Clinical and Community Integration of Clinical Preventive Services: Translating Research into Communication Initiatives

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Sickness Prevention Achieved through Regional Collaboration (SPARC)
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Clinical Preventive Services

- Influenza vaccinations
- Pneumococcal vaccinations
- Colorectal cancer screening
- Mammography
- Pap Test
- Hypertension screening
- Cholesterol screening
Percentage Of Adults Aged >65 Up-to-date On Core Clinical Preventive Services

Percentage of Adults Aged 50-64 Up-to-date On Core Clinical Preventive Services.
Percent of Men Age 65+ Up-to-Date by Selected Race/Ethnic Groups

Older Adult Objective: Increase the proportion of adults age ≥65 up to date on a core set of clinical preventive services

Note: BRFSS surveys are cross-sectional, with different respondents each year.
Systems Challenges:

- Currently no responsible local agency for assuring population-wide provision of clinical preventive services
- Currently limited coordination of delivery across the community
- Currently limited local accountability
- Clinical preventive services fall between the cracks of medicine and public health
Linking Vaccinations to Community Platforms

Why Vote & Vax?

• More than 126 million Americans vote in national elections.
• Approximately 70% the voters are over age 50.
• Fewer than 40% of adults ages 50-64 receive an annual flu shot.
5over50:
Adult vaccinations
Screenings for cancer
Screenings for cardiovascular disease
Preventive medications
Health behavior counseling

5over50: A Design Collaborative
What motivates people to get their vaccinations and screenings?

Assumptions:
• For a healthier sense of self
• For the people I love
• For the good of the community
• For self-awareness
• To celebrate new stage in life
• Fear

The Solution Continuum: Components of a Successful Program:
• Advocacy
• Awareness
• Access
• Action
• Adoption
An Enhanced Solution Continuum:

- Advocacy
- Awareness
- Access
- Action
- Accountability
- Adoption

Recommendations / Action Steps:

- Create a new mental model of preventive care
- Leverage existing mental models as a foundation
- Ensure a seamless experience from start to finish
- Create a model that enables multiple levels of public engagement