

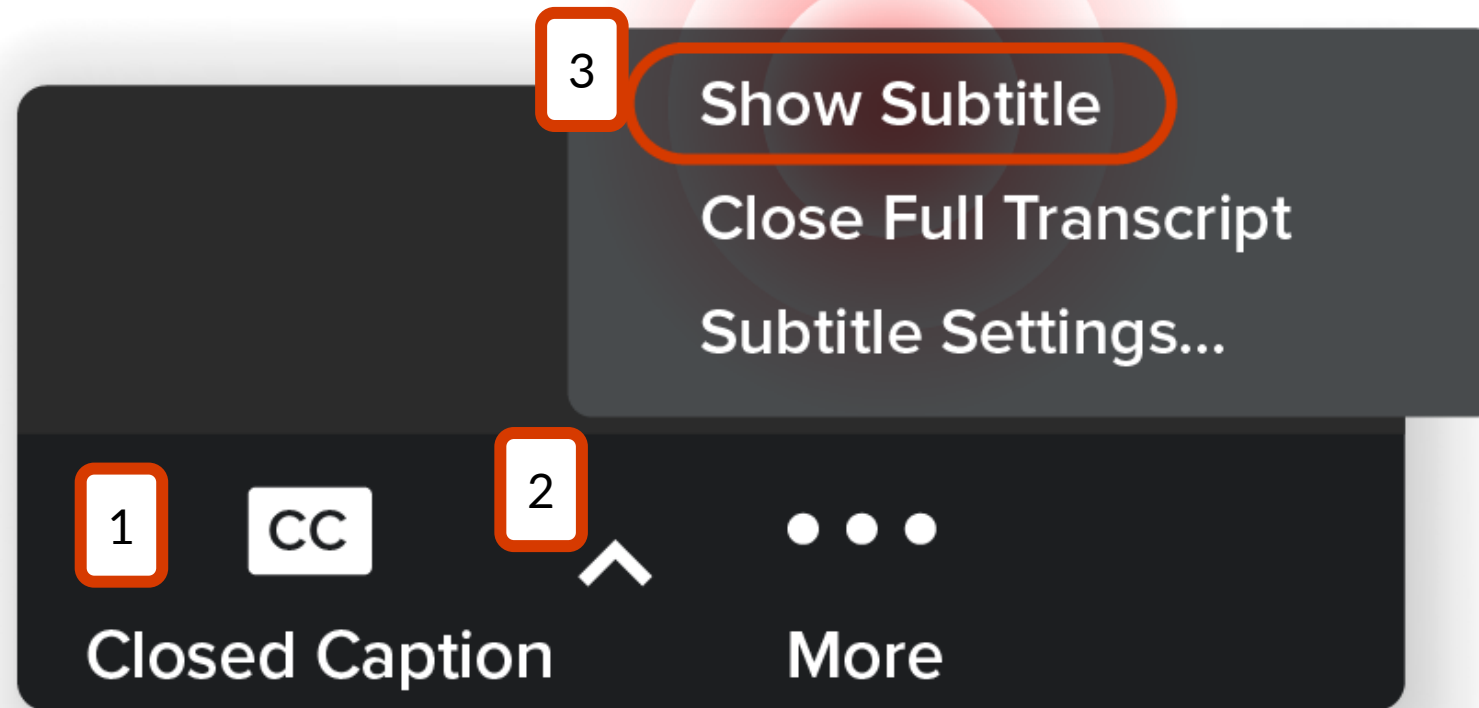
Adults Need Vaccines Too: Strategies to Support and Improve Adult Vaccination Efforts Through Data Use and Transparency

August 13, 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



Diana Olson

Senior Director, Strategic Communication
National Foundation for Infectious
Diseases (NFID)



Melissa Persaud, MPA

Chief Growth Officer
Fraym



Ashley Capriola, MPH

Vaccine Analytics Unit Supervisor
Wisconsin Department of Health Services



Diana Olson

Senior Director, Strategic Communication
National Foundation for Infectious Diseases
(NFID)



Melissa Persaud

Chief Growth Officer
Fraym



Using Hyperlocal Data to Increase Vaccine Uptake Across the US

AUGUST 2026

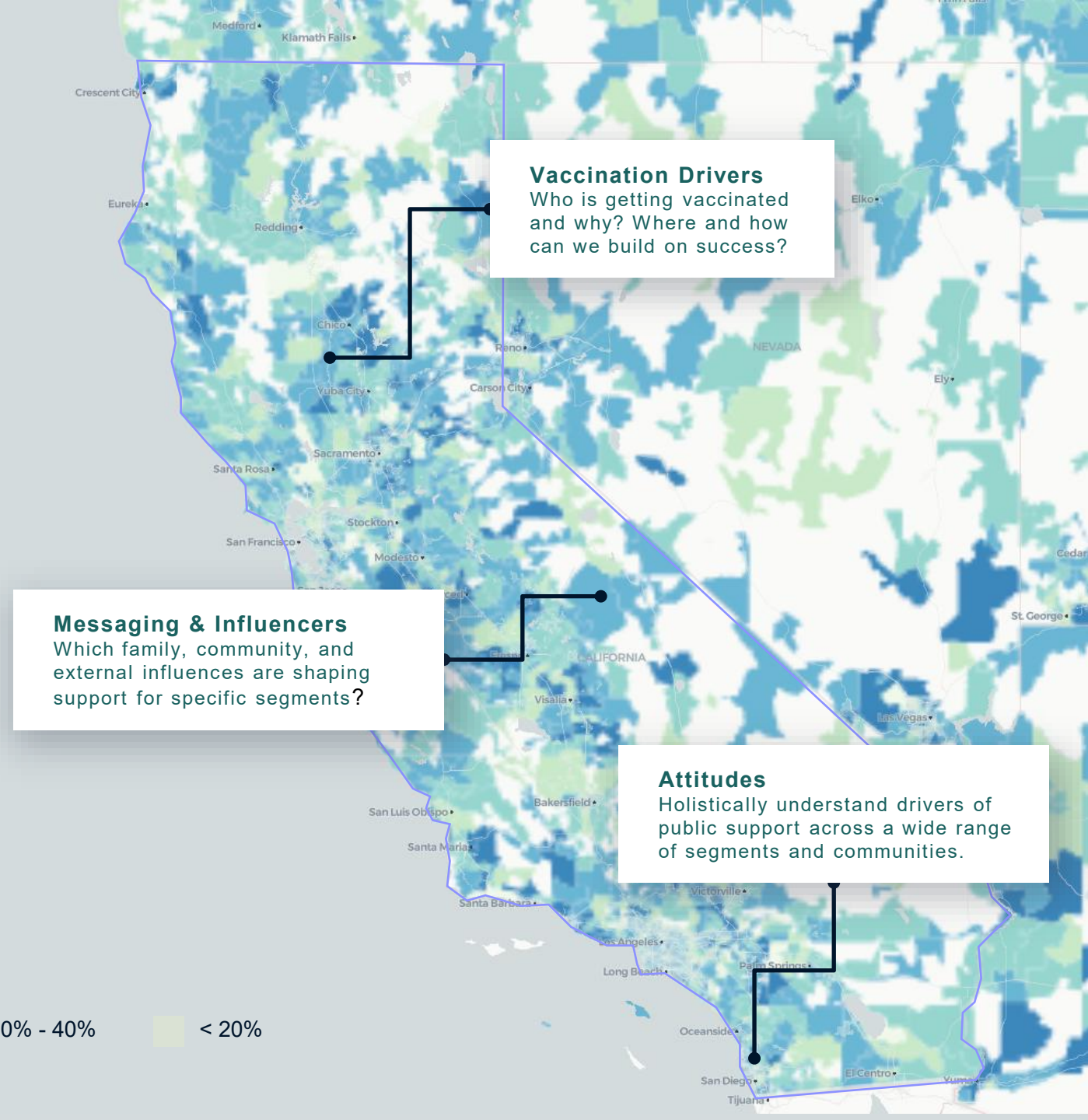
NFID Pilot Program Overview

- NFID provided seed funding for data-driven approach to improve adult vaccine uptake
- Developed pilot database with partner organizations (AIM, NACCHO)
- Goals:
 - Empower public health stakeholders working to increase adult vaccine uptake across the US
 - Assist those on frontlines in deploying effective approaches to outreach and service delivery
 - Equitably reach populations across the US

Fraym is the only platform capable of providing hyper-local, high-fidelity data on population **attitudes, attributes, and behaviors** at scale globally.

Illustrative map of overall vaccine hesitancy at the zip code level.

Illustrative map of adults who are vaccine hesitant in the US



CO-DESIGNED CONTENT AND WORKFLOWS

Engaged in an iterative design process with the Steering Committee and 12+ target users to identify key data gaps and workflows

Design Steps

1

Steering Committee members informed state and local perspectives, workflows, and immunization campaign data gaps

2

Fraym produced novel, localized data to fill current gaps and presented it through an interactive visualization tool

3

Continue to refine data coverage, indicators, and dashboard features based on end user feedback

Results



Where intent to get vaccinated is highest and lowest to **geographically** target resources and outreach



The most effective outreach **message** based on the most significant immunization access and motivation barriers



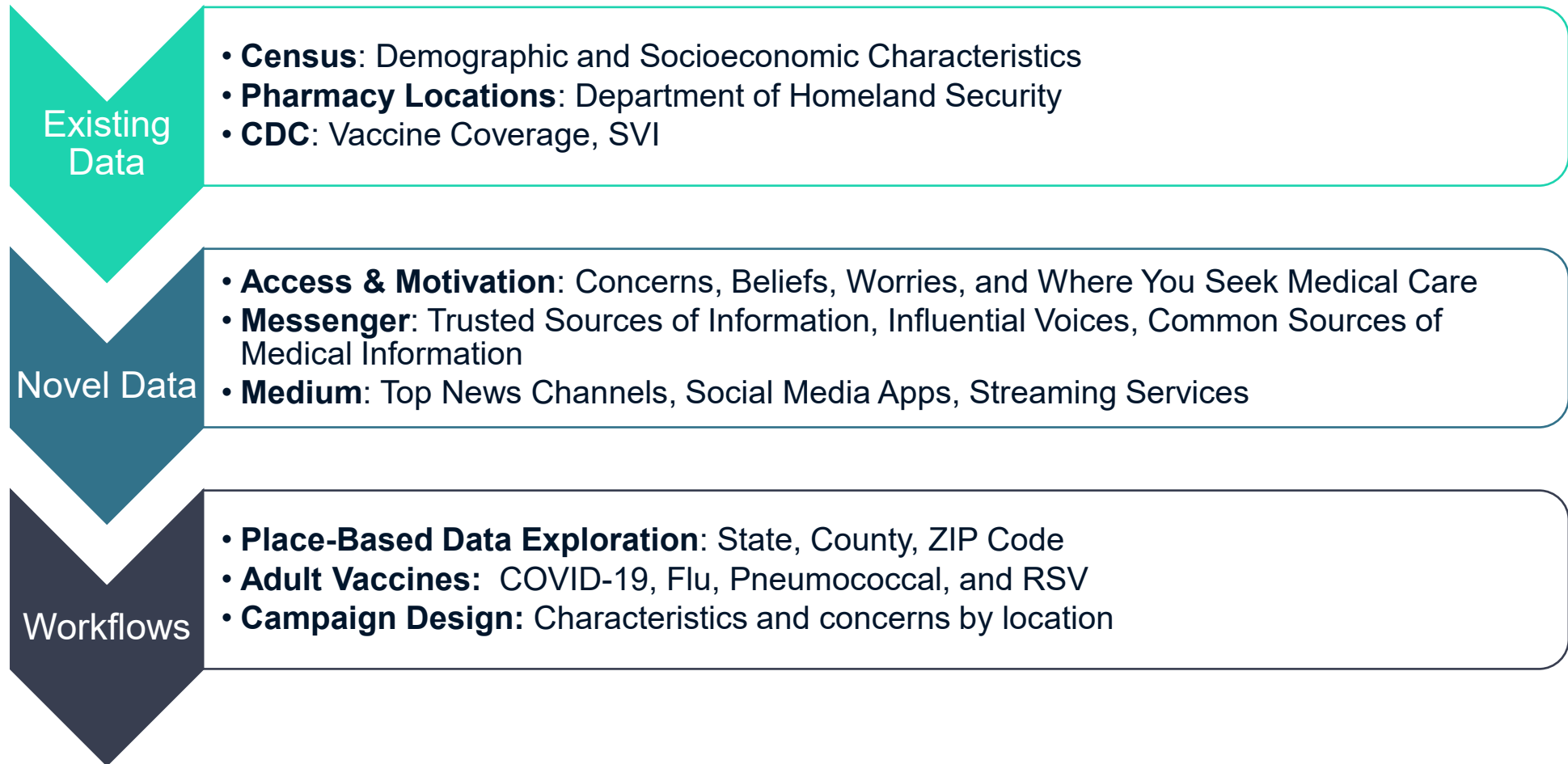
The information source that will be the most trusted, relevant, and effective **messenger** to deliver immunization information



The message delivery **medium** that will have the highest ROI in target geographies

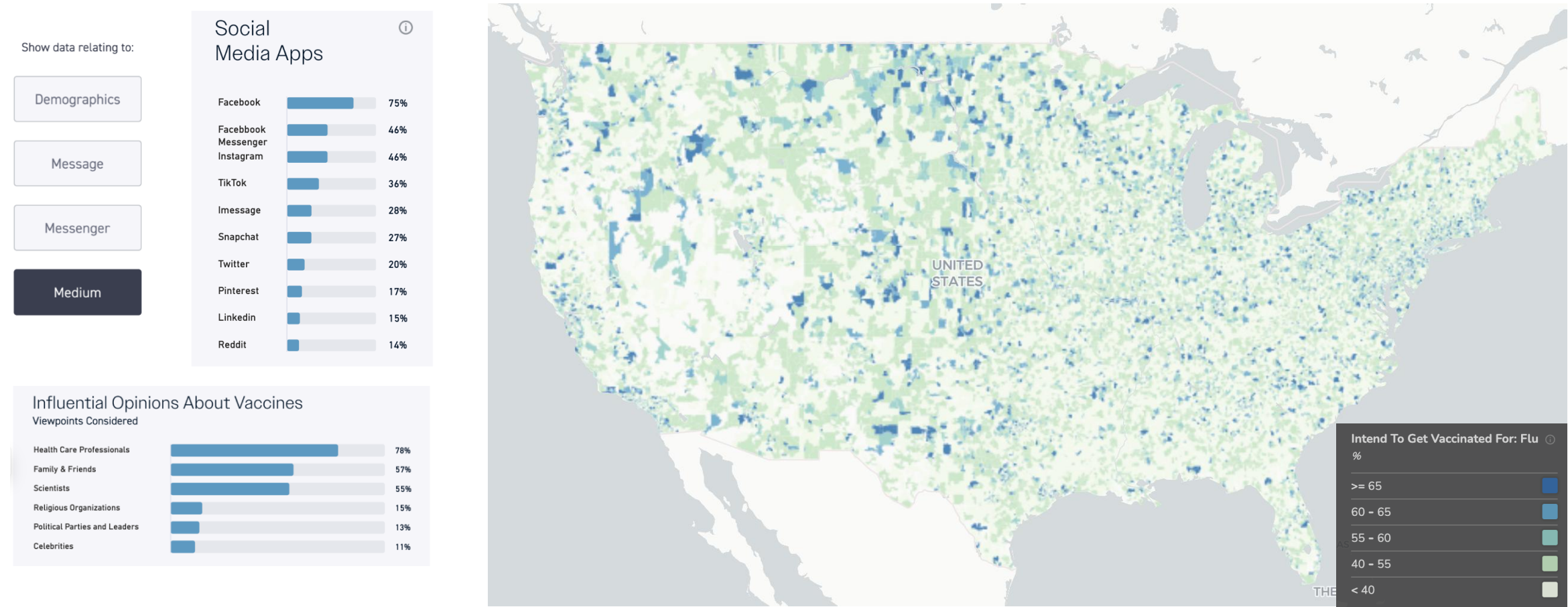
CONTRIBUTIONS TO VACCINATION DATA ECOSYSTEM

Dashboard is a place-based campaign design tool and is not intended to replace surveillance infrastructure. Our approach **augments existing data sources** and *introduces rigorously produced novel indicators*.



RESULTS

Fraym augments robust training data with machine learning to produce ZIP code level data for any indicator of interest. The outlined methods produced 100+ indicators across US that feed into key user workflows.

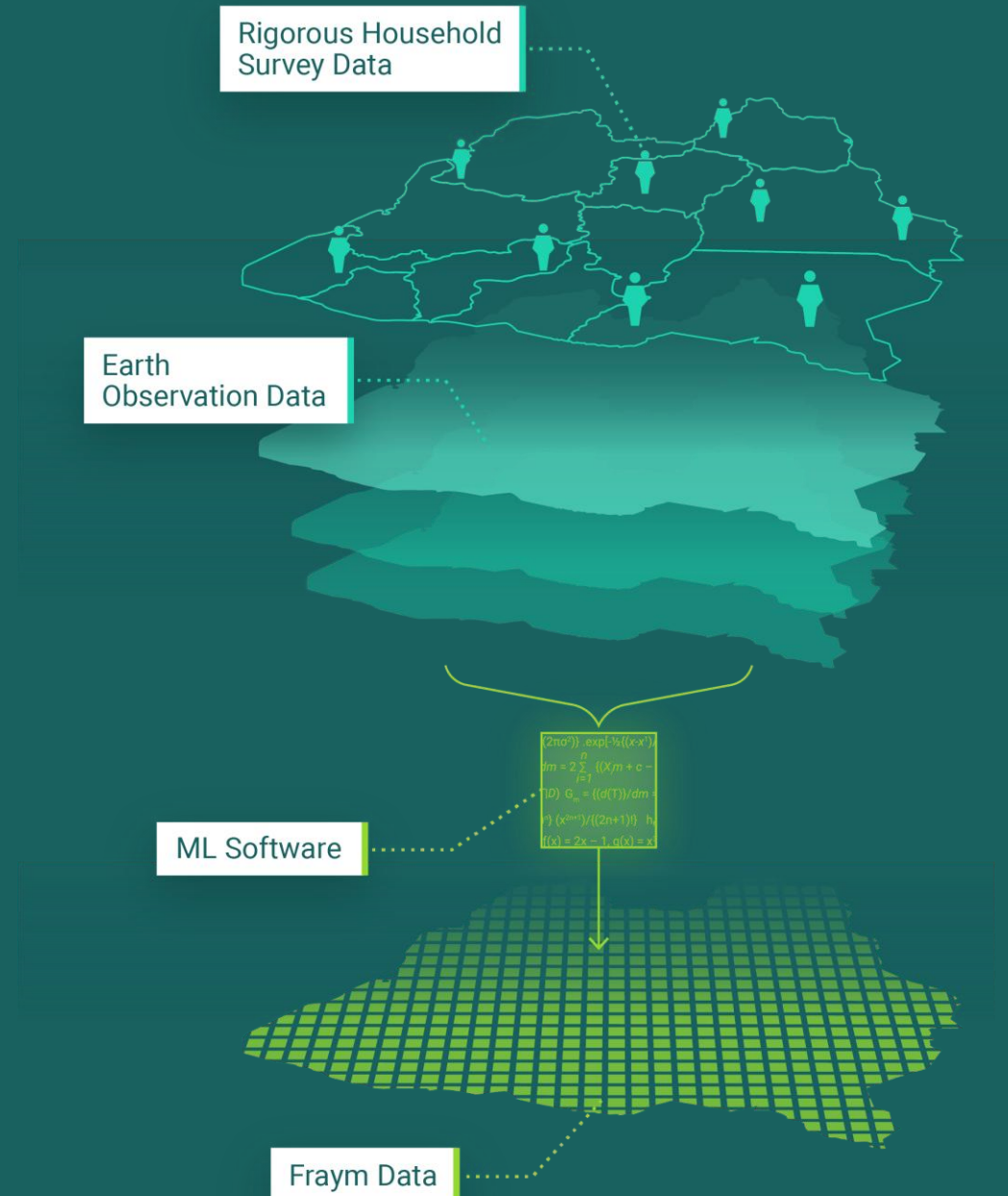


Dashboard Demo

How Fraym's Technology Works

Our FUSEfraym software uses machine learning to combine novel survey data with satellite imagery.

The result is unprecedented geospatial insight on human characteristics.





CONTACT

m.persaud@fraym.io



Ashley Capriola, MPH
Vaccine Analytics Unit Supervisor
Wisconsin Department of Health Services



Wisconsin Adult Immunization Data

Ashley Capriola, MPH

Adult Data Analyses



- Medicaid Activities
- Respiratory Vaccination Dashboards
- Routine Adult Vaccination Dashboard

Adult Data Analyses



- Medicaid Activities
- Respiratory Vaccination Dashboards
- Routine Adult Vaccination Dashboard

Medicaid Activities



Medicaid Activities Using Adult Data



- Annual core set reporting to Centers for Medicare and Medicaid Services
- SeniorCare analysis compared to general EBD population
- Other ad hoc analyses

Adult Data Analyses



- Medicaid Activities
- Respiratory Vaccination Dashboards
- Routine Adult Vaccination Dashboard

Respiratory Dashboards



Influenza, COVID-19, and RSV
vaccination data

Respiratory Dashboards



- Influenza (pictured)
- COVID-19
- RSV (adults aged 50+)

Routinely updated during respiratory season to monitor trends among counties, by demographics, and compare to previous seasons.

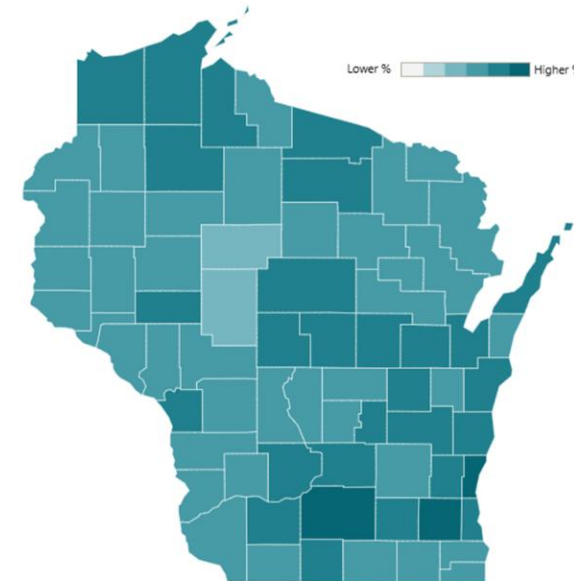
Flu vaccines for Wisconsin residents



2025–2026 Influenza Season

Updated: 6/11/2026

Percent of Wisconsin residents who received at least one dose, by county
Click your county on the map below to see the county gauge at the side change!



Healthy People 2030 goal

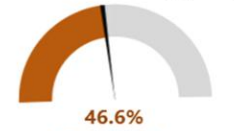


Percent of Wisconsin residents who received at least one dose



Wisconsin
2,014,172 residents

Percent of Wisconsin residents who received at least one dose, by county

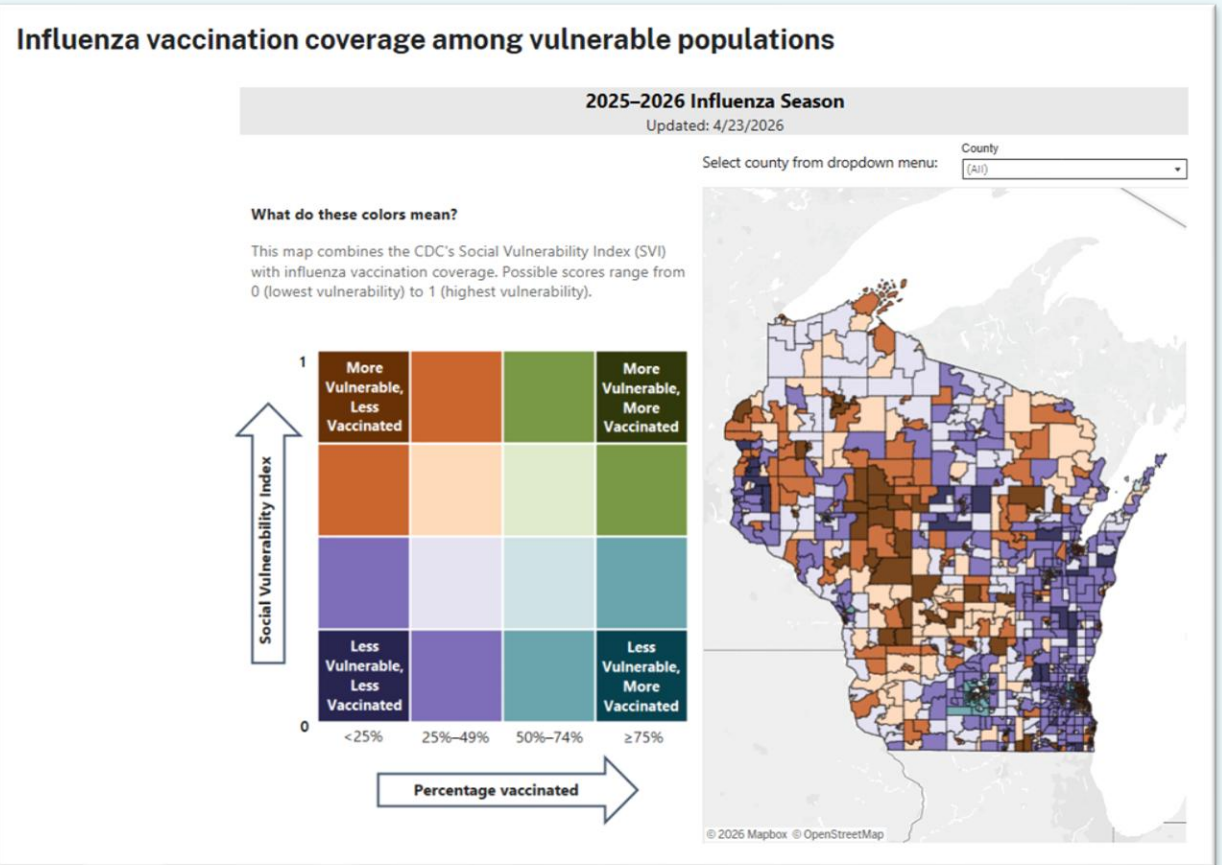


Dane County
274,270 residents

Influenza Social Vulnerability Index



- Quickly identify pockets of low immunization rates and higher social vulnerability.
- Inform where to target vaccination outreach efforts.



Data in the News



HEALTH, NEWS

Wisconsin could face heavy flu season as virus ramps up, vaccinations decline

Only 26 percent of Wisconsinites got a flu shot this fall ahead of an influenza season dominated by a potentially severe strain of virus

BY HOPE KIRWAN • NOVEMBER 25, 2025

HEALTH, NEWS

Fewer Wisconsinites got a seasonal flu shot this year

It's the fourth year in a row that the state's influenza

BY HOPE KIRWAN • JANUARY 13, 2025 • UPDATED JAN

Wisconsin could be in for a bad flu year. Officials say to get vaccine



[Sarah Volpenhein](#)

Milwaukee Journal Sentinel

Updated Nov. 25, 2025, 2:34 p.m. CT

Adult Data Analyses



- Medicaid Activities
- Respiratory Vaccination Dashboards
- Routine Adult Vaccination Dashboard

Annual Adult Vaccination Dashboard



Origin



Data previously shared as a static pdf.

Vaccination coverage among Wisconsin adults by vaccine, region of residence, and year

Data source: Wisconsin Immunization Registry

†Due to a change in methodology, 2023 data is not comparable to previous years. Refer to notes for additional details.

Region	Year	Tdap (1)	HPV Complete	Zoster (Shingles) Complete	Pneumo Complete	HepA Complete	HepB Complete
Statewide	2014	58.14	19.78	26.41	.	.	.
	2015	58.65	21.66	28.63	.	.	.
	2016	61.99	24.72	30.60	.	.	.
	2017	64.68	28.98	31.62	.	.	.
	2018	66.92	32.39	1.94	.	.	.
	2019	68.52	36.06	7.46	.	12.13	.
	2020	67.39	37.91	14.56	.	14.60	.
	2021	67.73	40.49	20.61	.	16.01	.
	2022	68.66	43.26	25.30	56.20	16.35	39.82
	2023†	77.68	50.73	32.01	64.44	20.45	44.12
Northeastern	2014	59.22	19.41	26.28	.	.	.
	2015	61.50	21.80	29.33	.	.	.
	2016	65.59	25.16	32.18	.	.	.
	2017	69.00	29.49	33.66	.	.	.
	2018	71.75	33.33	2.44	.	.	.
	2019	73.61	37.31	8.59	.	12.44	.
	2020	72.69	39.65	17.08	.	14.15	.
	2021	72.77	42.50	23.46	.	15.90	.
	2022	73.72	45.58	28.10	60.55	16.35	44.07
	2023†	81.30	52.59	34.07	67.44	20.45	47.85

Goal



- Create a dashboard that allowed users to easily :
 - Understand vaccination rates in the state and their county.
 - Identify disparities.
 - Identify trends overtime.

Audience



Primary audience

- State public health
- Local and Tribal Health
- Health Care Providers
- Community Health Organizations

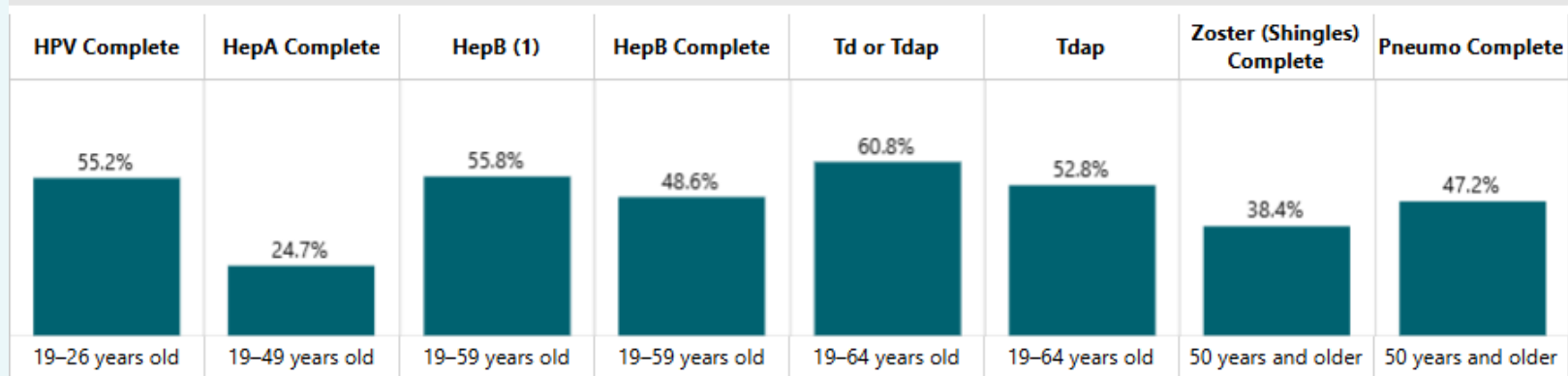
Secondary Audience

- Researchers
- Media
- General Public



2025 Vaccination Coverage of Wisconsin Adults

Updated: 03/09/2026



Select vaccine or series to change the charts:

Zoster (Shingles) Complete: 50 years and older

Percent of Wisconsin adults 50 years and older that received all doses of the Zoster (Shingles) vaccine series

Sex



Ethnicity



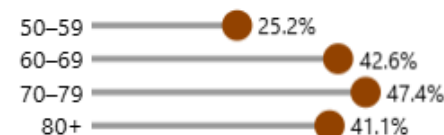
Race



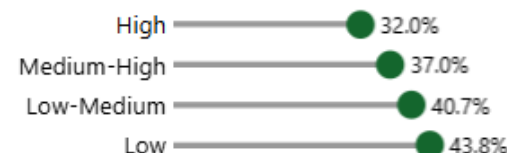
*American Indian, Alaska Native, Indigenous, or Native American

**Asian, Native Hawaiian or Pacific Islander

Age Category

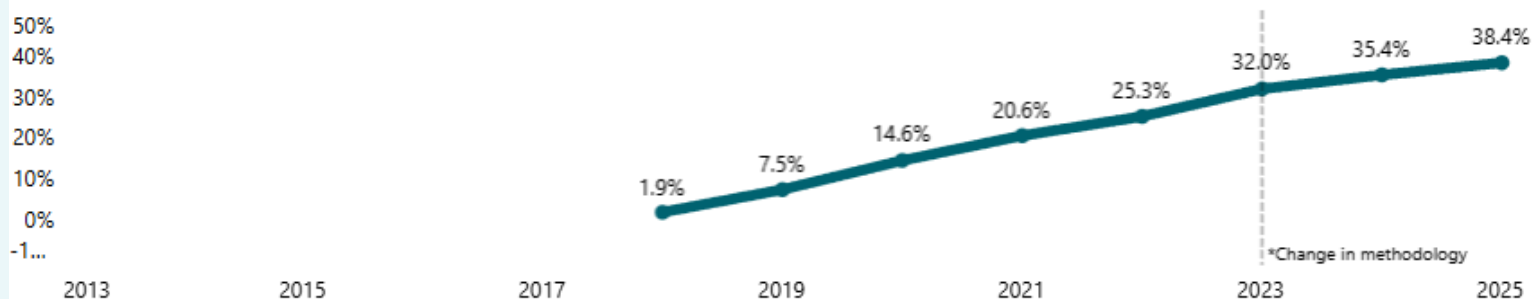


Social Vulnerability Index †



† Social Vulnerability Index (SVI) is a CDC defined place-based index. To learn more about SVI, view the "Understanding our data" section below this dashboard.

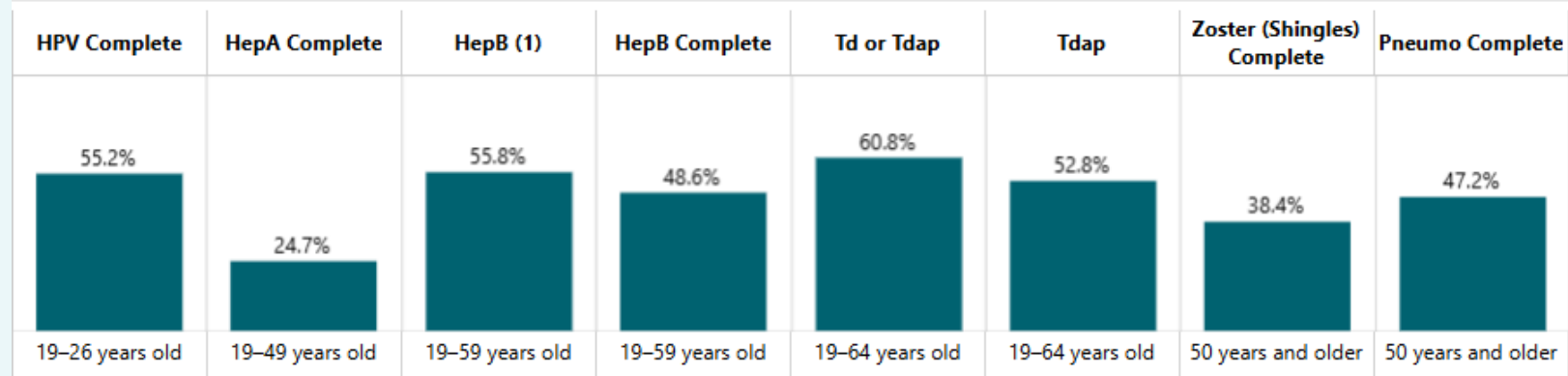
Trends in the percent of Wisconsin 50 years and older who received all doses of the Zoster (Shingles) vaccine series





2025 Vaccination Coverage of Wisconsin Adults

Updated: 03/09/2026



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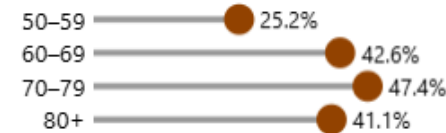
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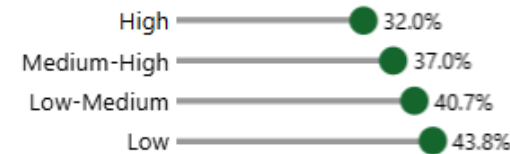
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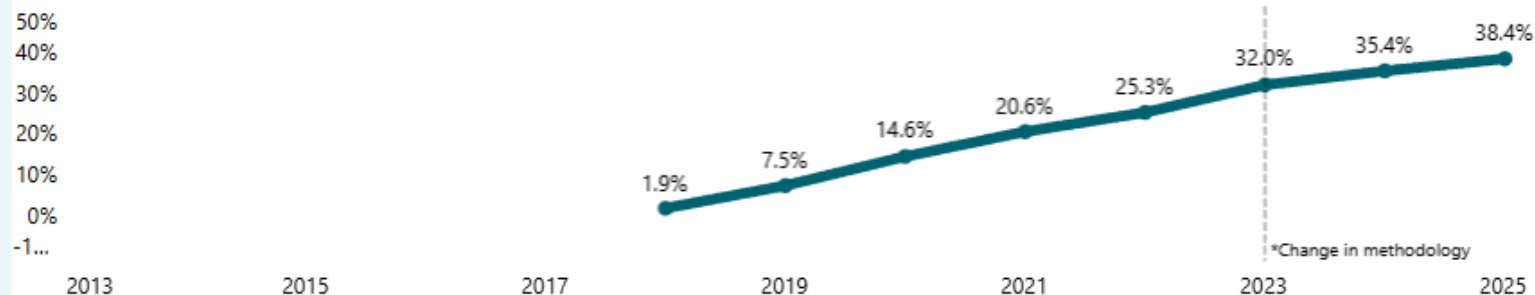


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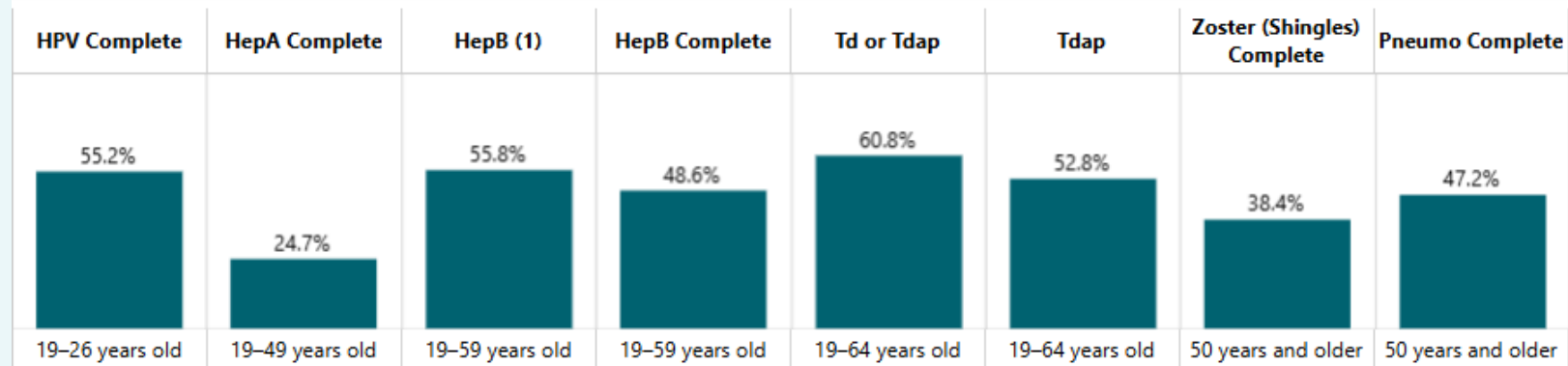
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2025 Vaccination Coverage of Wisconsin Adults

Updated: 03/09/2026



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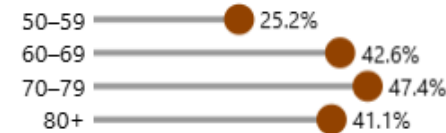
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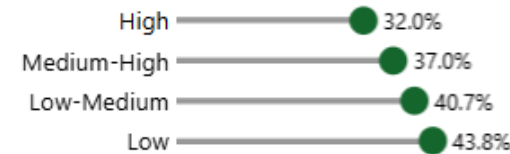
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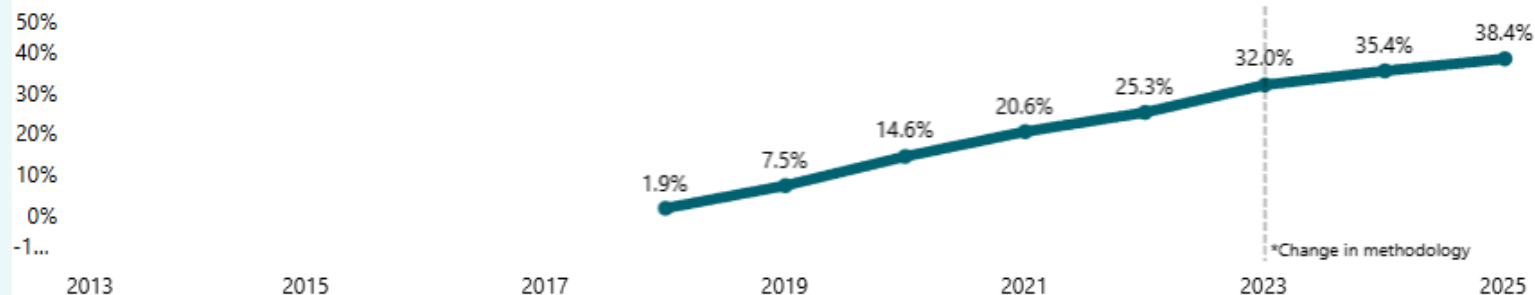


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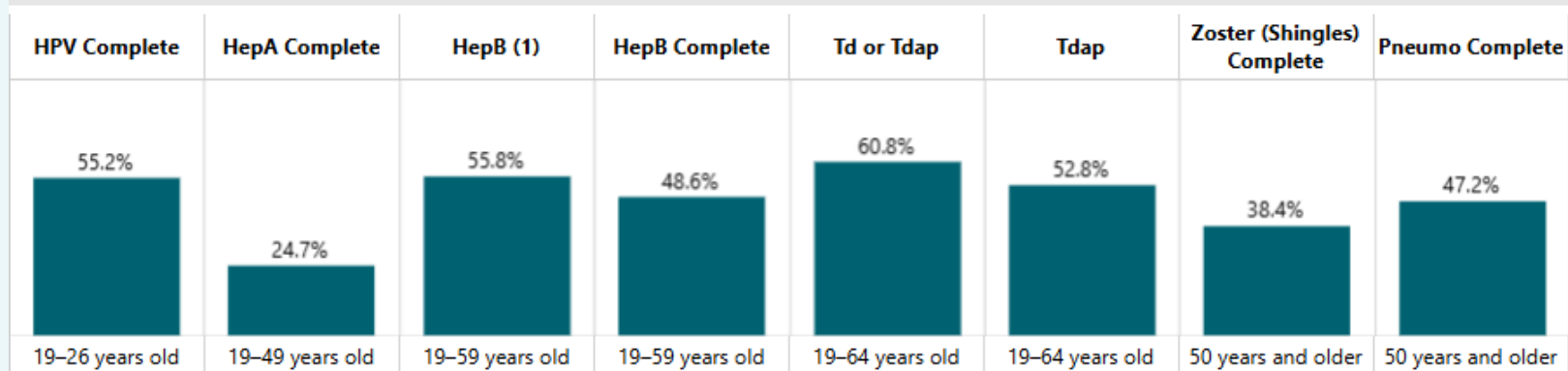
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2025 Vaccination Coverage of Wisconsin Adults

Updated: 03/09/2026



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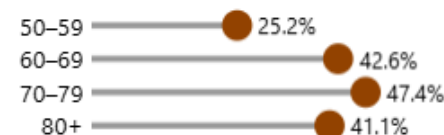
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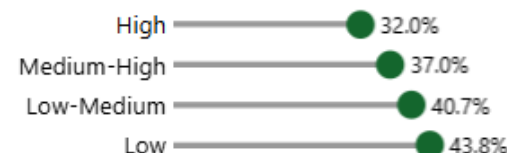
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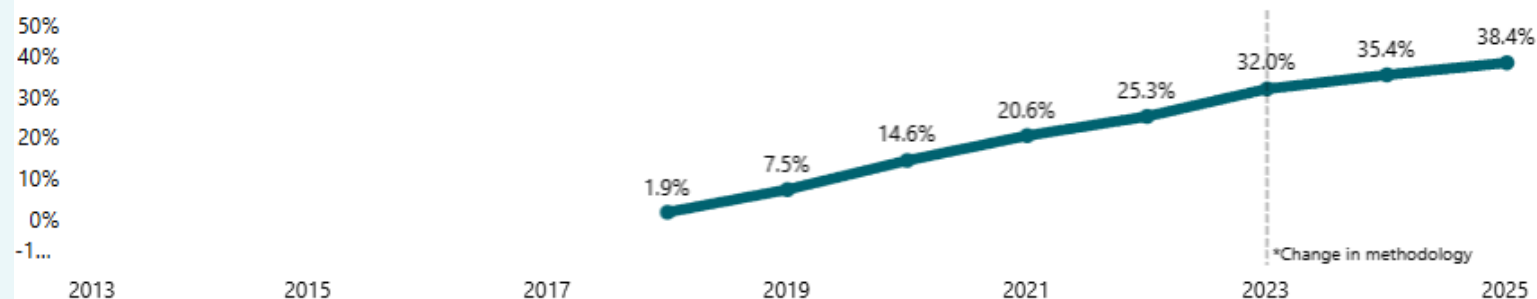


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Vaccination Coverage of Wisconsin Adults

Updated: 03/09/2026

[View map and trends](#)[View data tables](#)

1. Select vaccine or series:

Zoster (Shingles) Complete: 50 years and older

2. Select geography:

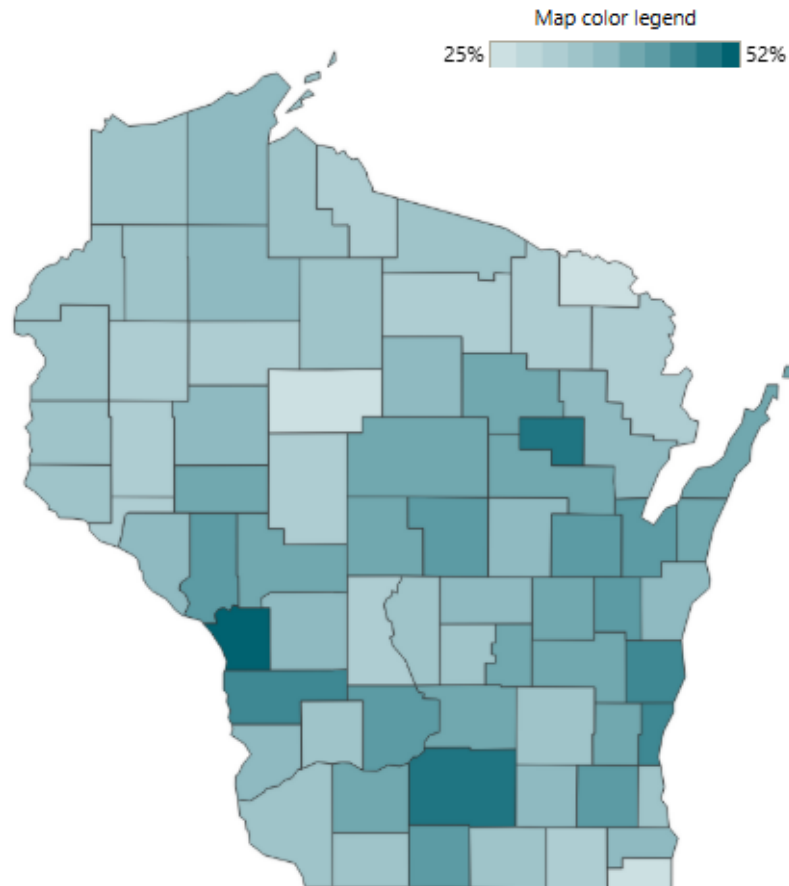
County

3. Select a county:

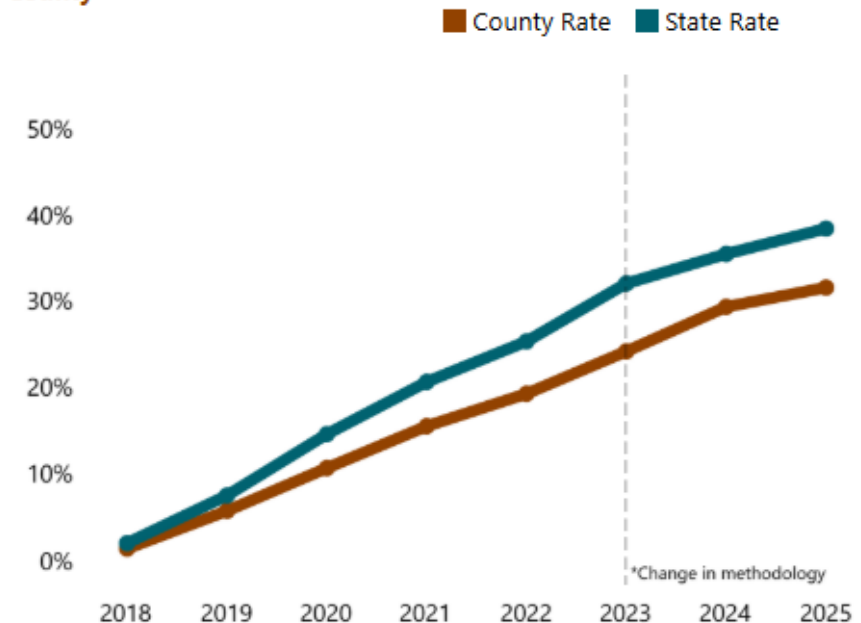
Juneau

Percent of Wisconsin adults 50 years and older who received all doses of the Zoster (Shingles) vaccine series, 2025

Click a county on the map below to see the graph and gauge change.



Trends in the percent of adults 50 years and older who received all doses of the Zoster (Shingles) vaccine series, statewide and in Juneau County





Vaccination Coverage of Wisconsin Adults

Updated: 03/09/2026

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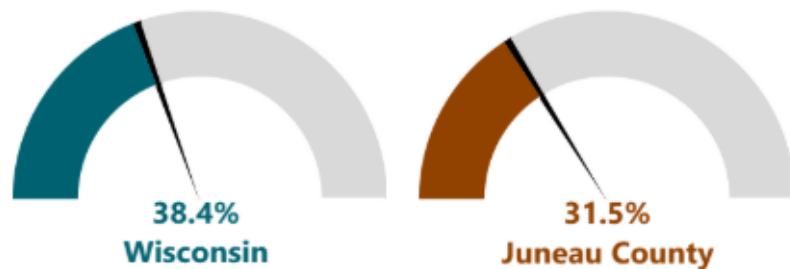
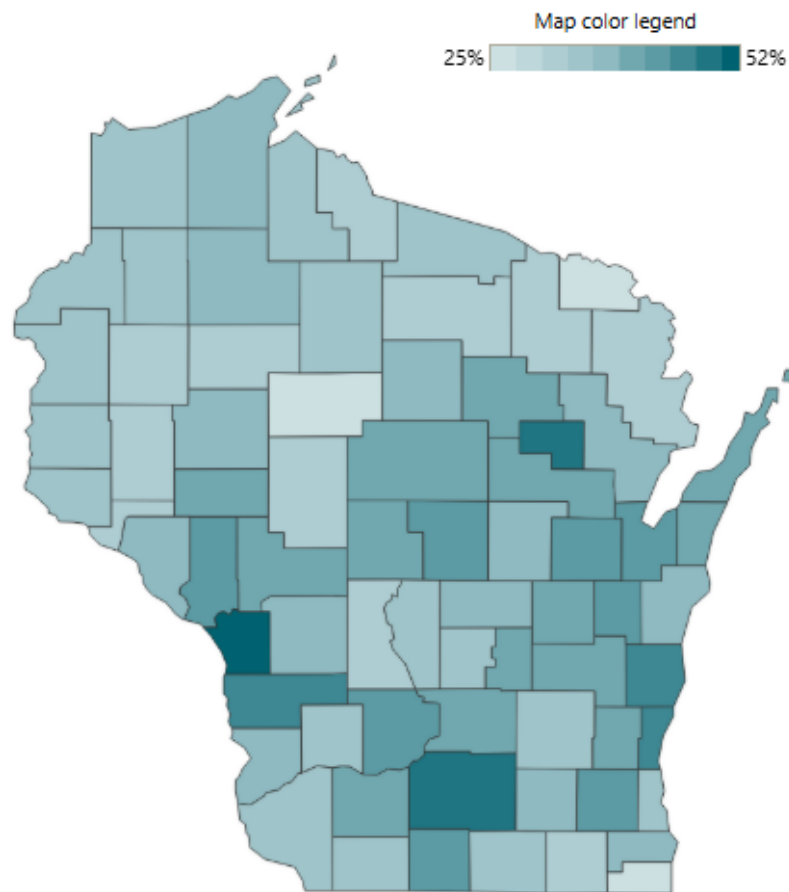
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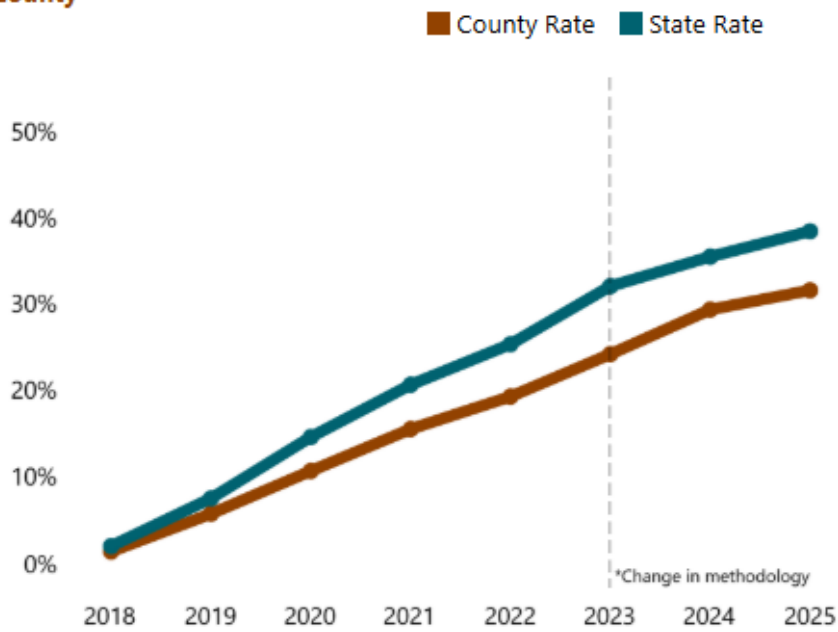
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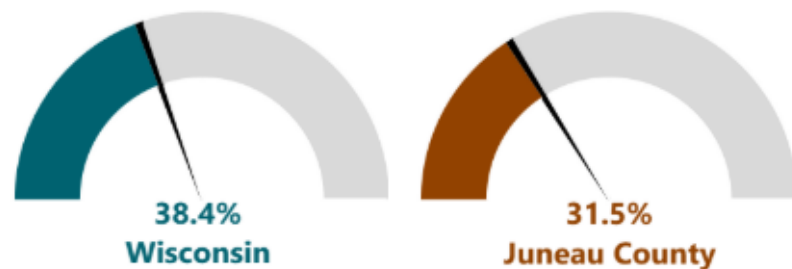
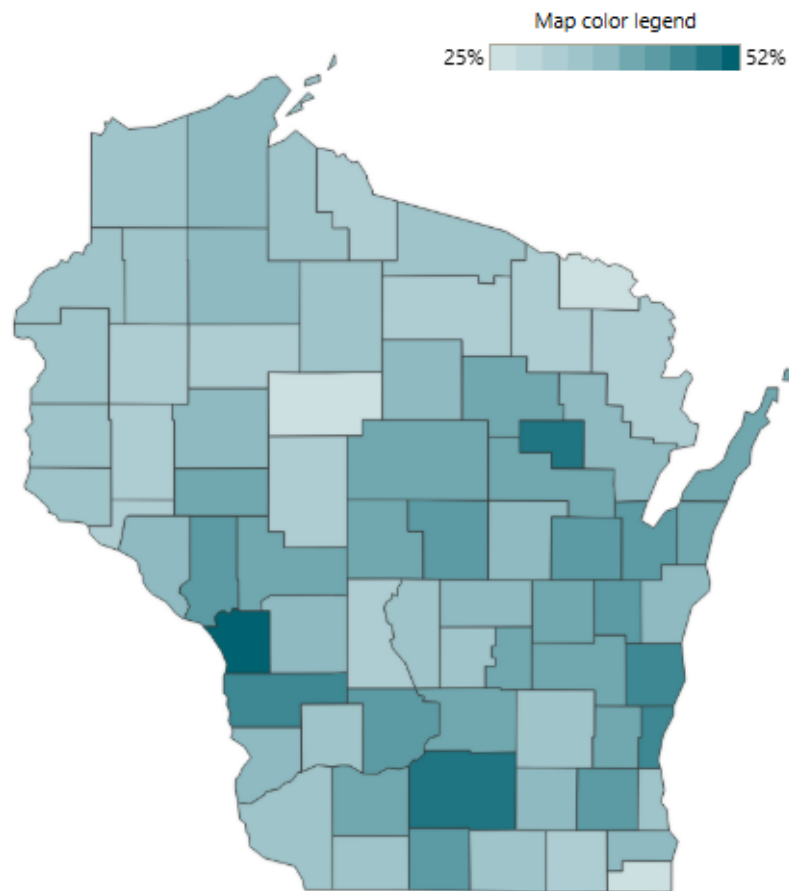
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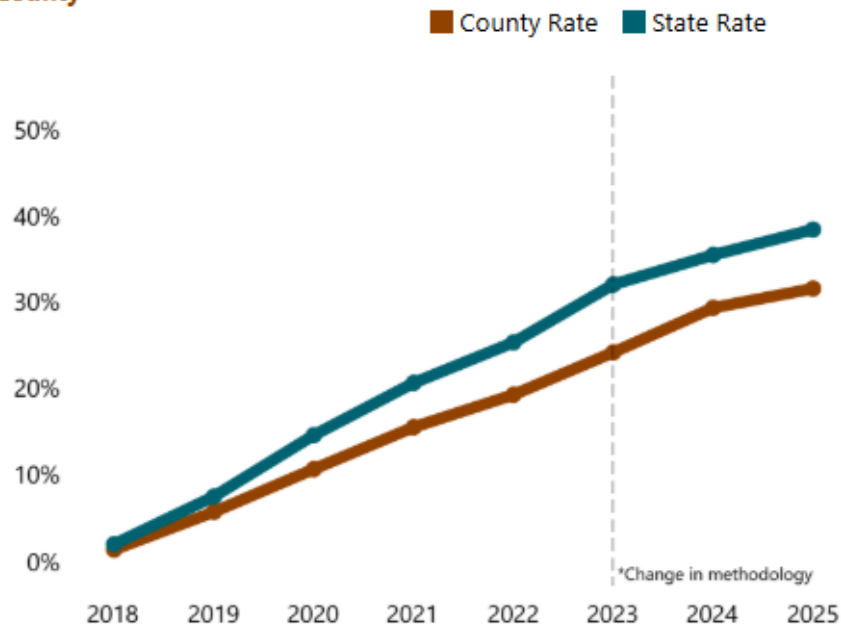
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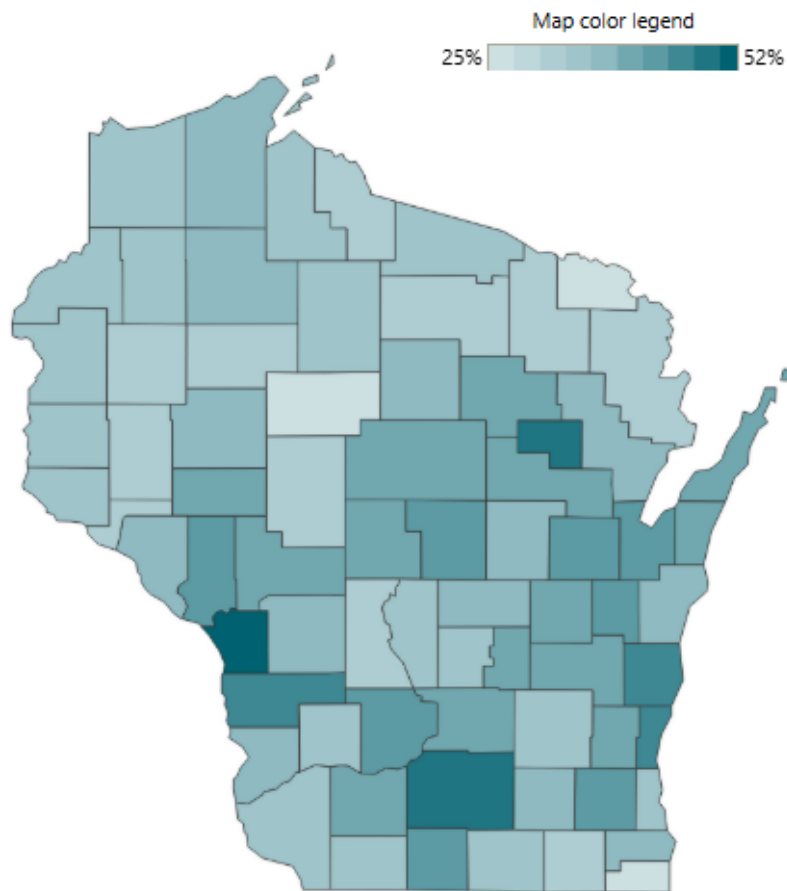
County

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Juneau

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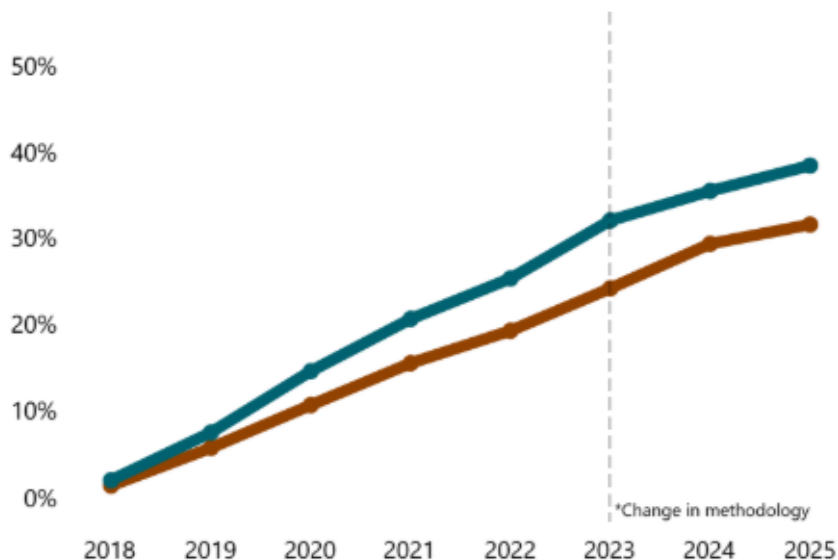
38.4%
Wisconsin



31.5%
Juneau County

Trends in the percent of adults 50 years and older who received all doses of the Zoster (Shingles) vaccine series, statewide and in Juneau County

County Rate State Rate





Vaccination Coverage of Wisconsin Adults

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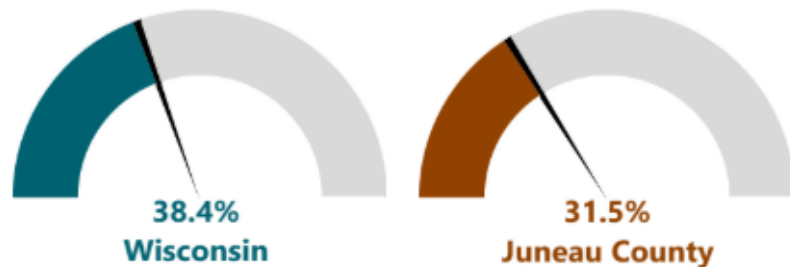
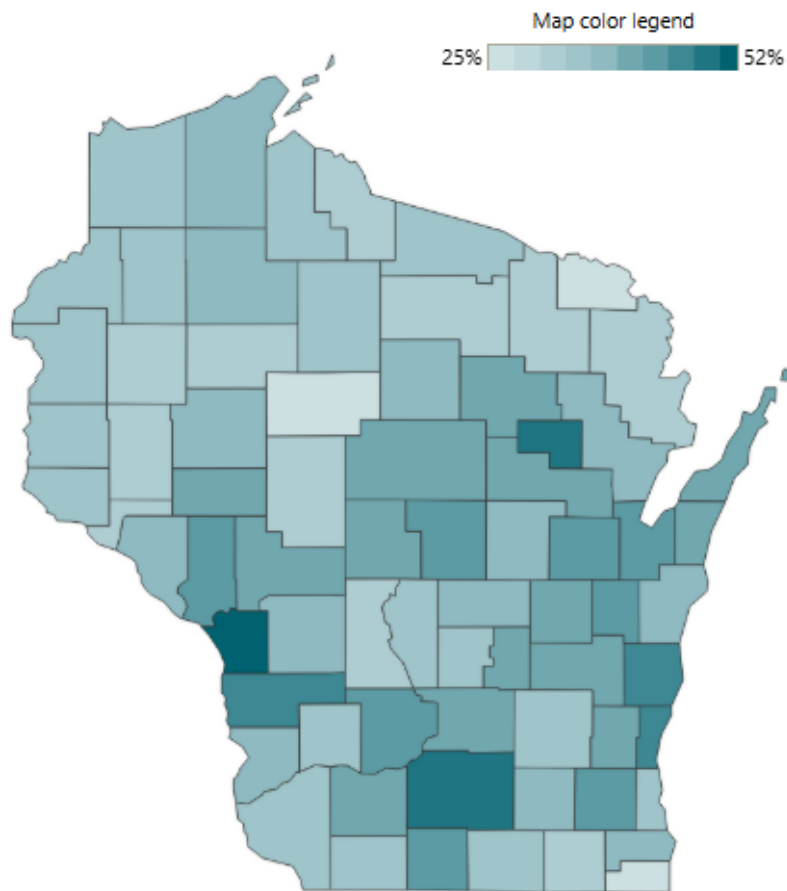
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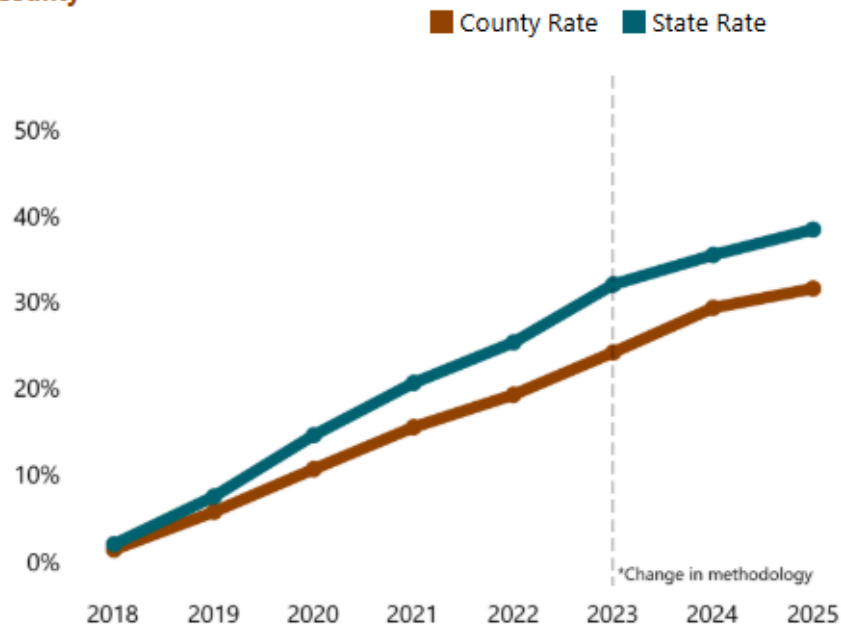
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Methods of Promotion



- Included in news release.
- Demoed for local health partners on webinar.
- Shared in newsletter with state public health staff .

Use of the dashboard



- 1,900 views
- Hepatitis elimination plan creation
- Local health departments
- RICE grantees

Viral Hepatitis Elimination



- Created Wisconsin-specific elimination metrics for hepatitis A and B vaccination among adults.
- Builds upon national elimination objectives.
- Further disseminates adult vaccine data.

Elimination Dashboard



- Publicly available data on [DHS Viral Hepatitis webpage](#)
- Annual updates
- State-level statistics

Elimination plan data dashboard

DHS monitors key indicators to achieve viral hepatitis elimination goals. Many of the measures align with those described in the CDC's Viral Hepatitis National Strategic Plan. The metrics are grouped into five areas of focus:

- Prevent new viral hepatitis infections
- Prevent perinatal transmission of viral hepatitis
- Reduce viral hepatitis-related morbidity and mortality
- Reduce viral hepatitis-related disparities and inequities
- Increase access to viral hepatitis testing and treatment



Hepatitis B Elimination Measures

Hepatitis C Elimination Measures

Wisconsin Hepatitis A Elimination Measures

 Click the Status symbol to see data trends for each measure.

 On track to meet or exceed 2030 goal

 Made some progress towards 2030 goal

 Not on track to meet 2030 goal

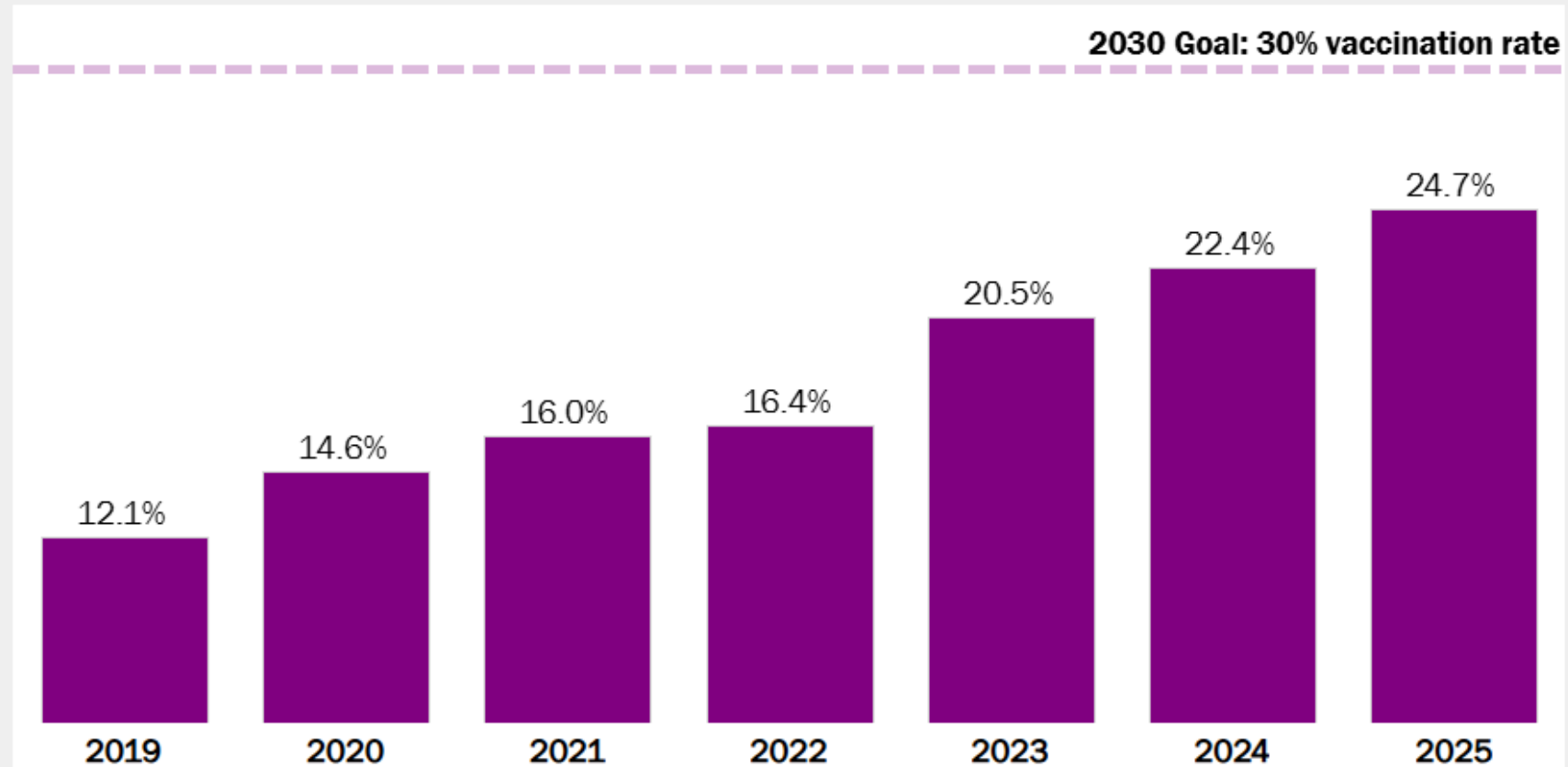
Prevent New Viral Hepatitis Infections

Measure	Baseline Year(s)	Baseline Value	Current Year	Current Value	2030 Goal	Status
Reduce the number of people diagnosed with hepatitis A by 65%	2015–2019	16	2025	14	≤ 6	
Increase hepatitis A vaccine initiation rates among children 24 months old to 80%	2019	79.2%	2025	75.7%	≥ 80.0%	

Viral Hepatitis Elimination Progress in Wisconsin

Prevent New Viral Hepatitis Infections

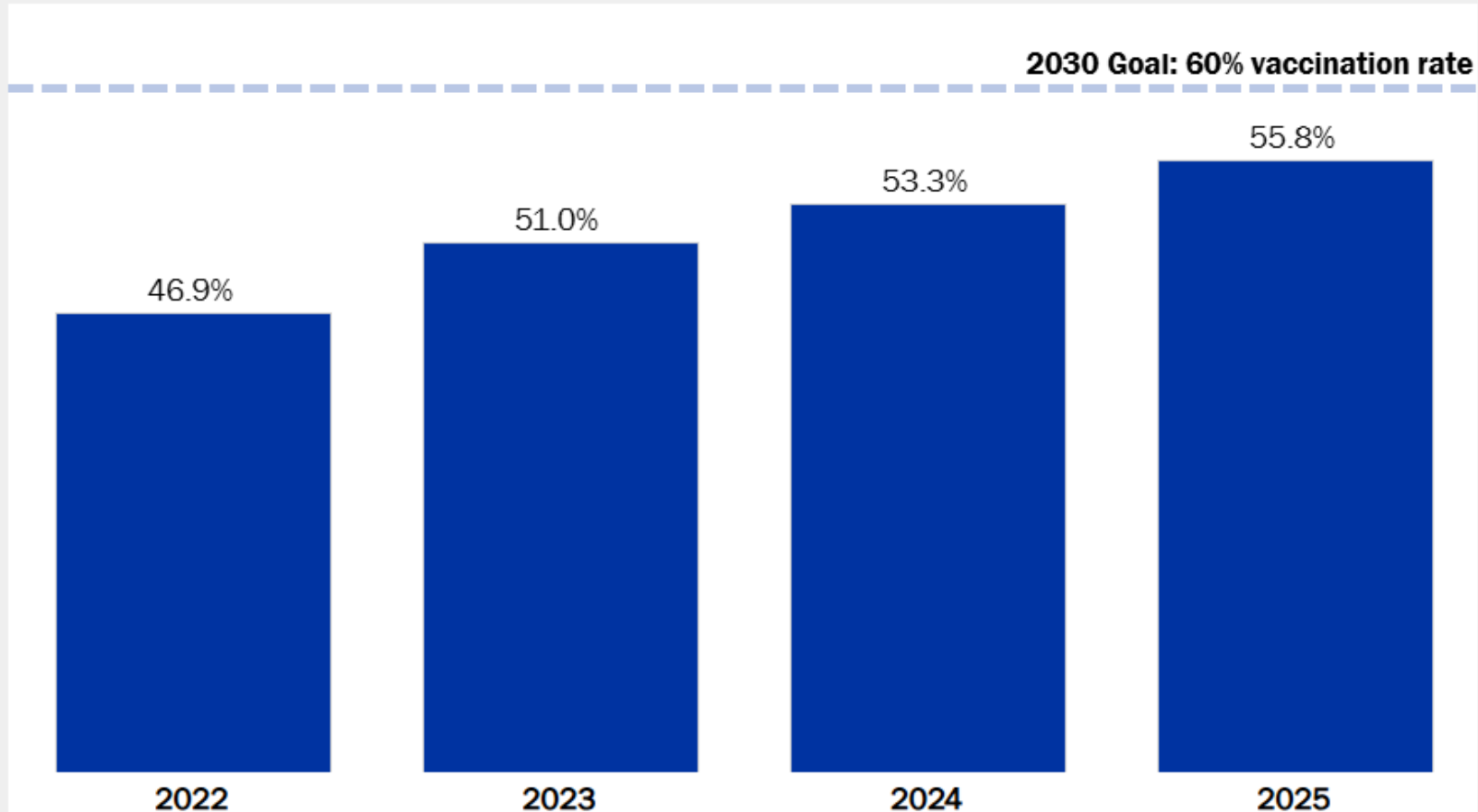
Goal: Increase hepatitis A vaccine series completion rates among adults ages 19–49 years old to 30%



Viral Hepatitis Elimination Progress in Wisconsin

Prevent New Viral Hepatitis Infections

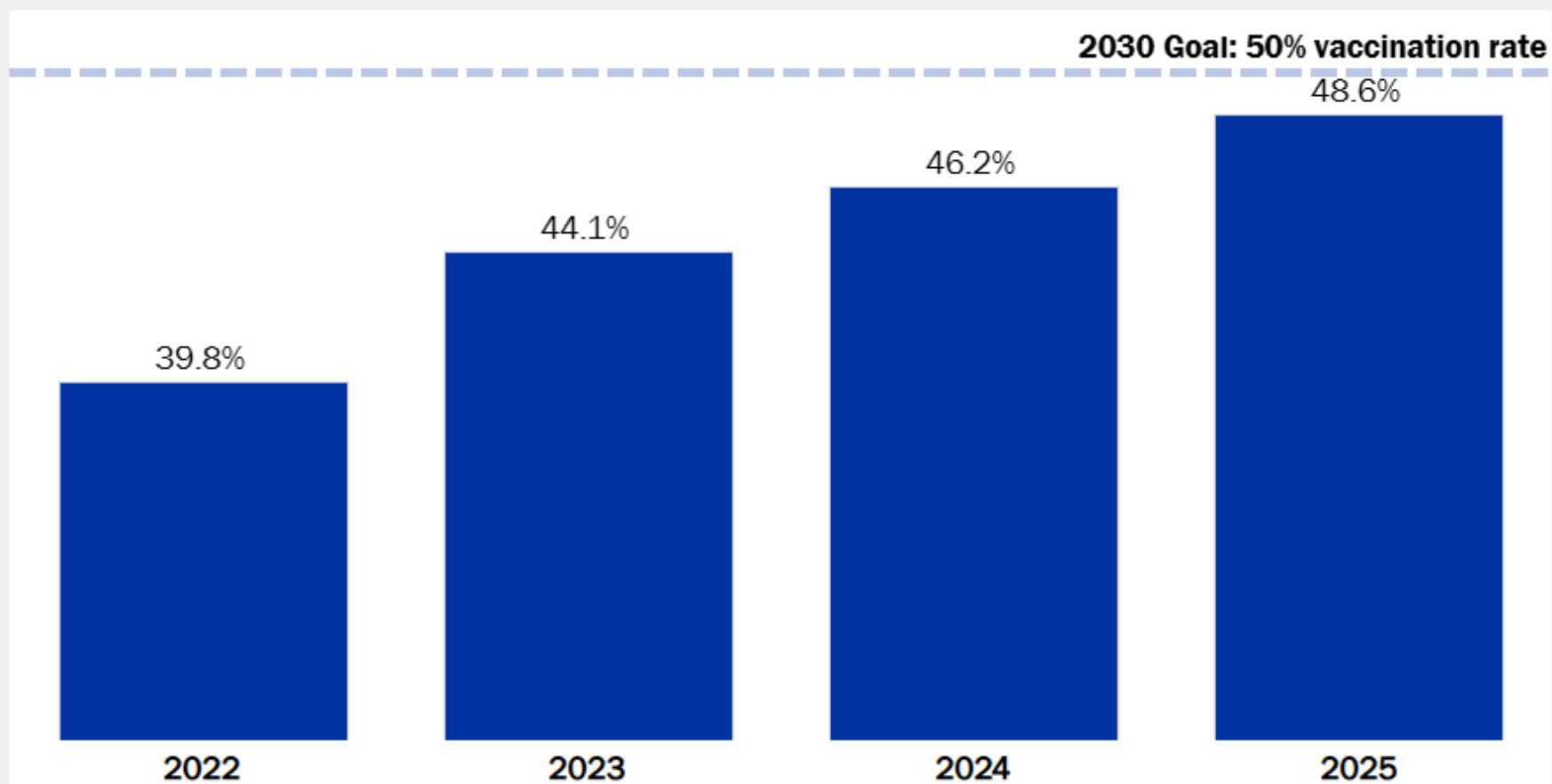
Goal: Increase hepatitis B vaccine initiation rates among adults 19–59 years old to 60%



Viral Hepatitis Elimination Progress in Wisconsin

Prevent New Viral Hepatitis Infections

Goal: Increase hepatitis B vaccine series completion rates among adults 19–59 years old to 50%



Vaccination Data in Surveillance Reports

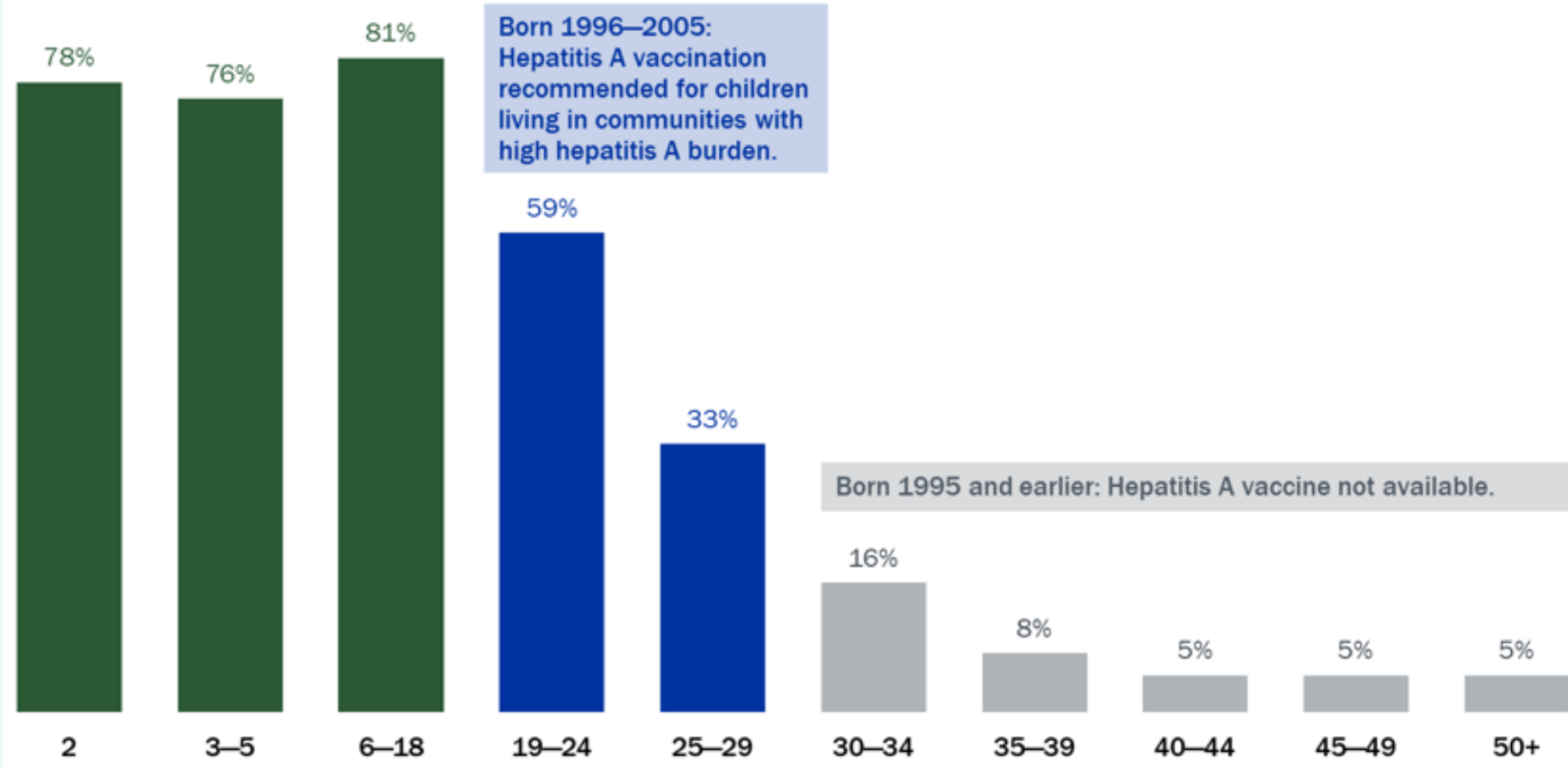


- Include more vaccination data in hepatitis A and B annual surveillance reports and annual DOC syndemics report.
- Increase prevention messaging in routine reports.

Hepatitis A vaccination rates are highest among people ages 18 and under due to universal childhood hepatitis A vaccine recommendations.

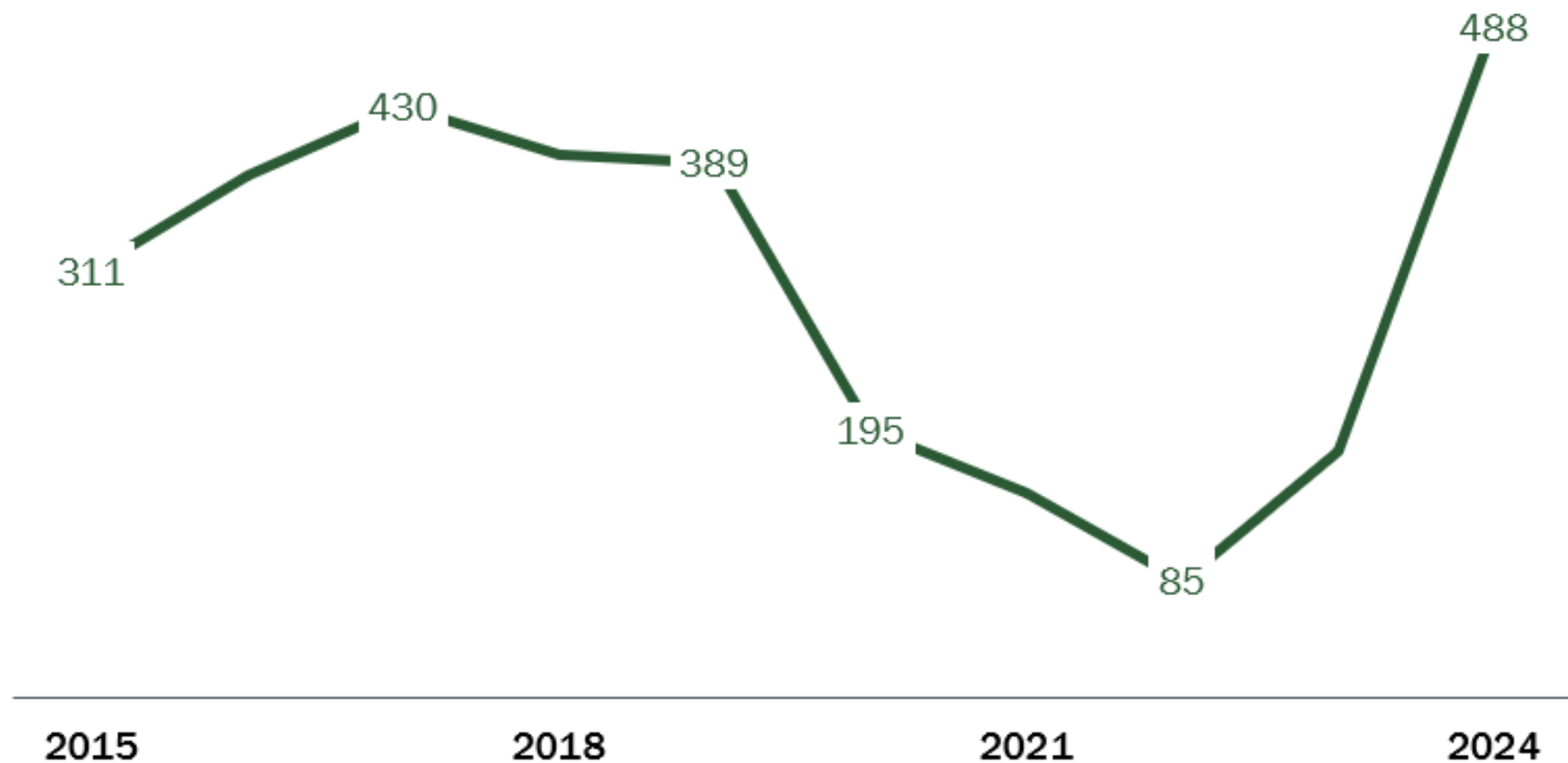
Percentage of children, adolescents, and adults vaccinated for hepatitis A by current age (years), Wisconsin, 2024

Born 2006—Present:
Universal hepatitis A vaccination
recommended for all children
12–23 months old.



In 2024, 488 doses of hepatitis B vaccine were administered by DOC, the highest annual number of doses over the past 10 years.

Number of hepatitis B vaccine doses administered, DOC, 2015–2024





Thank you!

Protecting and promoting
the health and safety of
the people of Wisconsin



WISCONSIN DEPARTMENT
of HEALTH SERVICES



AIM & Partner Resources

AIM

- [Communicating the Value of Immunization Information Systems \(IIS\): A Toolkit for Program Managers](#)
- [Program Practice Database](#)
- [Vaccine Implementation Project](#)

Partners

- [US Vaccine Uptake Dashboard](#) | Fraym
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- [VaxTrack](#) | GSK

2026 Annual Influenza Update Webinar

Friday, August 21, from 1 to 2 pm ET

- Prepare for the 2026-27 influenza season
- Latest updates on influenza epidemiology, vaccine recommendations, H5 influenza, and what to watch for in the coming season
- Practical communication strategies to strengthen vaccine confidence and increase vaccination coverage
- Panel of experts from AIM, NFID, and an immunization program



[Register here](#)

Contact Julia Donavant at jdonavant@immunizationmanagers.org with any questions.

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.



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

Thank you!



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