

Vaccinate Chicago Week

December 2 - 8, 2012

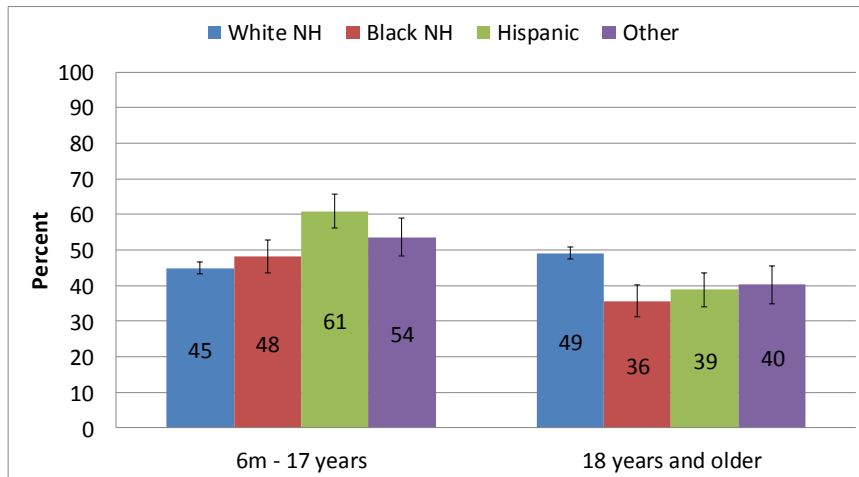
Julie Morita, M.D.
Medical Director, Immunization Program

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



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 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



Traditional media



Incentives



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CHICAGO DEPARTMENT OF PUBLIC HEALTH



BlueCross BlueShield
of Illinois

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



THE UNIVERSITY OF
CHICAGO

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



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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



@ChiPublicHealth



facebook.com/ChicagoPublicHealth



312.747.9884



HealthyChicago@CityofChicago.org

www.CityofChicago.org/Health