



**National Adult Immunization Coordinators' Partnership**  
**Quarterly Face-to-Face Meeting**  
**May 10, 2016**  
**Meeting Minutes**

**Welcome – Stephanie Borchardt (Wisconsin) co-chair of the National Adult Immunization Coordinators' Partnership**

Stephanie welcomed everyone to the meeting; attendees gave introductions around the room, stating their name and what state/organization they were representing.

**Leveraging the influenza vaccination patient/health care provider encounter to administer or refer an adult patient for other needed vaccines – Nisha Gandhi (California) NAICP executive committee member**

Some ideas to leverage the flu vaccination encounter for other adult vaccines included:

- Having worksite flu and adult immunization clinics
- Staffing state registry staff at worksite flu clinics (Minnesota does this)
- Flu clinics offer an educational opportunity for adult immunization including those in the pharmacy setting
- Chicago talked about a mobile van that stocks all adult vaccines-outreaches to homeless shelters and keeps track of who receives which vaccines
- Other states mentioned focusing on a specific vaccine (e.g., shingles week)
- Many mentioned the changing role of health departments and difficulty in utilizing all Section 317 vaccine doses in CA settings
- CA mentioned offering Tdap and Prevnar to local health departments who offered in conjunction with flu

**Increasing demand for adult vaccines by using media campaigns- Lana Hudanick (Missouri) NAICP executive committee member**

States and cities that have done some sort of media campaign for immunizations include Washington State, Missouri, South Carolina, Wisconsin, Washington DC and Minnesota. Washington DC has done a citywide HPV as cancer prevention campaign targeting public transit and movie theaters. Wisconsin has done HPV campaigns with targeted media, social media, ads and Pandora radio spots as well as promoting influenza vaccination at University of Wisconsin football and basketball games with promotions aired during the game. South Carolina did a social media campaign (using Facebook and Twitter) promoting Tdap vaccination during flooding. Washington State did a campaign promoting Tdap vaccination to pregnant women. Minnesota did a mixed media campaign targeting uninsured and underinsured adults for vaccination while promoting their Vaccines for Adults program. Washington state is in the middle of a hepatitis awareness month campaign using social media; #BeHepBfree was estimated to reach around 1.1 million social media users with thunderclap. Missouri does a large flu campaign each year and is doing a larger adult vaccination campaign in August during National Immunization Awareness Month (NIAM).

State and city health departments conducting campaigns should reach out to different partnerships such as immunization coalitions, colleges and universities, high school activities associations and senior partnerships such as the area agencies on the aging.



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**Report back to group**

Both breakout groups reported back to the group as a whole discussing the different ideas and methods on increasing adult immunizations. Additionally, it is noted that there are several new adult immunization coordinators.

**Wrap up and adjourn**

Stephanie thanked everyone for attending and invited everyone to join together for dinner at Meehan's Public House.