



**PROJECT
FIRSTLINE**

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

AAP PROJECT FIRSTLINE 2022-2023 HIGHLIGHTS

As a Project Firstline partner, the AAP serves as a virtual training center on infection prevention and control (IPC). The goal of the center is to expand and strengthen the capacity, collaboration, and coordination of pediatric health care providers surrounding infection prevention and control, and to improve the health of all children and their families.

Innovative Training Programs and Pediatric Virtual Resource Center



PediaLink
Courses



Chapter Grant
Events and
Activities



AAP IPC
ECHO
Programs



Video
Series



Hand
Hygiene
Quiz



FAQ



Pediatrics
OnCall
Podcasts



Cleaning
and
Disinfecting
Checklist*



QI
Change
Package



Social
media
messages*

**available in English and Spanish*

More than **30,000** pediatric clinicians and non-clinical staff were trained through Project Firstline innovative training programs and the pediatric virtual resource center.

Outcomes, Implementation, and Dissemination Strategies

Project outcomes were achieved through **innovative training programs**, the **pediatric virtual resource center**, and through three (3) primary **implementation and dissemination strategies**.

Short-term Outcomes



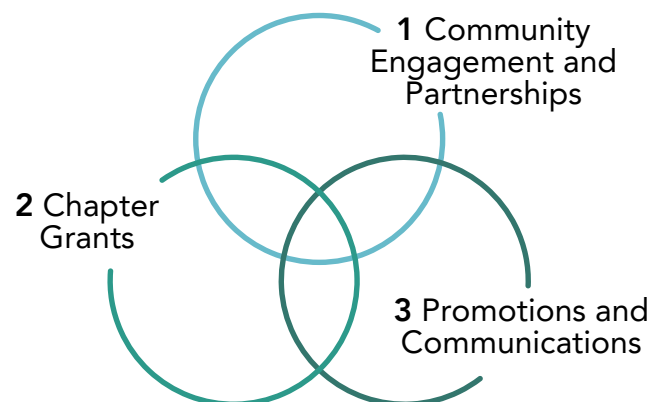
Increased understanding of importance
of IPC in healthcare settings



Increased knowledge and confidence



Increased availability of and
access to resources and materials



Intermediate Outcomes

Applied
knowledge and
confidence

Strengthened
preparedness
to respond

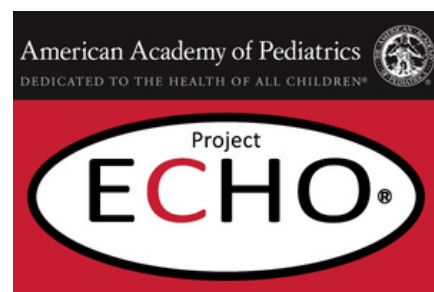
Ongoing
collaboration
with national
partners

Sustained
culturally-
appropriate
pediatric center

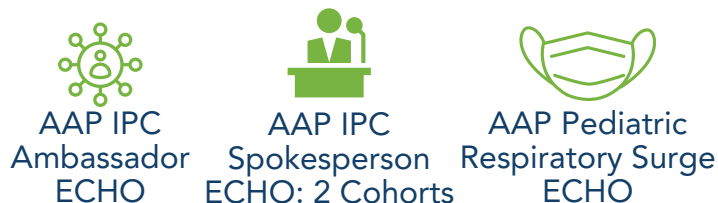
IPC
Ambassador
community
partnerships

AAP IPC ECHO: Outcome Achievement

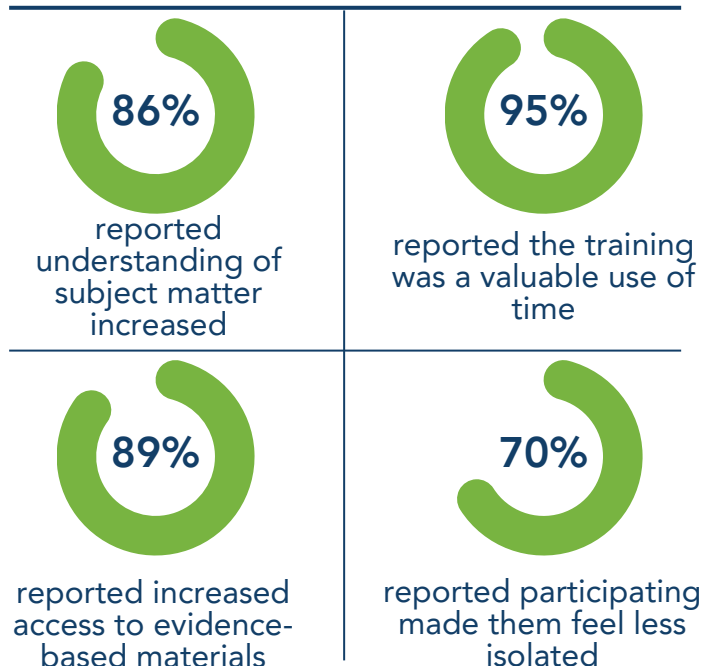
Project ECHO (Extension for Community Healthcare Outcomes) is a tele-mentoring program designed to create communities of learners by bringing together health care providers and experts in topical areas using didactic and case-based presentations, fostering an "all learn, all teach" approach.



Project Firstline launched 3 IPC ECHO programs (4 cohorts total)



Across all IPC ECHO cohorts:



Individual Program Highlights

AAP Pediatric Respiratory Surge ECHO showed **responsiveness to address member needs** around the **triple-demic** (COVID, RSV, and Flu).

AAP IPC Spokesperson ECHO
Across all Spokesperson ECHO cohorts, **6 have become AAP National Spokespersons** with an additional **3 in progress**.

AAP IPC Ambassador ECHO
The greatest confidence gain was applying strategies for **engaging and creating messaging** for **rural and low-resourced areas**

Ambassadors identified **2-3 rural/under-resourced communities** in each locality



80% applied strategies to engage **rural communities**

Promotions and Outreach

Project Firstline implemented a communication plan to promote IPC guidance, messaging, and best practices. In order to reach our target audience, messages were shared and geographically boosted via social media platforms.



Top 3 Accessed and Downloaded Resources

1. [Cleaning and Disinfecting Checklist](#)
2. [QI Change Package](#)
3. [Hand Hygiene Quiz](#)



Top 5 Accessed Webpages

1. [Infection Prevention and Control Precaution Tools](#)
2. [Frequently Asked Questions](#)
3. [Risk Recognition and Communication ECHO Session Recording](#)
4. [Infection Control Video Series](#)
5. [Pediatrics OnCall Podcasts: Project Firstline](#)

AAP Project Firstline Conference Representation

- National Conference & Exhibition
- Pediatric Academic Societies Meeting
- National Hispanic Medical Association Annual Conference
- American Public Health Association Annual Meeting



1.56M
TOTAL REACHED
ACROSS PLATFORMS



667 posts
9.1k+ impressions
8.3k+ reached



1,081 posts
1.2M+ impressions
1M+ reached



365 posts
117k+ impressions
2.4k+ engagements



199k+
emails distributed

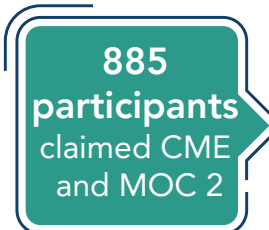
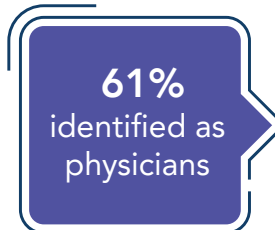


74 posts
227k+ impressions

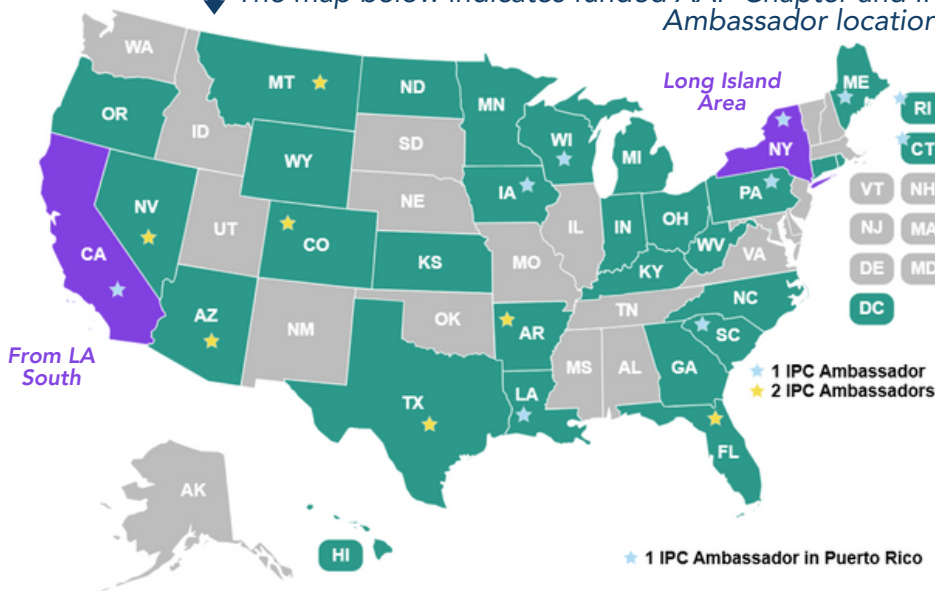
CHAPTER GRANTS & IPC AMBASSADORS PROGRAM HIGHLIGHTS

34 AAP Chapters received funding, and within those chapters,
25 IPC Ambassadors were nominated.

77 EVENTS AND 5,559 PEOPLE TRAINED



↓ The map below indicates funded AAP Chapter and IPC Ambassador locations.



Across **315 participant evaluations** received, responses indicate that across chapter events:

- **92%** reported **knowledge** increases
- **90%** reported **confidence** increases
- **73%** have **made or plan to make** changes in practice

RETURN ON INVESTMENT



6.13 OUT OF 7

EVENTS: TOP IPC TOPICS

Quality Improvement

Triage and Screening

Microbiology Basics

Infection Prevention Basics

Crisis Standards of Care

Engineering Controls

Transmission

SARS CoV 2 variants

Hand Hygiene Vaccination and injection safety

Personal Protective Equipment PPE

Environmental Infection Control

IMPACT AND SUSTAINABILITY

AAP Chapter Impact

Ambassador Impact

PARTICIPANT FEEDBACK



94% increased engagement with pediatricians



92% have identified actions to take to apply to their work



91% addressed chapter-related budget constraints



80% applied strategies for state-level changes and new partnerships



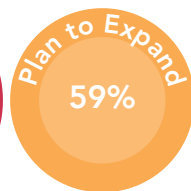
85% increased member value



80% applied strategies for engaging rural and low-resourced areas

“The addition of a community based ambassador to work with our continuing hospital based ambassador will allow us **more insights on the needs of community providers** and more resources to address them.”

- AAP Chapter



“The IPC Ambassador program helped us identify **opportunities to work with individuals and organizations throughout the state** to improve infection prevention strategies for healthcare settings”

- AAP Chapter

“Materials were extremely professional and well done. **We especially appreciated the Spanish versions.**”

- AAP Chapter

“I helped to **create the needs assessment which was distributed to members.** I participated in a webinar specifically designed to teach other pediatricians and pediatric providers about **how to be IPC advocates**”

- IPC Ambassador

www.aap.org/ProjectFirstline

Project Firstline is a national collaborative led by the U.S. Centers for Disease Control and Prevention (CDC) to provide infection control training and education to frontline healthcare workers and public health personnel. American Academy of Pediatrics is proud to partner with Project Firstline, as supported through Cooperative Agreement CDC-RFA-OT18-1802. CDC is an agency within the Department of Health and Human Services (HHS). The contents of this flyer do not necessarily represent the policies of CDC or HHS and should not be considered an endorsement by the Federal Government.