Vaccinating adolescents

Lisa H. Randall, JD, MPH
Minnesota Department of Health
CDC strategies
The Community Guide to Preventive Services

*Recommends that providers choose one from each column:*

- “Reminder/recall” messages
- Patient education
- Enhanced access
- Provider reminders
- Protocols
- “Assessment and feedback”
Reminder/recall

• Messages to patients who are due (reminder) or overdue (recall)
• By phone, text, letter, postcard, etc.
• Varying degrees of specificity
  • “Dear Patient: You may be due for one or more…”
  • “Dear Sam: As of May 1, you are overdue for…”
• Can also be sent by state or local public health
Reminder/recall
– our 1st experience

• CDC-funded project with 2 MN clinics
  • One suburban, one more rural
  • Both multi-site

• 3 rounds of mailed reminders each

• Lessons learned
  • Data quality landmines
  • Don’t send to deceased patients
  • Don’t send thousands at once
  • Patients will need other services

• Offer opt-out option

• MIIC Regional Coordinator can help
Reminder/recall – our 2\textsuperscript{nd} experience

- To all 11/12-year-olds with MIIC records
- Not patient-specific
- 9.2\% return rate
  - After address checking
  - Still a lot to receive at one time
- Further outreach in 2 MIIC regions
  - Continuing in 2015
Patient education

• AAP

www2.aap.org/immunization/pediatrics/adolescents.html
Patient education

• AAP
• CDC

www.cdc.gov/vaccines/who/teens/index.html
Patient education

- AAP
- CDC
- CHOP
Patient education

- AAP
- CDC
- CHOP
- Shot by Shot

www.shotbyshot.org
Patient education

• AAP
• CDC
• CHOP
• Shot by Shot
• History of Vaccines

www.historyofvaccines.org
(look for illsville)
Enhanced access

• Walk-in vaccine availability
• Nurse-only appointments
  • For initial or series/booster
• Evening/weekend hours
Provider reminders

- Electronic or physical chart notes
- May draw on MIIC data
  - Minnesota Immunization Information Connection

(fictitious client)
Assessment and feedback

• Regular tracking of immunization rates
• At clinic or provider level
• MIIC can generate
  • At clinic level
  • Better results after updating associated patient population

How to generate:
health.state.mn.us/divs/idepc/immunize/registry/hp/trainassess.html
“You Are the Key”
HPV campaign

• Motivational video

www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
“You Are the Key”
HPV campaign

- Motivational video
- Tips and Time-savers

www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
“You Are the Key”
HPV campaign

• Motivational video
• Tips and Time-savers
• HPV fact sheets for parents
“You Are the Key”
HPV campaign

- Motivational video
- Tips and Time-savers
- HPV fact sheets for parents
- Adolescent fact sheet & schedule

www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
“You Are the Key”
HPV campaign

• Motivational video
• *Tips and Time-savers*
• HPV fact sheets for parents
• Adolescent fact sheet & schedule
• CME video

www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
“You Are the Key”
HPV campaign

- Motivational video
- Tips and Time-savers
- HPV fact sheets for parents
- Adolescent fact sheet & schedule
- CME video
- Links to Medscape programs

www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
“You Are the Key”
HPV campaign

• Motivational video
• *Tips and Time-savers*
• HPV fact sheets for parents
• Adolescent fact sheet & schedule
• CME video
• Links to Medscape programs
• Slide set

www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
MDH projects
Grant to promote HPV vaccination

- Public education
Grant to promote HPV vaccination

- Public education
- Provider education
Grant to promote HPV vaccination

- Public education
- Provider education
- Reminder/recall
Grant to promote HPV vaccination

- Public education
- Provider education
- Reminder/recall
- Assessment & feedback
Other adolescent projects

• wevaxteens.org
Other adolescent projects

- wevaxteens.org
- vax4teens.org
Other adolescent projects

- wevaxteens.org
- vax4teens.org
- HPV communication video for providers
Other adolescent projects

- wevaxteens.org
- vax4teens.org
- HPV communication video for providers
- Letters to VFC sites that ordered relatively little HPV vaccine
Other adolescent projects

- `wevaxteens.org`
- `vax4teens.org`
- HPV communication video for providers
- Letters to VFC sites that ordered relatively little HPV vaccine
- Diverse media placements
Other projects
Cancer groups

• Minnesota Cancer Alliance
  • Designated vaccine-preventable cancers a target
  • Advocated for HPV Minnesota Community Measure
  • Funded culturally appropriate HPV promotion materials for American Indians
  • Co-authored HPV ordering imbalance letters
  • Supported MDH bid for PPHF HPV grant and participated in stakeholder group

• MDH Comprehensive Cancer Control Program
  • Collaborated on HPV video
  • Helped fund clinic reminder/recall project
  • Obtained funding for 2015 extension of Immunization Program’s 2014 online ad campaign
Minnesota AAP

- HPV provider education video
- HPV presentation
  - Premiered here last year
- Newly funded project
School-located vaccination

- Local public health agencies received emergency preparedness funding to test their mass vaccination plans by giving adolescent vaccines
- Activities occurred in 2014, report forthcoming
More ideas
On-message staff

• All staff and provider types
• Encourage positive presentation
  • Know that your recommendation is powerful[1]
  • Presumptive recommendations work best[2]
  • Parents believe it is important to prevent HPV[3]
    • But have concerns and misconceptions
    • Use C.A.S.E. method[4]

Local vaccine champion

• Subscribe to *Got Your Shots? News*
  • health.state.mn.us/divs/idepc/newsletters/gys

• Follow ACIP news
  • www.cdc.gov/vaccines/acip - sign up to be notified of page updates

• Pass along new provider/patient resources

• Assess adolescent immunization rates periodically

• Coordinate quality improvement projects
Reimbursement review

• Are vaccine claims getting paid?
  • Is there a pattern to when they’re not?
• May help providers advise patients when there is concern about insurance coverage
## Try behavioral economics

<table>
<thead>
<tr>
<th>We like things that...</th>
<th>So to sway the patient toward vaccination...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look relatively reasonable</td>
<td>“You could get just the three vaccines that are recommended today, or you could get those plus hepatitis A.”</td>
</tr>
<tr>
<td>Are scarce</td>
<td>“I do have all three of the vaccines you need in stock <em>today.</em>”</td>
</tr>
<tr>
<td>We’ve chosen to commit to</td>
<td>“Before you leave, why don’t you stop at the registration desk and pick a date for your next dose of HPV vaccine.”</td>
</tr>
<tr>
<td>We expect to like</td>
<td>“There’s more than one brand of each vaccine, and we’ve chosen to stock the ones that our research indicates are the very best.”</td>
</tr>
</tbody>
</table>

See also *Misbehaving* (Richard Thaler), *Nudge* (Thaler and Cass Sunstein), and *Thinking, Fast and Slow* (Daniel Kahneman)
Contact

Lisa Randall
lisa.randall@state.mn.us
651-201-4140

MDH Immunization Program
651-201-5503