Text reminders improve routine pediatric vaccination rates

PROBLEM:

Pediatric immunization rates fell markedly during the pandemic and have been slow to recover. We used rapid randomized tests to improve vaccination rates among urban, underserved children of 0-2 years cared for in a federally qualified health center.

INTERVENTIONS:

We tested three rounds of texts. R1 compared an 'A' text focused on Covid-19 safety and a 'B' text focused on the benefits of vaccination. R2 compared a basic vaccine reminder to no text. R3 compared two texts 42 hours apart (at 6pm and then noon) to no text. Each round included children aged 0-2 years, randomized into two arms in a 1:1 ratio. Children were eligible if due or overdue for at least 1 out of 10 vaccines.
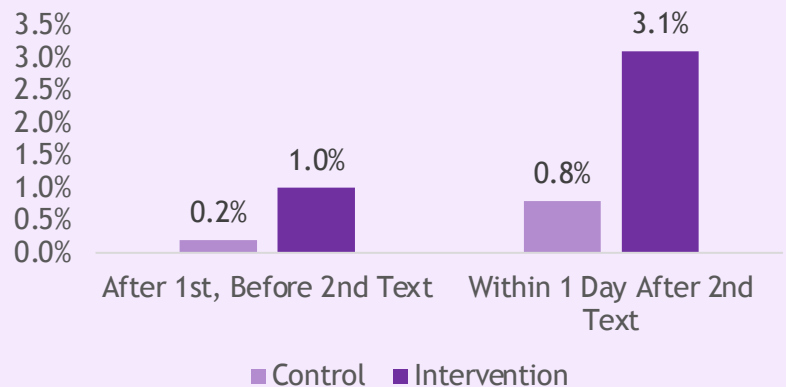
Round 3 Text Reminders

NYU Langone Family Health Center: Your child is due for a vaccine (not COVID). Schedule online now or call 718- 630-7492 tomorrow.

NYU Langone Family Health Center: We have reserved your child's next vaccine; Call 718-630- 7492 or schedule online.

RESULTS:

R3 tripled the number of appointments scheduled in the intervention compared to the control group among parents of 1,034 children. Most appointments were made after the second text, indicating that it was the second text that prompted action. The intervention group also received significantly more vaccines (per child & overall) than the control. R1 and R2 showed no difference either in appointment scheduling rate or in vaccination rate.

Three times as many appointments were made in the intervention group

After 1st, Before 2nd Text — Control 0.2%, Intervention 1.0%
Within 1 Day After 2nd Text — Control 0.8%, Intervention 3.1%

■ Control ■ Intervention

Highly significant difference between Control and Intervention for appointments made within 1 day **after 2nd text (p=0.01)**