NFID Pilot Program Overview

- NFID provided seed funding for data-driven approach to improve adult vaccine uptake
- Developed pilot database with partner organizations (AIM/NACCHO)
- Goals:
  - Empower public health stakeholders working to increase adult vaccine uptake across the US
  - Assist those on frontlines in deploying effective approaches to outreach and service delivery
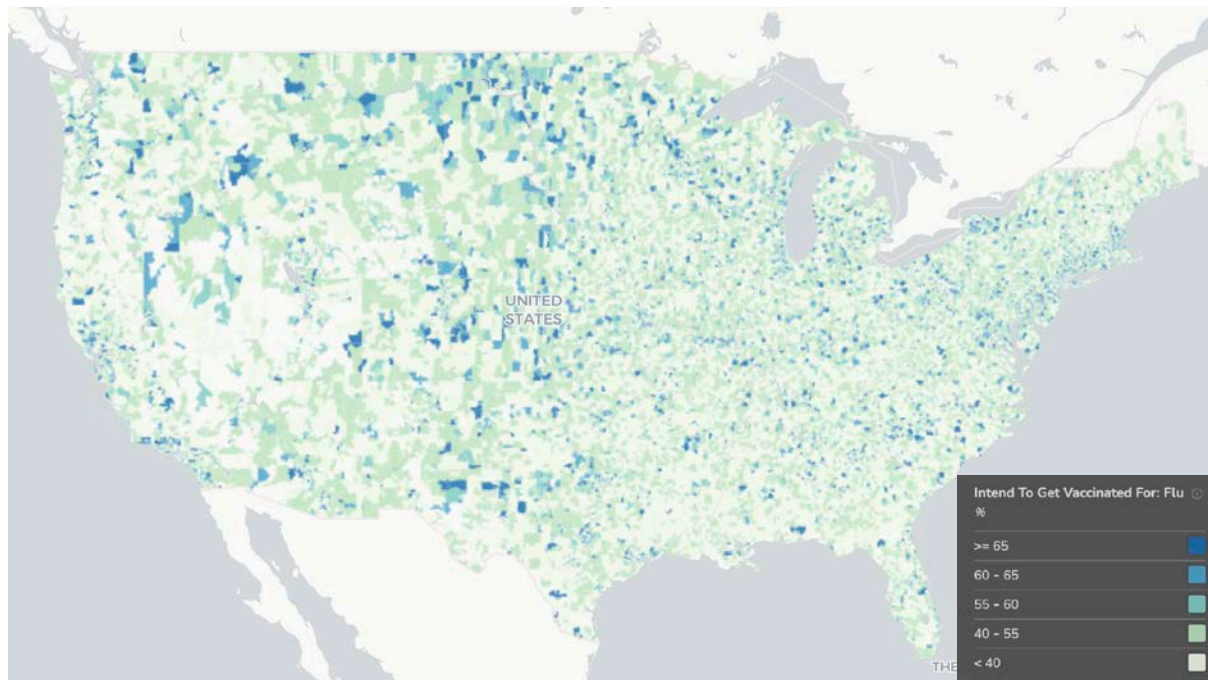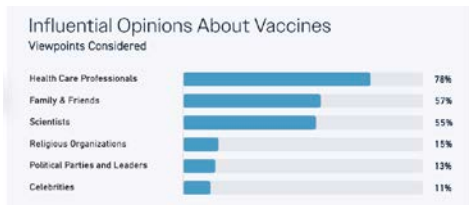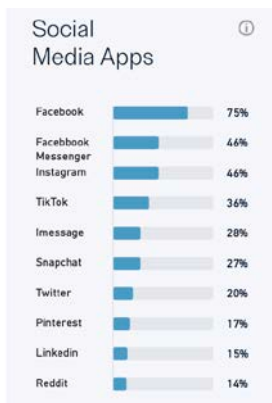 - Equitably reach populations across the US

www.nfid.org/us-vaccine-uptake-dashboard/

National Foundation for Infectious Diseases

Support community-specific vaccination campaigns to increase uptake, save lives, and drive ROI on limited budgets

- Pilot project focuses on supporting public health stakeholder efforts against 4 respiratory diseases– COVID-19, influenza (flu), RSV, and pneumococcal disease

- Project has been guided by Steering Committee with representation by NFID, AIM, NACCHO, and Fraym
    - Produced data that complements existing gold standard measures such as immunization coverage

- Pilot incorporates 2 rounds of ZIP code level data production using Fraym AI/ML technology along with a beta dashboard to empower public health stakeholder campaigns, programs, and policies

Fraym augments robust training data with machine learning to produce ZIP code level data for any indicator of interest, unmasking ZIP codes where intent to get vaccinated differs across community or county

Social Media Apps

App	%
Facebook	75%
Facebook Messenger	46%
Instagram	46%
TikTok	36%
Imessage	28%
Snapchat	27%
Twitter	20%
Pinterest	17%
Linkedin	15%
Reddit	14%

Influential Opinions About Vaccines
Viewpoints Considered

Viewpoint	%
Health Care Professionals	78%
Family & Friends	57%
Scientists	55%
Religious Organizations	15%
Political Parties and Leaders	13%
Celebrities	11%

Intend To Get Vaccinated For: Flu
%

Range	
>= 65	
60 - 65	
55 - 60	
40 - 55	
< 40	

Next Steps

- Currently seeking sustainable funding to support data refresh/ expansion (diseases/ages)

- Collecting use cases and user feedback

- Learn more and request access:
  www.nfid.org/us-vaccine-uptake-dashboard/