IMMUNIZATION PROGRAM EFFORTS TO PROMOTE ADULT VACCINATION

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Supporting Immunization Programs

The AIM Leadership Institute is dedicated to the promotion of effective immunization program management through collaboration, education and creativity to assure program compliance and increase and sustain high immunization coverage.
Adult Immunization Resource Guide

Leadership Development
Provide virtual and/or in-person trainings that focus on improving the leadership skills of immunization program managers

Promising Practices
Identify and share promising practices and innovative approaches for improving rates

Advisory Board
Provide oversight, guidance and evaluation

Educational Scholarships
Provide opportunities for program managers to attend educational conferences and trainings and share lessons learned

Champions Initiative
Facilitate peer-to-peer site visits and technical support to immunization programs with low rates or unique challenges

Mentor Program
Pair experienced program managers with new members to provide guidance and support
- Adult immunization activities identified via environmental scan and AIM annual survey responses
- Activities categorized into 9 different topic areas

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- Interviews conducted with program managers and staff from 17 Immunization Programs – (Fall 2015)
Taking It to the Next Level: activities have greater complexity that builds on earlier efforts and/or leverages existing infrastructure; these activities often include multiple partners, and require considerable staffing and funding.

Moving Forward: activities are more expansive in their purpose and scope, often leveraging relationships with partner organizations; these activities require some staffing support and/or dedicated funds.

Getting Started: activities are generally targeted to a narrow purpose, and requiring minimal immunization program staffing, funding or infrastructure.
27 Total Immunization Program Highlights

Information collected for each Program Highlight Includes:

- OVERVIEW OF ACTIVITY
- IMPETUS FOR THE ACTIVITY
- DESCRIPTION OF ACTIVITY
- ROLE OF IMMUNIZATION PROGRAM AND OTHER AGENCIES/GROUPS INVOLVED
- DISSEMINATION
- FUNDING
- STAFFING
- IMPLEMENTATION STATUS
- SUCCESSES
- CHALLENGES
- LESSONS LEARNED/ADVICE TO PROGRAM
- RELEVANT RESOURCES
- CONTACT INFORMATION
Immunization Program Highlight
Example: “Out of the Box”

Utilized a non-traditional outreach venue to reach engaged community members/leaders with vaccination messages.
Responding to provider needs and coming up with a one-page visual summary of a complicated vaccine scheduling issue
Program staff develop a concise resource to help answer providers’ questions recommendations for pneumococcal vaccines (PCV13 and PPSV23)
Example: Using Existing Resources

Capitalized on existing resources to meet a need
Vaccine companies’ patient assistance programs help to secure vaccines for uninsured adults
Identified a partner to help support immunization efforts
Foundation provides funding for trophies given annually to winning institutions and grants to institutions for vaccine purchase
Provided valuable advice for program managers that are considering similar efforts, based on challenges that program experienced.

Emphasized benefits of site visits to LTCF representatives to help secure their cooperation to counter LTCF perception that site visits are punitive.
Provided valuable lessons learned include working closely with pharmacists association

Benefit of having pharmacist deliver message; surveying pharmacists at beginning to assess barriers; and focusing on benefits of IIS participation for pharmacists
Developed outreach materials using the skills of staff and a free online tool
Immunization Program Highlight  
Example: Measured Outcomes

Included a mix of quantitative (e.g., # of doses administered, patient consent rate for IIS participation) and qualitative (e.g., stronger partner relationships) outcomes
Immunization Program Highlight
Example: Intersection with Other Programs

Provided an example of promoting the immunization “lifespan” platform
IIS benchmark report features 19-35 months, 13-17 years, adults (≥18 years)
Programmatic Lessons Learned

- Immunization Programs with targeted funding for adult immunization (e.g., PPHF grants) are able to support more complex efforts.

- Immunization Programs that rely on base funding sources (e.g., 317) can support only limited adult activities.

- Immunization Programs with adult-supportive infrastructure (e.g., IIS that include adult data, staff with time dedicated to adult immunization) can conduct activities broader in scope.

- Activities emanating from existing partnerships, either within state government or with outside entities, allow Immunization Programs to extend their internal resources and reach new populations.
Leadership Lessons Learned

- Identify **internal strengths** and **resources**, and strategies for addressing gaps.
- Develop an overall, **long-range strategy** for addressing adult immunization.
- Be open to **new ideas** and take advantage of **opportunities**, even if out of comfort zone.
- Foster and maintain **relationships** with internal and external partners who can help support adult immunization activities.
- Establish **realistic goals** for participation or impact, especially when context is not ideal.
- **Continually evaluate** efforts to expand successful aspects and mitigate weaknesses.
- Look for **“win-win” opportunities** to expand adult immunization, such with supporting providers’ efforts to meet Meaningful Use requirements while promoting use of IIS.
Thank you

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Thank you

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The AIM Adult Immunization Resource Guide

NEW Insight and Resources for Immunization Programs

- 9 Focus Areas
- 3 Levels of Activities
- Key Lessons Learned
- Direct Contact Information
- Relevant Resources

www.immunizationmanagers.org/adults

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New Guide

AIM Adolescent Immunization Resource Guide

January: Engaging Teens in Schools