

National Adult Immunization SUMMIT

Adult Vaccination: What Works

Name of the Organization:

Gerontological Society of America

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

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

What We Did and When:

[“Demonstrated and Promising Practices That Improve Older Adult Vaccination Rates”](#)

Rosa R. Baier, in *Public Policy and Aging Report*, Fall 2012, Volume 22, Number 4.

This article, appearing in the Fall 2012 *Public Policy and Aging Report*, is one of several in the report that looks at the strategies for improving older adult immunization rates.

The article states: *“Because the U.S. population is rapidly aging (Administration on Aging, 2011) and older adults are at increased risk for morbidity and mortality from infectious diseases (Bender, 2003), it is important to identify and share successful practices to increase vaccination rates among this population. Older adults are especially vulnerable for a variety of reasons, ranging from impaired immune response, to medical comorbidities, to the effects of typical age-related changes (Aspinall, Del Giudice, Effros, Grubeck-Loebenstein, & Sambhara, 2007; Bender).”*

Outcome or Results We Got:

This article discusses the evidence around “what works” for increasing immunization rates and offers this summary: *“In summary, strategies to improve vaccination rates among older adults include interventions targeting access, consumer demand, provider systems change, and policy. Although immunization remains the most effective protection for older adults who are at particularly high risk for vaccine-preventable diseases, vaccination rates remain low; collaboration and targeted interventions are necessary to improve immunization rates and protect these patients. Systematic reviews have identified strategies and can serve as reference guides.*

Multicomponent interventions are the most successful; the best choice for those implementing interventions is to implement multiple strategies, and then use a systematic quality-improvement approach to measure effectiveness and spread successful strategies. Also important is valuating unintended consequences, such as the opportunity cost of shifting influenza vaccination from a face-to-face physician office visit to a pharmacy clinic or other site. Emerging health care initiatives may provide new and promising strategies, such as those that incorporate behavioral economics to encourage patient behavior change (consumer demand) or implement pay for performance that rewards providers for increased rates (systems improvement).”

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 our 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. Our members come from over 40 countries.