



Strategic Plan 2010-2013

Mission

To provide a collaboration of agencies and organizations, public and private, committed to providing the systematic eradication of childhood, vaccine-preventable diseases in Tarrant County.

Strategic Goal

To meet national standards for immunization rates in Tarrant County for infants ages 19-35 months as defined by Healthy People 2020 and promote immunizations for children and teens as mandated for school registration (CDC immunization rates are measured for children 19-35 months)

Objective 1: Increase immunization rates by a specified percentage during the next three years for children 19-35 months in identified zip code areas in Tarrant County using education and outreach strategies.

Strategy 1.1: Appoint a subcommittee to study immunization data for Tarrant County and make a recommendation to the ICTC regarding: (a) identified target areas for ICTC activities; (b) a benchmark immunization rate for each target area identified; and (c) a performance outcome goal for each target area.

Strategy 1.2: Appoint subcommittees for each target area to (a) collect information on the current strategies being used in that zip code/neighborhood to reach the 19-35 month age group; (b) develop an ICTC outreach action plan to support families in identifying and maintaining a medical home and/or another “non-event” site for immunizations (i.e., WIC Clinic) for children ages 0-35 months; (c) implement the outreach action plan and track progress; and (d) make regular reports to the ICTC on achievements and challenges. (ICTC target population is 0-35 months in order to facilitate increased measured immunization rates for 19-35 months)

Strategy 1.3: Support other community organizations’ efforts to provide immunizations.

Objective 2: Increase community awareness about immunization issues and about community-based opportunities to have children and teens immunized.

Strategy 2.1: Coordinate annual events to provide low-cost easy access to immunizations for children.

Strategy 2.2: Develop, select and distribute promotional materials, collaterals and incentive items for use at ICTC events and for other outreach activities.

Strategy 2.3: Appoint a subcommittee to study Healthy People 2020 immunization data for teens and current community strategies to reach teens, and make recommendations to the ICTC regarding the need for an ICTC outreach action plan targeting teens.

Strategy 2.4: Appoint subcommittees if applicable to (a) develop an ICTC outreach action plan to address gaps in community efforts to promote teen immunizations; (b) implement an outreach plan with performance goals and track progress; and (c) make regular reports to the ICTC on achievements and challenges.

Objective 3: Advocate for better databases and increased use of immunization registries to measure immunization rates in Tarrant County by promoting the Tarrant County Immunization Registry and ImmTrac, the Texas registry reporting system.

Strategy 3.1: Support improved provider compliance in the immunization registry, and support maintaining and improving communication between registries both locally and nationwide.

Strategy 3.2: Encourage and support use of registries by immunization providers and support providers in helping to eliminate or reduce barriers to use.