

Vaccinate Nevada: NIVW outreach and beyond

May 22, 2014

NCIHC

Heidi S. Parker, MA





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 Objectives

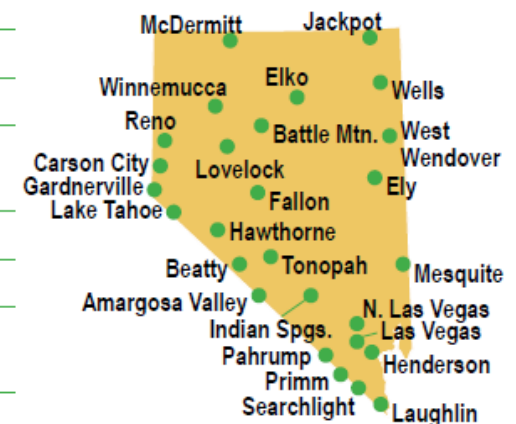
- To promote flu shots during National Influenza Vaccination Week (Dec. 8-14); known locally as “Vaccinate Nevada Week.”
 - Localize the concept of vaccination week.
 - Develop a logo that can be used with partners throughout Nevada, including competitors’.
 - Support flu shots at many locations, including 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

get a
FLU SHOT

VACCINATE NEVADA WEEK! ★
DECEMBER 8-14

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

immunize nevada | UNLV | NVM'S MISS A SHOT | Anthem BlueCross BlueShield | Walgreens AT THE CORNER OF HAPPY & HEALTHY

**BETTER
your ODDS**

get a
FLU SHOT

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immunize nevada | UNLV | NVM'S MISS A SHOT | Anthem BlueCross BlueShield | Walgreens AT THE CORNER OF HAPPY & HEALTHY

**DON'T GAMBLE *with*
your HEALTH**

get a
FLU SHOT

VACCINATE NEVADA WEEK! ★
DECEMBER 8-14

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

immunize nevada | UNLV | NVM'S MISS A SHOT | Anthem BlueCross BlueShield | Walgreens AT THE CORNER OF HAPPY & HEALTHY

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



It's Not Too Late to Get a Flu Vaccine During Vaccinate Nevada Week

What: Immunize Nevada, Southern Nevada Immunization and Health Coalition (SNIHC), Anthem, Walgreens and (insert your organization) are kicking off Vaccinate Nevada, a statewide effort to remind people it's not too late to get an annual flu vaccine during National Influenza Vaccination Week (NIVW), December 8-14. Many health plans and healthcare providers including community pharmacies also offer flu vaccines. For information on additional community clinics, visit www.influenzanevada.org/healthcare-providers.

Why: Play it safe! There's still time to get an annual flu vaccine to protect yourself and those around you from influenza. While anyone can get the flu, some people are at greater risk for serious flu-related complications, like pneumonia, which can lead to hospitalization and even death. For those at greater risk of complications, getting the flu vaccine is especially important. It's also important to get the vaccine if you care for anyone in one or more of the following high risk groups, or for babies younger than 6 months because they are too young to get the vaccine. Those at risk include:

- People 65 years and older
- Children younger than 5 years old, but especially children younger than 2 years old
- Pregnant women
- People with certain medical conditions like asthma, diabetes, or heart and lung disease

More Info/
Contact Info: (insert your organization's contact info here)

FOR IMMEDIATE RELEASE
December 9, 2013
CONTACT: Katie Nannini, Immunize Nevada, (775) 762-2348
katie@immunizenevada.org

Better Your Odds at Staying Healthy and Get a Flu Vaccine Vaccinate Nevada as Part of National Influenza Vaccination Week, Dec. 8-14

RENO, NEV. (December 9, 2013) – With flu activity starting to increase and friends gathering for the holidays, now is a great time to play it safe and get a flu vaccine to protect yourself and your loved ones. Immunize Nevada, the Southern Nevada Immunization and Health Coalition, Walgreens and Anthem Blue Cross Blue Shield remind Nevadans that it's not too late to get an annual flu vaccine. Vaccinate Nevada takes place this week in conjunction with National Influenza Vaccination Week, Dec. 8-14, an annual observance encouraging the importance of getting an annual flu vaccine for anyone 6-months and older.

"Influenza activity has been sporadic in Nevada and across the country. Getting a flu vaccine now is beneficial since flu activity usually peaks in January or later in the United States and can last as late as May," said Heidi Parker, Immunize Nevada Executive Director. "Don't gamble with your health. It takes about two weeks after vaccination for antibodies to develop for protection against influenza virus infection. As long as flu viruses are circulating, it's not too late to get vaccinated and there are many locations throughout the state still offering vaccines."

While anyone can get the flu, some people are at greater risk for serious flu-related complications, like pneumonia, which can lead to hospitalization and even death. For those at greater risk of complications, getting the flu vaccine is especially important. It's also important to get the vaccine if you care for anyone in one or more of the following high risk groups, or for babies younger than 6 months because they are too young to get the vaccine. Those at risk include:

Key Messages

Use key messages as the basis for talking points, presentations, media interviews, news releases, social media messages or outreach materials. Localize with information or stories from your own organization or community.

- Flu activity usually peaks in January or later in the United States and can last as late as May. Don't gamble with your health! As long as flu viruses are circulating, it's not too late to get vaccinated.
- With flu activity starting to increase and family and friends gathering for the holidays, now is a great time to play it safe and get a flu vaccine to protect yourself and your loved ones.
- In partnership with Walgreens, Anthem Blue Cross Blue Shield and the Southern Nevada Immunization and Health Coalition, Immunize Nevada wants to help Nevadans better their odds at staying healthy this winter by encouraging everyone 6-months and older to get an annual flu vaccine.
- Once vaccinated, you can relax and enjoy this holiday season knowing that you have taken the single best step to protect yourself and your loved ones against the flu.
- Flu seasons are unpredictable and can be severe. Seasonal flu activity usually peaks in January, February or later, so it's not too late to get protected now!
- Getting an annual flu vaccination protects the person receiving the vaccine and the vulnerable people around them.

because it not only also helps prevent the those who are most

flu vaccine each age 6 months and



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

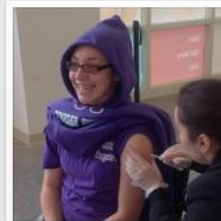
- 76% of visitors were new
 - 84% of mobile visitors were new
 - 2nd highest viewed page was Flu Vaccine Locations

- Twitter

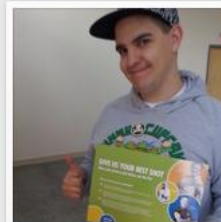
- Facebook

- Instagram

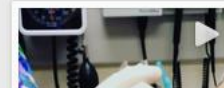
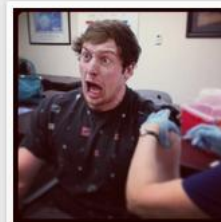
December 2013



November 2013



October 2013



Immunize Nevada
December 13, 2013

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

Immunize Nevada
December 8, 2013

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

6 1 2

219 people saw this post

Boost Post

Immunize Nevada
December 10, 2013

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

3

238 people saw this post

Boost Post

Immunize Nevada
December 8, 2013

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.



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/i/3VwLt](#)



ImmunizeNV

Dec 14, 2013, 1:03pm via HootSuite

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



ImmunizeNV

Dec 14, 2013, 10:03am via HootSuite

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

1 retweets



ImmunizeNV

Dec 13, 2013, 7:02pm via HootSuite

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



ImmunizeNV

Dec 13, 2013, 10:04am via HootSuite

Don't spread flu this holiday season! Instead get a [#nvflu](#) 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/i/3VwHL](#)

Food Drive for Flu Shots

Healthy Holidays
From your friendly neighborhood Health Dept.



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

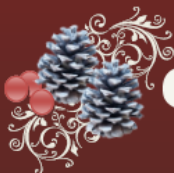
National
Influenza (Flu)
Vaccination
Week
December 8th-14th

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



Like us on Facebook: www.facebook.com/CCHHS

900 East Long Street
Carson City, NV 89706
(775) 887-2190
www.getthehealthycarsoncity.org



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!

Like · Comment · Share · 🍷 3 🔄 3



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

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Anthem Blue Cross and Blue Shield in Nevada Commits More Than \$1.37 Mln to Health-Improvement in 2013

FEBRUARY 20, 2014 BY NEVADA BUSINESS MAG [COMMENTS](#)

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LAS VEGAS – Anthem Blue Cross and Blue Shield's work to improve health and strengthen local communities continued in 2013, as the company directed more than \$1,370,204 and hundreds of volunteer hours to health-improving causes, organizations and programs in Nevada.

"Anthem Blue Cross and Blue Shield is committed to transforming health care with trusted and caring solutions, and that extends directly to our work in communities throughout Nevada," said Mike Murphy, president of Anthem Blue Cross and Blue Shield in Nevada. "We're proud to support the organizations and programs that are working to help our friends and neighbors live their healthiest lives possible."

Through its State Health Index – a compilation of public health measures – and Healthy Generations grant program, Anthem Blue Cross and Blue Shield and its foundation work to identify the health issues most in need of attention and then direct charitable support and volunteer efforts toward improving those areas.

Major areas of focus for Anthem in 2013 included promoting active lifestyles and working to reduce the devastating impact of chronic illnesses, such as diabetes, heart disease and lung disease on Nevada children, adults and seniors.






**We want to hear from you!**
Flamingo Corridor Improvements Open House
The RTC is designing improvements along 14 miles of Flamingo Road. Please join us at an open house below to review recommendations and provide your input!
Tuesday, April 29, 2014
6 p.m. – 8 p.m.
West Flamingo Senior Center
6255 West Flamingo Road
Thursday, May 1, 2014
5 p.m. – 7 p.m.
Clark County Library
1401 East Flamingo Road

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