



Childhood Immunization Rates Fall During Global Pandemic

Developing research shows a **decline in childhood immunization rates** as a result of the COVID-19 pandemic.

Why it matters: This could mean **increased risks for outbreaks of vaccine-preventable diseases, such as mumps and measles, within our communities.**

What's being done: The **Quality Innovation Institute (QII)** is partnering with the **Health Innovation Platform (HIP)** on **vaccination innovation initiatives.**

The details: The QII team is developing various **tools to pinpoint where childhood vaccination rates are at their lowest.** Dimitrina Dimitrova, senior director, Data Science, is **generating hotspot reports** that show such data points as **pediatric population** by county, **vaccination rate, demographic information, plan type and more.**

These reports will enable **medical and quality leads to make an informed, data-driven approach to getting vaccines to those who need them most.**

Testing innovative solutions: Concurrently, the **HIP team is learning firsthand from parents, providers and record keepers** about their processes, frustrations, motivations and beliefs surrounding immunizations. They've discovered as key obstacles:

- **Barriers to immunizations;**
- **Stigmas associated with vaccinations; and**
- **Lack of synergy among parents, pediatricians and OB-GYNs.**

They are moving into a **pilot phase to test innovative solutions to these issues**, focusing on pregnant moms and moms with babies ages zero to two. **"Testing our concepts in the real world allows us to see firsthand if they meet the families' needs,"** says Sara Johnson, senior design strategist, HIP.