### Newborn Screening Education/Outreach Plan—2015

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| **Develop CCHD Training for**  
• Hospitals/Providers  
• Internal staff  
• Families | Create:  
  - Objectives  
  - Competencies  
  - Curriculum  
  - Modalities—web based, print  
  - Mechanism for support from cardiology  
  - Develop, utilize ACMG physician ACT Sheets, algorithms | February – July 2015  
Contingent on final rule making being adopted; see House Bill 2491 for language of the law | CCHD Workgroup, including parents, cardiologists, hospital staff, Heart Assoc., AzAAP, APT APHL, newSTEPs trainers, CDC, other states |
| **Implement training between April-June** | | | |
| **Develop SCID Training plan for**  
• Hospitals/providers  
• Internal Staff  
• Families  
**Pilot materials with 2-3 hospitals serving high Native American population** | Create Fact sheets  
Find, utilize existing resources from CDC  
Initiate activities from APHL grant  
Develop materials in multiple languages, including Navajo  
Develop, utilize ACMG physician ACT Sheets, algorithms | March – Aug 2015  
Implement in 2016  
Contingent on approval of legislative fee increase | Indian Health Service (IHS) locations serving Navajo populations (Tuba City)  
Off reservation hospitals serving Navajo and Apache tribes |
| **Transit Time Continuation—**  
**Enhancement: adding other quality indicators to transparent report** | Monitor hospital specific data related to the time it takes for specimens to be received by the lab  
Calculate website monthly, including infographics  
QA/QC for outliers and process improvement  
Conduct site visits as needed  
Provide re-training for sites that are not maintaining goal of 95% of specimens received within 3 days of collection. | Throughout 2015  
Incorporate other NBS quality indicators to the monthly reports; publish to the web | Birth hospitals who submit specimens to the state lab  
Az Hospital and Healthcare Assoc.  
Az Perinatal Trust |
### Quarterly Program newsletter, including bloodspot and hearing

Disseminate to hospital lab and nurse managers, AzAAP pediatric group, audiologists, midwives, hearing data managers, constant contact listserv members, Newborn Screening Advisory Committee, NBS stakeholders

Add family practitioners in 2015
Post to website
Include AzAAP listserv

Develop for print in Winter (March), Spring (June), Summer (Sept), and Fall (by Dec 2015)

Az EHDI members

### Internal Training

- **Resource development**
- Assist in developing tool kit, including local, state, national resources

Develop/disseminate fact sheets monthly covering each disorder

Family friendly brochures and flyers to be included with every letter sent

Monthly beginning in January: Hemoglobin disorders (Sickle Cell)

**February:** Heart Defects (CCHD)

**March:** Endocrine disorders (CAH, CH)

**April:** Cystic Fibrosis

**May:** Hearing Loss

Staff and consumers

### Website [www.aznewborn.com](http://www.aznewborn.com)

Revamp the provider page
Verify links
Update data reports
Update education/presentation page
Add AzEHDI quick navigation
Feature EHDI for providers and parents
Update monthly News and information
Post nationally vetted videos from YouTube to website

Ongoing

Parents and providers; public

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As of Feb., 2015

nbseducation@azdhs.gov
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| Social media Maintenance and updates | Minimum of monthly post to ADHS Facebook page  
Monthly AzEHDI Facebook page update  
Develop videos for families—publish  
Update followers on Twitter, retweet NBS facts | Public |
|-----------------------------------|-------------------------------------------------|
| Update Provider guideline         | Comprehensive revision  
Develop in Adobe, create quick links  
Publish to website  
Disseminate to providers | To begin Oct 2015 |
| Conference Attendance/Exhibiting  | Az Peds in the Red Rocks  
Az Perinatal Trust  
Az Public Health Assoc.  
Mountain States Genetics Regional Collaborative (MSGRC)  
Home Visiting-HRPP  
Neonatal Nurse Practitioners conference  
Rural Health conference  
EHDI National conference | Ongoing to meet legal mandate and raise awareness of NBS |
| Materials                         | Ongoing  
Provide education and support to the community when a new disorder is added to the screening panel in AZ  
Assist families with children with special needs to be prepared for an emergency | Providers, medical sub-specialists, parents |
| Develop two table top panels (SCID & CCHD) | Update hearing screening brochure  
Develop/update midwife outreach flyers/brochures  
Disseminate EHDI Parent Resource guides  
Disseminate Sickle Cell trait brochures to affected families  
Develop posters that depict NBS data, improvement initiatives using infographics  
For dissemination on web and in print  
Develop EP materials for families/providers of newborns/infants with NBS conditions | Ongoing |
| Development additional Infographics | |
| Develop/disseminate Emergency Preparedness (EP) tools and resources | | |

As of Feb., 2015

nbseducation@azdhs.gov
| Expanded outreach to non-hospital providers/facilities; clinics, midwives, etc | Coordinate site visits  
Transit time training  
Share NBS rules and best practice guidelines  
Partner to develop strategy for expanded newborn screening | By Sept 2015 | AzEHD, ADHS Special Licensing (midwife)  
Az Assoc. of Midwives  
Family practitioners |
|---|---|---|---|
| Manage inventory | Enhance knowledgebase | Journal articles, published studies, new findings related to NBS  
Publish to website; share with stakeholders; add to provider guideline | Ongoing | Providers, families, staff |
| Support CDC Data integration cooperative agreement  
HRSA EHDI grant to reduce loss to follow up | Support CDC Data integration cooperative agreement  
HRSA EHDI grant to reduce loss to follow up | Participate in activities, evaluation measures to determine efficacy of hearing screening initiatives | Ongoing | AzEHD, families, stakeholders |