Roadblocks to Vaccinating Adults

- Nearly half of adults (42 percent) are unaware of vaccine recommendations
- More than half of adults (53 percent) are not diligent about regular check-ups with their primary care physician
- A third of adults (36 percent) believe they have knowledge of some vaccines, but not all

Source: Walgreens Survey, conducted in October, 2011
Opportunities for Vaccinating Adults

- Overwhelming majority (71 percent) of adults say they would be interested to know what vaccinations are currently recommended for them.

- People trust the advice of their health care provider – YOU!
  - Your recommendation to receive vaccines has an impact on your patients.

- Through the Affordable Care Act, most adults will have insurance coverage.

Source: Walgreens Survey, conducted in October, 2011

Continued Areas of Concern
Pertussis (Whooping Cough) Is On the Rise, Coverage is Low

- In 2012, most reported cases in U.S. since 1995
- Michigan reported cases
  - 2010 - 1,564 – most cases since 1962
  - 2011 - 691
  - 2012 - 845 – 21% increase from 2011
  - 2013 – 149 cases as of April
- Michigan vaccination coverage
  - 79.8% for 4th DTaP (MCIR) (37th in NIS/US)
  - 66.4% for Tdap at 11-12 years of age (MCIR)
  - 16.9% for Tdap at 19-64 years of age (MCIR)
- Catch up all adolescents and adults

Protecting Vulnerable Infants

- Know the facts about pertussis disease
- Report and test all cases of suspected pertussis disease
- Timely and age-appropriate doses of DTaP and Tdap
  - Vaccination of pregnant women with Tdap (every pregnancy) and flu (every season)
Be a Role Model for Your Patients!

Got Flu & Tdap Vaccines?

We’ve Got Ours.

Talk to us about getting flu & Tdap vaccines for yourself & your family.

The Role of Health Care Personnel in Vaccination

- Protect your patients
- Protect yourself and your family
- Role model for the importance of vaccination to your patients and family members
HCP Vaccination in Michigan

- 2011 survey of acute care hospitals:
  - 41% had mandatory influenza vaccination policies for all staff
  - 11% had mandatory Tdap vaccination policies
  - Anecdotally, additional hospitals have implemented policies
Influenza Vaccination Coverage by Employer Vaccination Policy, 2009

TABLE 1. Influenza vaccination coverage among health-care personnel, by selected characteristics — United States, 2010–11 influenza season

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Unweighted no. in sample</th>
<th>% vaccinated*</th>
<th>(95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>1,931</td>
<td>63.5</td>
<td>(60.2–66.8)</td>
</tr>
<tr>
<td>Required by employer to be vaccinated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>230</td>
<td>98.1</td>
<td>(96.5–99.7)</td>
</tr>
<tr>
<td>No</td>
<td>1,695</td>
<td>58.3</td>
<td>(54.8–61.9)**</td>
</tr>
</tbody>
</table>

Abbreviation: CI = confidence interval.
* Weighted estimate.
** Significantly different from those subject to an employer requirement for vaccination (p<0.05).

Source: MMWR 2011; 60(32):1073-77.

Final Thoughts
The Use of Storytelling as a Strategy for Communicating with Parents and Patients

- www.shotbyshot.org
- www.frannystrong.org
- www.alanasfoundation.org
- www.familiesfightingflu.org
- www.texaschildrens.org
- www.immunize.org/reports
- www.meningitis-angels.org

2013 Regional Conferences

- 10/15: Gaylord
- 10/17: Marquette
- 10/29: Kalamazoo
- 10/30: Grand Rapids
- 11/1: E. Lansing
- 11/19: Bay City
- 11/21: Dearborn
- 11/22: Troy

Further details will be posted as they become available

www.michigan.gov/immunize
Thanks for all you do!

- Stay up-to-date on immunization issues affecting older adolescents and adults
  - www.michigan.gov/immunize
  - www.michigan.gov/teenvaccines
  - www.cdc.gov/vaccines
- Recommend vaccines to every patient, every time
- Make sure you and your staff are up-to-date on needed vaccines

Don’t Forget to Fill Out an Evaluation

- Online evaluation
  - Link will be sent to your e-mail today
  - QR code in your packet and on the tables
    - Use with smartphone, tablet or other electronic device
- Required in order to obtain continuing education credits
- We appreciate your feedback and it helps us to plan for the future!