



Adult Vaccination: What Works

Name of the Organization:

Massachusetts Adult Immunization Coalition

What We Did:

The **Massachusetts Adult Immunization Coalition** harnessed the collective resources of its more than 200 members to increase influenza vaccination rates of high-risk adults 18 – 64 years of age during the 2011-2012 flu season. Coalition members were asked to write down, submit, and commit to implementing to increase flu vaccination rates of high-risk adults. Examples of these activities included:

1. **Blue Cross/Blue Shield of Massachusetts**

- Send postcards to our high-risk members
- Orchestrate pre-recorded reminder phone calls to our high-risk members
- Place public service announcements on WBUR radio
- Provide our accounts and members with educational materials
- Provide coverage for all members for the flu shot regardless of where they get the shot

2. **Harvard Pilgrim Health Care**

- Provider outreach – annual flu article in provider e-newsletter
- Remind care managers who work directly with members with chronic conditions to mention flu
- Annual letter to members with asthma includes flu message sent in the fall
- Fall article in member magazine stresses importance of flu shot to all with particular focus on those with chronic conditions

3. **Lowell Local Health Department**

- Lowell Health Dept works with the Community Health Education students from the University of Massachusetts, Lowell, to create PSAs to be placed on local cable, our website, as well as other communities in our public health coalition. Work with students to create a PSA.

4. **Asthma and Allergy Foundation of America - New England Chapter**

- In advance of and during the coming flu season, we will include reminders emphasizing the importance of flu shots to people with asthma on our website, in our newsletter, and in e-mails that we send to our members and constituents.

5. **Massachusetts Pharmacists' Association**

- Vigorously expand the use of collaborative Drug Therapy Management Agreements with physician groups to permit pharmacists counseling chronic disease patients to screen for and administer vaccines to this population
- Provide continuing education classes regarding this issue

6. **Massachusetts Department of Public Health?**

- Develop customized messages for specialists treating high-risk groups, including cardiologists, pulmonologists, and ob/gyns. The messages included hospitalization rates and flu immunization rates for the different high-risk groups, as well as recommendations for vaccination and reminders of the importance of the provider's recommendation and offer of vaccine. These messages were sent to medical specialists via the MA Board of Registration in Medicine email lists.

Outcome or Results We Got:

Flu vaccination rates for high-risk adults increased four percentage points, from 53% during the 2010-2011 flu season to 57% during the 2012-2013 flu season.

About Our Organization:

The **Massachusetts Adult Immunization Coalition (MAIC)** is a collaborative partnership dedicated to increasing adult immunization through education, networking, and sharing innovative and best practices. There are currently over 200 members representing local and state public health organizations, community health centers, health insurance plans, pharmacies, physicians, vaccine manufacturers, long-term care and senior service organizations, consumer advocacy groups, hospitals, home health, and college health services.

The Coalition meets quarterly to discuss and strategize around adult immunization issues. One of the principal activities of the Coalition is the organization of the [Annual Massachusetts Adult Immunization Conference](#), now in its 18th year.

Contact information: Massachusetts Adult Immunization Coalition Website: <http://maic.jsi.com/>

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