Immunize Nevada’s Mission

Will create a pro-immunization environment that results in a dramatic increase in immunization rates to exceed the national average by 2020 by:

- Supporting community partners to successfully implement effective immunization efforts throughout Nevada;
- Advocating for, informing and educating about the need for and benefits of vaccines;
- Facilitating greater collaboration statewide to achieve Nevada’s immunization priorities.
Our Funding

Incorporated as Nevada nonprofit with 501c3 designation

• Income
  ◦ 80% grants
  ◦ 11% community donations, event revenue and health plan reimbursement
  ◦ 8% private foundations

• Expenses
  ◦ 90% of funding directly helps Nevada communities
  ◦ 10% is designated for indirect operating costs
Immunizations in Nevada
Focus: Seasonal Influenza

- InFLUence Others: Get Vaccinated
  - Website, media placement, key messages, partner toolkit
- Peak illness/Outbreak crisis communication
  - Media Relations - where to go and why it’s important
- Health Care Workers
  - Assist facilities in achieving Healthy People 2020 goal of 90% or higher receive a flu vaccine each season
Focus: Access to Vaccines

- School Located Vaccination Clinics Billing Project
  - Clark, Elko and Washoe Counties
  - 13 health plan contracts (and counting!)
  - Creating sustainability for public health

- Vaccines for Children Outreach
  - Website, mobile, TV, radio, clinic locator
  - Spanish/English
  - Grassroots outreach to new parents and parents of teens

- Community Partnerships
  - Hard to reach/High risk populations
  - Shots at mobile food pantries, malls, parks, special events, sports facilities, health fairs
  - Seniors and caregivers at long-term care/skilled nursing facilities
Pre-NIVW Outreach

- First Thursday at Nevada Museum of Art
- Reno Bighorns Game – Charity of the Night
  - Free ticket giveaway on local radio
  - Free flu shots
- Outlets at Legends
  - Free flu shots – 1st Saturday of each month
- Nevada Wolf Pack Contest
  - 39,460 Impressions
  - 328 New Page Likes
  - Wolf Pack Radio
NIVW – Dec 8 -14

HAVE YOU GOTTEN YOUR FLU VACCINE?
GET VACCINATED NOW! IT'S NOT TOO LATE!

National Influenza Vaccination Week
December 8 - 14, 2013

www.cdc.gov/flu

VACCINATE NEVADA WEEK!
DECEMBER 8 -14
Vaccinate Nevada Objectives

- To promote flu shots during National Influenza Vaccination Week (Dec. 8-14); known locally as “Vaccinate Nevada Week.”
  - Localize the concept of vaccination week.
  - Develop a logo that can be used with partners throughout Nevada, including competitors’.
  - Support flu shots at many locations, including non-Walgreens clinics happening around the state.
  - Communicate an “It’s not too late” message.

- Target Audiences: Nevada residents and workers.
# Gaming in Nevada

## NEVADA

| Current # of Operating Casinos | 265 (FY 2012) |
| Casino Format                  | Land-based    |
| Casino Employees               | 170,206 (FY 2012) |
| Casino Employee Wages          | $7.693 billion (includes tips and benefits) (FY 2012) |
| Gross Casino Gaming Revenue    | $10.860 billion |
| Gaming Tax Revenue             | $868.60 million |
| How Taxes Spent                | Education, local governments, general fund, problem gambling programs |
| Legalization Date              | 1931          |
| First Casino Opening Date      | 1931          |
| State Gaming Tax Rate          | Graduated tax rate with a maximum tax of 6.75% on gross gaming revenue; additional fees and levies may be imposed by counties, municipalities and the state adding approximately 1% to the tax burden |
| Mode of Legalization           | Legislative action |
| Visitor Volume                 | 52.30 million |

*Sources: Nevada Gaming Control Board, Nevada Commission on Tourism*

When compared to 2011 figures, Nevada casinos experienced a 1.5 percent increase in gross gaming revenue, while state and local governments received 0.4 percent more gaming tax revenue.
Creative

PLAY it SAFE

VACCINATE NEVADA WEEK!
DECEMBER 5-14

get a FLU SHOT
Visit InFLUenceNevada.org to find a flu shot clinic near you.

BETTER your ODDS

get a FLU SHOT
Visit InFLUenceNevada.org to find a flu shot clinic near you.

DON'T GAMBLE with your HEALTH

get a FLU SHOT
Visit InFLUenceNevada.org to find a flu shot clinic near you.
Partners

- Wellpoint - Anthem Blue Cross/Blue Shield
- Walgreens
- Immunize Nevada
- Southern Nevada Immunization and Health Coalition
- National Influenza Vaccination Disparities Partnership (NIVDP)
- Nevada State Immunization Program
- Carson City Health and Human Services
- Community Health Nursing
- Family Leadership Initiative
- Northern Nevada Medical Center
- Outlets at Legends
- PACE Coalition
- Reno Bighorns
- Roman Catholic Diocese of Reno
- Saint Mary’s Health Plans
- Southern Nevada Health District
- Washoe County Senior Coalition
- Wolf Pack Sports Properties
Public Relations

VACCINATE NEVADA WEEK!
December 1-7

FOR IMMEDIATE RELEASE
December 3, 2020
CONTACT: Katie Hildreth, Immunize Nevada, 702.740.3737
http://imunizenevada.org

Better Your Odds of Staying Healthy and Get a Flu Vaccine
Vaccinate Nevada as Part of National Influenza Vaccination Week, Dec. 6-12

"It's not too late to get a flu vaccine. Health care professionals recommend getting vaccinated throughout the season, especially as flu activity continues to increase," said Dr. Lisa Pacheco, Executive Director of Immunize Nevada. "Vaccination is the best way to protect yourself and your loved ones, especially during this time of year when flu and COVID-19 may be circulating at the same time.

Vaccinate Nevada urges Nevadans to get vaccinated against influenza this year to protect themselves and their communities. Individuals who have not yet received a flu vaccine are encouraged to do so as soon as possible.

Key Messages

- Flu activity usually peaks in January or February in the United States and can last as late as May. Don't gamble with your health. As long as flu virus activity is occurring, it's not too late to get vaccinated.
- Getting a flu vaccine is one of the best ways to protect yourself and others, including family and friends. Flu vaccine can also help protect more vulnerable populations, such as older adults, young children, and people with certain health conditions.
- In partnership with Walgreens, pharmacy chains across the nation and the Nevada Department of Health and Human Services, FluX Nevada will help Nevadans better understand and protect themselves from flu and winter illnesses.

Key Facts:

- Flu vaccines are not effective until 7 to 10 days after vaccination, so it's not too late to get vaccinated.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are not effective until 7 to 10 days after vaccination, so it's not too late to get vaccinated.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are available at doctor's offices, pharmacies, and other locations.
- Flu vaccines are availab
Media

- Radio – English/Spanish
- 8 stations in 3 counties
  - Your health is too valuable to gamble with this Winter. It's time to Vaccinate Nevada as part of National Influenza Vaccination Week December 8th through the 14th. Remember... it is not too late to get your flu vaccine. The flu affects up to 60 million people each year and the Centers for Disease Control and Prevention advise that all people 6 months and older receive an annual flu vaccination. In partnership with Walgreens and Anthem Blue Cross Blue Shield, Immunize Nevada wants to help Nevadans better their odds in staying healthy this Winter. Play it safe by getting your flu shot today. Visit Influence Nevada dot org today to find a flu vaccination clinic near you. That is influence Nevada dot org.
• Posters and Outdoor Signs
  ◦ All Nevada Walgreens Locations

• Print
  ◦ Las Vegas Weekly
  ◦ Elko Daily Free Press
  ◦ Elko Daily Free Press Online
  ◦ Reno News & Review
  ◦ Nevada Appeal
Online
- InfluenceNevada.org
  - 76% of visitors were new
  - 84% of mobile visitors were new
  - 2nd highest viewed page was Flu Vaccine Locations
- Twitter
- Facebook
- Instagram
Food Drive for Flu Shots

Healthy Holidays
From your friendly neighborhood Health Dept.

Spread Holiday Cheer, Not Germs!
Get Your Flu shot!

FREE flu shots are available at:
The Carson City Nugget during the December 7th Wine Walk -
High Sierra Room · 507 N. Carson St. Carson City, NV · 1:00PM - 5:00PM

OR
Bring 2 cans of food to Carson City Health & Human Services -
December 9th-13th · Walk-Ins welcome 9:00am-11:00am and 1:00pm-4:00pm ·
All food will be donated to Friends in Service Helping (FISH)

CARSON CITY
HEALTH & HUMAN SERVICES
900 East Long Street
Carson City, NV 89706
(775) 887-2190
www.gethealthy.carcsoncity.org

Like us on Facebook: www.facebook.com/CCHHS
Our Lady of Guadalupe Day

- Thursday, December 12
- All day events
- Flu shots promoted nationally by NIVDP

- Little Flower Church, Reno
- St. Peter the Apostle Catholic Church, Henderson
Flu Crew Friday

Immunize Nevada
December 12, 2013

Be sure to participate in the "blue out" planned by the Nevada State Immunization Program tomorrow, Dec. 13. Wear a blue shirt to spread awareness of National Influenza Vaccination Week and Vaccinate Nevada Week! Take a photo and post it to your social media channels, using the #NVflu. We may highlight your photo on our Facebook or Instagram!
Budget

• $20,000 Grant from Anthem
  ◦ Concept & Design (in-kind Walgreens)
  ◦ T-shirts (covered by different grant)
  ◦ Print Ads
    • $7,427
  ◦ Wolf Pack Sports
    • $5,500 (partial cost)
  ◦ Radio
    • $4,775
  ◦ Clinic Costs
    • $2,168
  ◦ Flyer Printing
    • $290
Anthem supports health outreach in Nevada

- Adult influenza immunizations
- Adult pneumococcal immunizations
Challenges

- Timing of flu vaccine
  - August is Back to School

- Corporate vs Public Health Partners

- Casino Signage
  - Caesars and MGM own properties statewide
  - Rotary District 5190 “Light Up Reno to End Polio” as precedent for 2014
Thank you!

Connect with Us

- Phone: 775.624.7114
- Email: heidi@immunizenevada.org
- Web:
  - ImmunizeNevada.org
  - InFLUenceNevada.org
  - Vfcnevada.org
- Facebook: ImmunizeNevada
- Twitter and Instagram: ImmunizeNV
- text IMMUNIZENV to 22828 to sign up for our monthly newsletter