

# Queensland Immunisation Strategy

## 2014 – 2017 (updated October 2015)

### Overview

Immunisation is an internationally recognised proven and cost effective intervention for protecting individuals and our community against vaccine preventable diseases. With around 91% of Queensland children vaccinated routinely in line with the National Immunisation Schedule, and Queensland rates on par or above national benchmarks, the Queensland community demonstrates very high support for immunisation.

However, high immunisation rates need to be maintained to protect Queenslanders from vaccine preventable diseases. Specific groups in the community and geographical areas need to be targeted for further improvement such as closing the gap between Indigenous and non-Indigenous childhood vaccination rates and ensuring children from culturally and linguistically diverse backgrounds are immunised.

The *Queensland Immunisation Strategy 2014-2017* (the Strategy), released on 9 July 2014, aims to work toward the highest immunisation rates in Australia through five key goals:

1. Queenslanders make decisions about immunisation based on credible, evidence based information and are confident in the benefits that immunisation provides.
2. 95% of all Queensland children are fully immunised at one year, two years and five years of age.
3. 85% of Queensland adolescents are fully immunised through the school immunisation program.
4. Queensland's immunisation program is informed by strong research and policy agenda, and readily positioned to meet the state's immunisation needs.
5. Adults protected against vaccine preventable diseases.

### Key achievements to date

Since implementation of the Strategy, there have been a number of key achievements across the five key goals with the majority of actions and activities complete or in progress. Notable achievements include:

- Implementation of a targeted marketing campaign that encourages on time childhood vaccination.
- Development of the *VacciDate* 'app' to improve parent access to reliable immunisation and reminder information.
- Implementation of a statewide marketing campaign for adults that promotes the benefits of immunisation, addressing the identified barriers and motivators to immunisation.
- Establishment of the Queensland Immunisation Partnership Group to provide a forum to develop and sustain the partnership required to deliver on the goals of the *Queensland Immunisation Strategy 2014-2017*.

- Implementation of the free whooping cough vaccination program for pregnant women in the third trimester of each pregnancy.
- Development of a proposal and secured funding to establish the Statewide Specialist Immunisation Service at the Lady Cilento Children's Hospital to provide services for children with complex vaccination needs.
- Publication of quarterly online immunisation rates by Hospital and Health Service.
- Provision of Quality Improvement Payments to Hospital and Health Services that improved their childhood immunisation rates.
- Transition of the adolescent diphtheria, tetanus and pertussis (dTpa) vaccine from administration in Year 10 to Year 8.
- Secured funding to transition the School Immunisation Program from Year 8 to Year 7 in 2016.
- Provided GPs with access to vaccines offered in the School Immunisation Program to improve opportunistic vaccination of adolescents.
- Expansion of the Queensland Pharmacists Immunisation Pilot to include the provision of measles and whooping cough vaccine for adults administered through participating pharmacies.

## Future directions

In recognition of the significant achievements across the immunisation program since implementation of the Strategy, the future priorities of the immunisation program have been revised and the Strategy has been modified to reflect these current priorities.



This revised *Queensland Immunisation Strategy 2014-2017* (updated October 2015) outlines the current priorities for Queensland and includes some significant new initiatives which provide the basis for a comprehensive and progressive approach to improving vaccination rates, protecting Queenslanders from vaccine preventable diseases and building a better and healthier Queensland.

Improving vaccination rates in Queensland will require ongoing partnerships across many sectors and levels of government and the engagement of individuals, families, community organisations and businesses to improve knowledge and awareness of lifetime vaccination requirements; develop confidence in the evidence to support vaccination; and improve immunisation data management.

Goals	Priorities	Actions	By	Who
<b>Queenslanders make decisions about immunisation based on credible, evidence-based information and are confident in the benefits that immunisation provides</b>	1. Provide Queenslanders with access to evidence-based immunisation information	1.1. Continue to implement the immunisation marketing strategy targeted at children, adolescents and adults. 1.2. Publish online immunisation information for the general community.	June 2017 Ongoing	Department of Health Department of Health
	2. Maintain a competent immunisation workforce	2.1. Facilitate enhanced online training for health service providers and other stakeholders. 2.2. Publish online immunisation information for health professionals.	December 2016	Department of Health
<b>95% of all Queensland children are fully immunised at one year, two years and five years of age</b>	3. Improve immunisation rates for children with a focus on closing the gap for Aboriginal and Torres Strait Islander children	3.1. Implement and evaluate the Immunise to 95 initiative.	June 2016	Department of Health
		3.2. Explore options in collaboration with local stakeholders to implement innovative strategies for specific populations and areas of low immunisation coverage.	June 2017	Department of Health
		3.3. Develop a vaccination data management plan to improve the quality of childhood vaccination data.	June 2016	Department of Health and Hospital and Health Services
	4. Prevent children from becoming overdue for their recommended vaccinations	4.1. Monitor childhood vaccination data for early identification of children who are becoming overdue for their recommended vaccinations.	Ongoing	Department of Health
		4.2. Notify parents for early intervention to prevent overdue vaccinations.		
		4.3. Promote the VacciDate app to parents to remain on time for vaccinations.		
5. Protect children in childcare from vaccine preventable diseases	5.1. Support and monitor the implementation of amendments to the <i>Public Health Act 2005</i> to promote vaccination and protect children, their families and those who work with children against vaccine-preventable disease.	Ongoing	Department of Health	
6. Provide families with access to immunisation services and free childhood vaccines	6.1. Work with the Commonwealth Government to ensure continued access to free childhood vaccines, under the National Immunisation Program.	Ongoing	Department of Health	
	6.2. Support the establishment of the Statewide Specialist Immunisation Service at the Lady Cilento Children's Hospital.	June 2016	Department of Health and Children's Health Queensland Hospital and Health Service	
<b>85% of Queensland adolescents are fully immunised through the School Immunisation Program</b>	7. Improve adolescent immunisation rates through the School Immunisation Program	7.1. Transition the school immunisation program from year 8 to year 7 in 2016.	December 2016	Department of Health
		7.2. Review the School Immunisation Program model and resources and implement revised program from 1 January 2017.	December 2016	Department of Health
		7.3. Work with school immunisation providers, the education sector and GPs to ensure parents and students are informed about the school immunisation program.	Ongoing	Department of Health
<b>Queensland's Immunisation Program is informed by a strong research and policy agenda, and readily positioned to meet the State's immunisation needs</b>	8. Support research that improves immunisation rates and informs program decision-making and implementation	8.1. Collaborate with research institutions and other stakeholders to identify research gaps and facilitate research projects.	Ongoing	Department of Health
		8.2. Support the development of a clinical research and audit framework through the Statewide Specialist Immunisation Service.	December 2016	Department of Health and Children's Health Queensland Hospital and Health Service
<b>Adults protected against vaccine preventable diseases</b>	9. Improve access to appropriate vaccines for adults	9.1. Continue the free whooping cough vaccination program for pregnant women in the third trimester of each pregnancy	Ongoing	Department of Health
		9.2. Promote uptake of state and commonwealth funded vaccines for adults such as measles, whooping cough for pregnant women, influenza and pneumococcal disease.	Ongoing	Department of Health