

## HHS Adult Immunization Task Force - Disparities Workgroup



### Beyond Seasonal Influenza

adult immunizations(tetanus, varicella, HPV, zoster, MMR,  
pneumococcal, meningococcal, and hepatitis A+B)

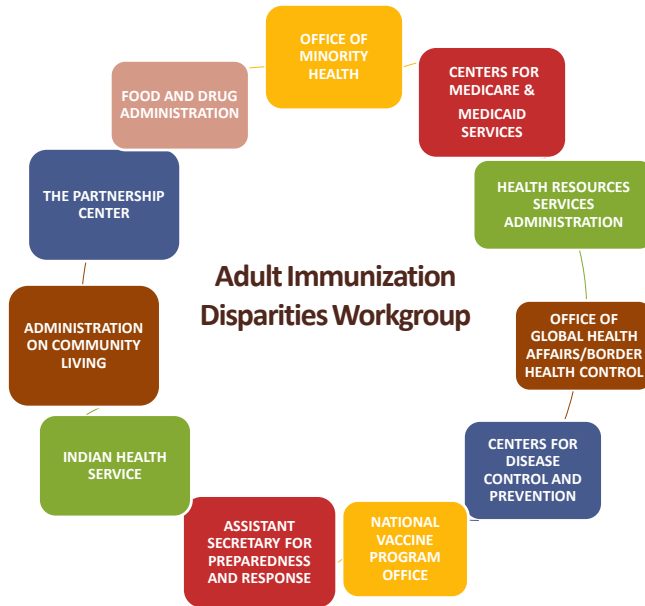
A NATION FREE OF DISPARITIES IN  
HEALTH AND HEALTH CARE

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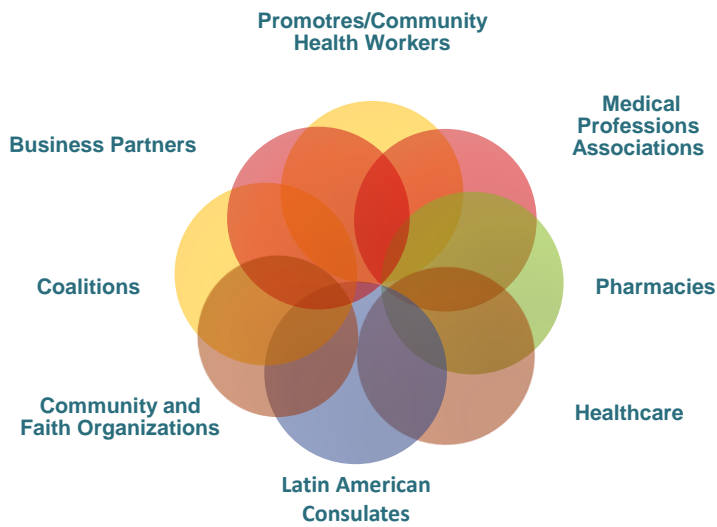
## Overview of Disparities

- By race/ethnicity:
  - Many racial and ethnic minorities suffer disproportionately from vaccine-preventable diseases
  - Non-Hispanic Blacks and Hispanics had lower coverage for most vaccines routinely recommended for adults
- By language spoken:
  - Spanish-speaking Hispanic seniors have lower rates of flu and pneumococcal vaccination (40%, 60%) compared to non-Spanish-speaking Hispanics (56%, 68%) and NH-Whites (76%, 76%).
- By country of birth:
  - In California, for each race/ethnic group, the foreign-born had a lower seasonal flu shot than their native-born counterpart.

Sources: Haviland et al. , 2010) 2005, 2007 California Health Interview Survey); National Health Interview Survey, 2011.



## Public Partners



## Workgroup Strategies to Improve Adult Immunization Coverage Rates\*

- Provider and Patient Outreach and Education
- Culturally and Linguistically Appropriate Services, Tools and Resources
- Provider-based Standing Orders, Reminder Recall
- Use of Electronic Records and Immunization Information Systems
- Reduced Client Out-of-Pocket Costs for Vaccinations
- Community and Faith-based Interventions
- Formative Research to Identify and Address Barriers

*\*Task Force on Community Preventive Services*

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## Culturally and Linguistically Appropriate Tools and Resources

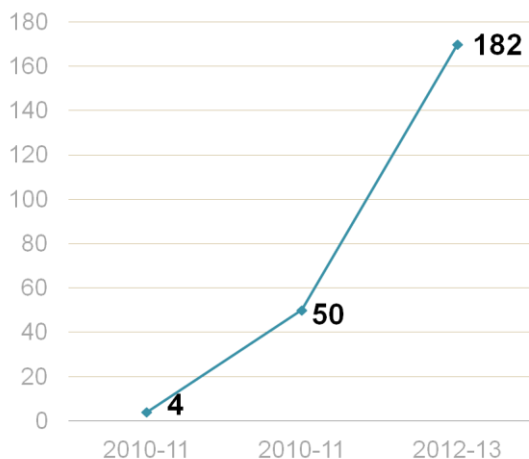
- Matte articles, real story animation for multiple digital platforms and posters to reach African Americans in rural and urban settings
- Ramona story and brochures for American Indian/Alaska Native populations for AIANs
- Video/audio PSAs/Radio PSAs, immunization reminder postcards, posters, fact sheets for multi generation families and different r/e populations
- Spanish-language real story animation targeting pregnant women and fact sheets in collaboration with Mexican Embassy
- Education and Outreach messages on local racial and ethnic radio stations for different populations
- Education and awareness information through webinars on ethnic media

## Practice Based Strategies among Providers Serving R/E Patient Groups

- Standing orders
- Electronic Health Record Systems
- Patient reminder systems for age-based adult vaccine recommendations
- Provider to patient communication regarding vaccine benefit and safety
- Quality Improvement and evaluation assessments
- Culturally and Linguistically Appropriate Services

## Pharmacy Engagement HHS-Walgreens Flu Partnership

Flu vouchers redeemed 2010-2013  
(in thousands)



- Each year, between 2010-2013, Walgreens donated 300,000 free flu vouchers to HHS, valued at \$1 Million per year.
- Over 1100 federal, non federal, faith and community partners offered opportunity to collaborate.
- Partners hosted flu clinics and disseminated vouchers and educational materials.

## Minority Providers Concerns: Barriers to Improving Practice Vaccination Rates

- Delay in receipt of influenza vaccine resulting in:
  - Negative financial impact to Provider due to unused vaccines
  - Patient confidence and provider's credibility is negatively impacted especially in reluctant patients
- Low reimbursement rates for nurse or physician assistant services in FQHCs, CHCs, and small office practices
- Patient and Provider concerns regarding safety, efficacy, and side effects of vaccines
- Limited use of patient-targeted social media messages
- No VFC - Providers costs associated with purchasing certain vaccines, e.g., Herpes Zoster, due to low reimbursement from insurance and federal government
- Provider focus on other health priorities such as chronic diseases

## Barriers to Vaccination: Hispanic Populations

- Not accepted 100% by Latinos/Hispanic community
  - HPV-new vaccine, community afraid to expose their children to new vaccine without knowing its effects
  - Perceptions regarding influenza vaccination--that it makes people sick
  - Dependence on cultural home remedies/natural medicine
    - (eucalyptus, lemon with honey, hot orange juice, herbal tea with chamomile, extra vitamin C and others are common remedies in the community to treat the flu and prevent infection of the flu)
- *National Medical Association/National Hispanic Medical Association - OMH Partnership Focus Group Study.*

## ACIP Recommended Adult Immunizations

- Influenza
- Pneumococcal vaccination
- Hepatitis B vaccination
- Tetanus vaccination
- Hepatitis A vaccination
- HPV vaccination
- Herpes zoster (shingles) vaccination

Significant Disparities Persist



## Key Drivers of Success

Healthcare partners, patients, and the public working collaboratively to identify barriers and solutions informed by science and practice.