THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES’ HEALTHY PEOPLE INITIATIVE set a goal to increase immunization rates and reduce preventable infectious diseases by 2020.1 As the US prepares to establish Healthy People 2030 goals, it will be important to set ambitious targets to increase the percentage of adults who receive federally-recommended vaccines.

Despite the ability of vaccines to prevent disease and recommendations that adults receive routine vaccinations for certain vaccine-preventable diseases, immunization uptake among the U.S. adult population remains low.2

One way that stakeholders can support improved adult immunization uptake is by focusing on the quality-related objectives of the National Adult Immunization Plan (NAIP Goals 1.4, 1.5, and 1.6), and by developing strategies and policies that use the selected levers from the National Quality Strategy (NQS) below.

National Quality Strategy Levers*  
- Measurement and Feedback
- Health Information Technology
- Public Reporting
- Payment

**NQS levers also include: Learning and Technical Assistance; Certification, Accreditation, and Regulation; Consumer Incentives and Benefit Designs; Workforce Development; and Innovation and Diffusion.**

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