

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

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Overview



- Where we are in reaching healthy adults?
- What we all need to address: improving rates!
- Approaches to reach the “hard to reach”



Our Challenge in 2010 & Beyond

- INCREASE RATES FOR 50 MILLION HEALTHY ADULTS
 - Most years, only 20% of healthy adults get immunized
- H1N1 gave us a small bump with up to 28% immunized
 - Not good enough!
- OUR GOAL SHOULD BE 90% *OR BETTER!*



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What Keeps Vaccination Rates Low?

- Confusion on groups recommended for vaccination
 - People don't self-identify as "high-risk"
- Misconception among healthy adults
 - "I'm healthy – I don't need to get vaccinated"
 - Old "flu is just a bad cold" myth prevails
 - Misbelief that "I can get the flu from the vaccine"



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New Universal Recs = Simplified Message

- Simplifies the takeaway message: everyone 6 months and older should be immunized!
 - “Now no one should say ‘Should I or shouldn't I?’”
 - Providers can strongly recommend vaccination for all
- New recs means “It’s not business as usual!”

6 mo. to 18 yrs.

Healthy Adults 19-49 yrs.

50 Plus

Those Recommended for Vaccination

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Strategies to Reach Healthy Adults

- Simplify the message
- Reach healthy adults where they are
- Make vaccine accessible
- Educate! Educate! Educate!



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Simplify the Message



- Recommend vaccination for all patients at every interaction
 - Missed opportunities should no longer exist
- Providers should educate on importance of vaccination
 - Individuals more likely to get immunized if provider recommends

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Reach Healthy Adults Where They Are



- Maximize use of all immunization settings
- Workplace provides access to millions of adults
- Retail pharmacies immunized a record 7.8 million in 2009-2010 season

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Adults Respond When Access is Enhanced



- Convenience makes vaccination easy
- Retail outlets provide the public access to immunizations
 - Increase in immunizations administered by pharmacists last season
- Physician recommendation essential to shifting mindset
 - Group practice immunization clinics, health systems, etc.

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Educate! Educate! Educate!

- Ongoing efforts by NIVS members, stakeholders
- American Lung Association's *Faces of Influenza*
 - Educational materials, media outreach, consumer PSAs, etc.



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Looking Ahead to 2010-2011 Season

- Simplify message—vaccination is for EVERYONE
- Health-care providers to urge vaccination for everyone
- Maximize use of all immunization settings
- Make vaccine accessible and convenient
- Use all possible means to deliver messages



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