

Background

The past decade has witnessed tremendous growth of immunization registries—data systems that track immunization records and assess vaccination status. Most registries are capable of generating individualized notices for children that are due for upcoming scheduled vaccinations (reminders) or overdue for past doses (recalls). Notification may be made by mail or telephone. There is ample evidence that immunization reminder/recall improves immunization rates. An important barrier to achieving the full potential of registry-based reminder / recall is the accuracy and completeness of parents' contact information. Without accurate contact information, mailed reminder/ recall notices cannot be delivered to the appropriate parties and telephone messages cannot reach the intended recipients. Prior reports indicate that failures to contact parents with mail or telephone reminder/recall notices are commonplace.

Research Objectives

The proposed study will develop and evaluate innovative approaches to successfully contact parents regarding the specific immunizations their child needs.

The specific aims of *Innovations to Improve Successful Contact of Parents for Immunization Reminders* are to:

1. identify new strategies for generating and updating parent contact information;
2. evaluate the usefulness and cost-effectiveness of these new strategies in terms of both successful parent contact and changes in vaccination status; and
3. identify strategies to reach parents who cannot be contacted by mail or telephone.

Methods

The proposed study focuses on the Michigan Care Improvement Registry, one of the nation's largest and most advanced statewide immunization registries. This study will explore and evaluate a broad array of existing information systems as potential new sources of parent contact information. For those individuals that cannot be reliably contacted through mail or telephone notices, new contact methods targeted to "unreachable" populations will be developed and tested. Results of the study will serve to inform efforts in other states and communities to improve parent contact information in immunization registries. *Innovations to Improve Parent Contact Information in Immunization Registries* is funded by the Centers for Disease Control and Prevention.

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