Adult vaccination rates in the United States are well below national Healthy People 2020 goals and racial/ethnic disparities in vaccination coverage among adults are substantial.

Nevada adult immunization rates reflect similar disparities and low rates are common across communities statewide.
National Adult Immunization Landscape

Flu (2016-17) 43.3% of adults ≥18
Pneumococcal (2016) 66.9% of adults ≥65
Tdap (2016) 28% of adults 19-64
Zoster (2016) 33.4% of adult ≥60

(Rates were found on CDC fluvaxview and 2016 National Health Interview Survey)
Nevada Adult Immunization Landscape

Although Nevada’s uninsured rate has dropped over the past few years it has not translated into higher vaccination coverage rates.

- Flu (2016-17): 33.4% of adults ≥18
- Pneumococcal (2016): 65.9% of adults ≥65
- Td/Tdap (1/2017): 36.4% of adults ≥19
- Zoster (6/2017): 21.5% of adult ≥64

(Rates were run using Crystal Reports off the NV WebIZ replica database, CDC fluvaxview and the 2016 National Health Interview Survey)
Barriers to Improving Vaccination Rates

• Limited patient awareness of the need for vaccines as an adult

• Financial burden on patient for out of pocket expenses (Co-pay/Deductible)

• Limited incorporation of vaccination into routine patient care by adult providers

• Limited/incorrect use of the State Immunization Information System (NV WebIZ)

• Financial burden on the provider due to inadequate reimbursement rates
NV WebIZ – Your Statewide IIS

- Confidential, population-based, computerized database
- Per Nevada Law, all doses administered must be reported
- Consolidated/readily available = Informed clinical decisions
- Aggregate data = Surveillance/informed public health decisions
- Hub of Immunization Program activities
NV WebIZ & Adult Immunization

### Barriers

- “Aren’t vaccines only for kids?”
- Distrust of science, technology
- Patient Rosters
  - Transient medical care
  - Lack of provider engagement
- IIS operational evolution

### Solutions

- Adult Immunization Coordinator (temporary)
- Strategic patient conversations
- Provider education
- Electronic data exchange (HL7)
  - Bidirectional interfacing = accurate recommendations
- Increasing national focus on adults
The Standards for Adult Immunization Practice

All Providers who serve adults, at every clinical encounter

- Assess: Which vaccine(s) your patient needs
- Recommend: The vaccine(s) to the patient
- Administer/Refer: The vaccine(s) or refer to an immunizing provider
- Document: The administered vaccine(s) in NV WebIZ

Helping People. It’s who we are and what we do.
Goal:
*Establish statewide partnerships that lead to improved immunization rates*

- Implement *The Standards for Adult Immunization Practice*
- Expand access to Section 317 vaccine for uninsured adults
- Increase the public’s awareness of the need for adult vaccination

**Four Key Areas of Project Focus:**

- Adult Immunization Task Force
- Consumer Awareness Campaign
- Section 317 Vaccine
- Provider Education
Adult Immunization Task Force

*Purpose*: Help steer decisions regarding consumer & provider awareness, and identify & address barriers to adult immunization

*Composition*: Project partners and adult immunization stakeholders in NV

*Status*: - Meet monthly in person (Reno/Las Vegas) - Meet quarterly in Elko - Meet quarterly via teleconference
Consumer Awareness Campaign

Nevada State Immunization Program has partnered with Immunize Nevada (a statewide non-profit agency dedicated to immunizations) for the consumer awareness campaign.

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

TARGETED SOCIAL MEDIA and WEB/ONLINE ADS. 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: Eight hospitals in urban and rural Nevada. AVERAGE Click Through Rate: .28%

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

Vaccines aren’t just for kids. Adults with these chronic disease benefit from vaccines.

Vaccines aren’t just for kids. Adults with these chronic disease benefit from vaccines.

Vaccines aren’t just for kids. Adults with these chronic disease benefit from vaccines.

Vaccines aren’t just for babies. They benefit people of all ages.

TV and RADIO SPOTS Partnership with Nevada Broadcasters Association

55 English/Spanish Radio Stations statewide
23 English/Spanish Television Stations statewide

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

PHARMACY PRESCRIPTION BAGS

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

Helping People. It’s who we are and what we do.
Section 317 Vaccines

• Strategic Plan to increase delivery of immunization services to uninsured adults using available 317 funds

• Partners: Federally Qualified Health Centers, rural community health nursing clinics, and local health jurisdictions

• Southern Nevada Health District (SNHD) Adult Immunization Outreach Coordinator: SNHD hired a public health nurse to identify and carry out adult immunization clinics within the community, particularly targeting uninsured adults who qualify to receive 317-funded vaccines
Section 317 Vaccines

Status:

• NV added MMR and Varicella to available 317-funded vaccines at the request of local health districts due to demand from immigrant/refugee population

• AIC is working closely with the Vaccine Manager to ensure proper use of 317 funded vaccines by providers as well as feedback for future 317 spend plans

• A majority of Nevada’s Health Center (FQHCs) have enrolled to receive 317 funded vaccines since the onset of this project

• February 2016 – June 2017 the Southern Nevada Health District’s Adult Immunization Outreach Coordinator has completed 34 clinics and administered 1,104 doses of 317 funded vaccines to 704 patients

• 4/2017 SNHD participated in a Mobile Healthcare Collaborative. SNHD has since acquired their own mobile health van

• SNHD has signed an MOU with the Mexican Consulate in Southern Nevada to provide monthly vaccine clinics.
Provider Education

Pre- and post-project survey of knowledge, attitudes, beliefs, and behaviors

Adult Immunization Toolkits

AFIX-model site visits for participating clinics and pharmacies

Continuing education opportunities

Status:
- Pre-project survey complete in June 2016 (195 responses), post-project survey TBD
- Toolkits are complete and being distributed at provider visits
- Initial AFIX-model and follow up visits are occurring.
AFIX-Model Visits

- AFIX Overview
  - Goals
  - Procedures

- Adult Standards for Immunization Practice

- Importance of Adult Immunization
  - Nevada rates
  - HP2020 targets
  - National focus

- Report card

- Questionnaire

- QI strategies
  - Toolkits

- Next steps
Helping People. It’s who we are and what we do.

Provider Toolkit

https://www.immunizenevada.org/committees/adult

**NV'r Miss a Shot: A Toolkit for Boosting Nevada's Adult Immunization Rates**

https://www.immunizenevada.org/sites/default/files/Adult%20vaccines/FLUFIT-toolkit-1.pdf

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

Talk to us about getting up to date.

**NV'r Miss a Shot: A Toolkit for Boosting Nevada's Adult Immunization Rates**
Providers Who Have Participated in Site Visits by Type

- Community Health Center: FQHC: 28.30% (15)
- Community Health Center: LHD: 7.55% (4)
- Community Health Center: CHN: 15.09% (8)
- Large Health System: 5.66% (3)
- Pharmacy: 3.77% (2)
- Tribal Health Clinic: 11.32% (6)
- Other: 0% (0)

Helping People. It’s who we are and what we do.
Selected Quality Improvement Strategies

- Establish process for assessing patient vaccination status
- Conduct reminder/recall
- Increase education to patients about VPDs and vaccines
- Improve staff knowledge/comfort with current ACIP recommendations
- Offer nurse-only/immunization-only visits
- Establish process to refer patients to another provider when site can't offer the vac...
- Improve timeliness of entering immunizations into WebIZ
- Report immunizations previously administered by other providers to WebIZ
- Establish process for inactivating patients in WebIZ who are no longer seen by the site
- Routinely measuring adult immunization coverage levels
What’s Next?

Continue initial and follow up provider site visits statewide

Continue to fine tune NV Web IZ in relation to adult immunizations

Work with providers to implement sustainable systematic changes to increase the effectiveness of the ‘Standards’

Continue collaboration with Immunize Nevada to continue Adult Task Force and Public Awareness Campaign

Continue collaboration with SNHD to provide 317 funded vaccine clinics

Project Completion: September 2018
Project Contacts

Kristy Zigenis
Adult Immunization Coordinator
Nevada State Immunization Program
(775)684-2228
kzigenis@health.nv.gov

To join the Adult Immunization Task Force, go to:
www.immunizenevada.org/committees/adult