

Developing Partnerships with Healthcare Provider Organizations that Serve People with Chronic Disease

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Presentation outline

- **Project summary**
- **Outreach methods and outcomes**
- **Follow up and evaluation methods**
- **Concluding thoughts**
- **Q&A**

Project Summary

- **Project: Improving influenza and additional adult vaccination rates among adults with chronic medical conditions**
 - Goal: To raise vaccine coverage among those with special health conditions (asthma, heart disease, diabetes) in order to decrease the vaccine-preventable disease burden
 - Approach: The recommended vaccines should be included in chronic disease management
 - Method: Partner with special health condition groups external to CDC to promote all recommended adult vaccines

Targeted Healthcare Provider Societies

- **Heart Disease**

- American College of Cardiology
- American Heart Association

- **Diabetes**

- American Academy of Diabetes Educators

- **Chronic Lung Disease and Asthma**

- American Academy of Allergy Asthma and Immunology
- Coalition for Pulmonary Fibrosis
- Association of Asthma Educators
- Allergy & Asthma Network Mothers of Asthmatics

Outreach

- **Preliminary outreach to organizations happened through:**
 - Face to face interaction at annual meetings
 - “Cold-call” email
 - Introduction via partner
- **What are the best ways to reach providers through their professional societies?**
 - Exhibiting at annual meetings
 - Including information in E-newsletters or E-blasts
 - Conducting webinars
 - Posting information on social media networks

Outreach to specific organizations

Heart Disease

- **American Heart Association (AHA)**
 1. Spring 2013: Exhibited at AHA
 2. AHA will promote matte articles to provider and patient constituents
- **American College of Cardiology (ACC)**
 1. Spring 2013: Exhibited at ACC
 2. Worked with ACC's CardioSmart (patient education) and CardioSource (provider education) programs to distribute information on importance of adult immunization
 - Distributed matte articles via CardioSmart (161 visitors) and CardioSource (51 visitors)
 - Distributing influenza vaccine (and additional vaccine) messages via social media, including flu-myth infographics
 - Distributed influenza-specific information during National Influenza Vaccination Week (NIVW) via twitter

Diabetes

- American Association of Diabetes Educators (AADE)
 - September 2013 Carolyn Bridges and Pam Allweiss conduct webinar to AADE constituents
 - As of 9/16/2013, 162 individuals received CE credit for participating
 - Immunization webpage link goes up on AADE's provider webpage

Chronic Lung Disease and Asthma

- **American Academy of Allergy, Asthma and Immunology (AAAAI)**
 - AAAAI and CDC collaborated on four matte articles for:
 1. providers on importance of adult immunization
 2. people with suppressed immune systems
 3. people with chronic respiratory disease
 4. people with egg allergy (only influenza vaccine discussed)

- **Coalition for Pulmonary Fibrosis**
 - CDC develops matte article on the importance of influenza/adult vaccination for patients with chronic lung disease to be promoted on CPF's website
 - CPF promotes CDC webinars through American Thoracic Society (ATS) communication channels
 - Dr. Graitcer traveled to the ATS Public Advisory Roundtable in May 2013 to give talk on influenza/adult immunizations and chronic lung disease

Chronic Lung Disease and Asthma

- Association of Asthma Educators (exhibited Aug 2013)
- Allergy & Asthma Network Mothers of Asthmatics
 - Using web buttons on patient site
 - Distributed article on influenza vaccine in The MA Report

Follow up and Evaluation

- **Follow up**
 - Use national observances (i.e. American Diabetes Month or organizations' "flu" month) to follow up and distribute material
 - Provide organizations newly developed material
 - Meet at annual meetings
- **Evaluation**
 - Metrics from organization

Concluding Thoughts

- **Be prepared to reach out multiple times before hearing back**
- **Be prepared to work within the organization's preexisting schedule**
- **Be prepared to develop or provide material you would like to have distributed**
- **Lessons learned:**
 - Discuss best times for follow up messaging
 - Keep in contact with organizations to learn about additional opportunities to disseminate information
 - Discuss evaluation early in planning process

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

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National Center for Immunization & Respiratory Diseases

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