

National Adult Immunization SUMMIT

Adult Vaccination: What Works

Name of the Organization:

Gerontological Society of America: National Adult Vaccination Program

[Call to Action—Reaching the Healthy People 2020 Goals for Adult Vaccination: Proceedings of the National Adult Vaccination Program Scientific Summit, April 2012](#)

What We Did and When

The **National Adult Vaccination Program (NAVVP)**, a multi-stakeholder industry-supported collaboration, was undertaken by the Gerontological Society of America (GSA) to develop a cohesive strategic and policy approach to improve adult vaccination aligned with the recommendations of the Advisory Committee on Immunization Practices of the Centers for Disease Control and Prevention. Summit participants identified the need for a culture supportive of adult immunization facilitated by national leadership, education, quality improvement, expanded policies and mandates that would promote adult immunizations, align incentives, and increase accountability.

The GSA Summit identified four drivers:

- Create a culture supportive of adult immunizations
- National leadership for adult education, quality improvement, and wellness visits in an environment of increased accountability and supported by resources
- Expanding policies and mandates to promote adult immunization and incentivizing providers to immunize
- Incentivize providers to immunize

Outcome or Results We Got:

GSA has pulled together expertise from the worlds of medicine, behavioral science and public policy to outline effective strategies that work for increasing vaccination rates among older adults. Further, GSA publications discuss promising policy approaches within reach. For further details, see: <http://www.geron.org/About%20Us/national-adult-vaccination-program>.

From *Public Policy & Aging Report*®, Fall 2012, Volume 22, Number 4 found here:

http://www.geron.org/images/navpfiles/GSA-NAVPP%20PolicyAgingReport-Fall2012_FINAL.pdf.

This collection of articles demonstrates that the arena of vaccinations and older adults holds great promise for improving quality of life and cost savings, but is plagued with widespread underutilization. In one key article, Rosa Baier sets forth a three-part approach to improving vaccination rates among older adults, calling for strategies aimed at access, demand, and system change. Based in part on work that she and colleagues have conducted in Rhode Island, she recommends increased access through convenience mechanisms, such as expanded office hours for immunization in clinics, pharmacies, workplaces, and home-based settings. Heightening consumer demand through public education, reminder programs, and now social media constitutes the second avenue Baier highlights. Finally, systemic changes—ranging from such modest reforms as better patient intake procedures to major ones of a transformational nature—also could increase utilization. Baier strongly recommends that elements of each of these three strategies be used in combination to maximize efficacy.

Health care providers who want to learn and test their own knowledge about effective strategies are directed to this publication: [From Publication to Practice: A Look at Strategies to Improve Immunization Rates for Older Adults](#), which gives a comprehensive yet brief summary on the matter, along with practical suggestions.

Other GSA publications devoted to adult immunization include :

[What's Hot in Immunizations Across the Aging Continuum](#)

[From Publication to Practice: An Interdisciplinary Look at New Developments in the Prevention and Treatment of Influenza in Older Adults](#)

About Our Organization:

Gerontological Society of America is the oldest and largest interdisciplinary organization devoted to research, education, and practice in the field of aging. GSA's principal mission — and that of its 5,400 members — is to advance the study of aging and disseminate information among scientists, decision makers, and the general public. The Society, founded in 1945, is the driving force behind the advancement of gerontology both domestically and

internationally. GSA members come from over 40 countries.

Contact Information: <http://www.geron.org/About%20Us/Contact%20Us>