



# MCAH Immunization Promotion Efforts

Increasing Prenatal Tdap Rates through  
Collaboration

Arlene Silva, RN, MSN, NCIH

Maternal, Child and Adolescent Division

Pertussis Immunization Webinar

Local MCAH Directors and

Perinatal Services Coordinators

June 9, 2016



# MCAH IZ Promotion Efforts

- Improve knowledge of MCAH staff
- Improve knowledge of perinatal providers
- Establish/maintain collaborative partnerships
- Provide pertinent data


# Improve Knowledge of MCAH Staff

- MCAH Webinars
- Spring/Fall MCAH Directors' Meetings
- Comprehensive Perinatal Services Program (CPSP) Annual Fall Meeting
- Perinatal Services Coordinator (PSC) Regional Meetings/Conference Calls
- MCAH Website

# Improve Knowledge of Perinatal Care Providers

- Provider Roundtable Discussions
- PSC Provider Site Visits
- E-blasts/Newsletters/Medi-Cal Bulletin
- MCAH Website
- CPSP Steps to Take Manual

# Establish/Maintain Collaborative Partnerships



- Local MCAH staff and Communicable Disease/IZ Coordinator
- CDPH IZ Branch
- Text4 Baby
- NGA Collaborative

# Provide Pertinent Data

- Maternal Health Assessment Survey (MIHA)
  - Annual statewide representative survey of women with a recent live birth in California
  - Collects self-reported information on maternal/ infant experiences and maternal behaviors before, during and shortly after pregnancy
  - Includes survey question on receiving Tdap during and after pregnancy