Healthy Adults: Engaging a “Hard to Reach” Population on Influenza & Annual Vaccination

National Influenza Vaccine Summit
05/19/2010
Heather N. McKenzie, MBA, BSN, RN
VNAA, Washington DC

Who Are They?
Healthy Adults

• Generation Y/Millennials:
  – born after 1980 (age 26 or under in 2007)
• Younger Generation X’ers:
• Older Generation X’ers:
  – born 1965 to 1971 (age 36-42 in 2007)
• Younger Baby Boomers:
  – born 1955 to 1964 (age 43-52 in 2007)

Accessed 05/15/2010 via http://www.bc.edu/research/agingandwork/projects/generations.html
What Are They Doing?  
Healthy Adults

- Generation Y/Millennials  
  - College/Entering Workforce
- Younger Generation X’ers  
  - Working/Beginning Families
- Older Generation X’ers:  
  - Working/Childcare/Beginning Eldercare
- Younger Boomers:  
  - Working/Beginning Grand-parenting/Eldercare

Why Is This Important?  
Healthy Adults

- Impacts  
  - Effectiveness of strategies  
  - Perceptions of tactics employed  
    - Messaging  
    - Access  
    - Convenience
Messaging

- Focus on age groups but keep individual flavor, answering the WIIFM?
- How do immunizations prevent disruptions to:
  - Education
  - Career & tenure
  - Family & life transitions
  - Leisure, recreation & entertainment

Access

- Go to where healthy people congregate
- Access points:
  - Technical schools, colleges & universities
  - Employers & occupational health centers
  - Malls, gyms & community centers
  - Churches, synagogues, & other faith based ctrs
  - Major entertainment events & recreational activities
Convenience

• How will your vaccination service make their life easier?
  – Extended hours or 24/7 power drives
  – Acceptance of walk-ins with no wait times
  – Incorporation into daily routine
  – Group vaccination regardless of age
  – Licensed staff for health & vaccine education
  – Education tools are quick and easy

Example of Missed Opportunity

• Treating normal life transition as illness
  – Birth of a child during H1N1
  – Children under the age of 12 were banned
  – Missed opportunity to vaccinate family
  – Excellent opportunity to have expanded reach &
    • Protect newborn
    • Protect siblings
    • Protect parents
    • Protect grandparents
    • Protect friends & potential caregivers
Examples of Campaigns Working Well

• VNAA Member Outreach
  – 1.2 million seasonal
  – 300K H1N1 supporting public health departments
  – Find a Flu Clinic
    • [http://www.vnaa.org/vnaa/flu/FindClinic.aspx](http://www.vnaa.org/vnaa/flu/FindClinic.aspx)
  – Say Boo To The Flu
  – Vote and Vax
    • [http://www.voteandvax.org/](http://www.voteandvax.org/)
  – Drive-through flu shot clinics