



ASSOCIATION OF IMMUNIZATION MANAGERS

IMMUNIZATION PROGRAM EFFORTS TO PROMOTE ADULT VACCINATION

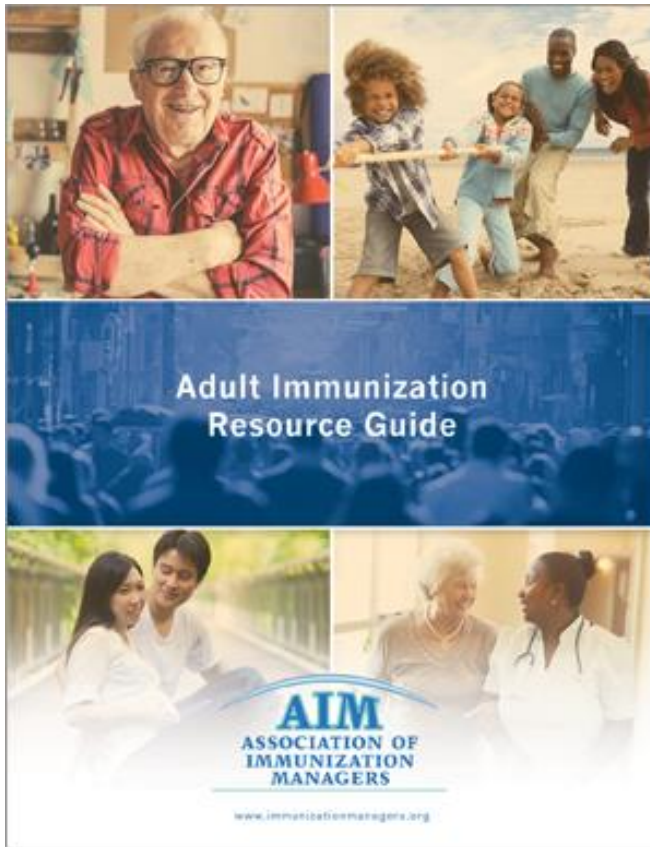
KATELYN WELLS PHD

RESEARCH AND DEVELOPMENT DIRECTOR

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





AIM Adult Immunization Resource Guide

Insight and Resources for Immunization Programs

- Adult immunization activities identified via environmental scan and AIM annual survey responses
- Activities categorized into 9 different topic areas

Reaching adults where they live	Reaching adults where they work	Promoting vaccination of pregnant women
Vaccinating High-Risk Adults	Partnering with Pharmacists	Using IIS to expand adult vaccination
Engaging the public	Engaging providers	Partnerships for reaching uninsured adults

- Interviews conducted with program managers and staff from 17 Immunization Programs – (Fall 2015)

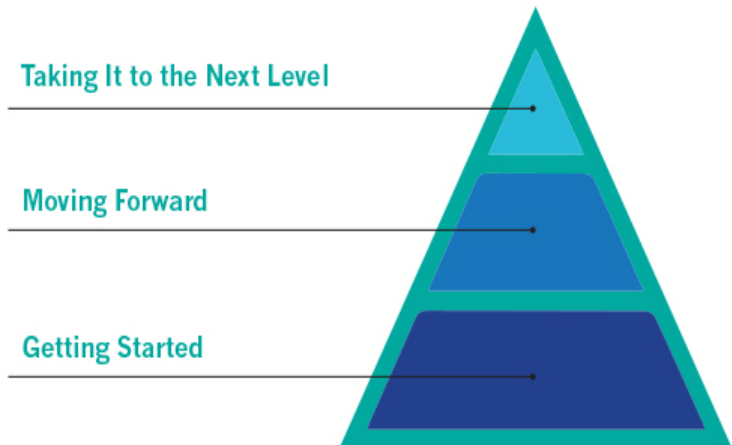
AIM Adult Immunization Resource Guide

Insight and Resources for Immunization Programs

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.



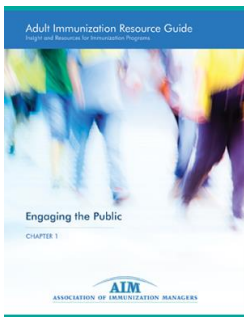
AIM Adult Immunization Resource Guide

Insight and Resources for Immunization Programs

■ 27 Total Immunization Program Highlights

■ Information collected for each Program Highlight Includes:

- OVERVIEW OF ACTIVITY
- DISSEMINATION
- IMPLEMENTATION STATUS
- LESSONS LEARNED/ADVICE TO PROGRAM
- IMPETUS FOR THE ACTIVITY
- FUNDING
- SUCCESSES
- RELEVANT RESOURCES
- DESCRIPTION OF ACTIVITY
- STAFFING
- CHALLENGES
- CONTACT INFORMATION
- ROLE OF IMMUNIZATION PROGRAM AND OTHER AGENCIES/GROUPS INVOLVED



Immunization Program Highlight

Example: “Out of the Box”

Immunization Program Highlights



Moving Forward

Program: Arkansas

Activity: Community outreach through presentations to community groups



ARKANSAS DEPARTMENT OF HEALTH

Childhood Immunizations in Arkansas: The Only Way Forward Is Up

Jonesboro Rotary Club
October 13, 2015

Jennifer Dillaha, MD
Jim Hollander
West Little Rock Rotary

Utilized a non-traditional outreach venue to reach engaged community members/leaders with vaccination messages



Immunization Program Highlight

Example: Innovative Tool

Immunization Program Highlights

Getting Started

Program: Oregon

Activity: Pneumococcal vaccine scheduling guide for providers

PUBLIC HEALTH DIVISION
 Immunization Program
 Kate Brown, Governor
 800 NE Oregon St, Suite 370
 Portland OR 97232
 www.healthoregon.org/imm

Medical Conditions or other indications for administration of PCV13 and administration and revaccination with PPSV23

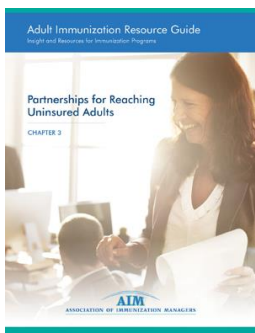
Risk Group	Age/ Underlying Medical condition	2-5 years old ¹		6-64 years old		≥65 years old	
		Single dose of PCV13	Recommended	Recommended	Recommended	Revaccination at 5 years ⁵⁶	
Immunocompetent persons	Chronic heart disease ⁶	●		●	●		
	Chronic lung disease ⁶	●		●	●		
	Diabetes Mellitus	●		●	●		
	CSF leaks	●	●	●	●		
	Cochlear implants	●	●	●	●		
	Alcoholism					●	
	Chronic liver disease					●	
	Cigarette smoking ¹¹					●	
	Asthma ¹²	●				●	
	Those living in residential care centers		●	●	●	●	
≥ 65 years			●	●	●		
Immunocompromised persons ⁵⁶		●	●	●	●	●	

⁵⁶ Sickle cell disease or other hemoglobinopathies • Congenital or acquired asplenia • Congenital or acquired immunodeficiencies⁵⁷ • HIV infection • Chronic renal failure • Nephrotic syndrome • Leukemia • Lymphoma • Hodgkin disease • Generalized malignancy • Iatrogenic immunosuppression (including immunosuppressive drugs, long-term systemic corticosteroids and radiation therapy) • Solid organ or bone marrow transplant • Multiple myeloma

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)



Immunization Program Highlight

Example: Using Existing Resources

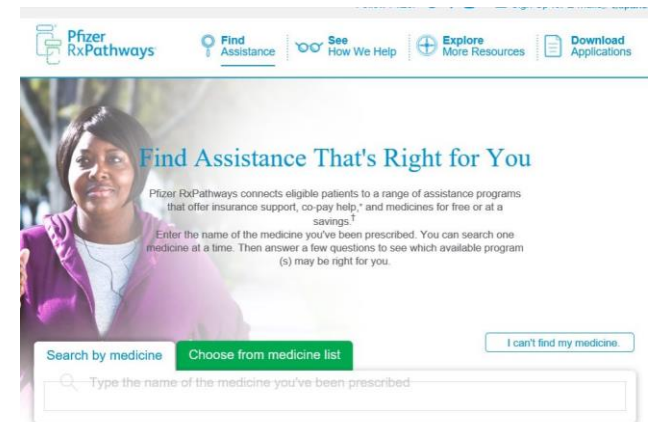
Immunization Program Highlights



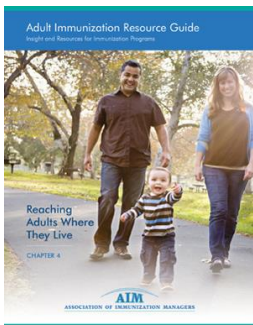
Getting Started

Program: Rhode Island

Activity: Utilizing patient assistance programs for vaccinating uninsured adults



Capitalized on existing resources to meet a need
Vaccine companies' patient assistance programs help to secure vaccines for uninsured adults



Immunization Program Highlight

Example: Innovative Funding



Immunization Program Highlights

Moving Forward

Program: Michigan

Activity: College and university flu vaccination challenge

CAMPUS FLU VACCINATION BATTLE

WHAT
How does your school stack up?
 Let us know when you get your flu vaccine to help your school win the challenge!

HOW
www.surveymonkey.com/r/CFC1516
 The survey should take less than 1 minute! Visit the link above or scan the QR code on your smartphone.



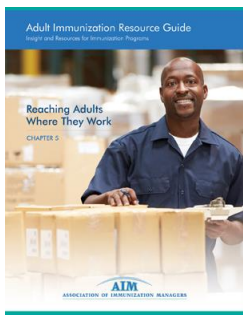
WHO

Albion College • Alma College • Aquinas College • Calvin College • Eastern Michigan University • Ferris State University • Grand Valley State University • Hope College • Kalamazoo College • Michigan State University • Muskegon Community College • Oakland University • Rochester College • Southwestern Michigan College • University of Michigan • Wayne State University • Western Michigan University

WWW.MICHIGAN.GOV/FLU



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



Immunization Program Highlight

Example: Advice to Program Managers

Immunization Program Highlights



Moving Forward
Program: Utah
Activity: Long-term care facility outreach and education

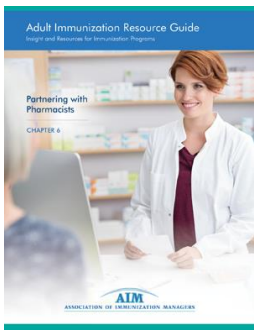
Preventing influenza
[Insert long-term care facility name here]



Oregon
Health
Authority

PUBLIC HEALTH DIVISION
Immunization Program

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



Immunization Program Highlight

Example: Lesson Learned

Immunization Program Highlights



Moving Forward

Program: Washington

Activity: Increasing pharmacist participation in IIS



We need your help! This questionnaire is a follow-up from the last one to measure how immunization practices have evolved in Washington. This information will be reported as a part of the WSPA's partnership with the Washington State Department of Health (DOH) on an adult immunization grant through the Centers for Disease Control and Prevention (CDC). **Please respond whether or not you administer vaccinations.**

All information will be kept confidential and individual answers will not be shared with either DOH or CDC.

Pharmacy Name _____ Pharmacy NPI # _____

How many pharmacists staff at this pharmacy site (at least once per month)? _____

Of these pharmacists, how many are immunization certified? _____

Are immunizations offered at your pharmacy? Yes / No (If Yes: please answer questions below. If No, thank you for completing the survey, no further information is needed at this time.)

If you immunize at your pharmacy, please complete table by giving best estimate or "don't know". If you know the exact number, please provide it in the appropriate column.

Vaccine	Administer: Yes or No	Indicate approx. number of doses administered from August 2012-September 2015				Do you attempt to bill insurance for these vaccines? Yes or No
		0	1-9	10-100	>100	
Example	<input checked="" type="radio"/> Y or <input type="radio"/> N					<input checked="" type="radio"/> Y or <input type="radio"/> N
Influenza	Y or N					Y or N
Pneumococcal	Y or N					Y or N
Herpes Zoster	Y or N					Y or N
HPV	Y or N					Y or N
Hep B and Hep A/B combo	Y or N					Y or N
Td and Tdap	Y or N					Y or N
Meningococcal	Y or N					Y or N

If you do not bill for the vaccines above, are there any vaccines that you do bill for? Yes / No

Does your pharmacy bill medical insurance plans besides Medicaid and Medicare for vaccine cost or administration? Yes / No

- If you bill insurance for vaccine, does your pharmacy:
- Attempt to bill for administration fees in addition to vaccine cost? Yes / No
 - Charge the patient for the vaccine cost if it is not covered? Yes / No
 - Charge the patient for vaccine administration if this is not covered? Yes / No

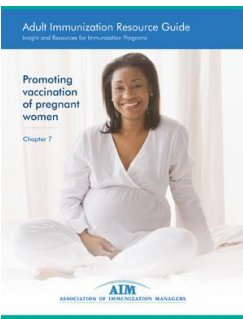
Other comments are welcomed by Jenny Arnold jarnold@wspa.org

Thank you for your participation! Please fax this completed survey to WSPA at 425-277-3897

411 Williams Avenue South, Renton, WA 98057-2748
(p) 425.228.7171 (f) 425.277.3897 www.wspa.org

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



Immunization Program Highlight

Example: Minimal Resources

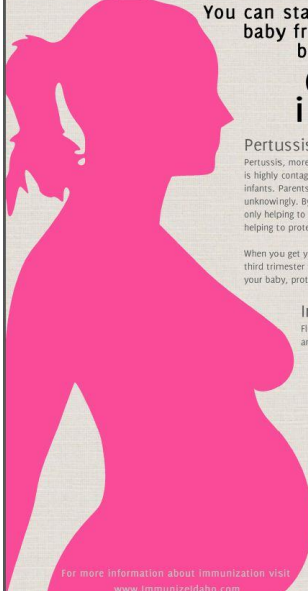


Immunization Program Highlights

Getting Started

Program: Idaho

Activity: Vaccines in Pregnancy Poster



You can start to protect your baby from diseases even before she is born.

Choose to immunize.


Pertussis (Whooping Cough)
Pertussis, more commonly known as whooping cough, is highly contagious and can be especially fatal to infants. Parents can pass pertussis on to their babies unknowingly. By getting vaccinated, you are not only helping to protect your own health, you're helping to protect your baby too.

When you get your Tdap booster shot during your third trimester you are passing on immunity to your baby, protecting her in the very first weeks of life.

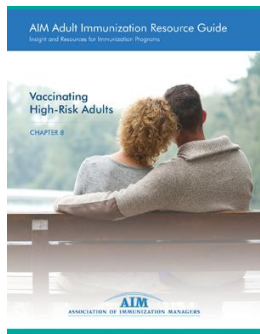
Influenza (Flu)
Flu shots protect pregnant women and their babies before and after birth.

The flu is more likely to cause severe illness in pregnant women and serious problems for their unborn baby, including premature labor and delivery. The flu shot has been given to millions of pregnant women over many years. Flu shots are safe for pregnant women and their babies. For these reasons, it's very important for pregnant women to get the flu shot.

For more information about immunization visit www.immunizeidaho.com




Developed outreach materials using the skills of staff and a free online tool



Immunization Program Highlight

Example: Measured Outcomes

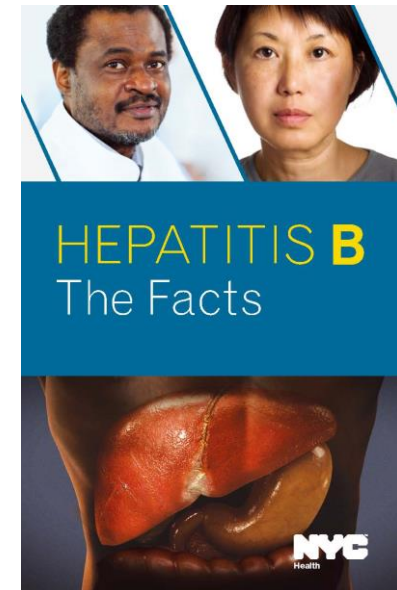


Immunization Program Highlights

Taking It to the Next Level

Program: New York City

Activity: Hepatitis B prevention for high-risk adults



Included a mix of quantitative (e.g., # of doses administered, patient consent rate for IIS participation) and qualitative (e.g., stronger partner relationships) outcomes

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

- Anu Bhatt, MPH, AIM
- Sarah Clark, MPH and Anne Cowan, MPH from the Child Health valuation and Research (CHEAR) Unit of the University of Michigan
- Immunization Program managers and staff
- AIM members and partner workgroup participants who provided expert guidance into the content and format of the guide: Columba Fernandez, Washington State Immunization Program; Courtney Londo, Michigan Immunization Program; Betsy Rausch-Phing, MD, New York State Immunization Program; Jennifer Dillaha, MD, Arkansas Immunization Program; Karen Donoghue, New Hampshire Immunization Program; Margaret Jones, Kentucky Immunization Program; Nisha Gandhi, California Immunization Program; Ronald Balajadia, Hawaii Immunization Program; Sarah Royce, MD, California Immunization Program; Stephanie Borchardt, Wisconsin Immunization Program; Ann Cowan, CHEAR; Sarah Clarke, CHEAR; LaDora Woods, CDC; David Kim, MD, CDC; Aparna Ramakrishnan, CDC; Carolyn Bridges, MD, CDC; Laurel Wood, IAC.

Thank you



This Resource Guide was made possible through support from Pfizer Inc.



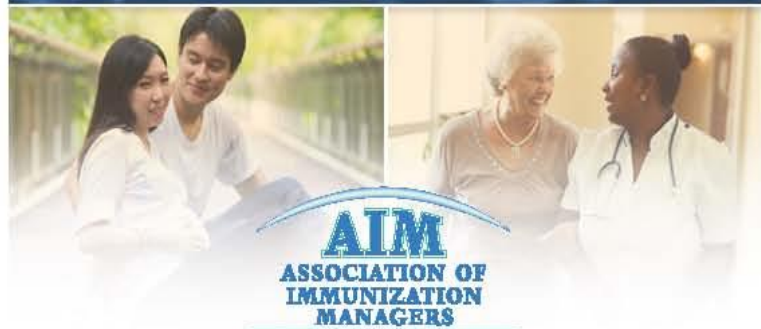
The AIM Adult Immunization Resource Guide

NEW Insight and Resources for Immunization Programs

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



Adult Immunization
Resource Guide



www.immunizationmanagers.org

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New Guide

AIM Adolescent Immunization Resource Guide

January: Engaging Teens in Schools