

Immunize for a Prize

The Oklahoma County Immunization Coalition is launching a countywide campaign to improve children's immunization rates. National statistics rank Oklahoma 44th in the nation with immunization rates for children under age two at only 77% statewide. The winners will be chosen May of 2007. Data collected in Oklahoma County reveals similar rates, showing only 69% of children under age two being appropriately immunized.

The Oklahoma County Immunization Coalition will partner with public and private vaccine providers to focus on using an incentive program to raise awareness and increase immunization rates in Oklahoma County by at least 10%

Dr. Steven Crawford, Coalition member and Chair of the OUHSC Department of Family & Preventive Medicine, "The importance of immunizations in protecting our children's health cannot be overemphasized. These "high-tech" medicines have almost eliminated the scourge of many deadly diseases that previous generations unfortunately experienced. However, many children are not immunized appropriately due to a wide variety of issues. Through the "Immunize for a Prize" program, we hope to encourage parents and guardians to actively seek getting their children appropriately protected against these diseases."

All children born in Oklahoma County from June 1st 2005 through May 31st 2006 will be eligible. There will be two winning families, and the winners will be selected from the electronic birth record data base that is entered into the Oklahoma State Immunization Information System (OSIIS).

To be eligible the children must receive their immunizations on time following the OK by One Immunization Schedule, follow ACIP indications/contraindications, and the rules set forth by the Official Rules Committee. A random drawing will select the winners and the immunization records will be verified.

First Place will be a cruise for two adults and Second Place will receive \$500. The cruise has been donated by Rainbow Travel Service, Inc. and the second place award of \$500 is provided by the Oklahoma County Immunization Coalition. Mr. Jay Musgrove is the President of Rainbow Travel Service, Inc. and a member of the Oklahoma City Downtown Rotary Club.

Oklahoma County Medical Society, Oklahoma Academy of Family Physicians, and the Oklahoma Chapter of American Academy of Pediatrics, and the South Central District of the Oklahoma Osteopathic Association endorse the "Immunize for a Prize" program.

Advertising materials explaining "Immunize for a Prize" will be included in the Keep Infants Safe with Shots (KISS) packets distributed to new parents at

Children's and Deaconess Hospital. Flyers will be developed to distribute to other

birthing facilities in the county, physician offices and other public clinics. The major television stations will be contacted to provide coverage to “kick-off” the campaign. The Clear Channel radio network plans to help to disseminate the message, and plans include developing a new release for physician newsletters and general distribution. Other marketing materials will be developed and created as needed throughout the project period.

The Oklahoma County Immunization Coalition is a non-profit 501(c) 3 with over 50 collaborative partnerships of private and public business organizations committed to provide immunization education for all ages through the promotion of immunization education campaigns and special events strategically located throughout the County.

The coalition sponsors five different events each year and most allow free immunizations to be received at multiple locations. These include:

- Cakewalk Saturday which is the largest children’s event celebrating its 12th anniversary.

- You Don’t Want the Flu Campaign has helped rank Oklahoma 11th in the nation.

- Immunize for Healthy Lives Campaign provides free immunizations for children getting ready to start school.

- Training seminars for Childcare Providers in daycares that require immunizations by state law.

- Sponsor education booths at health fairs for all age groups throughout the County.