

# Colouring Contest with Gerri the Giraffe



**Type of Project:** Event

**Organization:** Ottawa Public Health  
Immunization Program  
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## **Objective:**

To increase the reporting of childhood vaccinations following immunization administration to Ottawa Public Health.

**Target Audience:** Parents

**Project Summary:** In this innovative project an immunization-specific colouring contest will be implemented in licensed child care facilities in Ottawa targeting over 6000 potential participants. This interactive approach will bring awareness to children and their parents of Gerri the Giraffe and his key messages. The messages are to get vaccinated according to the "Publicly Funded Immunization Schedules for Ontario" and to contact Ottawa Public Health after vaccination for timely reporting.

In addition to raising awareness of Prevnar® and other childhood vaccines, this program will provide accurate reporting of Prevnar® uptake in a select preschool population. As part of the contest entry form, parents are encouraged to update their child's immunizations with Ottawa Public Health using a table containing all publicly funded vaccines including Prevnar®. This provides the opportunity to capture more accurate immunization coverage rates.

Newspaper advertising and prize incentives will be used to promote participation in the contest. An awards ceremony hosted by Gerri the Giraffe with the winning contestants will be held during Immunization Awareness Week. Pre and post vaccine coverage reports will be generated to measure immunization rates and the effectiveness of the program.

**Planned Completion Date: June 2008**

## **Outcomes:**

The *Colouring Contest with Gerri the Giraffe* was a great success. Approximately 800 children, ages 2 to 4, participated. Entries were submitted from 53 (of 242) child care facilities, for a 22% participation rate. Overall, the coverage rates for DTaP-IPV-Hib and MMR in all 242 facilities was over 95% from January to June. This is to be expected as the Ontario *Day Nurseries Act* mandates that children be immunized against these diseases to attend licensed child care. The largest raise in coverage rates was seen in pneumococcal (Prevnar®) reports during the contest. Initially, pneumococcal coverage in all facilities was 55% but improved by 3% following the contest. When individual records for the 758 children who entered the contest were assessed for completeness of immunization: 674 children were up-to-date for DTaP-IPV-Hib and MMR and 41 children were overdue. Forty-three could not be found in the database. A completed series of Prevnar® (pneumococcal) was recorded in 357 children (47%), while 202 had an incomplete series and 115 had no Prevnar® recorded. Follow-up strategies are being considered to improve the coverage rates for those vaccines not mandated under the *Day Nurseries Act*. Ottawa Public Health plans to hold the contest again in the fall of 2009.