



A TOOLKIT FOR HEALTH CARE PROVIDERS

START THE CONVERSATION ABOUT ADULT IMMUNIZATIONS



“Start *the* conversation...”

Talk with your patients and staff about the immunizations they need

This campaign was developed under contract with
the Community Health Institute / JSI Research & Training Institute, Inc.



CAMPAIGN OVERVIEW

Start the Conversation is a NH-based adult immunization awareness campaign created by the NH Immunization Program and co-sponsored by the NH Medical Society, NH Nurses' Association and the NH Nurse Practitioner Association. The campaign is designed to promote a two-way conversation between health care providers and patients stressing the importance of vaccination throughout the lifespan. The overarching goal of this campaign is to increase NH adult immunization rates.

Join us as we *Start the Conversation*. Talk to your patients about the immunizations they need.

AUDIENCE FOR TOOLKIT

This toolkit and its resources are designed to be useful to your entire practice team including nurses, nurse practitioners, physicians, physician assistants, practice managers, clinical managers and administrative staff.

"We all need to do more in our day-to-day practice to immunize adults. Make it easy on your patients...tell them what they need during any office visit."

— P. Travis Harker, MD, MPH,
President of the NH Medical Society

KEY MESSAGES

The campaign aims to underscore that vaccines are not just for children. Adults need them, too. Adults should start the conversation with you, their health care provider, about which vaccines they need, depending on the factors that put them at risk for vaccine preventable diseases. The key messages of *Start the Conversation* are:

Routine Health Care: As part of your routine health care, talk with your health care provider about the immunizations you need.

Community Immunity: Protect yourself and those around you by getting the immunizations you need. Talk with your health care provider.

Vaccine Safety: Join the millions who have safely received adult immunizations. Talk with your health care provider.



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TOOLKIT RESOURCES

There are many ways to reach your patients to help them understand the importance of immunizations while supporting their health care decisions. Talking to your patients about the immunizations they need is the critical first step in protecting them against vaccine preventable diseases. This toolkit gives you effective resources to take simple but important steps to *Start the Conversation* with your patients, leading to increased vaccination rates in your practice.

The *Start the Conversation* campaign is being rolled out across NH on September 1, 2013 and will include mass transit ads, billboards, airport signage, posters, buttons, stickers, radio ads, and newsletter articles.

It is brought to you by the NH Immunization Program, NH Medical Society, NH Nurses' Association, and the NH Nurse Practitioner Association.

This toolkit includes:

- Campaign Overview
- Campaign Key Messages
- Tips for *Starting the Conversation*
- Evidence-based Strategies
- Sample of Standing Order for Flu
- Sample Social Media Posts
- Template Newsletter or Website Articles
- Campaign Posters
- Resource List
- Evaluation
- Announcement of Participation for reception area
- Downloadable items available from sites listed below

A PDF of this toolkit and additional resources are available at:

- NH Immunization Program www.dhhs.nh.gov/dphs/immunization
- NH Medical Society www.nhms.org
- NH Nurses' Association www.nhnurses.org
- NH Nurse Practitioner Association www.npweb.org



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TAKE ACTION: GET STARTED

Below are a number of steps you can take today and the resources to get started.

TO DO THIS...	...USE THESE TOOLS.	
Designate a clinical champion to promote the campaign and its key messages.	Pass this toolkit along to the clinical champion you have identified, and ask him or her to talk to staff about key messages.	p. 8
Enroll your practice in the <i>Start the Conversation</i> campaign to receive the latest information and resources to support your practice and related CME/CEU opportunities.	Email StartTheConversation@jsi.com to enroll in the campaign and receive additional information on implementing the revised adult immunization standards.	n/a
Put the campaign materials up in your practice and on your website (posters, pins and web banners).	Posters, pins and banners are included in this toolkit. Web banners and additional copies of materials can be requested by sending an email to: StartTheConversation@jsi.com .	Toolkit Folder
Use social media to spread the word about the campaign and adult immunizations.	‘Like’ VaccinateNH on Facebook for up-to-date information about the campaign, and use the Facebook and Twitter posts included in this toolkit to reach out to your followers.	p. 10
Promote <i>Start the Conversation</i> in your newsletter.	Insert the drop-in newsletter article from this toolkit.	p. 12
Immunize your staff.	Reference CDC’s <i>Immunization Recommendations for Health Care Workers</i> included in this toolkit.	p. 13
Adopt a standing order for the flu vaccine.	Use the <i>Sample Standing Order for Flu</i> included in this toolkit as a template.	p. 15
Start <i>the</i> Conversation...	Using the tips on page 16, talk with your patients about the vaccines they need.	p. 16



“Start *the* conversation...”

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Start *the* Conversation... CAMPAIGN KEY MESSAGES

ROUTINE HEALTH CARE

As part of your routine health care, talk with your health care provider about the immunizations you need.

- Talk with your health care provider to learn which vaccines are recommended for you, and take steps to stay up-to-date to ensure you have the best protection.
- CDC updates the recommended adult immunization schedule each year based on the latest research and recommendations on effectiveness, vaccine safety, and patterns of vaccine preventable diseases.
- Even healthy adults can get sick from vaccine preventable diseases. As adults grow older, they may also be at risk for vaccine preventable diseases due to their job, hobbies, travel or health conditions.

COMMUNITY IMMUNITY

Protect yourself, and those around you, by getting the immunizations you need. Talk with your health care provider about the immunizations you need.

- Vaccination is important not only to protect those receiving the vaccine, but also to help prevent the spread of disease, especially to those who are most vulnerable to serious complications such as infants, young children, the elderly, and those with chronic health conditions and weakened immune systems.

“Immunization in the US has been so successful that we forget how we eradicated many devastating diseases. These diseases continue to be epidemic in other countries. With increasing global travel we cannot afford to risk the health of our children and the lives of our elders by overlooking this easy preventive measure.”

— Judith Joy, PhD, RN,
President of NH Nurses’ Association



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VACCINE SAFETY

Join the millions who have safely received adult immunizations. Talk with your health care provider about the immunizations you need.

- Vaccines are thoroughly tested before licensing and carefully monitored even after they are approved to ensure that they are very safe.
- Vaccines are among the safest and most cost-effective ways to prevent disease. They could help reduce time you and your patients miss from work due to illness, and save money on expensive treatments or hospitalizations.
- All vaccines used in the United States are required to go through years of extensive safety testing before they are licensed by the U.S. Food and Drug Administration (FDA).
- FDA and CDC work with health care providers throughout the United States to monitor the safety of vaccines, including any adverse events, especially rare events not identified in pre-licensure study trials.
- There are three systems used to monitor the safety of vaccines after they are licensed and distributed in the U.S. These systems can monitor side effects already known to be caused by vaccines, as well as detect rare side effects that were not identified during a vaccine's clinical trials.
- With a vaccine, like any medicine, there is a chance of side effects. These are usually mild and go away on their own. Serious side effects are also possible, but very rare.

Source: Material was adapted from the toolkit for National Immunization Awareness Month, 2013.

“Why adult vaccines? Because we know that vaccination is the most potent disease prevention tool we have, second only to clean water. However, for this disease prevention tool to be effective, adults, not only children, need to maintain protective levels of immunity. For this reason, adult vaccines are an essential intervention that benefits the individual, their family, and the larger community for generations. Maintaining protective levels of immunity against vaccine preventable disease across the lifespan must be a high priority for all health care providers.”

— Gene Elizabeth Harkless, DNSc, APRN, FNP-BC, CNL, FAANP,
President of the NH Nurse Practitioner Association



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SAMPLE SOCIAL MEDIA POSTS

This toolkit provides a selection of sample posts for both Facebook and Twitter. You can use these posts as written or customize your own to fit your style.



FACEBOOK POSTS

Facebook posts are ideally 250 characters or less to allow the entire post to be viewed in the newsfeed.

- If you have a chronic condition such as asthma, diabetes, or heart disease, getting vaccine preventable diseases like flu and pneumonia can lead to serious complications, hospitalization or even death. Protect yourself – get vaccinated.
- Vaccines aren't just for kids. Help protect yourself and your family from disease by getting vaccinated. Ask your health care provider which vaccines you need.
- Some things you outgrow as an adult. Immunizations aren't one of them.
- Do you know which vaccines you may need? Here's a hint: All adults should be vaccinated against flu, tetanus and whooping cough. Ask your health care provider what vaccines are recommended for you.
- Whooping cough can cause serious, sometimes even fatal complications in infants and young children. Protect your kids by getting vaccinated.
- Several vaccines are recommended for certain adults. Talk to your health care provider, your public health department, or visit www.cdc.gov/vaccines to find out which immunizations you might need.
- If you're not up-to-date with your vaccines, you're vulnerable to a number of serious diseases like flu, hepatitis and pneumococcal disease. These diseases can be serious, even deadly – but they can be prevented with vaccines.
- Adults need vaccines, too. We all need protection from the serious, and sometimes deadly diseases that can be prevented by vaccines. Ask your health care provider which vaccines are recommended for you.



SAMPLE SOCIAL MEDIA POSTS



TWITTER POSTS

Twitter posts must be less than 140 characters, including spaces. The main message should be less than 120 characters to allow room for a URL and hash tag (#). Use #VaxforLife at the end of all posts to join and follow the online conversation.

- Adults need vaccines, too. Vaccination is an important step in staying healthy. #VaxforLife
- Help keep yourself & your family healthy. Find out which vaccines you may need: www.cdc.gov/Features/adultimmunizations/ #VaxforLife
- Too few adults are getting the vaccinations needed to help prevent diseases. Protect yourself and loved ones; get vaccinated. #VaxforLife
- The adult vaccine finder helps you find places to get vaccinated near you: www.vaccines.gov/getting/where/index #VaxforLife

- What vaccines do you need? Take this CDC quiz: www.cdc.gov/vaccines/AdultQuiz #VaxforLife
- Need help keeping track of your adult vaccination record? www.cdc.gov/Features/AdultVaccinationRecords/ #VaxforLife
- Get vaccinated and stop worrying about missed work, increased medical bills, or inability to care for your family. #VaxforLife
- Want vaccine info based on your age? www.cdc.gov/vaccines/schedules/hcp/adult.html #VaxforLife
- Need help understanding when to get vaccines? Easy to read schedule here. www.cdc.gov/vaccines/schedules/hcp/adult.html #VaxforLife
- As an adult you can catch serious diseases like pneumonia and the flu. www.cdc.gov/vaccines/schedules/hcp/adult.html #VaxforLife
- Did you know the need for protection from vaccine preventable disease extends into adulthood? www.cdc.gov/vaccines #VaxforLife



TEMPLATE NEWSLETTER AND WEBSITE ARTICLES

Audience: Health Care Provider (300 words)

Start the Conversation with Patients about Adult Vaccines

Recently, NH has seen healthy adults exposed to serious infectious diseases which could have been prevented with vaccines. Despite CDC recommendations that adults be vaccinated against a range of diseases, a staggering 40,000 – 50,000 adults die annually from vaccine preventable diseases. We know there are many reasons adult don't get vaccinated: lack of knowledge, lack of well-care visits, and inconsistency in providers and insurance. An additional challenge to providers, NH currently has no registry to track administered vaccines.

We can all do a better job to give our adult patients the vaccines they need to stay healthy. This is the aim of a new awareness campaign sponsored by NH Division of Public Health Services Immunization Program, NH Medical Society, NH Nurses' Association, and the NH Nurse Practitioner Association. Called *Start the Conversation*, the campaign encourages adults to talk to their providers about the vaccines they need, and attempts to deliver key messages that vaccines are safe, help keep their loved ones protected, and should be part of their routine care. Dr. Jose Montero, Director of the NH Division of Public Services also encourages providers to invest in their practices: "Make vaccinating patients the right thing to do, the easy thing to do. Use your electronic health records to remind patients and employ a standing order for the flu."

We hope you will join us in having a conversation with your patients about the importance of adult immunizations. Visit [the NH Immunization Program's website](#) for the campaign toolkit to help your office increase adult immunization rates today.

Audience: General Audience (260 words)

Start the Conversation with Your Health Care Provider: Immunizations Are Not Just for Kids

Many people do not realize adults need immunizations, too. While most know that a flu vaccine is recommended every year, few adults are aware of the need for other vaccines to help protect their health. Dr. Jose Montero, Director for the NH Division of Public Services wants all adults in NH to know, "You never outgrow the need for immunizations and it is one of the most important things you can do to maintain your health throughout your life."

The need for immunizations does not end with childhood. Each year, thousands of adults in the United States suffer serious health problems from diseases that could be prevented by vaccines, including influenza, whooping cough, certain bacterial infections, hepatitis A and B, shingles, and even some cancers such as cervical cancer and liver cancer. Talk with your health care provider today about which vaccines you need.

Protection from some childhood immunizations wears off over time. For example, there has been a rise in cases of whooping cough in the last few years with over 41,000 cases reported in 2012. Most adults should get one dose of the Tdap vaccine to protect themselves and others, especially infants in the family.

Adults may be recommended for certain vaccines due to their age, job, hobbies, travel, or health condition. Other vaccines may be recommended if they did not get certain vaccines as children. The best way to know what you need is to *Start the Conversation* with your health care provider. Ask your health care provider what you need next time you have an appointment.



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ADULTS NEED VACCINES, TOO

RECOMMENDATIONS FOR HEALTH CARE WORKERS AND YOUR ADULT PATIENTS

Patients never outgrow the need for vaccines. A complete schedule is enclosed in this toolkit.

Recommended Adult Immunization Schedule—United States - 2013
 Note: These recommendations must be read with the footnotes that follow containing number of doses, intervals between doses, and other important information.

VACCINE	AGE GROUP	19-21 years	22-26 years	27-49 years	50-59 years	60-64 years	≥ 65 years
Influenza ^{1,2}		1 dose annually					
Tetanus, diphtheria, pertussis (Td/Tdap) ^{1,3}		Substitute 1-time dose of Tdap for Td booster; then boost with Td every 10 yrs					
Varicella ⁴		2 doses					
Human papillomavirus (HPV) Female ^{5,6}		3 doses					
Human papillomavirus (HPV) Male ^{5,6}		3 doses					
Zoster ⁷						1 dose	
Measles, mumps, rubella (MMR) ^{1,8}		1 or 2 doses					
Pneumococcal polysaccharide (PPSV23) ^{9,10}			1 or 2 doses				1 dose
Pneumococcal 13-valent conjugate (PCV13) ^{11,12}				1 dose			
Meningococcal ¹³				1 or more doses			
Hepatitis A ^{14,15}				2 doses			
Hepatitis B ^{16,17}				3 doses			

¹Covered by the Vaccine Injury Compensation Program

For all persons in this category who meet the age requirements and who lack documentation of vaccination or have no evidence of previous infection: zoster vaccine recommended regardless of prior episode of zoster

Report all clinically significant postvaccination reactions to the Vaccine Adverse Event Reporting System (VAERS). Reporting forms and instructions on filing a VAERS report are available at www.vaers.hhs.gov or by telephone, 800-822-7967. Information on how to file a Vaccine Injury Compensation Program claim is available at www.hrsa.gov/vaccinecompensation or by telephone, 800-338-2382. To file a claim for vaccine injury, contact the U.S. Court of Federal Claims, 717 Madison Place, N.W., Washington, D.C. 20005; telephone, 202-357-6400.

Additional information about the vaccines in this schedule, extent of available data, and contraindications for vaccination is also available at www.cdc.gov/vaccines or from the CDC-INFO Contact Center at 800-CDC-INFO (800-232-4636) in English and Spanish, 8:00 a.m. - 8:00 p.m. Eastern Time, Monday - Friday, excluding holidays.

Use of trade names and commercial sources is for identification only and does not imply endorsement by the U.S. Department of Health and Human Services.

The recommendations in this schedule were approved by the Centers for Disease Control and Prevention's (CDC) Advisory Committee on Immunization Practices (ACIP), the American Academy of Family Physicians (AAFP), the American College of Physicians (ACP), American College of Obstetricians and Gynecologists (ACOG) and American College of Nurse-Midwives (ACNM).

Vaccines are especially critical for people with special health conditions. Vaccine preventable diseases can be very serious for people with chronic conditions, causing complications that may lead to severe illness, hospitalization, and even death. Staying up-to-date with vaccines is an important step in protecting the health of your patients. The vaccines recommended to protect your patients are based on their specific health status, age, lifestyle, and chronic conditions, including immune-compromising conditions, diabetes, kidney failure, heart disease, chronic lung disease and others. For more information, reference CDC's [Recommended Immunizations for Adults by Medical Condition](#).

Remember:
Immunize your staff!
Purchase adult vaccines!

CDC'S IMMUNIZATION RECOMMENDATIONS FOR HEALTH CARE WORKERS

Influenza	Health care workers need an influenza vaccination every year.
Hepatitis B	Hepatitis B vaccine should be given to protect individuals who are in contact with blood, body fluids, or used needles.
Measles/ Mumps/ Rubella (MMR)	Health care workers who are not already immune to MMR should be vaccinated.
Tetanus/ Diphtheria/ Pertussis (td/Tdap)	Health care workers need a booster every 10 years for Td (tetanus-diphtheria) vaccine, and Tdap should replace a single dose of Td for adults who have not received a dose of Tdap previously.
Varicella (Chicken-pox)	Health care workers who are not already immune should be vaccinated.

For more information and resources, visit: <http://www.cdc.gov/vaccines/adults/rec-vac/hcw>



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ADOPT STANDING ORDERS

SAMPLE STANDING ORDER

FOR INFLUENZA VACCINE

Additional standing orders for other vaccines, including varicella, hepatitis, and more, are available at www.immunize.org/standing-orders

Standing Orders for Administering Influenza Vaccine to Adults

Purpose: To reduce morbidity and mortality from influenza by vaccinating all adults who meet the criteria established by the Centers for Disease Control and Prevention's Advisory Committee on Immunization Practices.

Policy: Under these standing orders, eligible nurses and other healthcare professionals (e.g., pharmacists), where allowed by state law, may vaccinate patients who meet any of the criteria below.

Procedure:

1. Identify adults with no history of influenza vaccination for the current influenza season.
2. Screen all patients for contraindications and precautions to influenza vaccine:
 - a. **Contraindications:** a serious systemic or anaphylactic reaction to a prior dose of the vaccine or to any of its components. For a list of vaccine components, go to www.cdc.gov/vaccines/pubs/pinkbook/downloads/appendices/B/excipient-table-2.pdf. Do not give live attenuated influenza vaccine (LAIV; nasal spray) to a person who has a history of either an anaphylactic or non-anaphylactic hypersensitivity to eggs, ; who is pregnant, is age 50 years or older, or who has chronic pulmonary (including asthma), cardiovascular (excluding hypertension), renal, hepatic, neurologic/neuromuscular, hematologic, or metabolic (including diabetes) disorders; immunosuppression, including that caused by medications or HIV.
 - b. **Precautions:** moderate or severe acute illness with or without fever; history of Guillain Barré syndrome within 6 weeks of a previous influenza vaccination; for LAIV only, close contact with an immunosuppressed person when the person requires protective isolation, receipt of influenza antivirals (e.g., amantadine, rimantadine, zanamivir, or oseltamivir) within the previous 48 hours or possibility of use within 14 days after vaccination.
 - c. **Other considerations:** onset of hives only after ingesting eggs; healthcare providers familiar with the potential manifestations of egg allergy should administer TIV and observe patient for 30 minutes after receipt of the vaccine for signs of a reaction.
3. Provide all patients with a copy of the most current federal Vaccine Information Statement (VIS). You must document in the patient's medical record or office log, the publication date of the VIS and the date it was given to the patient. Provide non-English speaking patients with a copy of the VIS in their native language, if available and preferred; these can be found at www.immunize.org/vis.
4. Administer influenza vaccine as follows: a) For adults of all ages, give 0.5 mL of injectable trivalent inactivated influenza vaccine (TIV-IM) intramuscularly (22–25g, 1–1½" needle) in the deltoid muscle. (Note: A ¾" needle may be used for adults weighing less than 130 lbs [<60 kg] for injection in the deltoid muscle *only* if the subcutaneous tissue is not bunched and the injection is made at a 90 degree angle.) b) For healthy adults younger than age 50 years, give 0.2 mL of intranasal LAIV; 0.1 mL is sprayed into each nostril while the patient is in an upright position. c) For adults age 18 through 64 years, give 0.1 mL TIV-ID intradermally by inserting the needle of the microinjection system at a 90 degree angle in the deltoid muscle. d) For adults age 65 years and older, give 0.5 mL of high-dose TIV-IM intramuscularly (22–25g, 1–1½" needle) in the deltoid muscle.
5. Document each patient's vaccine administration information and follow up in the following places:
 - a. **Medical chart:** Record the date the vaccine was administered, the manufacturer and lot number, the vaccination site and route, and the name and title of the person administering the vaccine. If vaccine was not given, record the reason(s) for non-receipt of the vaccine (e.g., medical contraindication, patient refusal).
 - b. **Personal immunization record card:** Record the date of vaccination and the name/location of the administering clinic.
6. Be prepared for management of a medical emergency related to the administration of vaccine by having a written emergency medical protocol available, as well as equipment and medications.
7. Report all adverse reactions to influenza vaccine to the federal Vaccine Adverse Event Reporting System (VAERS) at www.vaers.hhs.gov or (800) 822-7967. VAERS report forms are available at www.vaers.hhs.gov.

This policy and procedure shall remain in effect for all patients of the _____ until rescinded or until _____ (date). (name of practice or clinic)

Medical Director's signature: _____ Effective date: _____

Technical content reviewed by the Centers for Disease Control and Prevention.

www.immunize.org/catg.d/p3074.pdf • Item #P3074 (8/12)



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TIPS FOR STARTING THE CONVERSATION

FREQUENTLY ASKED QUESTIONS

Why do adults need vaccines?

Immunizations are not just for children. Even if you were vaccinated at a younger age, immunity from those vaccines can wear off, or the virus or bacteria that the vaccine protects against may change, so your immunity is not as strong. All adults need immunizations to help prevent getting and spreading serious diseases that could result in poor health, missed work or school, increased medical bills, and inability to care for family. Equally as important is vaccinating yourself to protect those who cannot be vaccinated.

“It is well established that a recommendation for immunization by a physician or other staff member can greatly increase the likelihood of a patient being vaccinated, which is why we want you to *Start the Conversation*. Talk with your patients today about the immunizations they need.”

- Jose Montero, MD, MHCDs,
Director, NH Division of Public Health Services

Are vaccine preventable diseases really a threat to adults?

Yes. Any of the diseases that adult vaccines protect against can be serious. Every year, thousands of adults in the US still suffer serious health problems, are hospitalized, and even die from diseases that could be prevented by vaccines. For example, it is estimated that each year about 40,000 Americans get invasive pneumococcal disease, resulting in 4,000 deaths.

Older adults and those with chronic health conditions such as lung disease (asthma or COPD), heart disease, and diabetes are at higher risk of complications from pneumococcal bacteria, influenza and other vaccine preventable diseases.

What vaccines do adults need? How often and when do they need them?

All adults need a flu vaccine every year. The flu vaccine is also recommended for pregnant women to decrease the risk of flu and help protect the unborn baby (up to six months old) from flu.

Adults should get a one-time dose of Tdap vaccine to protect against tetanus and diphtheria plus pertussis (whooping cough). Whooping cough epidemics have increased in the U.S. in recent years. It is recommended that women get a Tdap vaccine during every pregnancy to protect themselves and their newborn babies.



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Indication	Pregnancy	Concurrent immunodeficiency; leukemia ^{1,2} ; lymphoma; generalized weakness; cerebrospinal fluid leaks; therapy with alkylating agents, antineoplastic radiation, or high-dose, long-term corticosteroids	Diabetes; heart disease; chronic pulmonary disease; chronic liver disease, including chronic alcoholism	Asplenia ^{3,4} (including elective splenectomy and terminal complement component deficiencies)	Kidney failure; end-stage renal disease; recipients of hemodialysis or clotting factor concentrates	Human immunodeficiency virus infection ^{5,6}	Health care professionals
Tetanus, diphtheria ⁷							
Measles, mumps, rubella ⁸							
Varicella ⁹							
Influenza ¹⁰							
Pneumococcal (polysaccharide) ¹¹							
Hepatitis A ¹²							
Hepatitis B ¹³							
Meningococcal ¹⁴							

For persons in this category who meet the age requirements and who lack evidence of immunity (e.g., lack documentation of vaccination or have no evidence of prior infection)

Recommended if some other risk factor is present (e.g., based on medical, occupational, lifestyle, or other indications)

Contraindicated

All adults need a Td vaccine every 10 years to protect against harmful bacteria that can enter through broken skin.

Other vaccines you need as an adult may include those that protect against shingles, pneumococcal disease, human papillomavirus (which can cause certain cancers), meningococcal disease, hepatitis A and B, varicella (chickenpox), and measles, mumps and rubella. Adults traveling outside the United States may need additional vaccines. Ask your health care provider which vaccines are recommended for you.

Are these boosters or brand new vaccines you're recommending?

Some vaccines recommended for adults can be boosters, like the Tdap vaccine, which provide a boost in immunity because the protection from the vaccines we get as children don't last into adulthood. Other vaccines, like the Zoster vaccine, protect against diseases that affect adults and aren't recommended for children. The pneumococcal polysaccharide vaccine is given to adults younger than 65 years if they have certain conditions. They might also need a booster dose 5 years after their first dose. Other people may need a second kind of pneumococcal vaccine, called pneumococcal conjugate vaccine, if they have certain medical conditions. Like the pneumococcal vaccine, recommendations for other vaccines are specific to each individual person and their specific situation.

Why are we hearing about these vaccines now?

Many of the vaccines recommended for adults have been around for years, while other vaccines and vaccine recommendations are new. One reason we're hearing more about Tdap vaccine is due to the increase in whooping cough in the last few years. In 2012, there were over 41,000 cases reported in 48 states with large outbreaks in certain states. We have learned that protection from the DTaP vaccine given to children doesn't last into adulthood. Therefore, now all adults are recommended to get one dose of Tdap vaccine. Women are also now recommended to get a Tdap vaccine during each pregnancy to protect their newborns, who are at high risk for developing serious complications or even dying from whooping cough. The zoster vaccine is a relatively new vaccine. Licensed in 2006, this vaccine helps protect against shingles, a painful disease that






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affects one out of three Americans. Since older adults are most likely to develop shingles and have long-term complications from the disease, all adults 60 years and older are recommended to get the Zoster vaccine.

How can I find out which vaccines I need?

Ask your health care provider which vaccines are right for you based on your age, lifestyle, health status, and previous vaccinations. You can also visit www.cdc.gov/vaccines for more information and find a link to an adult vaccine quiz to see which vaccines are recommended for you.

What are potential risks from adult vaccines?

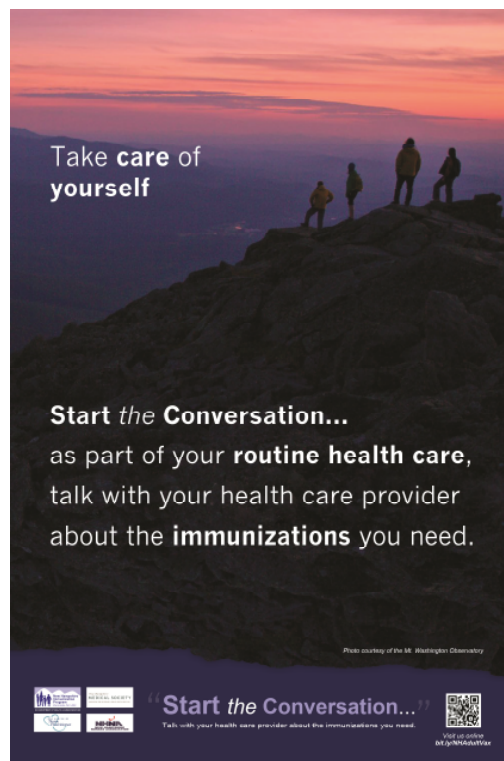
Side effects from vaccines are usually minor and temporary, such as soreness at the injection site or a slight fever which goes away in a few days. Serious and long-term effects are rare. As with any medication, substantial benefits from vaccines far outweigh the risks. Individuals who receive a vaccine should be fully informed about both the benefits and the risks of vaccination. Any questions or concerns should be discussed with your health care provider.

Are adult vaccines safe?

The long-standing vaccine safety system is designed to make vaccines safe. In fact, the US currently has the safest, most effective vaccine supply in its history. Safety monitoring begins with the US Food and Drug Administration (FDA), who ensures the safety, and effectiveness of vaccines for the United States. Before a vaccine is approved by the FDA for use by the public, results of studies on safety and effectiveness of the vaccine are evaluated by highly trained FDA scientists and doctors. FDA also inspects the sites where vaccines are made to make sure they follow strict manufacturing guidelines. FDA and CDC continue to monitor vaccines after licensing to ensure continued safety of the vaccines in the U.S.

What are the ingredients in vaccines?

Vaccines contain ingredients called antigens, which cause the body to develop immunity. Vaccines also contain very small amounts of other ingredients – all of which play necessary roles either in making the vaccine, or in ensuring that the vaccine is safe and effective, such as preventing vaccine contamination. For more information, go to www.cdc.gov/vaccines/vac-gen/additives.



New Hampshire Immunization Program
Vaccinate for Life!
NH DEPARTMENT OF HEALTH & HUMAN SERVICES

NIHNA
NEW HAMPSHIRE NURSES ASSOCIATION

New Hampshire MEDICAL SOCIETY
ADVOCATING FOR PHYSICIANS & PUBLIC HEALTH SINCE 1791

NEW HAMPSHIRE Nurse Practitioner ASSOCIATION

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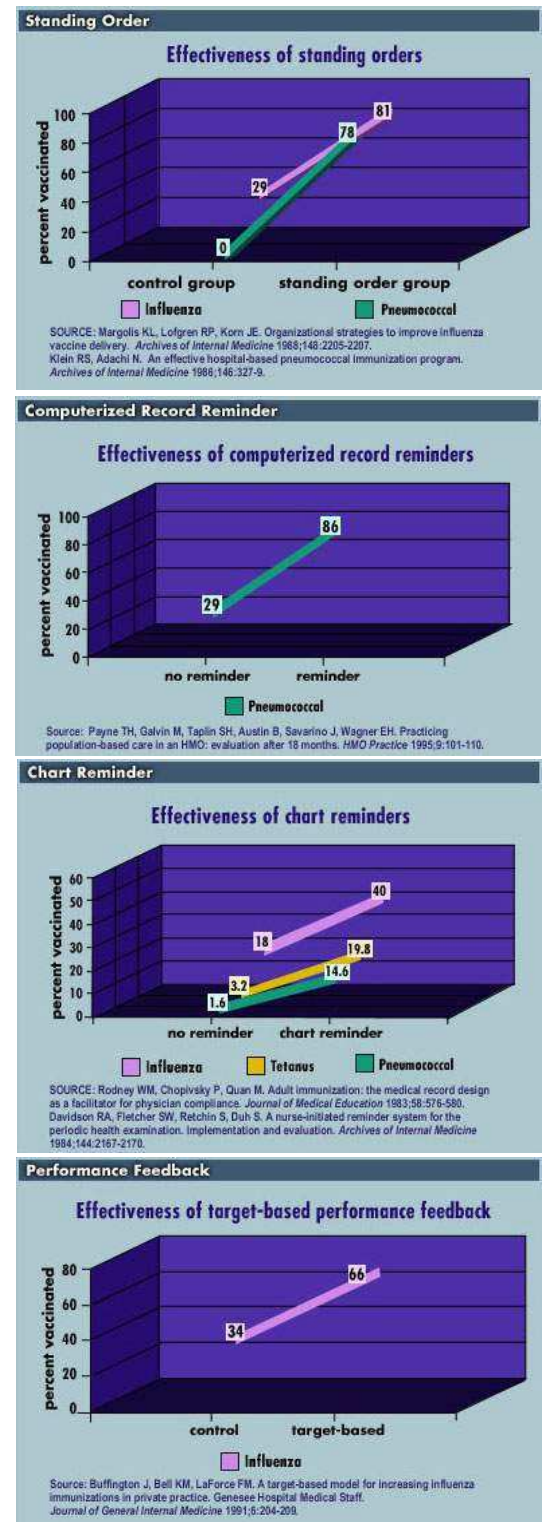
EVIDENCE-BASED STRATEGIES

PRACTICE SYSTEM CHANGE

In addition to the resources provided in this toolkit, the National Vaccine Advisory Committee for Adult Immunization Practice recommends the following strategies as part of a series of office system changes in order to improve vaccination coverage for your adult patients. Consider implementing these additional steps if you have not already done so:

1	Adopt standing orders.
2	Use reminder and recall systems for both patients and health care providers.
3	Provide education to patients about the recommended vaccines.
4	Measure practice-wide immunization rates for quality improvement.

THE EVIDENCE: The adjacent tables show adopting these CDC-recommended steps is time well spent. Read more about these strategies on CDC's site for increasing adult immunization rates: www.cdc.gov/vaccines/recs/rate-strategies/adultstrat.htm



“Start the conversation...”
Talk with your patients and staff about the immunizations they need

ADDITIONAL RESOURCES FOR YOUR PRACTICE

NH Immunization Program
www.dhhs.nh.gov/dphs/immunization/

NH Medical Society
www.nhms.org

NH Nurses' Association
www.nhnurses.org

NH Nurse Practitioner Association
www.npweb.org

American Nurses Association
www.naannurse.org

American College of Physicians
www.acponline.org

American College of Physicians Immunization Portal
<http://immunization.acponline.org>

Immunize Women
www.immunizationforwomen.org/about_us

American Academy of Family Physicians
www.aafp.org/home.html

National Foundation for Infectious Diseases
www.adultvaccination.com

Immunization Action Coalition
www.immunize.org

Adult Schedule for Print
www.cdc.gov/vaccines/schedules/index.html

Advisory Committee on Immunization Practices
www.cdc.gov/vaccines/acip

CDC's Resources for Talking with Vaccine Hesitant Patients
www.cdc.gov/vaccines/hcp/patient-ed/conversations/about-vacc-conversations.html

Making the CASE for Vaccine Safety: A New Model for Communicating with Parents
www.albany.edu/sph/coned/phl/case.htm

Precautions and Contraindications
www.immunize.org/shop/views/adultsched_pg5.pdf

10 Reasons to be Vaccinated
www.adultvaccination.com/10-reasons-to-be-vaccinated?css=print

Do You Know Which Adult Vaccines You Need?
www.cdc.gov/vaccines/hcp/patient-ed/adults/downloads/fs-adult-immz.pdf

Immunization Standing orders
www.immunize.org/standing-orders

The Journey of Your Vaccine
www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html

Adult Immunization CME Learning Center
www.medscape.org/resource/vaccines/cme

Reports

A Call to Action: Adult Vaccination Saves Lives
www.adultvaccination.com/resources/cta-adult.pdf

Adult Immunization: Shots to Save Lives, An Issue Brief from Trust for American's Health, the Infectious Diseases Society of America & Robert Wood Johnson Foundation
healthyamericans.org/assets/files/TFAH2010AdultImmzBrief13.pdf

The Guide to Community Preventive Services
www.thecommunityguide.org/vaccines/index.html



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