

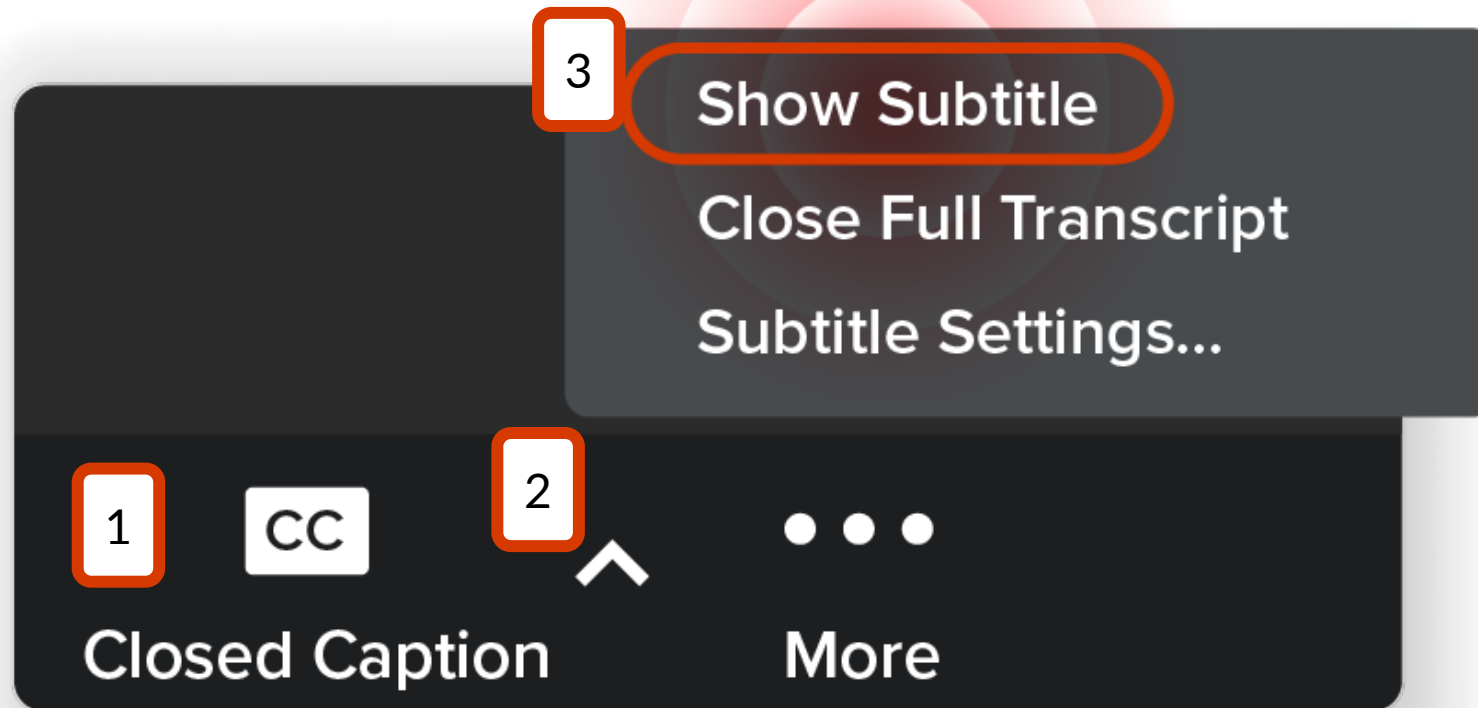
Adults Need Vaccines Too: Strategies to Support and Improve Older Adult Vaccination Efforts Through Partnerships

June 23, 2026



Association of
Immunization
Managers

Closed Captions



Housekeeping



All registrants will receive an email shortly after the event with today's webinar slides and resources.



The recording, resources, and slides from today's webinar will be available on [AIM's website](#) in the coming weeks.



Add any questions you have for our panelists to the Q&A box, and they will be addressed at the end.



Take a few moments to answer the survey questions that pop up in your browser after the webinar.

Speaker Introductions



Elana Kieffer Blass, MBA
Director of Strategic Alliances
Gerontological Society of America



Deepa Mavani, MPH
Immunization Section Chief
Connecticut Public Health



Elana Kieffer Blass, MBA
Director of Strategic Alliances
Gerontological Society of America



**GERONTOLOGICAL
SOCIETY OF AMERICA®**

Meaningful Lives As We Age

**Adults Need Vaccines Too:
Strategies to Support and Improve Older Adult Vaccination
Efforts Through Partnerships**

Association of Immunization Managers, June 2026

Elana Kieffer Blass, MBA

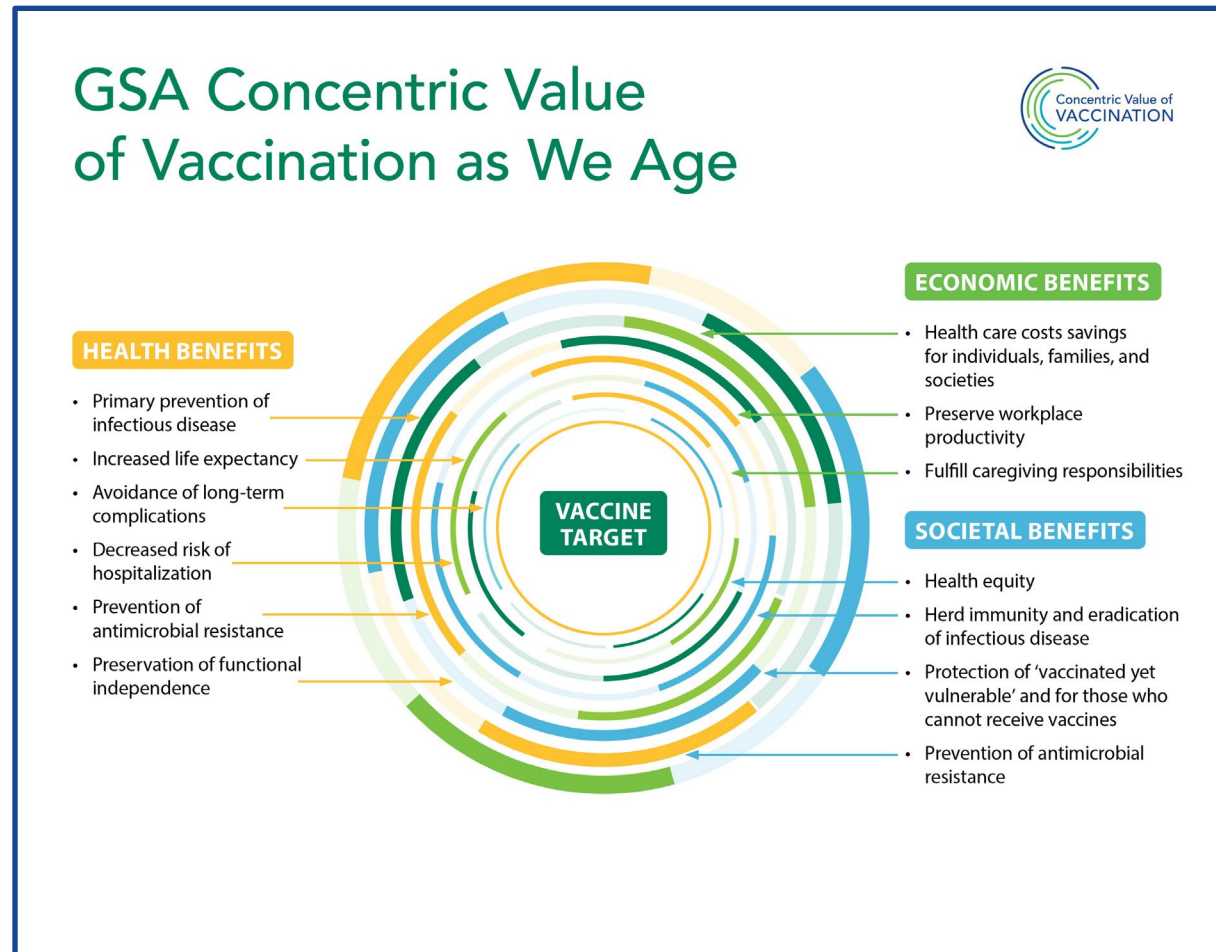
Gerontological Society of America

- Largest professional society dedicated to advancing innovation on aging across the lifespan
- Multidisciplinary membership (6,500+)
- Areas of Focus:
 - Stimulating research on aging
 - Providing person-centered interdisciplinary care of older adults
 - Advocating for policy that advances meaningful lives as we age
 - Educating the next generation of experts in aging



www.geron.org

Concentric Value of Vaccination



Concentric Value of Vaccination

GSA CONCENTRIC VALUE OF VACCINATION

Older adults face increased risks from vaccine-preventable diseases, including influenza (flu), respiratory syncytial virus (RSV), and pneumococcal disease (pneumonia). Yet vaccination rates among older adults have declined in recent years. According to the Centers for Disease Control and Prevention (CDC), about 67% reported receiving a flu vaccine in 2024 (down from 70.5% in 2019), and about 65% reported ever receiving a pneumonia vaccine (down from 67% in 2019).¹

Concentric Value of Vaccination as We Age

Vaccines provide health, economic, and societal benefits across the life course, with important impact in adults age 50 years and older. Their impact extends beyond preventing infection and reducing illness or death. For example, the annual flu vaccine not only protects against infection but also against complications such as flu-related pneumonia, heart attack or stroke.²

The Gerontological Society of America (GSA) launched the [Concentric Value of Vaccination](#) framework to help health professionals discuss vaccination with patients as more than just individual protection against a single disease. The framework highlights the benefits of immunization for individuals, population health, economic outcomes, and societal well-being. You can read in detail about these many benefits in GSA's recently-published report, [Concentric Value of Vaccination: Intersecting Health, Economic and Societal Health Benefits](#).

HEALTH BENEFITS

- Primary prevention of infectious disease
- Increased life expectancy
- Avoidance of long-term complications
- Decreased risk of hospitalization
- Prevention of antimicrobial resistance
- Preservation of functional independence

ECONOMIC BENEFITS

- Health care costs savings for individuals, families, and societies
- Preserve workplace productivity
- Fulfill caregiving responsibilities

SOCIETAL BENEFITS

- Health equity
- Herd immunity and eradication of infectious disease
- Protection of 'vaccinated yet vulnerable' and for those who cannot receive vaccines
- Prevention of antimicrobial resistance

Health Benefits

Vaccines train your immune system to recognize harmful germs and respond quickly if exposure occurs. Because vaccines usually contain germs that are dead or weakened, they cannot cause the illness they are designed to prevent, but they do build protective immune "memory".

Respiratory infections such as flu, RSV, and pneumococcal disease lead to increased hospitalizations and deaths in people age 65+ compared to younger adults. Vaccination reduces the risk of severe illness, prevents hospital stays, and helps older adults maintain independence.

HEALTH BENEFITS

- Primary prevention of infectious disease
- Increased life expectancy
- Avoidance of long-term complications
- Decreased risk of hospitalization
- Prevention of antimicrobial resistance
- Preservation of functional independence

ECONOMIC BENEFITS

- Health care costs savings for individuals, families, and societies
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SOCIETAL BENEFITS

- Health equity
- Herd immunity and eradication of infectious disease
- Protection of 'vaccinated yet vulnerable' and for those who cannot receive vaccines
- Prevention of antimicrobial resistance

Economic Benefits

Preventing disease through vaccines lowers medical costs, reduces lost work time, and decreases the burden on health care systems. Vaccination programs also have significant public health benefits considering their costs. For every \$1 spent on childhood vaccines, about \$11 is saved in medical costs and productivity losses.

For adults 50 and older, vaccines that prevent flu, pneumonia, shingles, and whooping cough can reduce an annual burden of nearly \$27 billion in treatment costs, much of which falls on Medicare³, as well as reduce the number of sick days used at work by half.⁴

Societal Benefits

Vaccination strengthens communities by reducing disease spread and protecting people who are most vulnerable, including those with weakened immune systems or those unable to receive certain vaccines. When vaccination rates are high, communities benefit from community immunity (herd immunity), which slows the spread of contagious diseases. Vaccination also helps individuals to stay active at work, provide care for family members and friends, continue volunteer roles, and participate in social and community life—strengthening families, communities, and the broader economy.

Stay Informed

Vaccines for older adults deliver powerful health, economic, and community benefits. Staying up to date on recommended vaccines, such as flu, RSV, and pneumococcal vaccines, helps prevent severe illness, reduce hospitalizations, lower healthcare costs, and protect vulnerable members of the community.

Vaccination remains one of the greatest achievements in public health, dramatically reducing illness and death from diseases such as smallpox, polio, and rabies. By protecting individuals and communities alike, vaccines help families, workplaces, and society thrive.

To learn more:

[geron.org/cvv](https://www.gsa.org)

1 <https://www.cdc.gov/od/ohrt/products/clarabrief/485-673m>
 2 <https://www.cdc.gov/vaccines-adults/research/index.html>
 3 <https://risk.sprng.com/articles/10.1007/s10995-015-0284-3>
 4 <https://www.americanactionforum.org/research/vaccine-protection-and-productivity-the-economic-value-of-vaccines/>



Concentric Value of Vaccination

The screenshot shows the Oxford Academic website interface. At the top, it says 'OXFORD ACADEMIC' and 'SOCIETY OF AMERICA'. Below that, it says 'THE JOURNALS OF GERONTOLOGY® SERIES A'. The article title is 'Association between shingles vaccination and slower biological aging: Evidence from a U.S. population-based cohort study'. The authors are Jung Ki Kim, PhD and Eileen M Crimmins, PhD. The article is published in 'The Journals of Gerontology: Series A, glag008'. The abstract text is visible below the article information.

Article Contents

- Abstract
- Supplementary data

JOURNAL ARTICLE ACCEPTED MANUSCRIPT

Association between shingles vaccination and slower biological aging: Evidence from a U.S. population-based cohort study

Jung Ki Kim, PhD ✉, Eileen M Crimmins, PhD

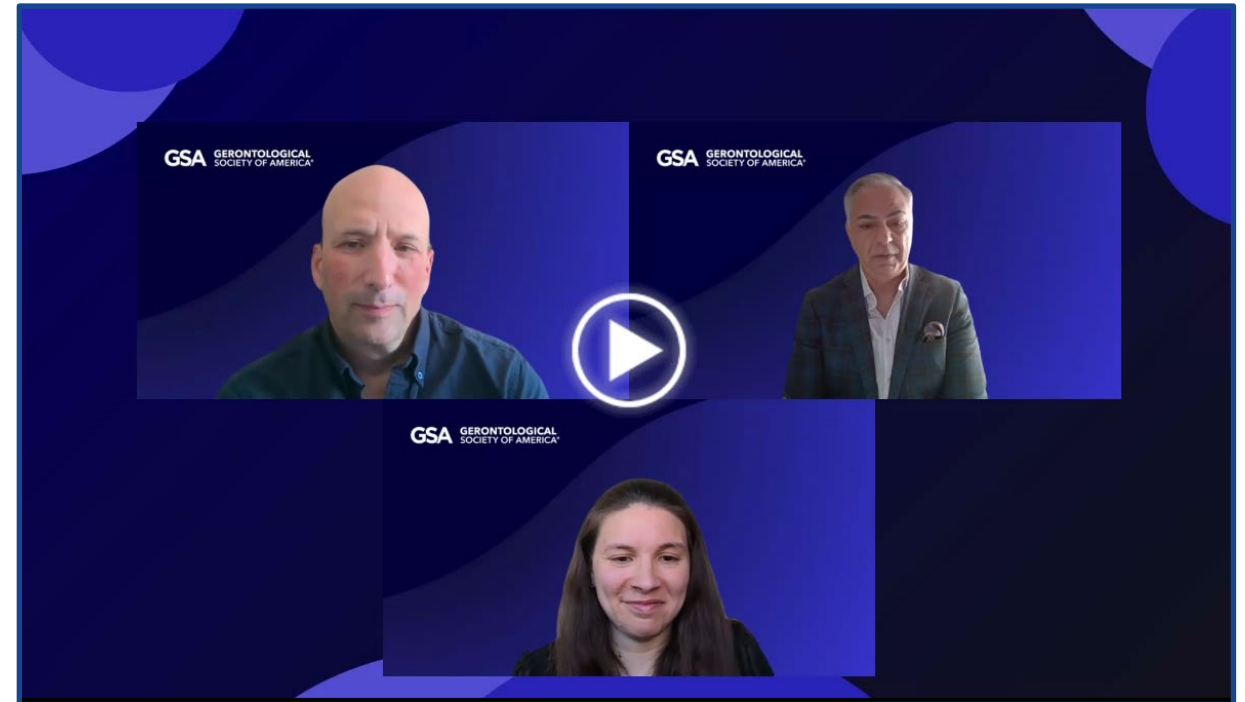
The Journals of Gerontology: Series A, glag008, <https://doi.org/10.1093/gerona/glag008>

Published: 20 January 2026 **Article history** ▼

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Abstract

There is growing interest in whether adult vaccines such as shingles vaccine may slow biological aging beyond preventing acute infections. Using data from the nationally representative U.S. Health and Retirement Study, we examined whether shingles vaccination is associated with more favorable profiles across seven biological aging domains: inflammation, innate and adaptive immunity, cardiovascular hemodynamics, neurodegeneration, and epigenetic and transcriptomic aging, as well as a composite biological aging score. Analyses included adults aged 70+ in 2016 (n = 3,884), with biological measures drawn from venous blood, flow cytometry, and physical assessments. Weighted linear regressions adjusted for sociodemographic, and health covariates. Shingles



Mis/Disinformation*

- **Misinformation:** false or misleading information shared *without* the intent to deceive or cause harm

Example: “My chronic conditions mean I should not be vaccinated.”

- **Disinformation:** spreading false or misleading information *with* the intent to deceive or cause harm

Example: “The COVID vaccine is unsafe and ineffective, but buying these supplements is a proven way to protect your family.”

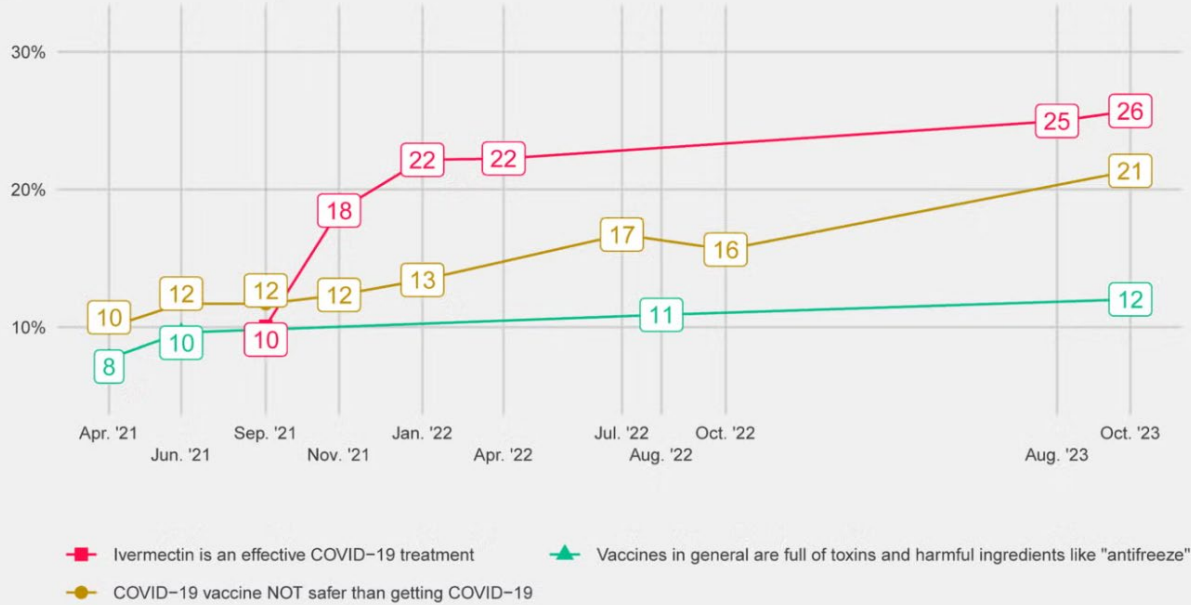


67% of adults who had not yet received a COVID-19 vaccine had **HEARD** at **LEAST ONE COVID-19 vaccine MYTH** and either **believed it to be true or weren't sure if it was true**, as of May 2021.

(Hamel et al. 2021)

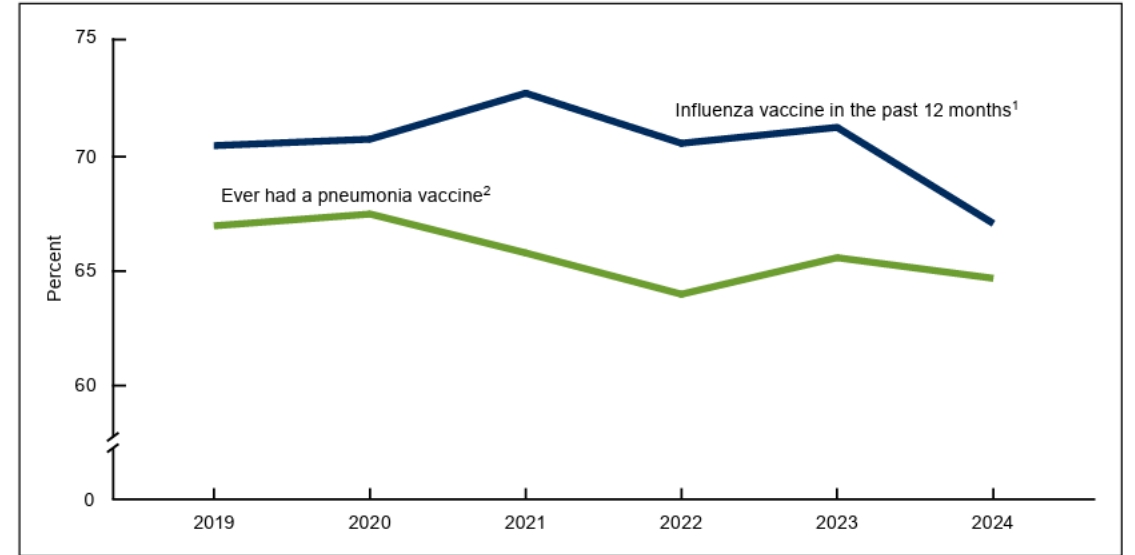
Increasing Belief in Vaccine Misinformation

(% of respondents holding science-inconsistent views)



Source: ASAPH Survey, April 2021 – October 2023
 Note: Combined subcategories may not add to totals in topline and text due to rounding.
 ©2023 Annenberg Public Policy Center

Figure 1. Percentage of adults age 65 and older who had an influenza vaccine in the past 12 months and who ever had a pneumonia vaccine: United States, 2019–2024



¹Significant quadratic trend by year ($p < 0.05$).
²Significant decreasing linear trend by year ($p < 0.05$).
 NOTES: Influenza vaccination is based on a yes response to the survey question, "There are two types of flu vaccinations. One is a shot, and the other is a spray, mist, or drop in the nose. During the past 12 months, have you had a flu vaccination?" Pneumonia vaccination is based on a yes response to the survey question, "A pneumonia shot is also known as a pneumococcal vaccine. Have you ever had a pneumonia shot?" Estimates are based on household interviews of a sample of the U.S. civilian noninstitutionalized population.
 SOURCE: National Center for Health Statistics, National Health Interview Survey, 2019–2024.

Figure 6. Weekly Cumulative Influenza Vaccination Coverage*, by Flu Season and Race and Ethnicity, Medicare Fee-For-Service Beneficiaries aged ≥65 years, United States
 Data Source: Centers for Medicare & Medicaid Services Chronic Conditions Warehouse

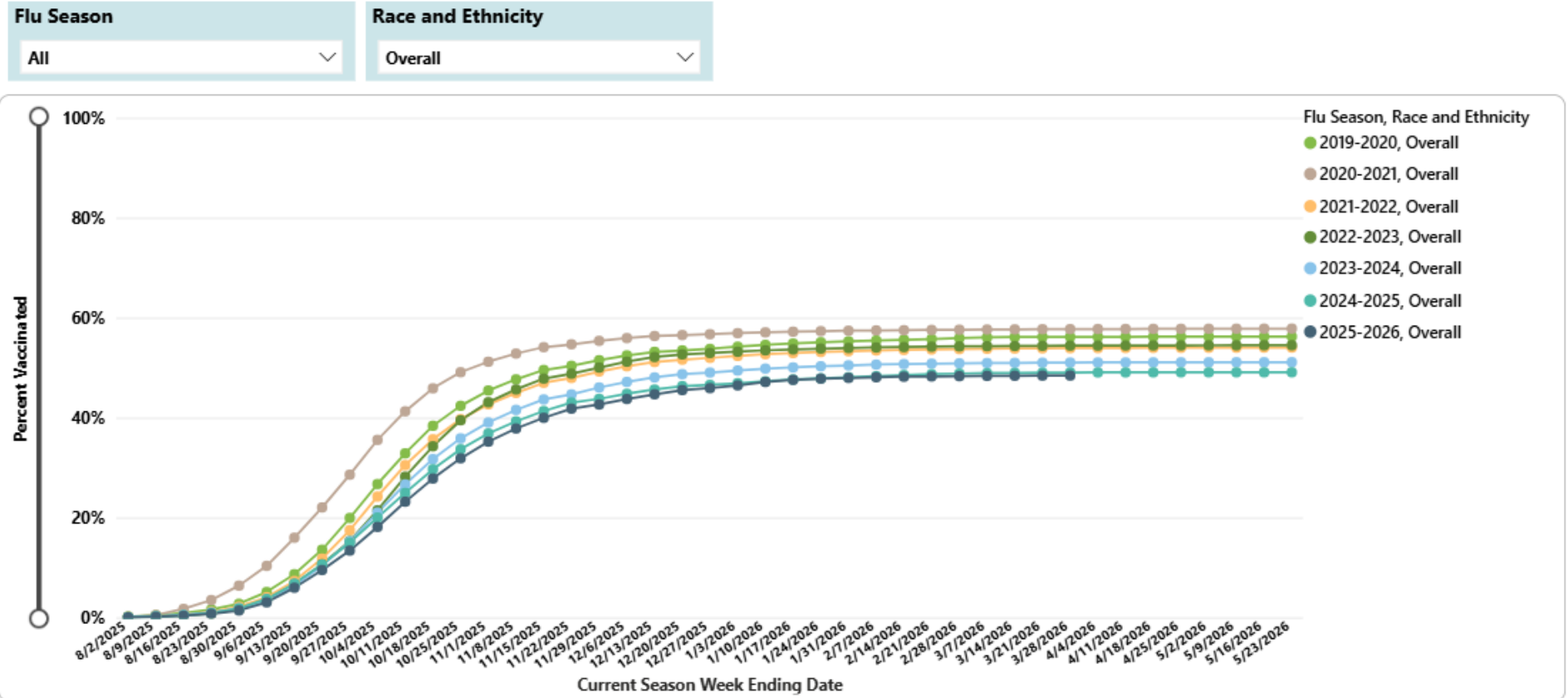
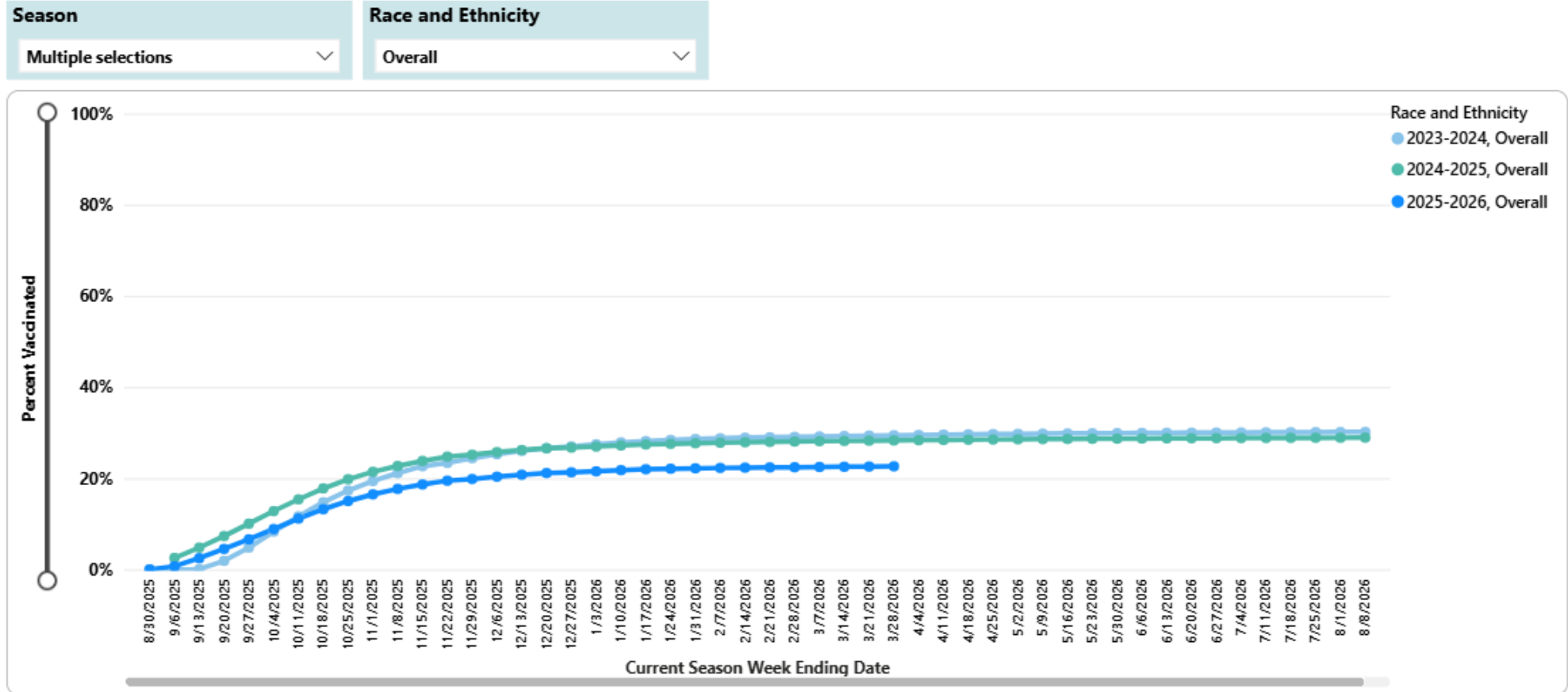


Figure 5. Weekly Cumulative COVID-19 Vaccination Coverage †, by Season and Race and Ethnicity, Medicare Fee-For-Service Beneficiaries aged ≥65 years, United States

Data Source: Centers for Medicare & Medicaid Services Chronic Conditions Warehouse



Recommendations for Conversations*

- Listen with empathy and don't dismiss or ridicule. Read GSA's "Communicating with Older Adults" and/or watch the 3-minute video for guidance
- Do your best to engage the person sharing misinformation one-on-one
- Use inclusive language like "I understand," "I've been confused too," "our community," "we," and "us"
- If someone shares information on a website, see if it ends in a .gov/.edu/.org

Practical Recommendations*

- Ask the older person if they have received vaccines, esp. in anticipation of a doctor's appointment
- Encourage discussion with health care provider (who continues to be a trusted source of information)
- Utilize this [CDC webpage](#) for people who are homebound to access vaccines

LearnWhatToTrust.org

Before You Click or Share



You don't need a medical degree to spot questionable health advice. You just need a few simple habits that you've probably used your whole life.



Additional Information

Organizations

- [Coalition for Trust in Health & Science](#)
- [The Evidence Collective](#)
- [Vaccine Integrity Project](#)

Resources

- [Vaccine Trends and Misinformation among Older Adults \(AHCJ\)](#)
- [Our Best Shot: The Truth About Vaccines for You and Your Loved Ones \(AFAR\)](#)
- [GSA's Concentric Value of Vaccination](#)
- [GSA's Ageism in Health Care](#)

Vaccines support more than disease prevention—they **strengthen resilience**. Hear from vaccine expert **Dr. Barbara Resnick** to explore the societal & personal value of immunization and how a resilience framework can promote healthy aging & strong communities.



UPCOMING LIVE WEBINAR



The Concentric Value of Vaccination:

The Role of Resilience

Tuesday, June 30

3:00 PM ET

GSAenrich
Online Anytime



Deepa Mavani, MPH
Immunization Section Chief
Connecticut Public Health



From Policy to Practice: Advancing Adult Vaccination in Connecticut Through Partnerships

Deepa Mavani, MPH
Immunization Section Chief
Connecticut Department of Public Health

June 23, 2026

Connecticut's Opportunity to Expand Adult Vaccine Access



Public Act 26-3: AN ACT ESTABLISHING CONNECTICUT VACCINE STANDARDS (HB 5044)

- Recently enacted legislation safeguards and expands adult vaccine access
- Funds a pilot adult flu program
- Success will depend on leveraging existing infrastructure and strategic partnerships

Overview

- 01 Why it Matters
- 02 CT's Adult Vaccine Infrastructure
- 03 Existing Partnerships
- 04 New Legislation
- 05 Pilot Flu Program
- 06 Vaccine Confidence Research & Initiatives

Why Adult Vaccination Matters in Connecticut



Aging population



Vaccines coverage below targets



Older adults are at higher risk



Barriers to vaccination remain

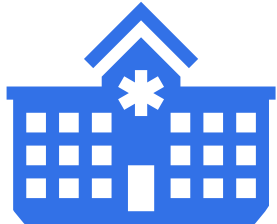


Partnerships can improve access and uptake

CT's Adult Immunization Infrastructure



CT Vaccines for
Adults
Program (CVFA)



LHDs, FQHCs,
Community
vaccinators



Uninsured &
Underinsured
Adults (19+)

CVFA Program Foundation:

- ~\$700,000 annual vaccine investment (SFY2025)
- 6,500+ adult vaccine doses distributed annually
- Limited vaccines available for uninsured and underinsured adults
- 65 enrolled provider sites statewide
- Strong IIS infrastructure through CT WiZ
- Mandated statewide reporting of all administered vaccines

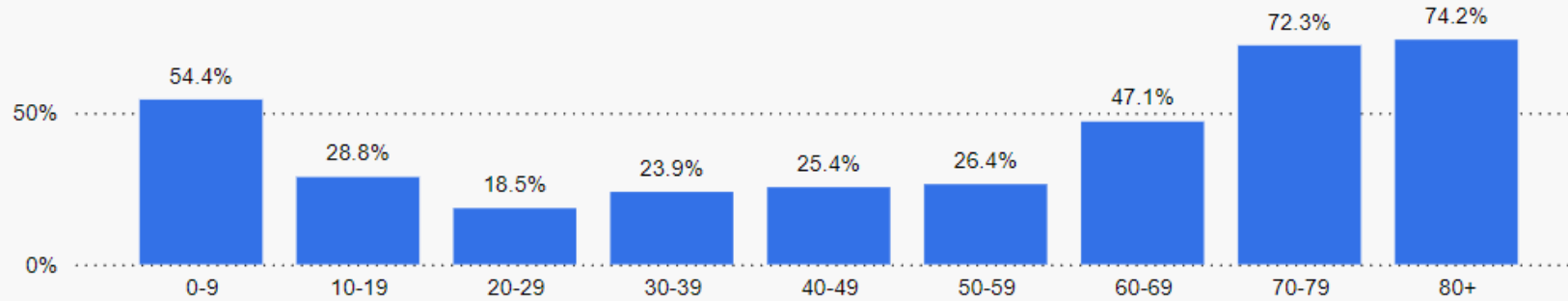
Immunization Data: Flu

Number of People Vaccinated for Influenza in the Current Season
1,311,049

This tab shows data on people who received the 2025-2026 seasonal influenza vaccination since 7/6/2025.

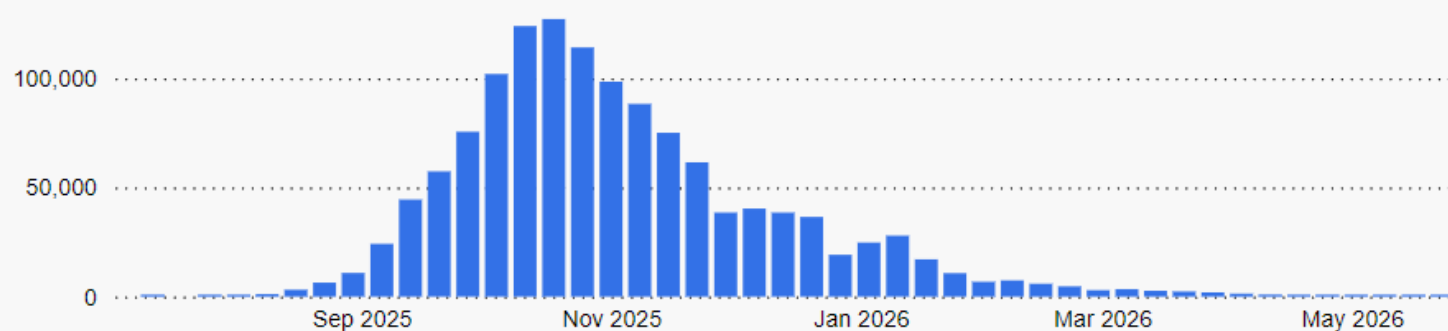
CDC recommends that all people 6 months of age and older get an annual influenza vaccine. Children less than 8 years who did not get at least 2 total doses before 7/6/2025, need 2 doses of the 2025-2026 vaccine.

Percent of CT Residents Receiving an Influenza Vaccination by Age Group in the Current Season



Number of CT Residents Receiving an Influenza Vaccination by Week of the Current Season

Current Week is Incomplete



CT saw an overall 1% increase in Flu vaccine uptake this season compared to last.

- Largest increase in 65+
- Decrease among 19-64yrs

Source: [CT Department of Public Health 2025-2026 Viral Respiratory Disease Surveillance Dashboard](#)

Building Through Existing Partnerships

CVFA Program

65 providers: LHDs, FQHCs, hospitals, community vaccinators

CONNECTICUT IMMUNIZATION COALITION

151 members: LHDs, providers, community organizations, professional associations, and vaccinators



Local Health Agencies

59 local public health departments or districts serving 169 towns and 2 tribal health departments



8 local IAP contracts with 16 IAP staff

Connecticut Immunization Coalition

CT DPH supports a contract in partnership with the American Lung Association

Mission: Empower, educate, promote awareness, and remove barriers to encourage vaccination across Connecticut communities.

Goals & Initiatives:

- Improve access to adult immunizations
- Increase adult immunization rates statewide

Coalition Activities:

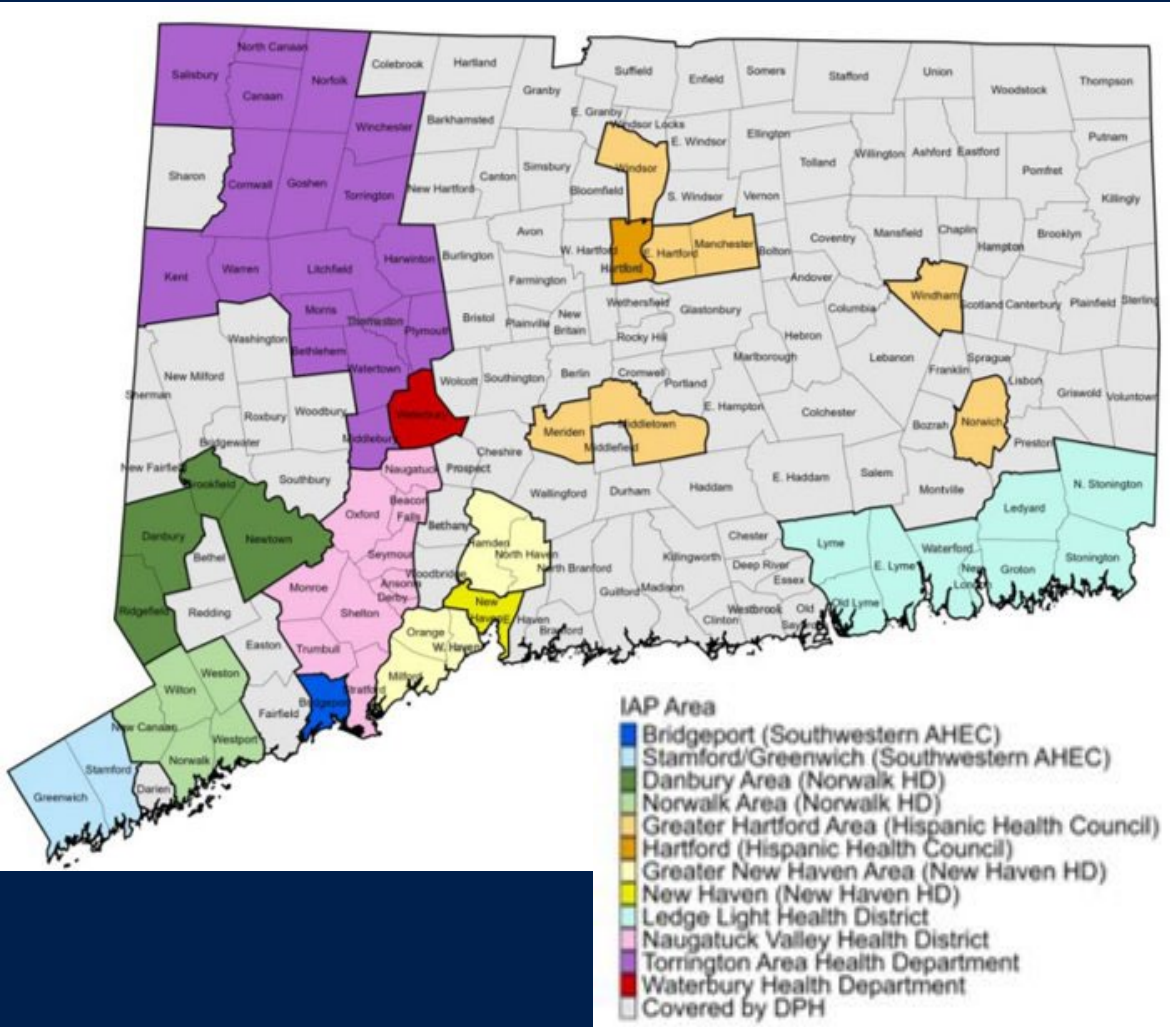
- Monthly member meetings
- Development of resources: toolkits, videos, social media
- Annual Spring Workshop
- Annual Respiratory Virus Disease Update conference



[Coalition Home Page](#)

Immunization Action Plan:

Improving vaccine access, confidence, & coverage



Data-informed outreach and quality improvement



Community Engagement



Strategies to improve vaccine delivery



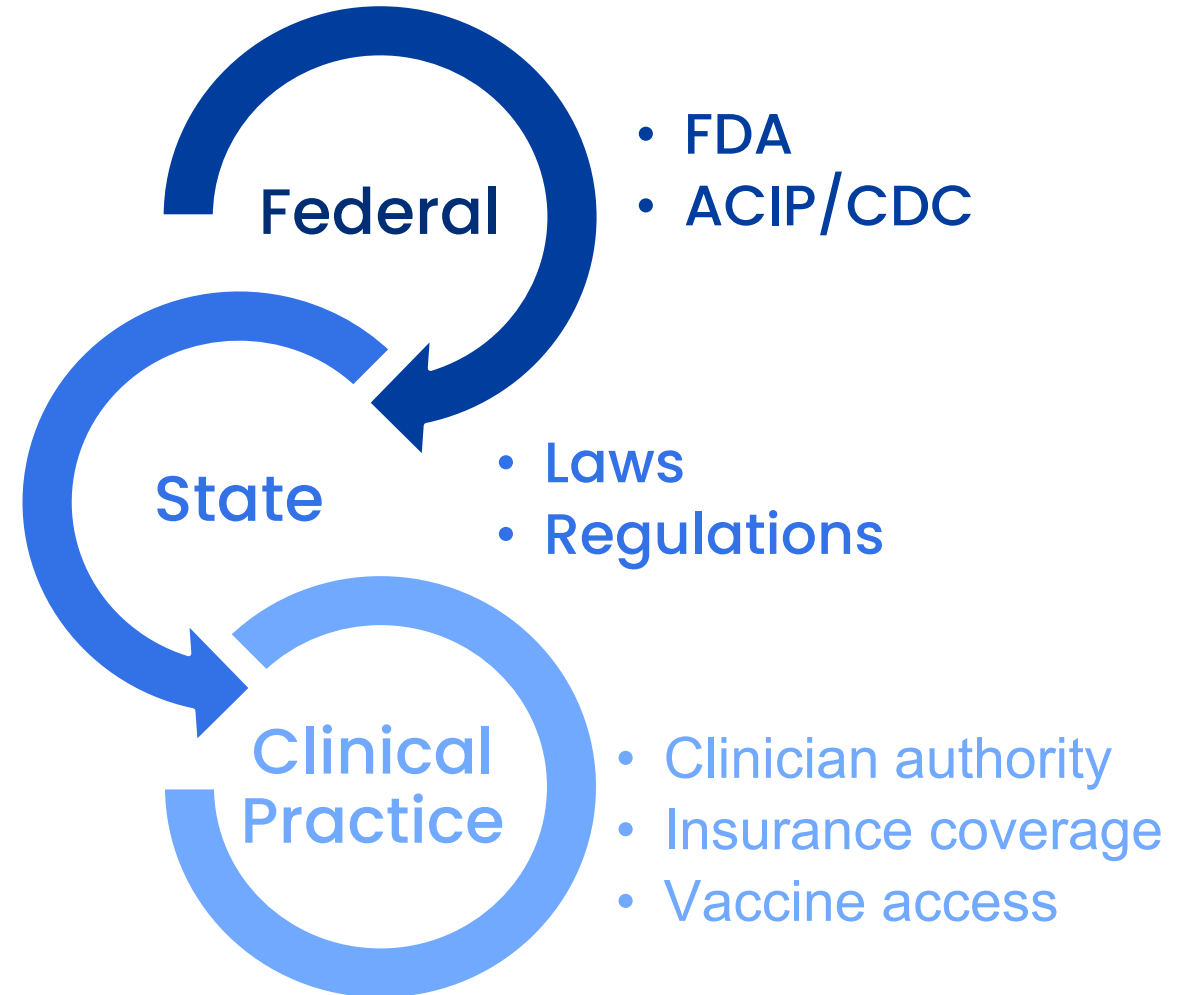
Partnership-driven approaches to increase coverage

IAPs build local partnerships with libraries, providers, pharmacies, schools, senior centers, and more. Because our IAPs live and work in their communities, they can tailor resources to meet local needs.

Need to Action: CT's Path to Expanding Adult Vaccine Access



Federal recommendations are encoded into **state statutes & rules** governing **clinical practice** and **vaccine requirements**



PA26-3: An Act Establishing Connecticut Vaccine Standards



Establishes a Connecticut Immunization Standard of Care

- Requires the DPH Commissioner to establish an immunization standard of care for all CT residents
- Considers recommendations from AAP, AAFP, ACOG, and ACIP
- Creates a consistent framework for immunization policy and programs



Modernizes Vaccine Procurement and Funding

- Aligns vaccine purchasing and funding with Connecticut's standard of care
- Provides flexibility for DPH to procure vaccines through multiple mechanisms, when needed



Expands Adult Vaccine Access

- Establishes a DPH-administered adult vaccine program (SFY27 Funding \$892,000)
 - Expands flu access for uninsured and underinsured adults age 19+ in SFY27
- Expands vaccination requirements for nursing home residents to include all respiratory viral diseases

CVFA– Flu Expansion



Pilot Launch – Fall 2026

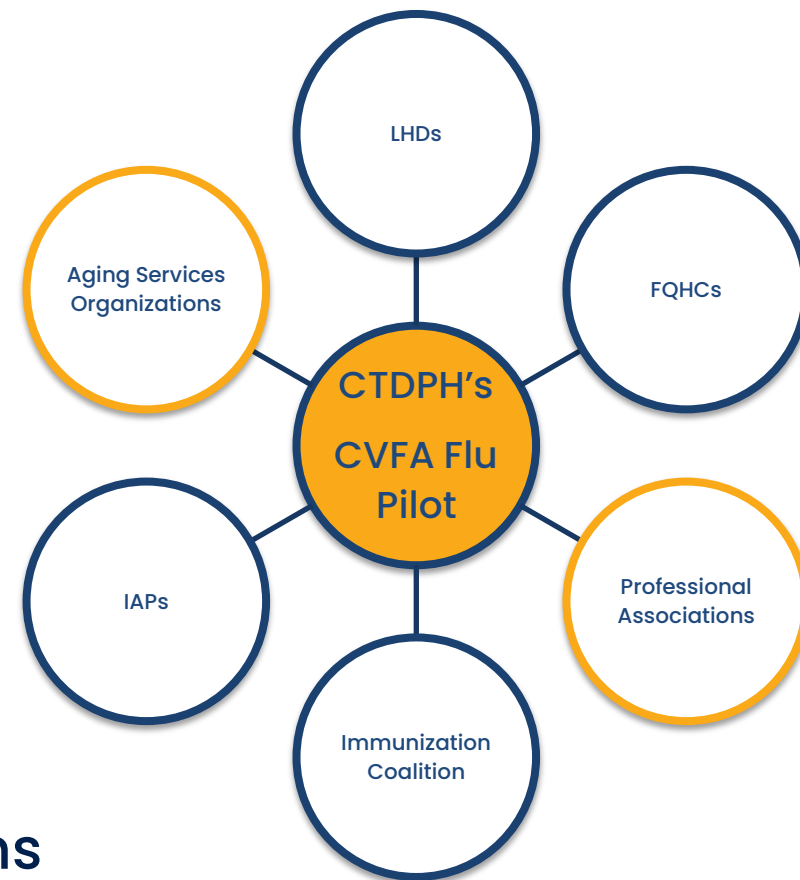
- Influenza being added to CVFA
- Adults 19+ who are un- or underinsured
- Builds on existing infrastructure

Building Foundation for Future Expansion

- Pilot informs future program design
- Supports long-term adult vaccine access planning

Partnerships Are Essential

- Public health, healthcare, & community collaboration
- Expand reach, access and awareness
- Helps reach older adults and other priority populations



Understanding Vaccine Confidence Among Adults Ages 55–70 in CT

Top questions and concerns:

- Safety and side effects 54%
- Effectiveness 37%
- Vaccine ingredients 37%
- Lack of long-term safety data 35%
- Concerns about getting too many vaccines at once 24%

Top drivers of uncertainty:

- Conflicting information 53%
- Changing guidance 38%
- Pharmaceutical distrust 36%
- Authority skepticism 36%
- Mandates 33%
- Previous adverse reactions 24%

Most residents cross-reference multiple sources to formulate their views.

- 83% Get their vaccine recommendation from their doctor/HCP
- Underserved adults are more likely to turn to family and friends

I ask family, friends, and PCPs for the most part.
I do a lot of my own research and read the good, bad,
and in between.

– Rural Resident, Focus Group

Building Confidence and Reaching Older Adults

Building Vaccine Confidence

- Developing FAQs on respiratory viruses and vaccines
- Addressing common questions from older adults
- Creating accessible, shareable educational materials

Reaching Older Adults Where They Are

- Collaboration with LHDs and long-term care facilities
- Multi-generational health communication approaches
- Engaging family members and caregivers in vaccine decision-making

Expanding Community Access

- Outreach to rural communities
- Language and cultural adaptation of materials
- Exploring mobile service opportunities through agency partnerships

Expanding adult vaccination requires more than access—it requires

- *trusted partnerships*
- *clear communication*
- *coordinated implementation*

THANK YOU!



Deepa Mavani, MPH
CT DPH
410 Capitol Ave, 11MUN
Hartford, CT 06103



deepa.mavani@ct.gov



860-560-7929



ct.gov/immunizations



CONNECTICUT
Public Health



AIM & Partner Resources

AIM

- [Vaccine Confidence Toolkit](#)
- [Immunization Coalition Toolkit](#)
- [Immunization Program Directory](#)



Partners

- [Concentric Value of Vaccination](#) | Gerontological Society of America
- [Coalition for Trust in Health and Science](#)
- [LearnWhatToTrust.org](#)
- [VaxTrack](#) | GSK



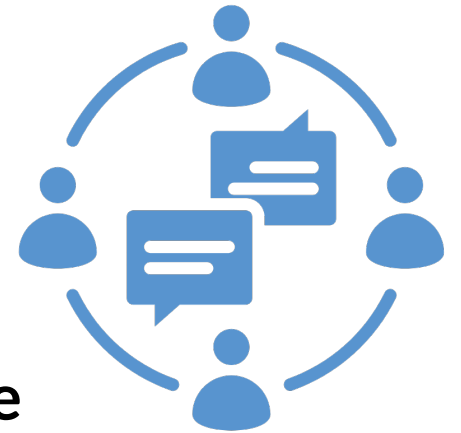
Upcoming Adult Immunization Webinars

Adults Need Vaccines Too: Strategies to Support and Improve Adult Vaccination Efforts Through Addressing Medicaid and Medicare Challenges

- July 14, 1-2 pm ET | [Register here](#)

Adults Need Vaccines Too: Strategies to Support and Improve Adult Vaccination Efforts Through Data Use and Transparency

- Details coming soon!



Housekeeping



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Take a few moments to answer the survey questions that pop up in your browser after the webinar.

Thank you!



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Association of Immunization
Managers



Association of
Immunization
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