

Improving Vaccine Confidence from the Bottom Up

Partnering with Diaper Banks



NASHVILLE DIAPER
CONNECTION

“No Child Wet Behind”



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CONNECTION

Nashville's only diaper bank since 2013

Immediate, Tangible Results

Diapers as incentives to improve children's health indicators...



Increase % of **EPSDT**
goals met



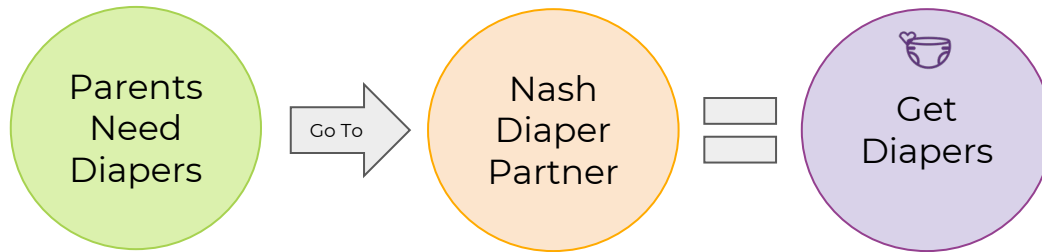
Reward **repeat**
engagement



Focus on **clinic** as
family resource

How It Works

NashDiaper's "On-Demand" Program



The Connections™ Program



Program Success

(September 2020 - August 2023)

Connect with More Families, Diaper More Children



34

Participating Clinics



49,246+

Families Engaged



27,334+

Immunizations and/or
EPSDTs Affected



21

Counties

Improving Patient Compliance

64%

providers showed
improvement in
immunization and
EPSDT compliance

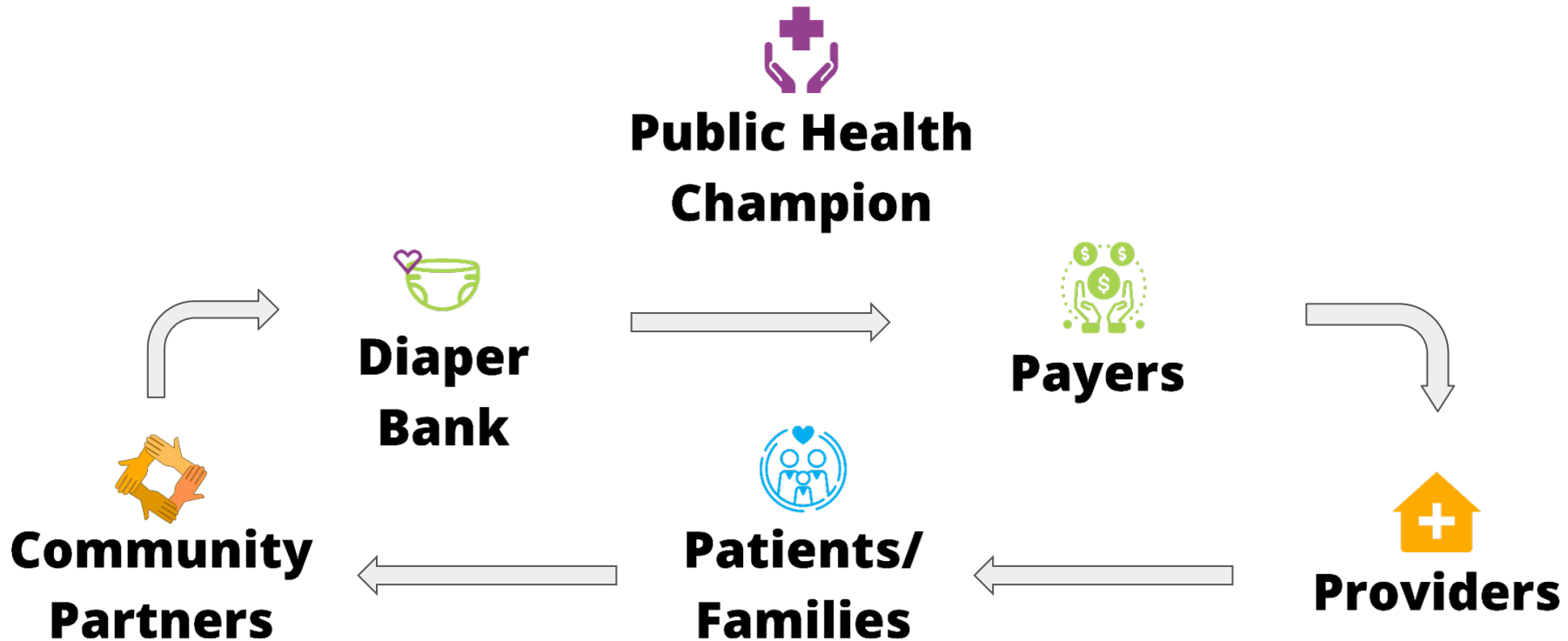
between FFY21 and FFY22

78%

rural providers
showed **more**
improvement

Create a Collaborative Partnership

Key Stakeholders



Key Stakeholders YOU Need

Clinic

- New Patients
- Relevant Patient Supports
- Raise Quality Metrics and Ratings
- Improve Revenue

Managed Care Organization

- Focused Member Outreach
- Provider Support
- Raise Quality Metrics and Ratings
- Community Engagement

Regional Diaper Bank

- Diapers More Babies
- High-Impact Collaborative
- Positive Local and State Media
- New Sources of Funding

Local Foundations

- Healthier Community
- Collaborative Effort
- More Impact
- Visibility in the Community

Peer Reviewed

More Information on Connections™



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Promising Practice

Connections™ Program

State/Jurisdiction: Tennessee
Setting: Clinical
Population: Families & Caregivers Infant
Topic Area: Health Promotion & Communication
NPMs:

The Connections™ Program uses our diaper donations to promote increased engagement by parents and caregivers in healthcare routines that are proven to improve the health outcomes of their children, specifically well-child visits and recommended immunizations. We make diapers available at our FQHC Clinic Connections™ Partners. These Clinics provide 50 diapers to parents who bring their diaper age child (or children) for well-child visits, recommended immunizations, or developmental screenings. Parents are eligible for these diapers at each of the encounters recommended in the "Bright Futures" schedule published by the American Academy of Pediatrics. When more children receive the recommended care, vaccination rates increase, EPSDT rates increase, and key screenings increase. Many parents are introduced to our Clinic Connections™ partners as a result of our diapers. We believe many will stay for the quality care our Partner Clinics provide.



Implementation Handout

CONTACT INFORMATION
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P4 Challenge Winners Showcase

Clinical Connections

[Meharry Department of Pediatrics \(TN\)](#)

Background:
Meharry Department of Pediatrics is located in Nashville, TN; the department works to address low immunization rates amongst children in the communities they serve. Low immunization rates have been attributed to COVID-19 clinic closures, slow tornado recovery, and limited incentive to get vaccinated due to school closures.

Intervention:
Meharry launched a two-fold initiative that consisted of the "No Baby Wet Behind Incentive" and a patient-centered smart phone app.

Meharry partnered with Nashville Diaper Connection to provide 50 diapers/pull-ups to families for each of the 10 routine Early Periodic Screening, Diagnosis, and Treatment (EPSDT) sessions completed. Patients could receive upwards of 500 diapers if they were compliant with routine care.

The intervention process:

- Distributed free diapers to families who completed EPSDT sessions
- Implemented a smartphone app to deliver physician messaging and provide immunizations and appointment reminders

Key Metrics:

- 13% increase in immunization rates
- 100% of families "loved" the free diapers incentive



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Health Workforce Development

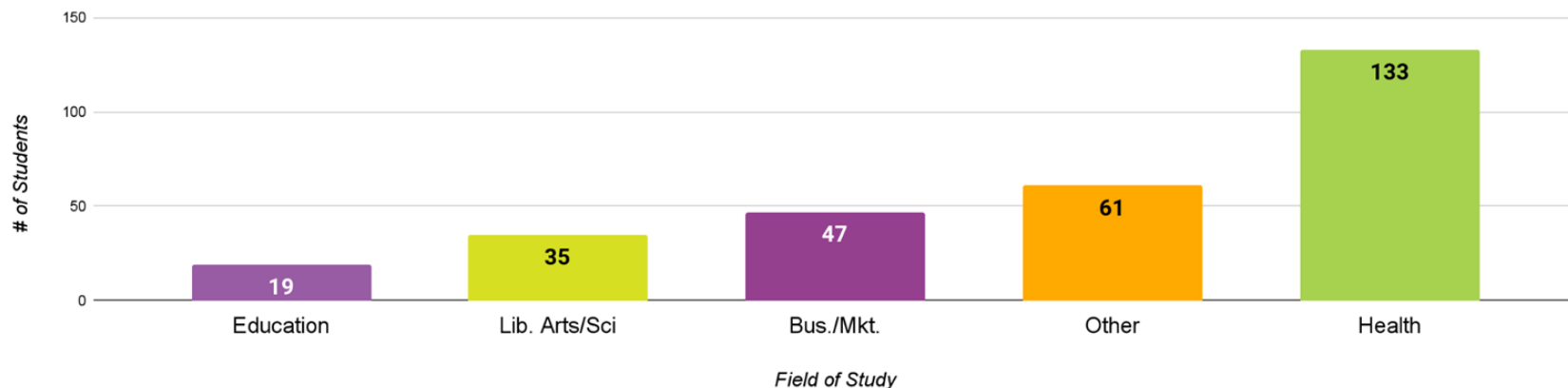
Awards “**diaper scholarships**” -
providing **parenting students**
with diaper aged children 200
diapers per month for the
academic year.



Diapers Make a Difference

In Health Workforce Development

279 Scholarships Awarded (To Date)



77%

of our Diapers for Diplomas **scholarship recipients** from Cohort 1 and 2 either **Graduated or Completed an Academic Year.**

Vs. 61% graduation or persistence rate for Tennessee Reconnect in the most recent reporting.

Want More Information?

Please Contact Us



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