



InFLUencing Nevada to Get Vaccinated

September 11, 2014

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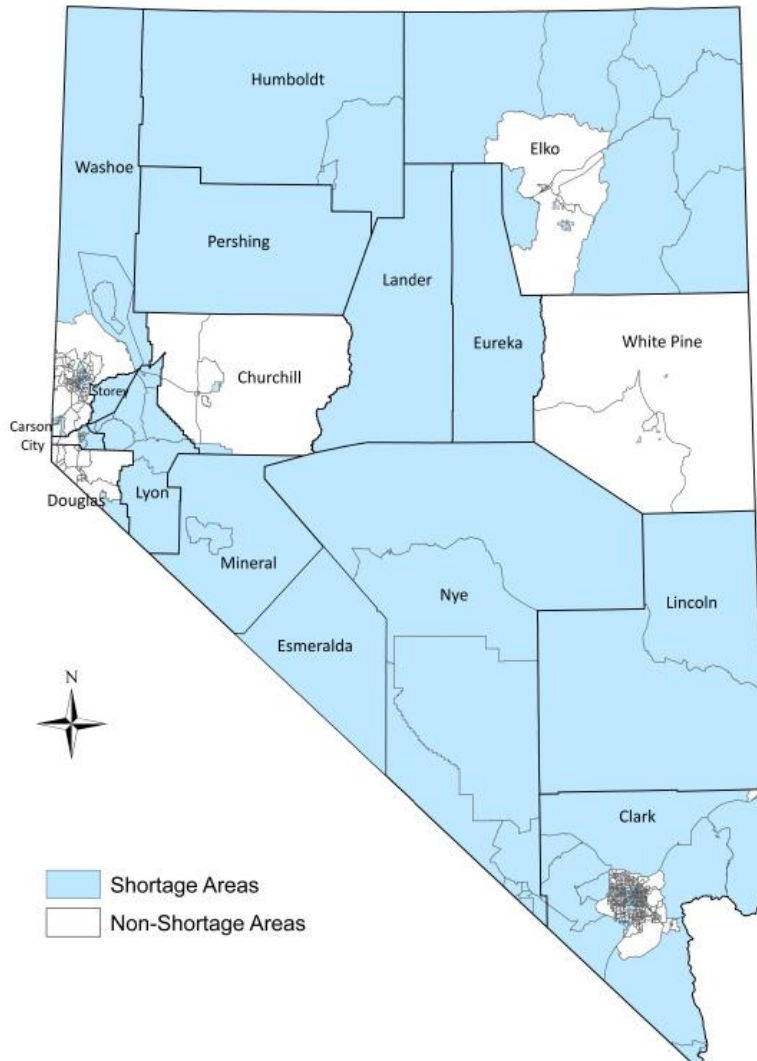


Immunize Nevada's Mission

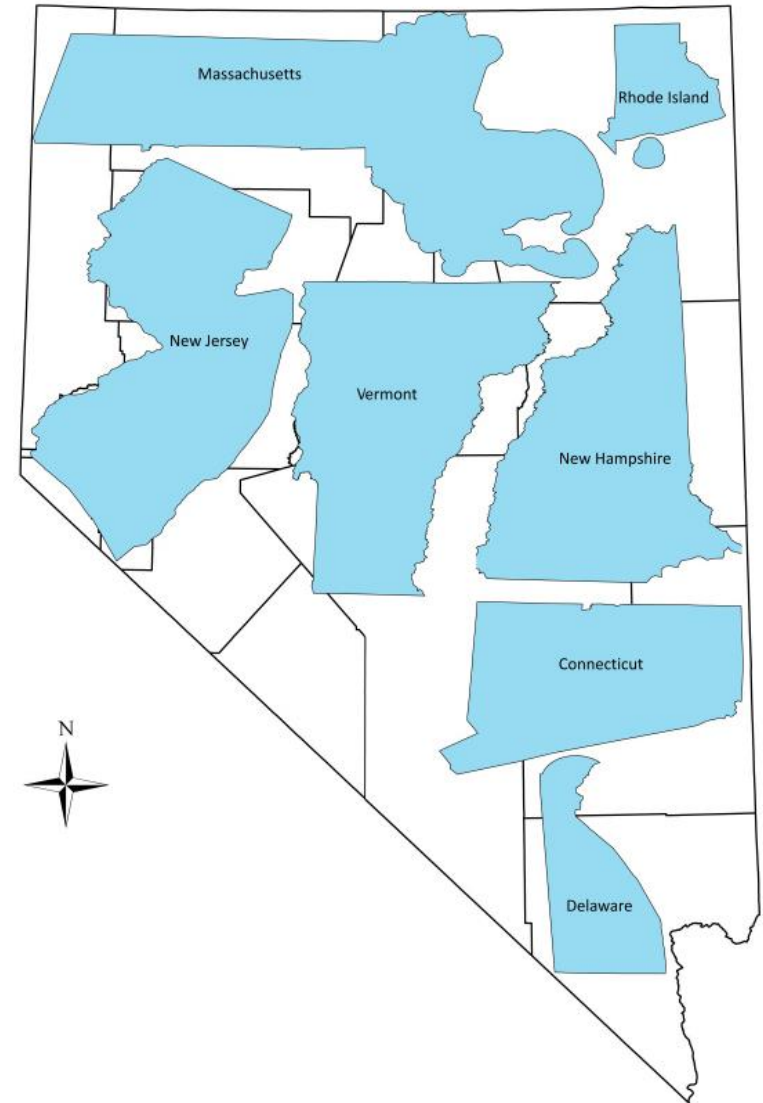
Will create a pro-immunization environment that results in a dramatic increase in immunization rates to exceed the national average by 2020 by:

- 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.

The State of Nevada



Source: Nevada Office of Rural Health (2013)



Nevada Office of Rural Health (2013)

Targeted Outreach

- **InFLUence Others: Get Vaccinated**

Website, media placement, HealthMap vaccine finder, key messages, partner toolkit

- Parents of young children
- Pregnant women
- Adults with chronic health conditions
- Adults 65 years and older

- **Peak illness/Outbreak crisis communication**

Media Relations - where to go and why it's important

- **Healthcare Workers**

Assist facilities in achieving Healthy People 2020 goal of 90% or higher receive a flu vaccine each season

Mobile Food Pantry Project

- **2011: Great Basin Public Health Leadership Institute Project**
- **2012: Continuation of Program**
 - Walgreens Vouchers Program
 - St. Paul's Food Pantry
- **2013: Program Sustainability**
 - 14 Pantries
 - 563 Vaccines
- **2014: Program Expansion**
 - 24 Sites scheduled
 - Added HIV testing, energy assistance services





School Located Project

“You can’t educate a child who isn’t healthy, and you can’t keep a child healthy who isn’t educated.” – Dr. Joycelyn Elders

- Funded through CDC Billables program
- Carson, Clark, Elko, Washoe Counties and key Rural Counties
 - Pre-K to High school
 - Almost 14,000 vaccines administered during 2013-2014
- Cost effective avenue to reach large numbers of children during flu season
- Goal is to create sustainability for public health





Vaccinate Nevada (NIVW)

- Localize the concept of National Influenza Vaccination Week.
- Provide logo and materials that can be used with partners throughout Nevada, including competitors.
- Support vaccination locations, including non-Walgreens clinics happening around the state.
- Communicate an “It’s not too late” message.
- Target Audience: Nevada residents who are “reactives” and delay getting their flu shots.

December 2013



Immunize Nevada

Happy Flu Crew Friday! Thanks to the ladies at the Fernley Community Health Clinic for sharing this cute picture! #NVFLU



Like · Comment · Share

129 people saw this post

Boost Post

Immunize Nevada

If you're looking for a free flu shot during National Influenza Vaccination Week, check out the Carson City Health and Human Services at 900 East Long St., Carson City, NV 89706 from Monday, Dec. 9 to Friday, Dec. 13. Bring two cans of food to the office during walk-in hours, 9 a.m. to 11 a.m. and 1 p.m. to 4 p.m., to receive your free flu vaccine for the year!

Like · Comment · Share

120 people saw this post

Like · Comment · Share

219 people saw this post

6 1 2

Boost Post

Immunize Nevada

It's not too late to get your flu shot this week as part of Vaccinate Nevada Week made possible in part by Walgreens and Anthem Blue Cross and Blue Shield. Today's #GivingTuesday theme is Time. Where do you like to volunteer?

Like · Comment · Share

238 people saw this post

3

Boost Post

Immunize Nevada

Today kicks off National Influenza Vaccination Week and Vaccinate Nevada Week brought to you in part by Walgreens and Anthem Blue Cross and Blue Shield. Remember to better your odds and stay healthy this flu season by getting a flu shot.



BETTER your ODDS



VACCINATE
NEVADA
WEEK!
DECEMBER 8-14

get a FLU SHOT

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



ImmunizeNV

Dec 13, 2013, 7:02pm via HootSuite

Curious which diseases are vaccine preventable? We have the answers! [#vaccinate ow.ly/rqogV](https://vaccinate.ow.ly/rqogV)



ImmunizeNV

Dec 13, 2013, 10:04am via HootSuite

Don't spread flu this holiday season! Instead get a [#nvflu](https://nvflu.ow.ly/3VwHL) shot as part of National Influenza Vaccination Week & Vaccinate Nevada Week.



ImmunizeNV

Dec 12, 2013, 7:03pm via HootSuite

Don't gamble with your health this season. Get a flu shot during Vaccinate Nevada Week to stay protected. [#nvflu ow.ly/3VwHL](https://nvflu.ow.ly/3VwHL)



ImmunizeNV

Dec 14, 2013, 7:02pm via HootSuite

As Vaccinate Nevada Week comes to an end, make sure to play it safe by getting a flu shot this season. [#nvflu ow.ly/3VwLt](https://nvflu.ow.ly/3VwLt)



ImmunizeNV

Dec 14, 2013, 1:03pm via HootSuite

A big thank you to our partners for Vaccinate Nevada Week, [@Walgreens](https://Walgreens) and [@AnthemPR_CA](https://AnthemPR_CA) [#nvflu](https://nvflu)



ImmunizeNV

Dec 14, 2013, 10:03am via HootSuite

Great video about the importance of vaccines for children from [@howtomomtv](https://howtomomtv). ow.ly/rqn40

1 retweets

What's next for 2014-2015?



The world is a sick place.

PROTECT YOURSELF AND YOUR EMPLOYEES –
ENCOURAGE FLU VACCINATION.

Together, we can help keep Nevada healthy this flu season. Encourage your employees to get the vaccine NOW, before flu hits the workplace. Everyone 6 months of age and older should get a flu vaccine every year. It's fast, easy and usually free under the Affordable Care Act.



Find the flu vaccine location nearest you on our website

**InFLUence Others:
GET VACCINATED**

influenceNevada.org | #NVFLU



This information is made possible through grants from the Division of Public and Behavioral Health, Fund for a Healthy Nevada and the CDC.



The world is a sick place.

Together, we can help keep Nevada healthy this flu season. Everyone 6 months and older should receive an annual flu vaccination.

Have you gotten yours?

**InFLUence Others:
GET VACCINATED**

influenceNevada.org | #NVFLU



- #2AgainstFlu
- #VoteandVax
 - (planning toolkit available from voteandvax.org)
- Myths Versus Facts Campaign
(a.k.a. Mythbusters, Flu Edition)
- Nevada Sesquicentennial Celebration
(#NV150) – 150 crowdsourced
reasons to get a flu vaccine



Final Thoughts

- Leverage partnerships – *You don't have to do it alone!*
 - Statewide immunizers, employers, media
 - Take advantage of existing events, resources and materials
- Collaborate with community organizations that serve target audience
 - Food Bank, Children's Cancer Foundation, Senior Center, Boys & Girls Club, Donor Awareness, Mexican Consulate
- Think outside the clinic – *Make vaccine accessible*
 - Sports events, malls, churches, legislature, parks
- Develop a call to action
 - Protect yourself & someone else
 - Hashtag/Social Media



Thank you!

Connect with Us

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