

Association of Immunization Managers

Strategies to Support and Improve Adult Vaccination Efforts Through Partnerships

Explore key lessons learned on how immunization programs can establish strategic community partnerships to expand vaccine access and build trust.

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

How Partners Can Address Mis/Disinformation

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

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

Recommendations for conversations:

- Engage individuals 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 the URL address ends with .gov/.edu/.org
- Encourage discussion with a health care provider

Member Spotlight: Connecticut Immunization Program

Strategies used by Connecticut's immunization program and their partners to build vaccine confidence in adults:

- Developed FAQs on respiratory viruses and vaccines
- Created accessible, shareable educational materials
- Collaborated with local health departments and long-term care facilities
- Created a multi-generational health communication approach
- Engaged family members and caregivers in vaccine decision-making
- Provided outreach to rural communities
- Made language and cultural adaptations of materials
- Explored mobile service opportunities through agency partnerships

Key takeaway: Expanding vaccination requires more than access - it requires trusted partnerships, clear communication, and coordinated implementation.

Resources

- Gerontological Society of America: Concentric Value of Vaccination as We Age
- Coalition for Trust in Health and Science
- LearnWhatToTrust.org
- GSK Vaccine Track

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