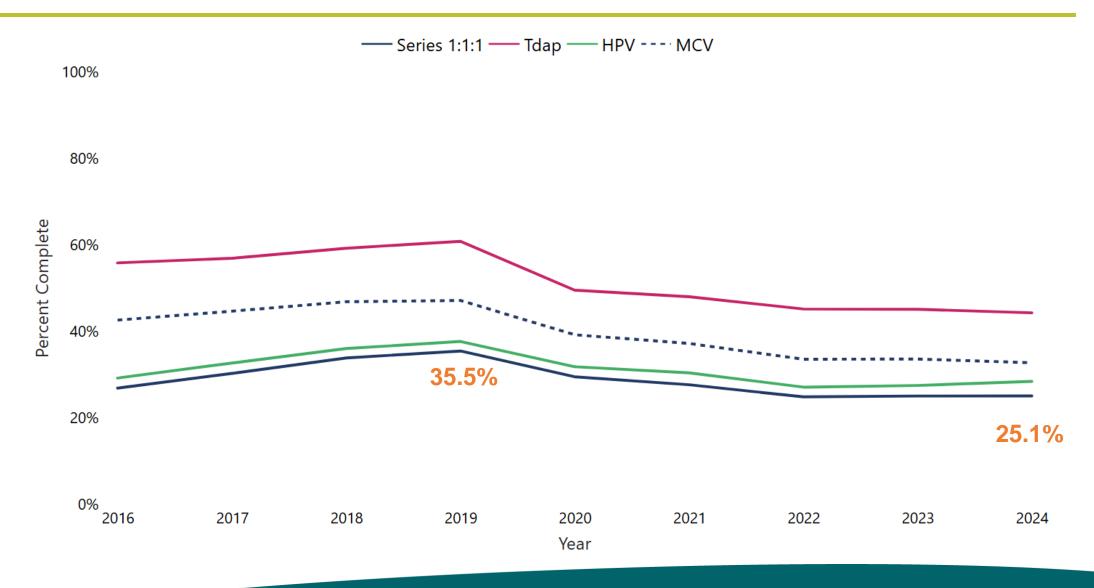


WAIIS Data 4-6 Year Olds





WAIIS Data 11-12 Year Olds









- Clark County Immunization Coalition
 - Co-chaired with local physician
 - Membership includes:
 - CCPH Staff
 - Clinic Staff
 - Pharmacists
 - School Nurses
 - Pharmaceutical Company Representatives
 - Interested Community Members



- Clark County Immunization Coalition, cont.
 - Relaunched in May 2024
 - Quarterly meetings:
 - Updates on immunization related topics
 - Opportunity for networking
 - Partnered with Within Reach, WA DOH, and other partners to plan and host Building Immunity, Strengthening Community statewide conference
 - Attendance has grown from 13 to 25 attendees this year.

"Excellent agenda and presenters. Very useful information."

Coalition meeting attendee

Mission: Support immunization efforts in Clark County through education and outreach to increase the community's understanding of the role of immunization in health status, ensuring safe and effective vaccine delivery, and promoting partnerships.



- Annual updates for school nurse partners
 - Immunization updates
 - Infectious Disease Program updates
 - STI updates
- Immunization Quality Improvement for Providers
 - Regional representative for this program
 - Support primary care clinics to identify and implement QI projects to increase immunization rates



- Child Care provider outreach
- Prenatal Care provider outreach

Tdap & Pregnancy Updates

Pertussis continues to spread in Clark County. Between January and March 2025, Clark County Public Health was notified of 165 pertussis cases. Children under the age of 19 accounted for over 85% of cases.

- 100 cases this year were not up to date on pertussis immunizations.
 - 88 have never received a pertussis containing vaccine.
 - 1 was not eligible to receive the vaccine based on age.
- Among 18 cases of infants under the age of 1, only 1 mother reported receiving Tdap during pregnancy.

Vaccination continues to provide the best protection against pertussis.



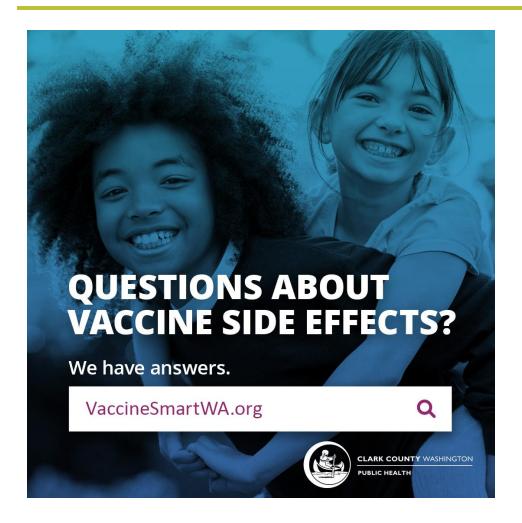
Immunization Decision Making During the Prenatal Period

BACKGROUND

Maintaining high childhood immunization rates is important to prevent a resurgence of vaccine preventable diseases in our community. In addition to ensuring access to vaccines, maintaining high childhood immunization rates requires an understanding both of parents' concerns related to immunization and the optimal timing for addressing these concerns by Healthcare Providers (HCPs).







- C+C media campaign
 - Adapted a campaign previously created for WA DOH
 - Campaign ran from September to October 2024 receiving 8 million impressions
 - Ads on social media, cable and digital TV, and websites
 - Targeting parents of school aged children
- C+C market research
 - Key informant interviews conducted with vaccine hesitant parents and HCP's.
 - CCPH will utilize this information to develop targeted outreach materials and to direct future program planning.



Immunization Program Work



Clark County Public Health

May 29 · 🚱

Is your child starting kindergarten this fall? Now is a good time to schedule a well-child visit and make sure they're up to date on their immunizations.

In Washington, some immunizations are required for students to attend school. This helps to prevent serious illnesses from spreading in schools and making kids sick.

Parents need to submit medically verified immunization records to the school when enrolling their soon-to-be kindergartner. Here is how to get a copy of your child's records:

- Contact your health care provider for a copy.
- Access them easily through the state's MyIR Mobile system: https:// myirmobile.com/

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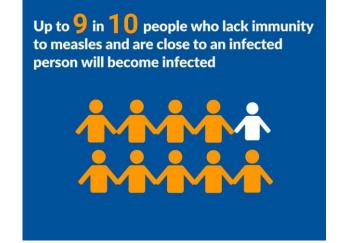


Clark County Public Health

Did you know: Measles is so contagious that if a person has it, 9 out of 10 people around them who are not vaccinated will also get sick?

The good news is the measles vaccine provides great protection against illness. Two doses are 97% effective at preventing measles!

Talk to your health care provider if you have questions about the measles vaccine.



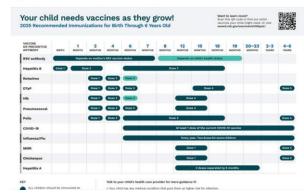


Clark County Public Health

Staying on track with routine vaccinations is important to protect children from lifethreatening diseases.

When kids are young, they are more susceptible to diseases because their immune systems are still developing. Vaccines work with your child's natural defenses to help them safely develop protection before they come into contact with diseases.

Check out the recommended vaccine schedule for children birth to 6 years old, and talk with your child's health care provider to learn more.





Thank you!

Comments and questions

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