AIM Statement Description: Between November 1, 2012 and July 30, 2013 in Cerro Gordo County, reduce the mean number of days between pertussis onset (noted by onset of cough) and the report of disease from the baseline of 16.4 to 7 days, a reduction of 57%

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| 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. |
| Intervention Number | Date | What Was The Change? | How Did It Impact The AIM? | How Did Your Thinking Change? | How Did It Impact Your Procedures? | How Did It Impact Your Customer? | How Do You Know?  Measures |
| 1.1 | 5.1.13 | Expand group the hospital ICP sends alerts to include clinic managers & clinic quality leader (this goes out to all Mercy Clinics – very wide range). Clinic quality leader will determine if information is necessary to send to the quarterly clinic nurses to disseminate to floor/staff nurses. | Expanding the number of staff aware of pertussis activity may help in identifying cases in a quicker manner (especially during the initial phase of the outbreak), hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Hospital procedures changed: 1. When pertussis is in the area, an alert will go out & 2. expanded e-mail recipients for public health alert |  |  |
| 1.2 | 5.9.13 | Respiratory precaution reminders to staff will be included with the health alerts. This information will also be included in daily clinic huddle meetings at Mercy. | The reminders will offer providers with a quick synopsis of illness representation in the area. This may help in identifying cases in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | Providers are more apt to use quick reference tools when diagnosing a patient vs. a long, detailed document. | Increased PPE compliance; increased screening knowledge to identify potential coughers earlier |  |  |
| 1.3 | 5.10.13 | Revise tone of health alerts that originate from Health Department from informative to “call of action”. | Ensuring providers understand the alerts are meant as a call to action may help providers in identifying cases in a quicker manner (especially during the initial phase of the outbreak), hence reducing the number of days between onset of disease and the report of the disease. | It’s important to make sure communication is clear and concise. | Revised to be a call to action urging help from medical community instead of an informative document; providers will be more apt to test more quickly earlier in an outbreak. Will increase isolation measures |  |  |
| 1.4 | 5.1.13 | Include a copy of the pertussis letters sent out to schools/childcare centers when sending the Health Alerts to providers. | Increasing providers’ awareness of the messages being sent out to patients may help providers in identifying cases in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Providers will have a copy of the communication sent to the affected population |  |  |
| 1.5 | 5.17.13 | Develop algorithm (toolkit) providers can use with patients exhibiting s/s of pertussis. | Algorithm will promote consistent standard of care when identifying cases in a quicker manner (especially during the initial phase of the outbreak), hence reducing the number of days between onset of disease and the report of the disease. | Providers are more apt to use quick reference tools when diagnosing a patient and following standard guideline. Clear and concise procedures may help lessen community confusion. | Standardized care protocol; able to identify more quickly |  |  |
| 1.6 | 5.17.13 | Develop a pertussis disease guide for providers to use in Mercy “Hot Files” & added to their intranet. Guide will be sent to non-Mercy providers in hard form for use as well. | Utilizing a ”nuts and bolts”, easy access tool may help in identifying cases in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | Providers are more apt to use quick reference tools when diagnosing a patient and following standard guideline. | Increased access to forms & information |  |  |
| 1.7 | July ‘13  Aug ‘13  Aug ‘13 | Expand pertussis education and awareness to medical staff   * Clinic staff completes a PPE competency in July 2013. * Health Dept present @ Qrtly Nursing Meeting in August 2013. * Health Dept develop pertussis info video for staff training & place on Mercy intranet. * Utilize Primary Care Governance to support new tools developed for staff use. | Expanding the knowledge and awareness of pertussis may help in identifying cases in a quicker manner (especially during the initial phase of the outbreak), hence reducing the number of days between onset of disease and the report of the disease. | More aware that benefits to increasing the number of people aware of the outbreak and illness presentation has an impact on identification purposes. | Increased education, knowledge and PPE compliance |  |  |
| 1.8 | ongoing | Continue to work with OB providers to begin vaccinating pregnant women during 3rd trimester | Increases vaccine coverage which helps mitigate the spread of disease within the community; especially in the young, highly vulnerable population. | Asking providers to change or add to their standard of care is not just a given and takes time and provider education sometimes. | Will become standard of care for taking care of an OB patient |  |  |
| 1.9 | ongoing | Develop a plan for addressing gaps in utilizing adolescent recall system | Increases vaccine coverage which helps mitigate the spread of disease within the community; especially in the population with the highest pertussis prevalence. | This could be a collaborative initiative between Public Health, local health care providers, school districts, and childcare centers. | tbd |  |  |
| 2.1 | 5.17.13 | Develop and share educational toolkit for school and childcare staff to use during a pertussis outbreak. Staff will provide feedback on tool to determine any needed revisions. | Increasing awareness of pertussis activity and the signs/symptoms may help staff identify children ill with pertussis in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Utilize toolkit in outbreak event |  |  |
| 2.2 | Sept ‘13 | Schools and childcare centers are encouraged to review their current health policy to ensure it supports interventions that may deviate from day-to-day operations (illness screening & exclusion guidelines). Sites should consider sharing their policy with families during the event of an outbreak. | Assists in mitigating further spread within the building by excluding children suspected ill with pertussis. | Ensuring policies are in place ahead of time helps assist in the efficiency of the investigation response. | Centers will have new practice/policy in place |  | Incorporate public health principles into policies |
| 2.3 | 5.17.13 | Develop a standard physician letter that states the child is ***free from a communicable disease*** or will list a date when the child can return to the school/childcare center. The child’s parents will be responsible for having it signed by the physician at the appointment. | Provides further education to providers & parents and will ensure more accountability. Standard letter will also help assist in isolation measures being consistently followed. | Utilizing a standard letter helps eliminate confusion on isolation/exclusion guidelines. | Centers/schools will prevent communicable children from entering facilities |  |  |
| 2.4 | 3.22.13 | Revise general & exposure pertussis letters distributed to schools/childcare attendees to an 8th grade reading level. | Streamlining and decreasing the reading level helps ensure parents understanding the messages being sent to them. This may parents identify their child as ill with pertussis in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | Decreasing the reading level in written communication ensures the majority of the population understands the messages and decreases confusion. | It did not |  |  |
| 2.5 | 3.22.13 | Expand pertussis activity awareness by sending Health Alerts to school nurses & childcare managers. | Expanding the number of staff aware of pertussis activity may help in identifying cases in a quicker manner (especially during the initial phase of the outbreak), hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Public health department will expand listserv when sending alerts |  |  |
| 2.6 | TBD | Health Department provides educational pertussis presentation to school nurses and childcare staff when an outbreak occurs. | Increasing awareness of pertussis activity and the signs/symptoms may help staff identify children ill with pertussis in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Public health department will identify staff capacity to complete education during an outbreak |  |  |
| 2.7 | 5.17.13 | Encourage handwashing and mask stations at schools and childcare sites during an outbreak situation. Public health will try to partner to locate supplies as needed. | Providing respiratory hygiene stations helps mitigate the spread of pertussis during an outbreak. | New initiative for the childcare centers. | Public health will identify external funding or resources for centers. Blank Children’s? |  |  |
| 2.8 | 5.17.13 | Encourage schools and childcare sites to establish an isolation room for children (exhibiting pertussis-like symptoms) waiting to be picked up by parents. | Providing an isolation helps mitigate the spread of pertussis during an outbreak. | New initiative for the schools. | Schools & childcare sites will follow new process; will be a policy change |  |  |
| 2.9 | 5.10.13 | Revise the Health Department’s Pertussis Case Form Questionnaire to ensure staff at schools & childcare centers are being identified a as close contact of case. | Identifies possible cases quicker to stop the spread | This population was sometimes inadvertently missed during our current outbreak investigation. | Staff will be screened more consistently |  |  |
| 3.1 | 5.8.13 | Send pertussis awareness info to parents via blast e-mail through Child Care Nurse Consultant list serve which goes to 400+ child care providers | Increasing awareness of pertussis activity may help in childcare providers identifying cases in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Public heath expanding who they send information to |  |  |
| 3.2 | 5.8.13 | Send pertussis awareness info to parents via blast e-mail through the impacted school | Increasing awareness of pertussis activity may help in school staff and childcare providers identify cases in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Public heath expanding who they send information to |  |  |
| 3.3 | 5.8.13 | Send pertussis awareness messages to parents via impacted school’s ***One Call System***. | Increasing awareness of pertussis activity may help parents identify their child as ill with pertussis in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | One call hasn’t been used for disease information; new protocol set up within the school |  |  |
| 3.4 | 5.8.13 | Utilize childcare facilities’ and school newsletters to share pertussis awareness info with parents. | Increasing awareness of pertussis activity may help parents identify their child as ill with pertussis in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | It will expand communication and will be more aware to do this |  |  |
| 3.5 | 3.22.13 | Educate stakeholders regarding the three local “Get Well” childcare centers in the area. Brochures may be distributed to parents in need of the services. | Increasing awareness about the community’s “Get Well” centers provides parents an option for their children to comply with the isolation protocol and still allow them to work. | Excellent resource our community has to assist with current isolation mitigation protocol challenges. | It did not |  |  |
| 3.6 | 5.10.13 | Work with Health Dept Public Information Officer (PIO) to ensure social media sites (You Tube, Facebook, & Twitter) are utilized more in future outbreaks | Increasing awareness of pertussis activity may help parents identify their child as ill with pertussis in a quicker manner, hence reducing the number of days between onset of disease and the report of the disease. | More aware of the benefits to increasing the number of people that are aware of the outbreak and illness presentation has an impact on identification purposes. | Ensure social media sites are used along with press release; impact public health policy change |  |  |
| 4.1 | Aug ‘13 | Develop a procedure for communication sharing with neighboring counties about current outbreak situation. | Expanding pertussis awareness may help surrounding counties identify cases in a quicker manner (especially during the initial phase of the outbreak), hence reducing the number of days between onset of disease and the report of the disease. | Pertussis activity also affects neighboring counties and vice versa. | Will increase information sharing among the counties |  |  |
| 4.2 | ongoing | Work with the State Health Department to improve the process of in assigning cases in IDSS to the correct county when the case resides close to a county line. | Ensuring cases are assigned to the correct county assists in response time and staff efficiency. | Wrong case assignments have a direct correlation between response time and staff efficiency. | Reporters need to click address validation button to ensure the correct address is assigned |  |  |

Key

* + - 1. Medical providers
      2. Schools & childcare
      3. General
      4. State of Iowa

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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Unintended Consequence | Unintended  Consequence  Description | Date It Happened | Impact To Aim Statement | Need a Sub AIM Statement? | Impact to Customer | Modifications  Made |
|  |  |  |  | 1.8 Increase vaccine coverage amongst pregnant women (vulnerable population) |  |  |
|  |  |  |  | 1.9 Increase vaccine coverage amongst adolescents (super-spreaders). |  | Look for funding source to mirror our infant vaccine reminder system |