

# **Improving Influenza and Pneumococcal Vaccination Rates for People 65+ in Rhode Island through Coalition Building Efforts**

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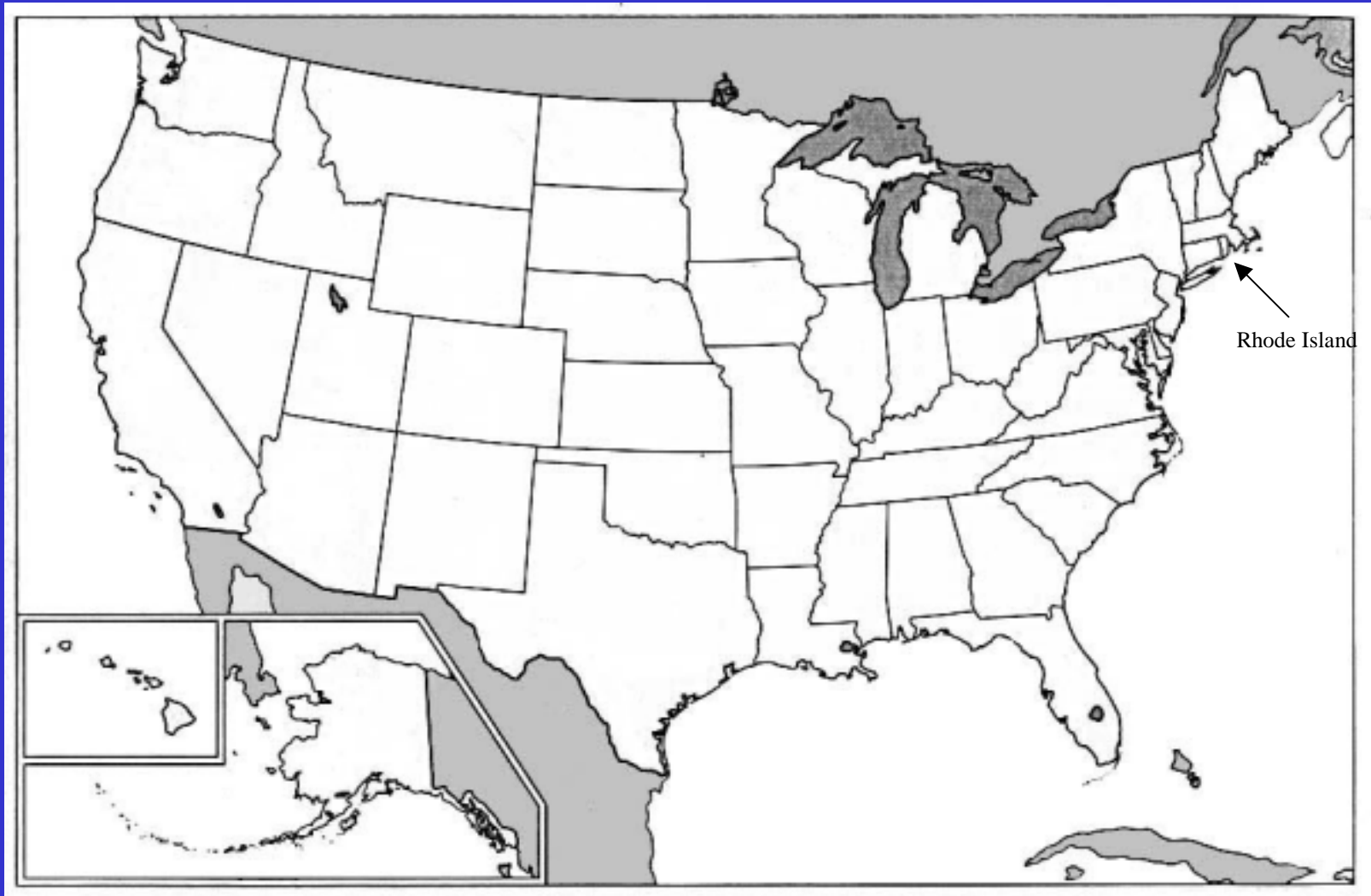
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Rhode Island Department of Health

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# Why Are Adult Immunizations Important?

- Vaccines decrease morbidity and mortality caused by influenza and pneumococcal disease
- Decrease health care costs
- High vaccines rates are a mitigating strategy as part of a flu pandemic plan



Rhode Island

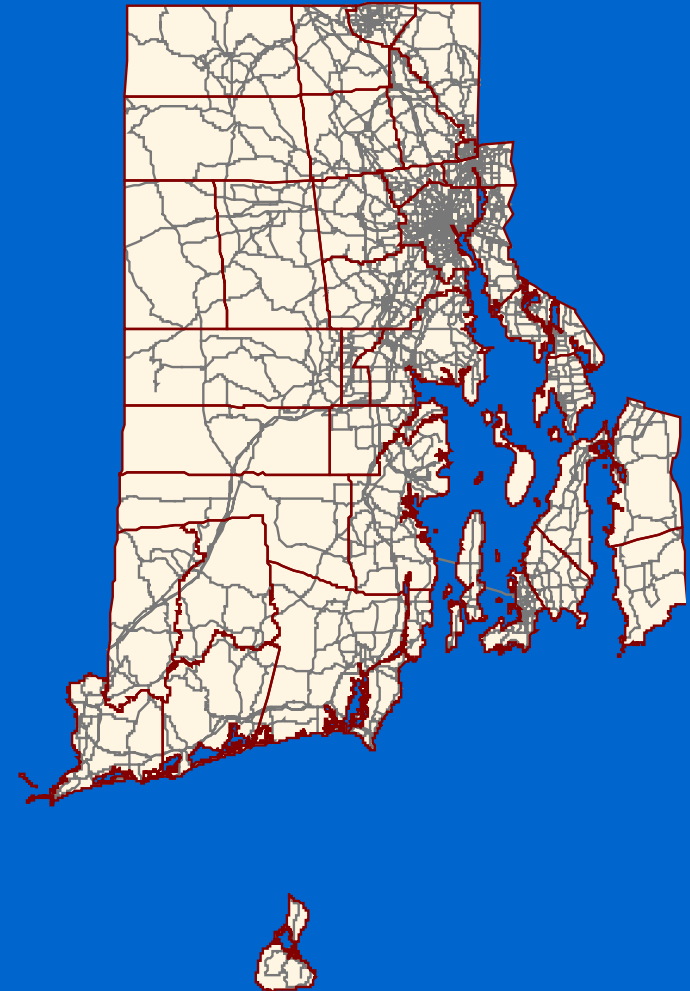
# Rhode Island Attributes

Size: 1,050 Square Miles

Population: 1,048,318

Population Density U.S. Ranking: 2nd

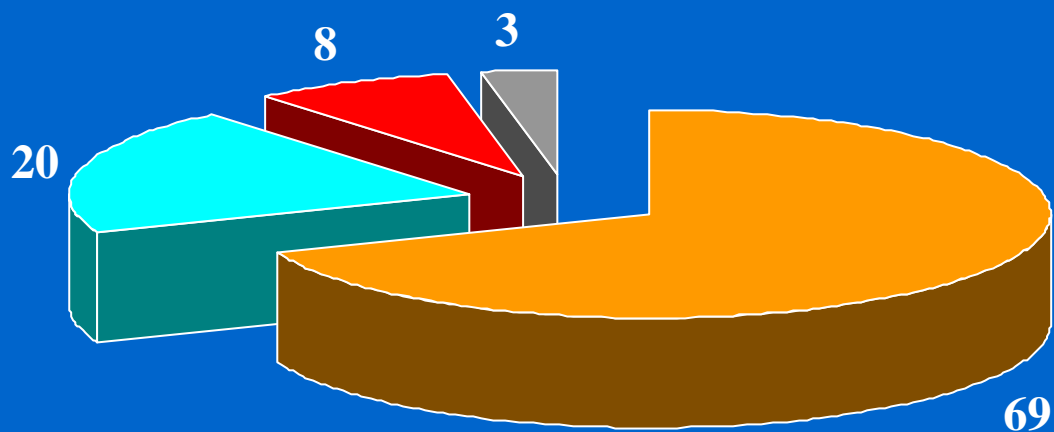
% Seniors Population U.S. Ranking: 3rd



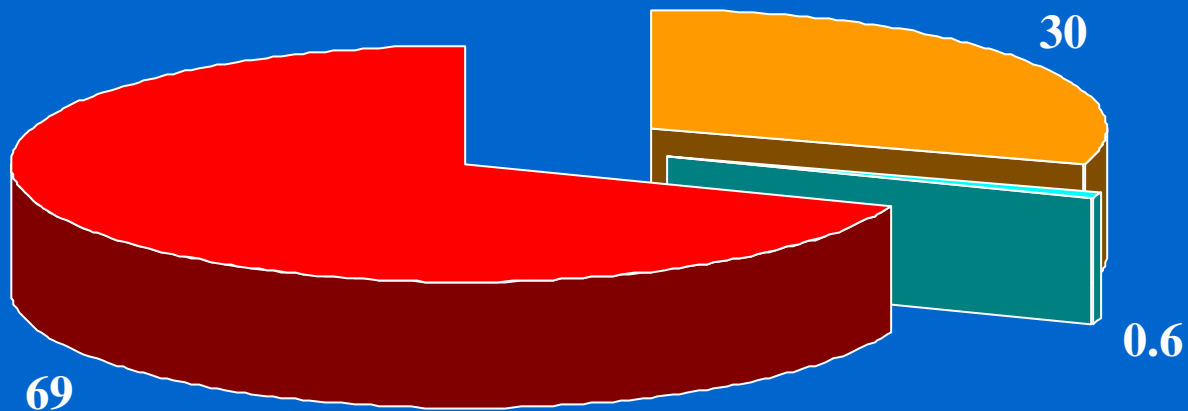
# Ocean State Adult Immunization Coalition - Facts

- Formed 1997
- Three lead agencies: DOH, PRO, Medicare Claims Carrier (Blue Cross/Blue Shield RI)
- Grown to thirty-five member agencies (hospitals, managed care, VNA's, CBO's, vaccine manufacturers)
- Annual Budget: \$50k

# **% Influenza Vaccine Administered By Health Provider (Persons 65+) Rhode Island 1999 (Source BRFSS)**



# Estimated Insurance Coverage Persons 65+ Rhode Island 2000



Health Plan No Insurance Fee for Service

# Major Initiatives - Health Care Community

## Physicians

- Office Practice Tool Kits (free patient materials, posters, adult immunization medical charts)

## VNA's

- Clinic Listing Advertising (website, media, posters/flyers)

## Managed Care

- Billing arrangements for enrollees to get shots at community clinics

## Hospitals

- Voluntary standing orders program



# Barriers Related to General Public Buy-In

- Myths and issues associated with influenza and flu shots
  - The flu shot causes disease
  - The flu is not a serious disease
  - Shots are for children
  - Fear of needles
  - Lack of vaccine knowledge (timing, need)



**AVOID A  
HOSPITAL STAY.  
GET YOUR FLU SHOT  
NOW.**

MAKE HEALTH PART OF YOUR FAMILY

[www.healthcare.gov](http://www.healthcare.gov)

## IF YOU ARE 65 OR OLDER, GET YOUR FLU AND PNEUMONIA SHOTS NOW.

Every year older adults are hospitalized and even die from the complications of flu and pneumonia. People you know right here in Rhode Island are at risk if they do not have their shots. And the most important person you have to care about is yourself, so get your shots now!

### **FLU:**

- Get the flu shot **EVERY** year during the Fall season. New strains of flu appear each year so you need the protection.
- The flu shot can not give you the flu.

### **PNEUMONIA:**

- You need only **one** pneumonia shot in your lifetime, or as recommended.
- If you do not remember getting the pneumonia shot, it is safe to get another one.

While everyone is at risk of getting the flu or pneumonia, some adults are at greater risk including those with heart disease, diabetes, lung disease, and other chronic illnesses.

Protect yourself from these dangerous illnesses by getting your shots.

Medicare Part B pays for both the flu and pneumonia shots.

To find out where you can get your flu and pneumonia shots, call toll free 1-800-555-7858.

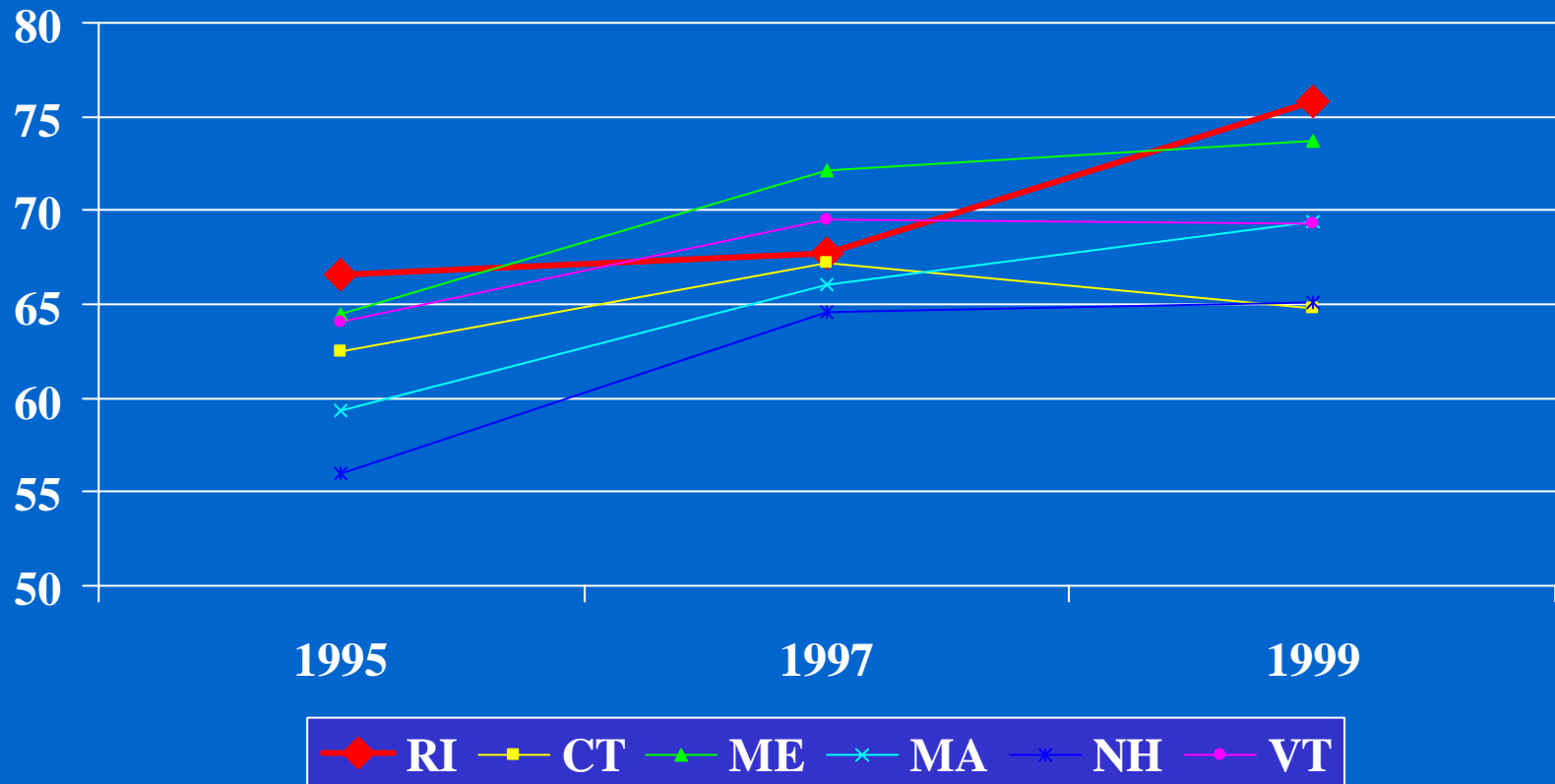


OCEAN STATE  
ADULT  
IMMUNIZATION  
COALITION

# **Public Education and Vaccine Access Initiatives**

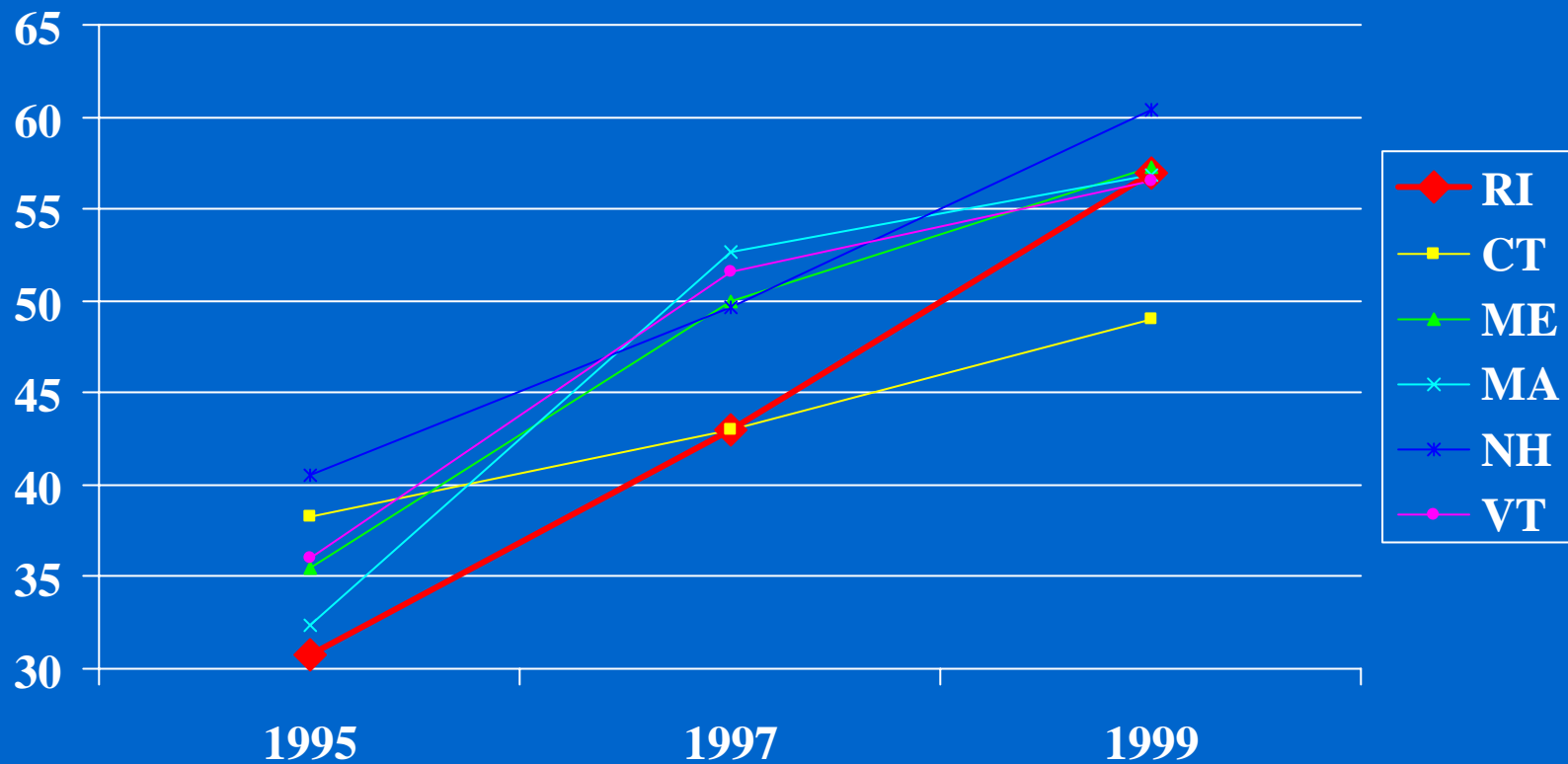
- **No charge for vaccine for 65+ at all community flu clinics (300 season)**
- **1-800-Flu Hotline (5,000 calls/season) staffed by senior volunteers**
- **Vaccine tracking wallet cards**
- **Clinic listing on website by city/town**
- **Development and implementation of of flu awareness campaign**

# Comparative Influenza Vaccination Rates (65+) for New England 1995 - 1999



Source: Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention  
Prepared by Rhode Island Department of Health, Division of Disease Control and Prevention, February, 2002

# Comparative Pneumococcal Vaccination Rates (65+) for New England 1995 - 1999



Source: Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention  
Prepared by: Rhode Island Department of Health, Division of Disease Control and Prevention, February, 2002

# National Adult Immunization Rates 1997 vs 1999

## STATE RANKINGS

### INFLUENZA

<u>1997</u>	<u>1999</u>
CO	RHODE ISLAND
SC	UT
AZ	CO
NH	HI
WY	WY
ME	ME
MO	SD
HI	VT
WA	MT
OR	CA
IA	OK
VT	AZ
OK	MI
TN	SC
MN	TX
DC	IA
MT	MA
TX	NC
IL	ID
RHODE ISLAND	WA
VA	NH
CT	OH
ID	KY
UT	MO
WV	DC
MA	IL
NC	AK
PA	NY
SD	KS
CA	IN
OH	VA
NY	TN
NE	NV
NM	OR
NJ	NE
MI	WV
MD	CT
AL	AL
IN	NM
FL	MN
KS	NJ
KY	FL
AR	PA
MS	WI
NV	MS
GA	MD
LA	ND
AK	LA
WI	AK
ND	GA

### PNEUMOCOCCAL

<u>1997</u>	<u>1999</u>
AZ	DE
OR	CO
VA	NV
NV	WY
CO	UT
MA	IO
DE	MT
HI	NH
VT	NC
WA	MI
IA	ME
WY	CA
MT	RHODE ISLAND
NC	MA
ID	VT
NM	OR
ME	SC
CA	TX
NE	HI
NH	WA
UT	VA
GA	ID
MN	KS
AL	NJ
PA	ND
MS	OH
MI	NE
FL	TN
TN	WV
IL	MD
TX	AL
MO	WI
KS	OK
RHODE ISLAND	AZ
CT	FL
WI	NM
SC	MO
WV	PA
MD	KY
ND	MN
SD	IN
OK	MS
AK	SD
AR	AR
NY	NY
KY	GA
OH	CT
IN	IL
NJ	AK
DC	LA

# Future Considerations

- Reaching 2010 Health People Objectives of 90% Coverage
- Increased cost and uncertain distribution of flu vaccine - physician frustration
- Risk groups for flu vaccine expanding
- Lack of funding for adult immunization
- Flu pandemic and bioterrorism planning



# ACKNOWLEDGEMENTS

- Rhode Island Department of Health –  
Diabetes, Asthma and Primary Care  
Programs
- Rhode Island Quality Partners
- Blue Cross/Blue Shield of Rhode Island
- All Members of OSAIC
- Governor Lincoln Almond

# Governor Lincoln Almond Receives Flu Shot November, 2001

