

**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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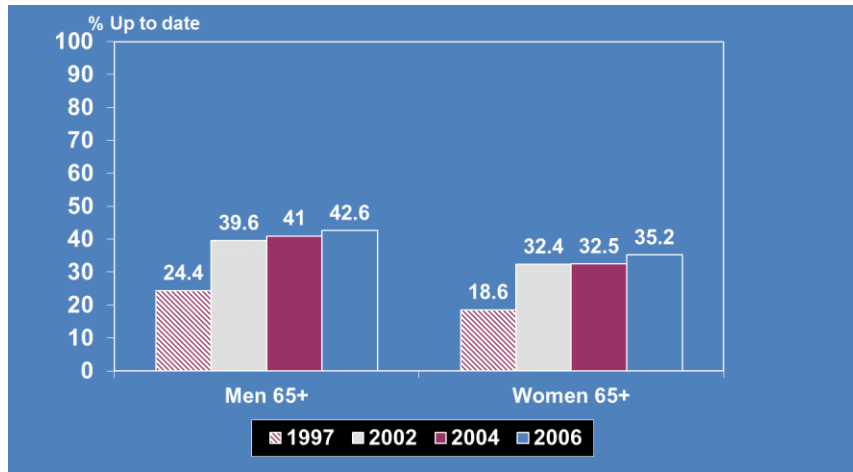
**National Adult Immunization Summit 2012**

**Clinical Preventive Services**

- Influenza vaccinations
- Pneumococcal vaccinations
- Colorectal cancer screening
- Mammography
- Pap Test
- Hypertension screening
- Cholesterol screening

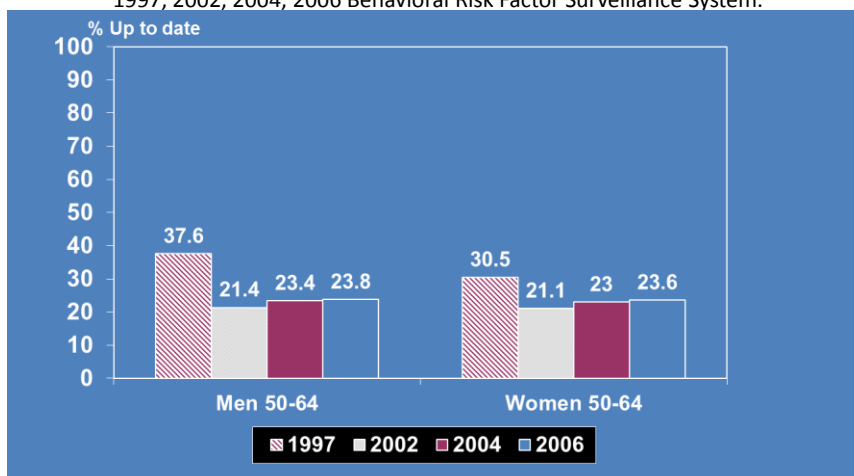
## Percentage Of Adults Aged >65 Up-to-date On Core Clinical Preventive Services

1997, 2002, 2004 Behavioral Risk Factor Surveillance System. Am J Prev Med 2007;32(1)



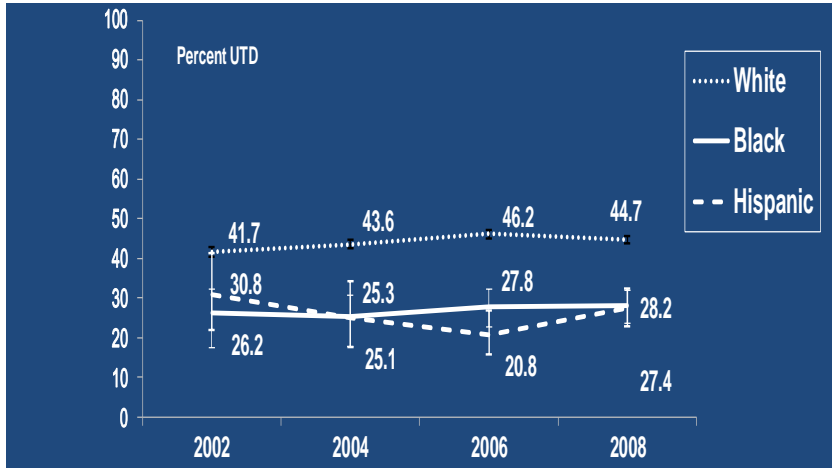
## Percentage of Adults Aged 50-64 Up-to-date On Core Clinical Preventive Services.

1997, 2002, 2004, 2006 Behavioral Risk Factor Surveillance System.



## Percent of Men Age 65+ Up-to-Date by Selected Race/Ethnic Groups

2002, 2004, 2006, 2008, BRFSS



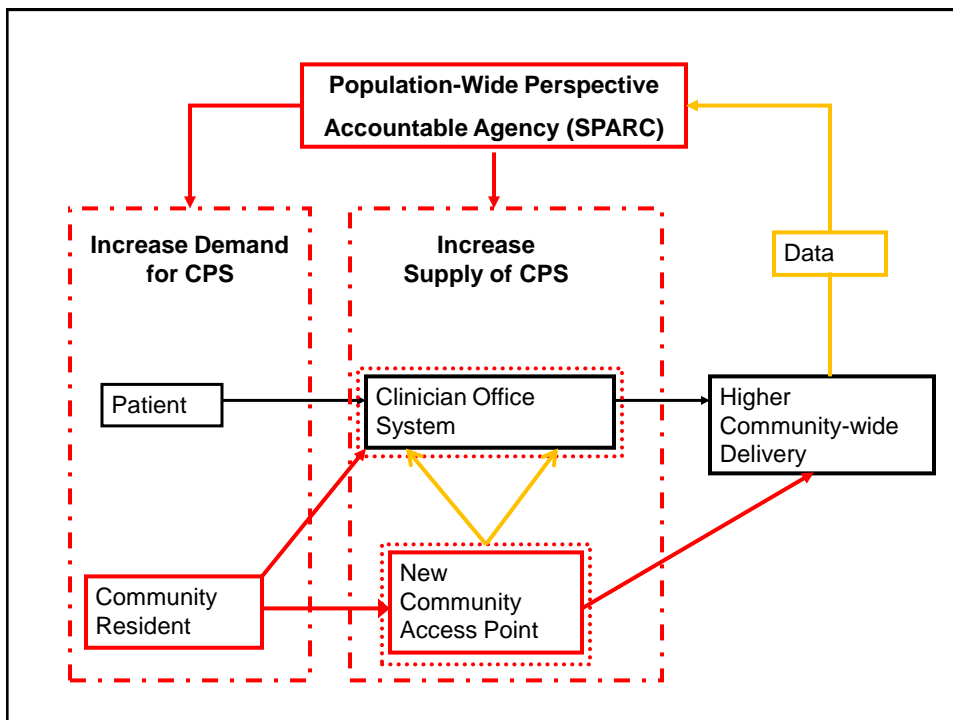
Note: BRFSS surveys are cross-sectional, with different respondents each year



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

## 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



**VOTE & VAX**

### 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



Ernest Beck frog

MAYO CLINIC  
 Center for Innovation

Robert Wood Johnson Foundation

Schwartz Powell

SPARC

tomorrow

WINTERHOUSE

## 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

