

Oregon Adult Immunization Coalition
Strategic plan
April 14, 2004

Vision:

All adults in Oregon and Southwest Washington are protected against vaccine preventable diseases without disparity due to age, economic status, race or ethnicity.

Mission

The Oregon Adult Immunization Coalition, a statewide network of health and community partners, will promote prevention and control of vaccine-preventable disease through immunization of adults in Oregon and Southwest Washington.

Goal

Increase the percentage of adults who are immunized against adult vaccine-preventable diseases as recommended by the Advisory Committee on Immunization Practices (ACIP).

Objective 1: Provide education and resources about adult vaccines and vaccine-preventable diseases to clinicians, healthcare administrators, the public, and the media.

A. Strategies

1. Support implementation of evidence based practices to improve immunization rates by health care providers and health systems
2. Serve as a resource for adult vaccines, vaccine-preventable disease, and related issues
3. Develop/adapt and provide culturally appropriate public education and materials
4. Increase media awareness of adult immunization and related issues

B Activities

- a. Disseminate available data for adult vaccine-preventable diseases (sources BRFSS, other) as appropriate
- b. Provide education about adult vaccines and vaccine-preventable diseases to health care professionals and health care professions students.
- c. Establish a clearinghouse for adult immunization information and materials, including materials in multiple languages whenever possible
- d. Develop and maintain a website with links to other immunization resources for health care professionals, the public and the media

- e. Develop an adult immunization speakers' bureau for professional and community organizations that includes representatives of under-immunized populations
- f. Develop a database of professional and community organization newsletters and contribute articles as appropriate
- g. Develop a fall influenza/pneumococcal campaign
- h. Develop and disseminate quarterly media messages (i.e. Myths and misconceptions of vaccines, Fall Flu Campaign, college vaccine requirements, etc)
- i. Promote public and clinician access to information about location and availability of vaccines and immunization services through use of Oregon SafeNet.
- j. Support conferences/meetings that have an immunization focus
- k. Partner with community groups to develop and provide culturally appropriate education and incentives to increase immunization rates in under-immunized populations.

Objective 2: Promote policies and practices that increase adult immunizations

- A. Strategies:
 - 1. Provide information to policy makers on the need for adult immunizations and use of adult vaccines
 - 2. Advocate for increased funding at local, state, regional and national levels to expand adults' access to vaccine and immunization services
 - 3. Advocate for policies that increase adult immunizations throughout the healthcare system, including public health, outpatient clinics, hospitals, long-term care, pharmacies, community-based immunizers, and payers.
- B. Activities
 - a. Develop an adult immunization information packet for policy makers using a variety of written and electronic media
 - b. Increase opportunities to provide adult immunization information to legislators and policy makers, partnering with OPIC when appropriate
 - c. Identify key legislators and legislative aides as contacts on immunization issues that have a policy component
 - d. Include organizations that provide services to under-immunized populations in planning efforts to increase immunization rates
 - e. Expand partners and resources to immunize populations without resources
 - f. Explore the national trend of states' mandates for influenza and pneumococcal vaccines (either education or proof of vaccination for Long Term Care) for residents and/or employees.

Objective 3: Provide leadership and advocacy for adult immunizations

A. Strategies:

1. Assure stability of OAIC
2. Expand and maintain OAIC membership that represents all community sectors, populations, and geographic regions in Oregon
3. Increase recognition of OAIC as a leader in policy and issues related to adult vaccines and vaccine preventable diseases

B. Activities:

- a. Seek and maintain stable funding that is adequate to support the functions and goal of OAIC
- b. Develop leadership skills among OAIC membership as it pertains to adult immunizations
- c. Increase community research and data utilization skills among OAIC members
- d. Increase statewide representation through recruitment of key stakeholders
- e. Explore means to conduct meetings that allow participation by members who are geographically distant
- f. Identify community sectors not represented by current membership
- g. Recruit organizations and individuals to participate in the OAIC that represent missing sectors
- h. Develop an OAIC logo, slogan and brochure to enhance recognition by the public, health professionals and the media
- i. Recruit a consultant clinician to serve in an advisory capacity to OAIC an adult immunization issues