NV'r Miss a Shot: Boosting Nevada's Adult Immunization Rates

BACKGROUND
Nevada’s adult immunization rates continue to be well below the national average. However, over the last decade, childhood rates have increased by 20%. This success can be attributed to a combination of immunization coalition partners working together towards a common goal of improving immunization rates, increased health plan enrollment under the Affordable Care Act, and Medicaid expansion in Nevada.

By utilizing existing immunization coalition partnerships, a grant to the Nevada State Immunization Program from the CDC, and Nevada’s QIN-QIO (HealthInsight) 11th Scope of Work contract with CMS, Nevada is committed to achieving similar increases in adult immunization rates.

HOW NEVADA IS IMPLEMENTING THE STANDARDS FOR ADULT IMMUNIZATION PRACTICE

ASSESS:
Providers from six Community Health Alliance (FQHC) locations assess adult clinic patients for vaccine need and send prescription to their in-house pharmacy. The pharmacist evaluates for 317 program eligibility, and if patient is not eligible, still provides vaccine at low cost. Patient is able to directly return to pharmacy for series completion, and the pharmacy provides reminder/recall for due date.

RECOMMEND:
HealthInsight provides training to healthcare professionals on motivational interviewing, nudge theory, and using effective vaccine messages such as:

- “You have just gotten the first pneumonia vaccine, and you will need to return in 2 months to have the second one. It’s like giving you a reminder card to help you remember to get your shot. Is there a day in the week that works best for you?”
- “Your COPD puts you at greater risk of more health problems. The flu, like COPD, can increase swelling in your airways and lungs. These two combined can lead to pneumonia and other serious diseases affecting your lungs and your ability to breathe normally.”

ADMINISTER:
Saint Mary’s Medical Group (large healthcare system) added a cancer screening checklist to their flu shot clinics to triage patients for additional services. Those that qualified were sent home with a FIT kit for colon cancer screening or scheduled for other screening services. Nevada Health Centers (FQHC) took the internal Flu-FIT clinic a step farther with “Poop on Demand,” providing patients access to a private restroom on site to complete the FIT, which could then be dropped off at the clinic’s on-site lab.

Southern Nevada Health District holds a monthly clinic for underserved 317 program eligible adults in partnership with REACH - Ventanilla De Salud at the Mexican Consulate, administering the FIT on site.

DOCUMENT:
Roseman University Pharmacy Students receive specialized training on Nevada WebIZ, Nevada’s IIS. Immunization Schedule by Health Condition, Weakened Immune System

TARGETED WEB/ONLINE ADS WITH CLICK THROUGH TO FOCUSED WEBPAGE

TV and RADIO SPOTS
Partnership with Nevada Broadcasters Association
November 2016 (as example):
- 753 spots on 55 English/Spanish Radio Stations statewide
- 1,427 spots on 23 English/Spanish Television Stations statewide

MULTI-CHANNEL COMMUNICATION STRATEGIES: SOCIAL MEDIA, SMART TARGETING, WALL STICKERS, BUTTONS, TIP CARDS, TV/RADIO, PHARMACY BAGS, BLOG, TOOLKIT

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216,000 bags were printed and distributed to nine pharmacies across Nevada, mainly at Smith’s Food and Drug locations in target zip codes. View uptake at those locations is being tracked via Nevada WebIZ, Nevada’s IIS.