Summit National Award Winners

“Adult Immunization Champion” Award
Recipient: Eric Crumbaugh, PharmD

Pharmacist Immunization Program
Improving Arkansas wellness.
Partnership of Arkansas Pharmacists Association, CDC and Arkansas Department of Health
Goal: Increase by 10% the number of flu, pneumonia, and shingles vaccinations given by Arkansas pharmacists

Barriers:
- Time to set up services
- Disruption to daily workflow
- Training and lack of education
- Billing
- Physician protocols
- Lack of awareness

Interventions:
- Created a step-by-step Toolkit.
- APhA Pharmacy-Based Immunization Delivery Program.
- Identified third party payers.
- State-wide immunization protocol signed by ADH.
- Created and distributed immunization promotional materials.
- Partnered with APA’s public relations campaign.

Online & Printed Toolkit
State-Wide Media Campaign with Monthly Media Placements

More Media

Pharmacist Eric Crumbaugh gives Arkansas first lady Ginger Beebe, flu shot on KATV.

Pharmacist Kristy Reed gives KAIT news anchor Diana Davis a flu shot.

On-site immunization clinics
Arkansas Immunization Action Coalition

- Interest meeting in September 2012 funded by CDC grant from ADH.
- Approximately 80 members.
- Three coalition meetings, most recent one screened The Invisible Threat.
- Established Board of Directors.
- Working with Arkansas AAP Chapter for HPV campaign.
### Results of Program

<table>
<thead>
<tr>
<th></th>
<th>2011 – 2012 (Baseline)</th>
<th>2012 – 2013 (Intervention Year 1)</th>
<th>2013 – 2014 (Intervention Year 2)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Percent of Total</td>
<td>Total</td>
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<tr>
<td>Total Number of Pharmacies</td>
<td>708</td>
<td></td>
<td>691</td>
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<td></td>
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<td>703</td>
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<tr>
<td>Pharmacies that Immunize</td>
<td>336</td>
<td>47.4%</td>
<td>357</td>
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<tr>
<td>Total Number of Independents</td>
<td>360</td>
<td>50.8%</td>
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<tr>
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<td>396</td>
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<tr>
<td>Independents that immunize</td>
<td>119</td>
<td>33.1% of independents</td>
<td>159</td>
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</tbody>
</table>

*preliminary results from ongoing survey*

### Moving Forward

- **Healthcare providers**: Collaborate to ensure patients receive strong immunization recommendations.
- **Patients**: Provide health information from a reputable source.
- **Decision-makers**: Identify and address barriers that healthcare providers encounter with immunization practices.