Strategies to Support and Improve Adult Vaccination Efforts Through Data Use and Transparency

Explore key lessons learned on how immunization programs can identify coverage gaps, tailor vaccine communications, and ultimately increase adult vaccine uptake.

The Association of Immunization Managers (AIM) received an educational grant through GSK's COiMMUNITY Initiative to support immunization program's adult vaccination efforts.

AIM identified four key strategies to address persistent barriers to adult immunizations in the United States:

1. Increase data transparency and use
2. Establish strategic community partnerships
3. Mitigate jurisdictional Medicare and Medicaid Payment challenges
4. Strengthen relationships with pharmacies

Benefits of Using Hyper-Local Data in Immunization Programs

Public data sources and dashboards, such as the U.S. Adult Vaccine Uptake Dashboard by the National Foundation for Infectious Diseases (NFID), provide insights for immunization programs and their partners.

Examples include:

- Gaining insight into where people intend to get vaccinated geographically in order to target outreach
- Understanding which messages have the most impact on immunization access and motivation barriers
- Learning which groups, individuals, and sources are the trusted messengers to deliver immunization information
- Identifying the delivery medium that is most engaging to specific populations

Member Spotlight: Wisconsin Immunization Program

Wisconsin's immunization program had developed a variety of data dashboards, including ones for Medicaid activities, respiratory vaccination, routine adult vaccination, and viral hepatitis elimination. Data were previously displayed on a static chart, then evolved into an intuitive and interactive visual dashboard.

The dashboards serve as an information hub for state and local public health, health care providers, community health organizations, researchers, media, and anyone interested in the data.

This effort allowed the state health department and other audiences to support their goals, including:

- Understanding vaccination rates in Wisconsin and its counties
- Identifying disparities in immunization coverage and access
- Discovering trends over time
- Increasing prevention messaging in routine reports
- Aligning work with national efforts, such as national viral hepatitis elimination objectives

Resources

- Wisconsin Department of Health Services: Immunization Data
- American Immunization Registry Association (AIRA) Resource Repository
- GSK Vaccine Track

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