Influenza Vaccination Campaign: Engaging Corporate and Community Partners

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EverThrive Illinois
Champions for Healthy Communities

Formerly Illinois Maternal & Child Health Coalition
VISION

EverThrive Illinois envisions an Illinois that works towards equity and social justice, fosters the development of healthy families, and provides fair access to quality health care – the basic rights of all human beings.

PRIORITY AREAS

- Immunizations across the lifespan
- Health care and health education in schools
- Infant and maternal morbidity and mortality reduction
- The elimination of health disparities among all populations
- Leadership development in maternal and child health field
- Reproductive health
- Healthy lifestyles, nutrition, and cooking education
Chicago

- Total population: 2.7 million*
  - NH-White: 45%
  - NH-Black: 33%
  - Hispanic: 29%

- Area of Chicago
  - 77 neighborhoods
  - 229 square miles

* 2010 US Census
## Flu Coverage in Illinois

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>&gt;18</td>
<td>40.2</td>
</tr>
<tr>
<td>18-64</td>
<td>34.6</td>
</tr>
<tr>
<td>18-64 HR</td>
<td>46.5</td>
</tr>
<tr>
<td>18-49</td>
<td>30.2</td>
</tr>
<tr>
<td>18-49 HR</td>
<td>39.3</td>
</tr>
<tr>
<td>50-64</td>
<td>44.1</td>
</tr>
<tr>
<td>&gt;65</td>
<td>65.0</td>
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</tbody>
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National Immunization and Flu Surveys, 2012-2013
Community Based Interventions Implemented in Combination

- Increase community demand for vaccine
  - Outreach
  - Education
  - Media

- Increase access to vaccination services

- Education activities for providers
Vaccination Week

Local observance of National Influenza Vaccination Week

- Vaccinate Chicago Week - 2012
  Partners: Blue Cross Blue Shield of IL, Chicago Dept. of Public Health, EverThrive IL, Illinois Chapter – American Academy of Pediatrics, University of Chicago, and Walgreens

- Vaccinate Illinois Week - 2013
  New Partners: CVS, DuPage County Health Dept. IL Academy of Family Physicians, IL Dept. of Public Health, IL Northern Chapter – American College of Physicians
Increasing Demand
Increasing Demand

- Traditional media
  - Chicago Sun Times, Chicago Tribune

- Social media
  - Facebook, Twitter, and EveryBlock
Community Outreach

- Flyer distribution
  - Residential, public transportation, businesses

- Email distribution

- Community presentations

- Incentives
  - Chicago Cubs, White Sox, CVS, Curves, Chicago Fire
WHEREAS, every year between 3,000 and 48,000 persons die from influenza-related illnesses, and more than 200,000 people are hospitalized nationwide; and

WHEREAS, seasonal influenza is caused by the influenza virus, which infects the respiratory tract (nose, throat, lungs) and causes severe illness and life-threatening complications in many people; and

WHEREAS, the primary way that influenza viruses are spread is from person to person via the respiratory droplets of coughs and sneezes; and

WHEREAS, the single best way to prevent catching and spreading the flu is to get a flu vaccination each year; and

WHEREAS, the best time to get vaccinated is as soon as the vaccine is available, although getting vaccinated later in the season can still be beneficial, since influenza activity generally peaks in February or later; and

WHEREAS, every December, the National Influenza Vaccination Week campaign is devoted to increasing public knowledge, acceptance and use of seasonal influenza vaccination to protect everyone against serious life-threatening complications from the disease; and

WHEREAS, the annual observance of National Influenza Vaccination Week is intended to increase awareness and understanding of seasonal influenza disease and its prevention at local, state and national levels.

NOW, THEREFORE, I RAHM EMANUEL, MAYOR OF THE CITY OF CHICAGO, do hereby proclaim December 3-8, 2012 to be VACCINATE CHICAGO WEEK IN CHICAGO in support of National Influenza Vaccination Week and urge all Chicagoans to make sure that they and their loved ones are up-to-date on their seasonal influenza immunization as being up-to-date protects them, their families and our community.

Dated this 28th Day of September, 2012.

[Signature]
Mayor
Increasing Access to Vaccines: Clinics

- CDPH clinics
  - Ford City Mall, City Hall

- CDPH Mobile Unit
  - Mexican Consulate, Substance Abuse Treatment Centers

- University of Chicago sites
  - Hospital opening
  - LGBT group
  - Hard Rock Hotel – for employees
  - Children’s hospital
  - Churches
Increasing Access to Vaccines: Clinics

- Walgreens
  - Community clinics for underserved groups
    - Hispanic, Disabled, African American, LGBT
  - Clinics in local legislative leader offices
  - > 400 stores

- Federally Qualified Health Centers
  - Near North Health Services Corporation
  - Beloved Community Wellness Center
Provider Education

❖ Webinars
- Families Fighting Flu

❖ Flu fact sheet for providers
**Vaccinate Illinois Week**
December 8-13th, 2013

- **Partners**
  - Public health, professional organizations, pharmacies, insurance companies, community organizations, health networks, businesses

- **Increasing demand**
  - Unified statewide identity
  - Traditional and social media messages

- **Enhancing access**
  - Flu vaccine clinic “app”
  - Community based clinics

- **Provider education**
  - Webinars
  - Coordinated messages to professional organizations