Leading from Behind to Help Improve Adult Immunization Rates
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Summary of Topic:
In public health and healthcare sectors, there are a multitude of initiatives aimed at improving immunization rates for adults. Coalitions are experts at monitoring these efforts to identify opportunities for partnership and shared messaging. But how do we determine the most appropriate agency to lead change efforts?

Description of Session:
In this panel, we will discuss three adult immunization initiatives which have the potential to directly impact coverage rates in our state. In each, the Arizona Partnership for Immunization navigated complex relationships to identify where and how to integrate vaccine messages into competing priorities of outside agencies. TAPI's role in each initiative varies, providing participants with a unique perspectives about "leading from behind" and how to best facilitate a group's process.

Jennifer Tinney (Program Director, TAPI) will review an effort to convene all state universities to implement policies which will consistently educate potential students about immunization entry requirements. Participants will learn how TAPI approached the universities to work together for the first time, what worked to help identify a common vision and how the initiative is evolving. Special emphasis on convening partners who are historically competitive towards one another will be provided.

Karin Szymanski (Project Manager, TAPI) will discuss strategies to work with "non-traditional" partners to integrate immunization messages into unique settings during the second portion of the panel. Throughout public health and healthcare, many organizations convene groups of advocates to execute important projects seemingly un-related to immunizations. "Getting invited to the table" with a new partner is the first step helping integrate immunization messaging into other public health efforts. But even more critical, we must listen carefully to experts about how to best discuss immunizations in new environments and to new people. Karin will review creative ways to see that immunizations is elevated as a priority, mistakes made and lessons learned collaborating with agencies who are "experts" in fields outside of vaccines, and specific ideas participants can execute when leaving.

If we can empower organizations like universities to implement consistent policies to promote vaccines AND implement powerful pro-vaccine messaging campaigns in unique environments to educate adults we haven't focused on in the past... how will we know we are successful improving rates? Over the last year, TAPI has investigated registry data exchange from a plethora of different perspectives. Rebecca Navedale (Manager of Health System Strategy, FrameShift Group & TAPI) will discuss how TAPI's collaborative approach helped identify a trend in which public health leaders were discussing similar questions, concerns and ideas related to health registries and the state's Health Information exchange. In response, TAPI initiated an ad hoc group to discuss how clinicians can have the right information about their patients (e.g., immunization coverage) at the point of care, and the potential systems in the healthcare sector that public health can expand on. Through research, discussion (& debate!) and stick-to-it-ness, the state Health Information Exchange has identified a purpose and structure for an HIE Public Health Workgroup to help the exchange act on requests of public health/social service partners. In addition to providing clinicians with point-of-care information about patients, this creates an enormous opportunity to monitor population health trends for adult populations moving forward.
Each panelist will review evaluation methods concurrently. Methods include: QR code tracking, website/social media analytics, text message usage and coalition member feedback.