“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.

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.

“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
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.

This toolkit includes:

- Campaign Overview
- Campaign Key Messages
- Tips for Starting the Conversation
- Evidence-based Strategies
- Sample of Standing Orders Website
- Sample Social Media Posts
- Template Newsletter or Website Articles
- Campaign Posters
- Resource List
- 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

The Start the Conversation campaign was rolled out on September 1, 2013. The contents in this toolkit provides you with information to help increase awareness and immunization rates among your adult patients.

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

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TAKE ACTION: GET STARTED

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

<table>
<thead>
<tr>
<th>TO DO THIS...</th>
<th>...USE THESE TOOLS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designate a clinical champion to promote the campaign and its key messages.</td>
<td>Pass this toolkit along to the clinical champion you have identified, and ask him or her to talk to staff about key messages.</td>
</tr>
<tr>
<td>Put the campaign posters up in your practice.</td>
<td>Posters and other adult immunization materials can be requested by sending an email to: <a href="mailto:NHImmunizationProgram@dhhs.state.nh.us">NHImmunizationProgram@dhhs.state.nh.us</a></td>
</tr>
<tr>
<td>Use social media to spread the word about the campaign and adult immunizations.</td>
<td>‘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.</td>
</tr>
<tr>
<td>Promote Start the Conversation in your newsletter.</td>
<td>Insert the drop-in newsletter article from this toolkit.</td>
</tr>
<tr>
<td>Immunize your staff.</td>
<td>Reference CDC’s Immunization Recommendations for Health Care Workers included in this toolkit.</td>
</tr>
<tr>
<td>Adopt a standing order for the flu vaccine.</td>
<td>Use the Sample Standing Order for Flu included in this toolkit as a template.</td>
</tr>
<tr>
<td><strong>Start the Conversation...</strong></td>
<td>Using the tips on page 16, talk with your patients about the vaccines they need.</td>
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“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, 2015.

“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.

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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/](http://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 Health Map Vaccine Finder helps you find places to get vaccinated near you: [http://vaccine.healthmap.org/](http://vaccine.healthmap.org/)
- For a list of NH Clinical Providers who offer vaccines at no cost to eligible adults, visit: [http://www.dhhs.nh.gov/dphs/immunization/documents/immpproviders.pdf](http://www.dhhs.nh.gov/dphs/immunization/documents/immpproviders.pdf)
- What vaccines do you need? Take this CDC quiz: [www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz) #VaxforLife
- Need help keeping track of your adult vaccination record? [www.cdc.gov/Features/AdultVaccinationRecords/](http://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](http://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](http://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](http://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](http://www.cdc.gov/vaccines) #VaxforLife

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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. Marcella J. Bobinsky, Acting 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 at www.dhhs.nh.gov/dphs/immunization/campaign.htm for the campaign toolkit to help your office increase adult immunization rates today.

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. Marcella J. Bobinsky, Acting 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. In 2013 and 2014 there were 32,971 reported cases and 13 deaths. 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.
ADULTS NEED VACCINES, TOO
RECOMMENDATIONS FOR HEALTH CARE WORKERS AND YOUR ADULT PATIENTS

Patients never outgrow the need for vaccines. The most current adult immunization schedule, contraindications and precautions. [http://www.cdc.gov/vaccines/schedules/hcp/](http://www.cdc.gov/vaccines/schedules/hcp/)

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. [http://www.cdc.gov/vaccines/schedules/hcp/](http://www.cdc.gov/vaccines/schedules/hcp/)

ADOPT STANDING ORDERS

Additional standing orders for other vaccines, including varicella, hepatitis, and more, are available at [www.immunize.org/standing-orders](http://www.immunize.org/standing-orders)

### CDC’S IMMUNIZATION RECOMMENDATIONS FOR HEALTH CARE WORKERS

<table>
<thead>
<tr>
<th>Vaccine</th>
<th>Recommendation</th>
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<tbody>
<tr>
<td>Influenza</td>
<td>Health care workers need an influenza vaccination every year.</td>
</tr>
<tr>
<td>Hepatitis B</td>
<td>Hepatitis B vaccine should be given to protect individuals who are in contact with blood, body fluids, or used needles.</td>
</tr>
<tr>
<td>Measles/ Mumps/ Rubella (MMR)</td>
<td>Health care workers who are not already immune to MMR should be vaccinated.</td>
</tr>
<tr>
<td>Tetanus/ Diphtheria/ Pertussis (td/Tdap)</td>
<td>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.</td>
</tr>
<tr>
<td>Varicella (Chicken-pox)</td>
<td>Health care workers who are not already immune should be vaccinated.</td>
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</table>

For more information and resources, visit: [http://www.cdc.gov/vaccines/schedules/hcp/](http://www.cdc.gov/vaccines/schedules/hcp/)

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Remember:
Immunize your staff!
Purchase adult vaccines!

Start the Conversation: A Toolkit for Health Care Providers | 11
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.

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.

“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.”
- Marcella J. Bobinsky
Acting Director

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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.

Did you know that travel vaccines may be recommended depending upon where you travel? Due to disease outbreaks, natural disasters or other conditions that may affect a traveler’s health, certain vaccines may be recommended depending upon the country visited. For country-specific travel health notices (designed to inform travelers and clinicians): http://wwwnc.cdc.gov/travel/destinations/list. For a list of NH Certified Travel Clinics: http://www.dhhs.nh.gov/dphs/immunization/documents/travelcenters.pdf

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 23 and pneumococcal 13 vaccines are 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 2013 and 2014 there were 32,971 reported cases and 13 deaths. 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 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](http://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.htm](http://www.cdc.gov/vaccines/vac-gen/additives.htm).
In addition to the resources provided in this toolkit, the National Vaccine Advisory Committee for Adult Immunization Practice approves and recommends the following strategies as part of a series of office system changes in order to improve vaccination coverage for your adult patients.

Standards for Adult Immunization Practice, Information and Tips on How to Improve Vaccination Practice

- Overview
- Vaccine Needs Assessment
- Vaccine Recommendation
- Vaccine Administration
- Vaccine Referral
- Vaccine Documentation

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