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

National Influenza Vaccine Summit
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Who Are They? Healthy Adults

- Generation Y/Millennials:
 - born after 1980 (age 26 or under in 2007)
- Younger Generation X’ers:
 - born 1972 to 1980 (age 27-35 in 2007)
- 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>



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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



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Why Is This Important?
Healthy Adults

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



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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



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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



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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



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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



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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>
 - Say Boo To The Flu
 - <http://www.sayboototheflu.com/>
 - Vote and Vax
 - <http://www.voteandvax.org/>
 - Drive-through flu shot clinics