



IMMUNIZE KANSAS KIDS

New Web site reflects coalition's work

MEDIA ADVISORY

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Web Site Details

- **The new site can be found at www.immunizekansaskids.org.**
- **A white paper on the site, "The 90 Percent Solution," discusses barriers to and opportunities for raising the state's immunization rate.**
- **Reports about progress by the Immunize Kansas Kids coalition, representing 22 organizations, will be posted as details become available.**

TOPEKA, Kan. — A coalition of 22 Kansas organizations working to raise and sustain the state's childhood immunization rate has created a Web site to document and to provide information related to the effort.

The new site for the "Immunize Kansas Kids" initiative, which was announced in March, is at www.immunizekansaskids.org.

In 2004, the most recent year for which National Immunization Survey data are available, Kansas ranked 43rd among states in administering, on time, a standard series of vaccination shots to children.

Kansas' vaccination rate of 77.5 percent trailed the national average of 80.9 percent, and the IKK and Healthy Kansas 2010 goal of 90 percent.

Healthy Kansas 2010 is affiliated with the national health promotion and disease initiative, Healthy People 2010.

A 90 percent immunization coverage rate provides blanket protection through a mechanism scientists call herd immunity.

The goal of the IKK project is to achieve the 90 percent rate and sustain it by building on state initiatives that have started to improve the state's immunization rate. In recent years, the state has implemented programs — including an immunization registry — to assist parents and physicians in tracking vaccinations. It also has revised recommended immunization schedules, offered incentives to families, and connected immunizations to other family programs.

"Reaching our goal requires that we continue improving the immunization system and that we maintain those improvements," said Rod Bremby, secretary of the Kansas Department of Health and Environment. "The research being done as a part of this project will help us better understand the barriers that stand in our way and help us build a plan for moving past them."

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The IKK Web site features presentations researchers have made to the project's steering committee, a list of organizations participating in the project, Kansas laws and regulations related to immunizations, links to various Web resources — including the state's immunization site — as well as news releases and links to news coverage of the campaign.

It also links users to the campaign's kickoff report, "The 90 Percent Solution," drafted by Dr. Richard Hoffman, former Colorado state epidemiologist.

Currently, several research initiatives are underway and subcommittees of the steering committee are studying barriers to immunization and drafting recommendations to remove them. Progress reports on those efforts will be posted to the site as they become available.

The IKK project is being jointly administered by KDHE and the Kansas Health Institute, with funding support from the Kansas Health Foundation in Wichita.