Increasing Vaccinations Utilizing the Community Guide

February 26, 2014
New Jersey Immunization Network Meeting

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Overview

- Purpose
- Description
- Vaccine Recommendations
- Stories from the Field
- Resources
The Guide to Community Preventive Services

- The Guide to Community Preventive Services (Community Guide) is a free resource to help you choose programs and policies to improve health and prevent disease in your community.

- Recommendations developed by the Community Preventative Services Task Force

- Systematic reviews are used to answer these questions:
  - Which program and policy interventions have been proven effective?
  - Are there effective interventions that are right for my community?
  - What might effective interventions cost; what is the likely return on investment?
Recommendations and findings

For each topic, users can access published articles containing Community Guide recommendations and other findings, methods, and summaries of each reviewed intervention, including economic efficiency (where available) and generalizability.

Topics Include:
- Alcohol, Cancer, Diabetes, Mental Health, Motor Vehicle Occupant Injury, Nutrition, Oral Health, Physical Activity, Sexual Behavior, Sociocultural environment, Substance Abuse, Tobacco, Vaccine Preventable Diseases, Violence Prevention
Intended Audience

- The findings can and should be used by anyone involved in the planning, funding, and implementation of population-based services and policies to improve community health.

- Public health professionals can use these findings to:
  - Aid in program planning
  - Encourage the use of effective interventions through grant guidance and planning criteria
  - Focus existing research or seek out resources for additional studies
  - Providers of health-care services can use these findings to implement effective system level interventions that improve delivery of effective clinical services (e.g., reminder / recall systems for tobacco control and standing orders for adult vaccinations)
Increasing Appropriate Vaccination

Diseases that can be prevented by vaccines remain major causes of illness and death for people of all ages in the United States.

- Flu seasons are unpredictable and can be severe. Over a period of 30 years, between 1976 and 2006, estimates of flu-associated deaths range from a low of about 3,000 to a high of about 49,000 people (CDC).
- In the U.S., an estimated 800,000 to 1.4 million persons have chronic Hepatitis B virus infection (CDC).
- Since implementation of the varicella (chicken pox) vaccine program in 1995, the number of cases has declined 85%, the number of hospitalizations has declined 85%, and the number of deaths has declined 82% (CDC).

Community Guide Systematic Reviews

The Community Guide includes systematic reviews of interventions in the following areas:

- Universally Recommended Vaccinations for All People in a Certain Age Range
- Targeted Vaccinations for People Who Are at Higher Risk of Contracting the Disease

http://www.thecommunityguide.org/vaccines/index.html
Increasing Appropriate Vaccinations

• Identify your community health issues and draft measurable program objectives.

• Use the Community Guide to select evidence-based interventions to help achieve those objectives.

• These strategies can be modified or adapted for your community. Examples include:
  - Enhancing access to services
  - Increasing community demand for vaccinations
  - Using provider or system based interventions
  - Once planners identify their community health issues and draft measurable program objectives, the Community Guide can be used to select evidence-based interventions to help achieve those objectives.
Community Guide for Vaccination

- The Community Guide includes systematic reviews of interventions in the following areas:
  - Universally Recommend Vaccinations for All People in a Certain Age Range
  - Targeted Vaccinations for People Who are at Higher Risk for Contracting the Disease
Universally Recommended Vaccinations

These interventions aim to increase the use of universally recommended vaccines. Those that should be administered to all people in a given age group.

Examples:

- Home visits to increase vaccination rates
- Client reminder & recall systems
- Mass and small media
- Educational activities
Universally Recommended Vaccinations: Home Visits to Increase Vaccination Rates

Home visits intended to increase vaccination rates:

- Provide vaccinations to clients in their homes, or
- Promote recommended vaccinations with referral to available immunization services

Home visits may be conducted by either vaccination providers, such as nurses, or by other providers, such as social workers. Visits generally include an assessment of client vaccination status and a brief discussion of the importance of the indicated immunizations.

The intervention may be directed to:

- All clients in a designated population, such as low-income single mothers, or
- Only those clients who have been unresponsive to previous intervention efforts, such as client reminder and recall systems

Home visits may be the primary or sole intervention or one component of a larger healthcare system or community-based program to increase vaccination rates.

Summary of Task Force Recommendations & Findings

The Community Preventive Services Task Force recommends home visits based on strong evidence of their effectiveness in increasing vaccination rates.

However, the Task Force also notes that home visits can be resource-intensive and costly relative to other options for increasing vaccination rates. Evidence on effectiveness was considered strong based on a body of evidence that included studies of home visits delivered to all clients or only to those unresponsive to other interventions, home visits focused on vaccination alone or in combination with other health concerns, and home visits that provided vaccinations on-site or referred clients to vaccination services outside the home.

Task Force Finding & Rationale Statement

Results From the Systematic Reviews
Targeted Vaccinations

- Interventions aim to increase vaccination coverage for influenza, pneumococcal disease, hepatitis B among adults at high-risk for infection or complications of infection because of occupational, behavioral, or health factors.

- Examples:
  - Provider reminders when used alone
  - An intervention to enhance access to vaccination services (expanded access in healthcare settings, reduced client out-of-pocket costs)
Results from the Systematic Reviews

Combinations of specific interventions have proven effectiveness for increasing targeted vaccine coverage. These combinations, and descriptions of the component interventions, are shown below.

<table>
<thead>
<tr>
<th>Recommended intervention combinations to increase targeted vaccination coverage</th>
<th>Examples or descriptions of interventions</th>
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</thead>
<tbody>
<tr>
<td><strong>ONE OR BOTH</strong> of these interventions to enhance access to vaccination services:</td>
<td></td>
</tr>
<tr>
<td>Expanded access in healthcare settings</td>
<td>Increase availability of vaccinations by adding locations or increasing hours, or by removing administrative barriers</td>
</tr>
<tr>
<td>Reducing client out-of-pocket costs</td>
<td>Pay for vaccinations or administration, provide insurance coverage or reduce co-payments for vaccinations</td>
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<tr>
<td><strong>PLUS:</strong> <strong>ONE OR MORE</strong> of these interventions that are provider-oriented:</td>
<td></td>
</tr>
<tr>
<td>Standing orders</td>
<td>Authorize nurses, pharmacists and other licensed healthcare personnel, where allowed by state law, to assess a client’s immunization status and give vaccinations without direct involvement of the attending clinician at the time of the interaction</td>
</tr>
<tr>
<td>Provider reminder systems</td>
<td>Let clinicians or other appropriate staff know when individual clients are due for vaccinations, through notations, stickers, or other prompts in clients’ charts, computer databases, or registries</td>
</tr>
<tr>
<td>Provider assessment &amp; feedback</td>
<td>Assess the clinician’s performance in delivering one or more vaccinations to clients and provide assessment results to the provider</td>
</tr>
<tr>
<td><strong>AND/OR:</strong> <strong>ONE OR BOTH</strong> of these interventions to increase client demand for vaccination services:</td>
<td></td>
</tr>
<tr>
<td>Client reminder systems</td>
<td>Provide information or advice directly to individual clients who are at increased risk to encourage them to obtain appropriate vaccinations</td>
</tr>
<tr>
<td>Client education</td>
<td>Provide information on vaccinations to clients while they are being served in a medical or public health clinic setting</td>
</tr>
</tbody>
</table>

Twenty-three qualifying studies provided 26 study arms evaluating 22 different combinations of...
What Works Fact Sheets

- Are colorful, easy-to-read summaries of Community Preventive Services Task Force findings and the systematic reviews on which they are based.
- Each fact sheet has two separate pieces: a bi-fold brochure about the topic, and an insert that lists the Task Force findings on that topic.
What Works-Increasing Appropriate Vaccination Brochure

[Image of the brochure]

- [Link](http://www.thecommunityguide.org/about/What%20Works_Vaccines%20BROCHURE%20508.pdf)
What Works-Increasing Appropriate Vaccinations Tri-fold

http://www.thecommunityguide.org/about/What%20Works_Vaccines%20INSERT%20508.pdf
Community Guide In Action: Stories from the Field

- Montana
  - Used client reminder and recall systems, and provider reminders to alert people with diabetes about upcoming or overdue vaccinations
  - Worked with more than 40 primary care practices. Reported a 6 percent increase in vaccination rates among the targeted population.
Community Guide In Action: Stories from the Field, Cont.

- Duval County, FL
  - Used a combined approach to increase vaccination completion rates for 2-year olds. (e.g., client reminder and recall systems, standing orders and community based outreach using staff and tracking clients)
  - Increased the percentage of fully vaccinated 2-year olds from 75 to 90 percent within 1 year.
  - Plans to raise the rate to 95 percent by increasing the client reminders to 2 to 3 per month and engaging more community partners
Applying the Community Guide in NJ

- How can you utilize the Community Guide to increase vaccination rates in New Jersey?
Steps for using the Community Guide

1. Conduct a comprehensive review of the Community Guide and resources
2. Identify areas of need/health issues to address
3. Develop a program plan with measurable objectives
4. Select recommended evidence-based interventions from the Community Guide
5. Identify community partners to collaborate with and share the findings from the Community Guide
6. Implement selected evidence-based strategies
7. Evaluate and record progress/outcomes
Resources for the Community Guide

- Fact Sheets/Stories from the field
  - [http://www.thecommunityguide.org/vaccines/index.html](http://www.thecommunityguide.org/vaccines/index.html)

- Publications:
  - [http://www.thecommunityguide.org/library/pubstopic.htm#vaccines](http://www.thecommunityguide.org/library/pubstopic.htm#vaccines)
  - [http://www.cdc.gov/mmwr/preview/mmwrhtml/rr4808a1.htm](http://www.cdc.gov/mmwr/preview/mmwrhtml/rr4808a1.htm)
Additional Resources

- **NJ DOH**
  - [https://njiis.nj.gov/njiis/](https://njiis.nj.gov/njiis/)

- **CDC**
  - [http://www.cdc.gov/vaccines/default.htm](http://www.cdc.gov/vaccines/default.htm)
  - [http://www.cdc.gov/healthcommunication/](http://www.cdc.gov/healthcommunication/)
Questions??
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Thank you!