

# 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) 11<sup>th</sup> Scope of Work contract with CMS, Nevada is committed to achieving similar increases in adult immunization rates.

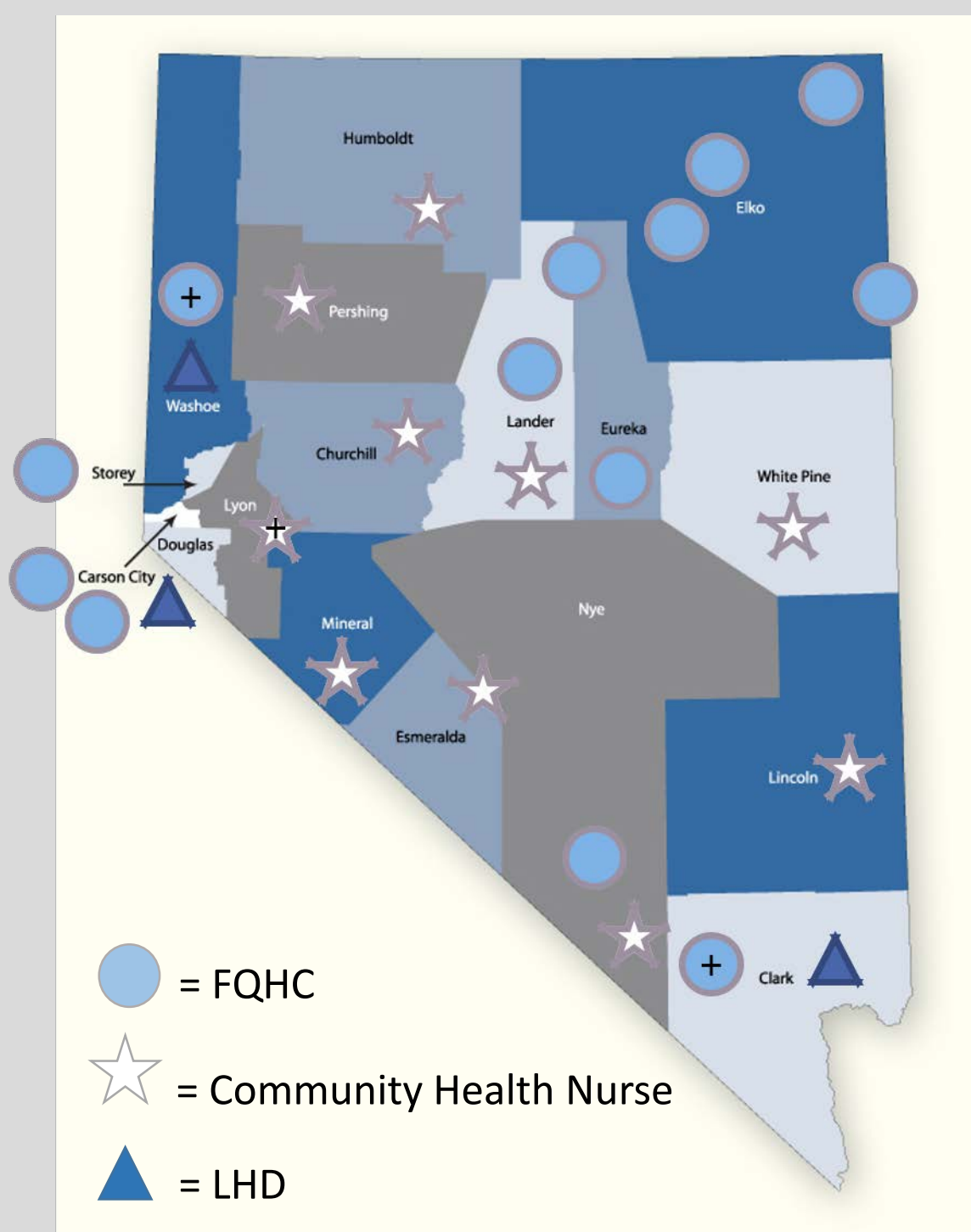
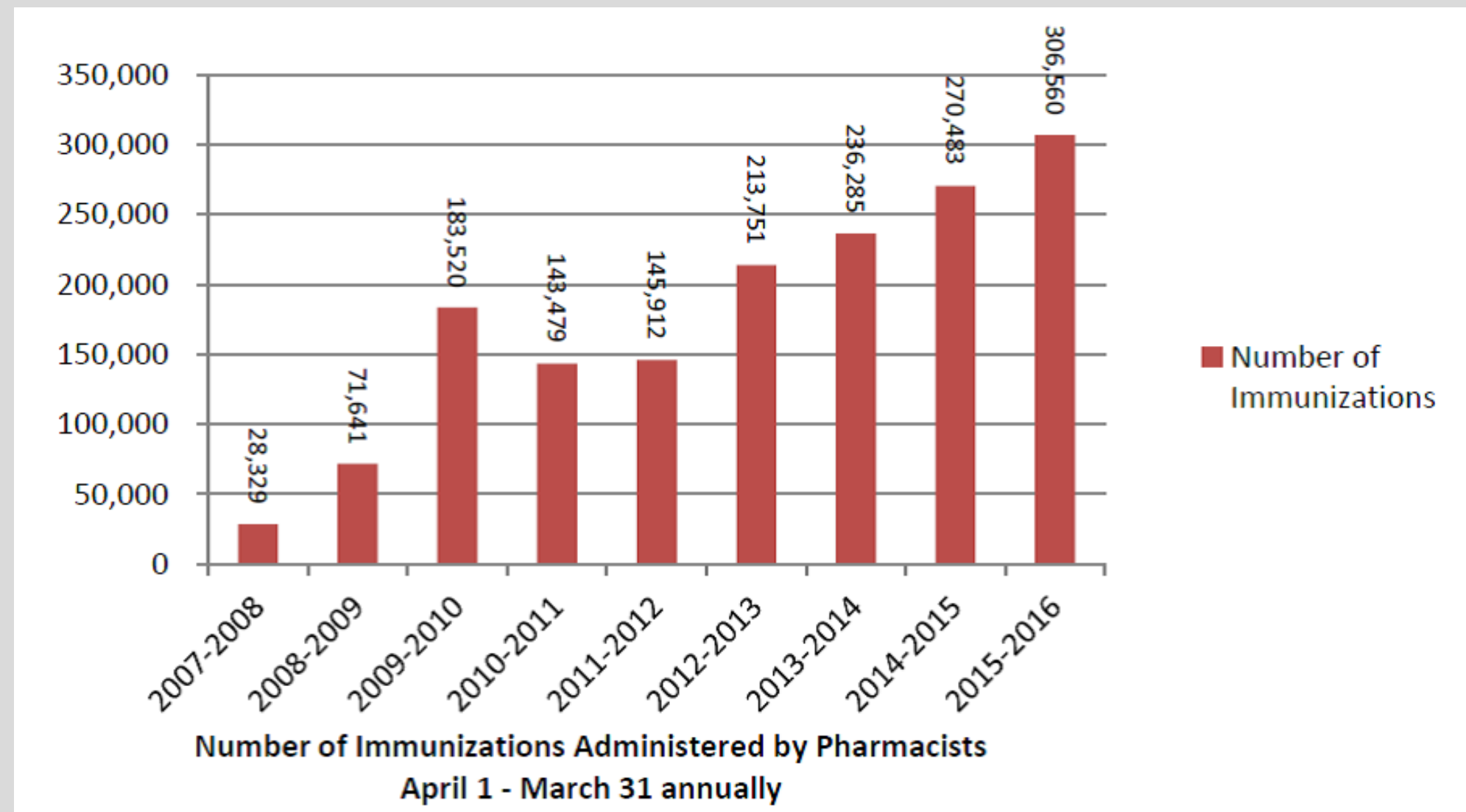


**You're a grown up, but you didn't outgrow your need for vaccines.**

Talk to your healthcare provider and get up to date.



## NEVADA'S IMMUNIZATION NEIGHBORHOOD: PHARMACIES, FQHCs, LHDs, AND COMMUNITY HEALTH NURSES



### 317 VACCINE LOCATIONS

- Community Health Nurses
- FQHCs:
  - Community Health Alliance
  - Nevada Health Centers
  - Northern Nevada HOPES
- LHDs:
  - Carson City Health & Human Services
  - Southern Nevada Health District
  - Washoe County Health District
  - Rural Health Clinics
  - Volunteers in Medicine

### VACCINES OFFERED

- Hepatitis A/B
- HPV
- Meningococcal (MCV4)
- MMR
- Pneumococcal (PCV13/PPSV23)
- Tdap (State Funded)
- Varicella
- Zoster

## 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 date due.

### 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 12 months to have the second one. I'd like to give 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 illnesses 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 over 100 vaccines at each on-site clinic.

### DOCUMENT:

Roseman University Pharmacy Students receive specialized training on Nevada WebIZ, Nevada's immunization information system (IIS). Training is offered twice a year, with approximately 60 total students participating.

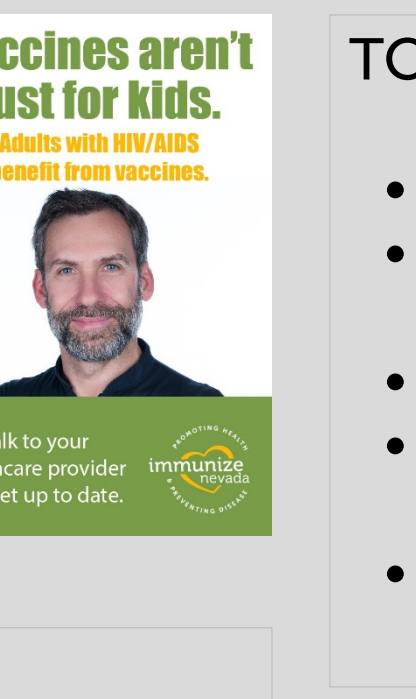
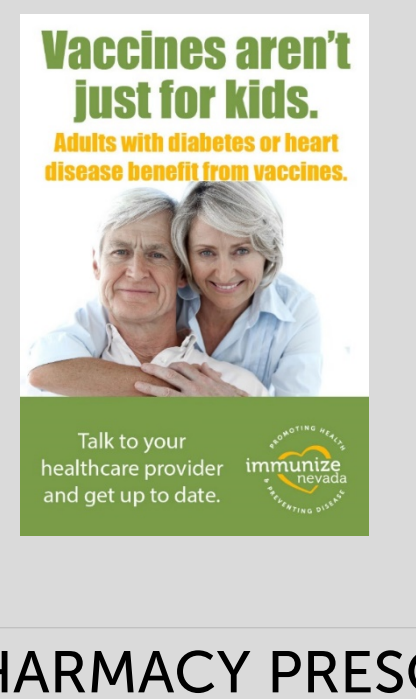
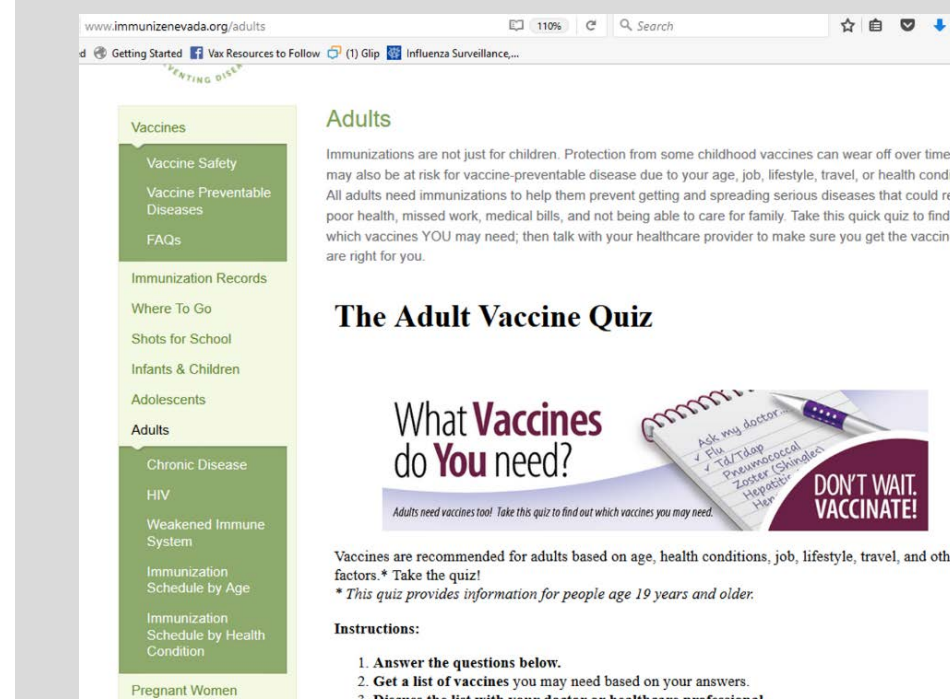
## MULTI-CHANNEL COMMUNICATION STRATEGIES: SOCIAL MEDIA, SMART TARGETING, WALL STICKERS, BUTTONS, TIP CARDS, TV/RADIO, PHARMACY BAGS, BLOG, TOOLKIT

### TARGETED WEB/ONLINE ADS WITH CLICK THROUGH TO FOCUSED WEBPAGE

**Keywords:** diseases, doctor, asthma, tumor, radiation, HIV, leukemia, mastectomy, cardiology, tumors, hospital, Medicare, heart attack, fertility, medicine. **AVERAGE Click Through Rate: .19%**

**Geo-Fences (location based advertising):** Eight hospitals in urban and rural Nevada. **AVERAGE Click Through Rate: .28%**

**Most Visited Web Pages (in order of most to least):** Adult Vaccine Quiz, Immunization Schedule by Age, Chronic Disease, HIV, Pregnant Women, Immunization Schedule by Health Condition, Weakened Immune System



### TOP 5 BLOG TOPICS

- Waking up to Shingles
- Nevadan Learns the Hard Way (pertussis)
- Have You Gotten Your Flu Shot?
- 5 Things You Should Know About Pneumococcal Disease
- Know Hepatitis, Act Now to Prevent Cancer

### PHARMACY PRESCRIPTION BAGS

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



### TV and RADIO SPOTS

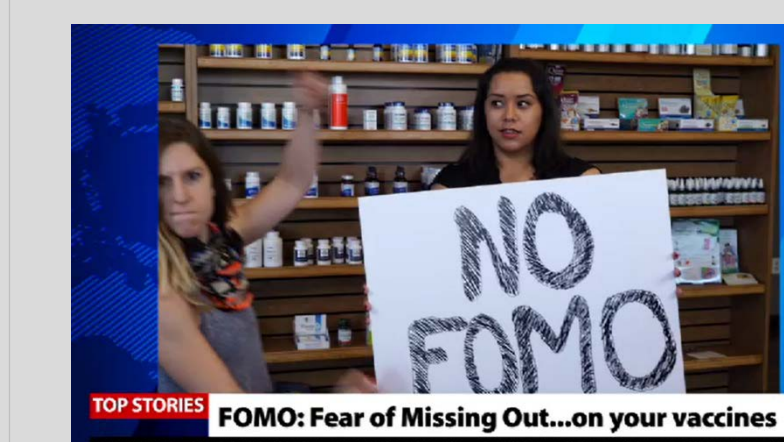
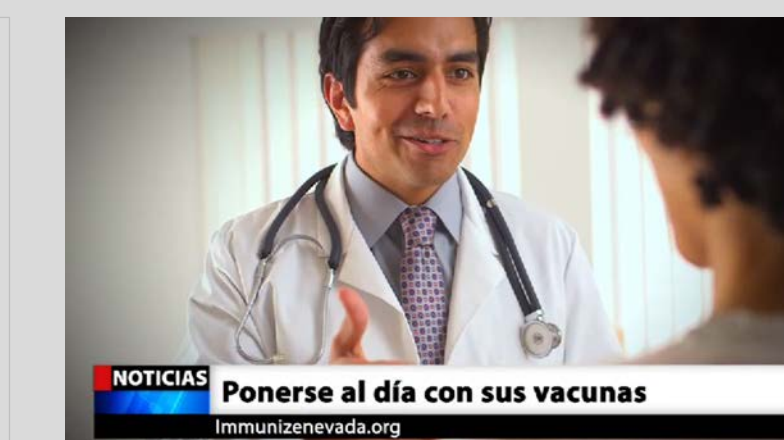
Partnership with Nevada Broadcasters Association

November 2016 (as example):

753 spots on 55 English/Spanish Radio Stations statewide

1,427 spots on 23 English/Spanish Television Stations statewide

19:1 return on monthly investment (\$8,333 cost → \$258,195 value)



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