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!

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”
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!”

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<thead>
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<th>6 mo. to 18 yrs.</th>
<th>Healthy Adults 19-49 yrs.</th>
<th>50 Plus</th>
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<td>Those Recommended for Vaccination</td>
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Strategies to Reach Healthy Adults

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

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
 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.

Educate! Educate! Educate!

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