Vaccinate Chicago Week
*December 2 - 8, 2012*

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**Chicago**

- Total population: 2.7 million*
  - NH-White: 45%
  - NH-Black: 33%
  - Hispanic: 29%

- Area of Chicago: 229 square miles

* 2010 US Census
Influenza Vaccine Coverage by Race/Ethnicity, US
National Immunization and Flu Surveys, 2011-12

- Increase community demand for vaccinations
  - Mass and small media
  - Outreach and tracking of clients
  - Client reminder and recall systems

- Enhance access to vaccination services

- Include interventions directed at providers
  - Educational activities
Vaccinate Chicago Week

• Local observance of National Influenza Vaccination Week, December 2 – 8, 2012
• Partners
  – Blue Cross Blue Shield of Illinois
  – Chicago Area Immunization Campaign
  – Chicago Department of Public Health
  – Illinois Chapter, American Academy of Pediatrics
  – University of Chicago
  – Walgreens

Increasing Demand

[Image of signs promoting flu shots]
Traditional media

- Chicago Sun-Times
- Chicago Tribune
- Clear Channel Radio
  - 107.5 FM WGCi (1 for Hip-Hop and R&B)
  - 95.5 FM WNUA (Smooth Jazz)
  - 107.7 FM V-103 (Today's R&B and Old School)
Community Outreach

- Flyer distribution: 14,000
  - Residential, public transportation, businesses

- Email distribution: 850

Social Media

facebook

EveryBlock Chicago
Increasing Access to Vaccines

Clinics

- CDPH clinics
  - Ford City Mall, City Hall

- CDPH Mobile Unit
  - Mexican Consulate, Substance Abuse Treatment Centers

- University of Chicago sites
  - Hospital opening
  - LGBT group
  - Hard Rock Hotel – for employees
  - Children’s hospital
  - Churches
Clinics

• Walgreens
  – Community clinics for underserved groups
    • Hispanic, Disabled, African American, LGBT
  – Clinics in local legislative leader offices
  – > 400 stores

• Federally Qualified Health Centers
  – Near North Health Services Corporation
  – Beloved Community Wellness Center

Provider Interventions
Disease and Vaccine Updates

• Illinois Chapter, American Academy of Pediatrics

• Chicago Vaccines for Children Providers

• Blue Cross Blue Shield of Illinois Providers

Community Based Interventions Implemented in Combination

• Increase community demand for vaccinations
  – Mass and small media
  – Outreach and tracking of clients
  – Client reminder and recall systems

• Enhance access to vaccination services

• Include interventions directed at providers
  – Educational activities
Vaccinate Illinois Week
December 8-14, 2013

• Partners
  – Public health, professional organizations, pharmacies, insurance companies, community organizations, health networks, businesses
• Increasing demand
  – Unified statewide identity
  – Traditional and social media messages
• Enhancing access
  – Flu vaccine clinic “app”
  – Community based clinics
• Provider education
  – Webinars
  – Coordinated messages to professional organizations

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