

Using Healthcare Partnerships to Improve Adult's Intent to Vaccinate



Spokane Regional Health District

Always Working for a Safer and Healthier Community

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Objectives:



- Understand the role of community partnerships to improve adult vaccination rates
- Identify skills needed to work with volunteers to promote community education on adult vaccinations
- Learn tips on how to increase access to available adult vaccine education materials

Background



Study estimated **61%** of adults are unaware of when they had their last Tdap vaccine

Only **20%** of adults have received a Tdap booster in the last 10 years.

Funding

- In 2011, \$3.5 billion for pediatric vaccine
- Same time frame, only \$44 million for adult vaccine



Pharmacists Role in Adult Vaccines



Around **18%** of vaccines are given in pharmacies nationally

Pharmacists role and credentials to administer vaccine vary by state

- Washington State will license pharmacists to administer vaccines 12+ years

Immunization Action Coalition of the Inland Northwest (IACNW)



Mission: Increase immunization awareness and education for medical professionals. Our goal is to decrease vaccine preventable diseases in Spokane County and the surrounding Inland Northwest for all infants, children, adolescents, and adults.



Make up of IACNW



Comprised of representatives and volunteers from private, public, and non-profit community organizations in Spokane County and the surrounding Inland Northwest.

Examples: Local public health, Public school health leaders, pharmaceutical representatives, medical providers, Nursing faculty, WA-IIS vendor representatives, School of Pharmacy students, and Pharmacists

IACNW 2014

Focus:

IACNW
changed focus
in 2014 to
improve adult
immunization
rates.



IACNW Project Idea Developed



Goal: increase adults' knowledge of and access to vaccines.

- It was discovered during a coalition meeting that pharmacists carry a burden of responsibility to educate customers regarding vaccines while still maintaining the operation of a busy pharmacy

And then, the sub-committee was born...

Project Plan



The IACNW strategies to raise adult immunization levels include:

- Gathering & developing materials for the community
- Developing community partnerships
 - (students, faculty, pharmaceutical representatives, Assessment Dept)
- Coordinating clinical rotation hours with Rx students and their instructors
- Finding health fairs (aka: a large audience)

The day the stars aligned...

IACNW learned
that pharmacy
students at our
local Pharmacy
school had a
group already
formed called
***Operation
Immunization***



Operation Immunization



- IACNW worked with interested pharmacy students through Operation Immunization to help get information out to the public about adult immunizations
- Operation Immunization participates in community health fairs regularly and have 15 already scheduled in 2014

IACNW & Operation Immunization



- Operation Immunization was able to work two community health fairs before this presentation
- At each health fair we conducted a pre-intervention survey that gathered data on the knowledge level of each community participant
- Then the students practiced their immunization education skills
- And later, the participant was given a post-survey to gauge their change in knowledge and intention to vaccinate

Patient Breakdown

What is your age?	Column N %
19-21 years	17.1%
22-26 years	25.7%
27-49 years	11.4%
50-59 years	11.4%
60-64 years	0.0%
65+ years	34.3%

Knowledge of immunizations due



Are you currently due for any of the following vaccinations?	Before intervention	After intervention
Influenza (Flu)	45.5%	37.5%
Tetanus, diphtheria, pertussis (Td/Tdap)	27.3%	25.0%
Varicella (Chickenpox)	9.1%	0.0%
HPV Vaccine	9.1%	0.0%
Zoster (Shingles)	18.2%	37.5%
Measles, mumps, rubella (MMR)	0.0%	0.0%
Meningococcal	0.0%	0.0%
Hepatitis A	18.2%	0.0%
Hepatitis B	0.0%	0.0%
Pneumococcal	0.0%	12.5%
I don't know	45.5%	50.0%

Flu Shots

- **71.4%** of participants reported having a flu shot within the last year!
- **11.4%** of participants reported never having a flu shot



How many reported receiving other vaccines?



Tdap vaccine:

24.1% of participants received Tdap within the last year

34.5% within last 1-4 years

20.7% within the last 5-9 years

13.8% didn't know when they last received a Tdap

Other Vaccines: (Hep B, Pneumonia, Polio, Shingles, School Required)

25% received some of the above vaccines less than 1 year ago

37.5% received some 1-4 years ago

37.5% didn't know if or when they received any of these vaccines

Intent to vaccinate

- **47.6%** of participants reported that they planned to get up to date on needed immunizations within 6 months.
 - This increased by **12.2%** after receiving education from the pharmacy students at health fairs.

Participants Learned Something



- After speaking to the School of Pharmacy student:
 - **76.2%** of participants strongly agreed they could identify at least one new piece of information that they didn't know before.
 - **14.3%** agreed they could identify at least one new piece of information
 - **9.5%** reported not applicable

So what happened?

- Average knowledge of immunizations increased from 6 to 7 (scale of 1-10) after speaking with a pharmacy student
- Increase in knowledge of where to find a vaccine record
- Increase in intent to get needed vaccinations within 6 months
- 90.5% of respondents said they could identify at least one new piece of information they didn't know before speaking with the student

Lessons Learned

- Relatively small sample size with only 2 health fairs surveyed so far
- Only 66% of participants responded to second survey
- Education to Rx students could have been more consistent
- Likely didn't target the population needing the most education due to the level of vaccine knowledge on pre-survey (level 6 on scale 1-10)

Questions ???



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