



# Baby Tracks

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## Fast facts

- ▲ Each year, Baby Tracks works with more than 12,000 families to improve immunization rates of their infants and toddlers.
- ▲ About 92 percent of children targeted by Baby Tracks were up to date with their immunizations by the age of 2. Prior to Baby Tracks, only 62 percent of Hennepin children were fully immunized by the age of 2.
- ▲ In 2007, Baby Tracks enrolled more than 8,300 new families. In 2006, Baby Tracks enrolled more than 8,000 families.

## What is Baby Tracks?

Baby Tracks is an immunization-tracking program of Hennepin County that works to increase immunization rates of infants and toddlers (age 0-2 years).

## Why is Baby Tracks needed?

Baby Tracks began in 1995 after a Minnesota Department of Health study showed:

- Only 62 percent of two-year olds in Hennepin County were fully immunized by the age of two.
- Only 47 percent of Minneapolis two-year olds were up-to-date with immunizations.
- Some inner-city neighborhoods with significant numbers of low-income families and populations of color had immunization rates that were as low as 34 percent.

## What does Baby Tracks do and how many does it effect?

Using immunizations to prevent disease is a cornerstone of public health programs. Baby Tracks increases immunization rates by teaching parents the importance of immunizing their babies on time, every time, until the basic immunization series is complete at 2 years of age. Community Health staff make phone calls, send reminders, make referrals to low-cost or free shot clinics, help families in making clinic appointments and provide case management services to families whose babies fall behind on immunizations.

Baby Tracks targets 23 zip codes that have the lowest immunization rates in the county. The zip codes included are 55401 through 55419, 55429-55430, 55454 and 55455.

## How does Baby Tracks accurately track immunizations?

A participant's immunization record is verified by checking Hennepin County's ImmuLink immunization registry. If the child's data is not found, Baby Tracks staff contact the child's clinic to obtain the immunization record, which is then entered into the Baby Tracks database and ImmuLink.