



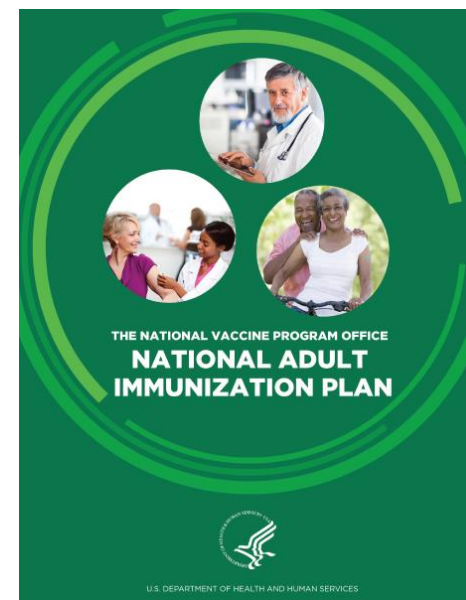
THE NATIONAL VACCINE PROGRAM OFFICE

National Adult Immunization Plan Rollout

2.3.2016

Selected Content

- An executive summary
- A list of the barriers to adult immunization
- A section on the opportunities available with a changing policy landscape
- Information about the purpose of the plan, and how it aligns with existing HHS efforts
- NAIP goals, objectives, and strategies
- Five appendices
 - A link to the Adult Immunization Schedule
 - A table of disparities in adult immunization coverage by race/ethnicity
 - A list of selected federal partner efforts
 - Two tables listing federal and nonfederal roles and responsibilities



National Plan with an Array of Stakeholders

TABLE 2. NATIONAL ADULT IMMUNIZATION PLAN: FEDERAL AND NONFEDERAL STAKEHOLDERS

Stakeholder Category	Agency/Entity
Federal government, HHS agencies	Administration for Community Living, Administration for Children and Families, Agency for Healthcare Research and Quality, Centers for Disease Control and Prevention, Centers for Medicare & Medicaid Services, U.S. Food and Drug Administration, Health Resources and Services Administration, Indian Health Service, National Institutes of Health, Office of the Assistant Secretary for Public Affairs, Office of the Assistant Secretary for Planning and Evaluation, Office of the Assistant Secretary for Preparedness and Response, Office of Global Affairs, Office of Minority Health, Office of the National Coordinator for Health Information Technology, Partnership Center, Office of the Assistant Secretary for Health, Office of Disease Prevention and Health Promotion, Office on Women's Health, Office of Adolescent Health, Regional Health Administrators
Federal government, other departments/agencies	Department of Defense, Department of Homeland Security, Department of Veterans Affairs, Department of Justice, Federal Occupational Health, Office of Personnel Management
Government, nonfederal	State, territorial, tribal, and local public health agencies and governments
Nongovernmental stakeholders	Academia/research organizations, health care providers, vaccine industry, health care systems, community immunizers, professional associations, payers and plans, employers, foundations, schools and training programs, community and patient advocacy organizations, philanthropic organizations, adult immunization coalitions, and the general public

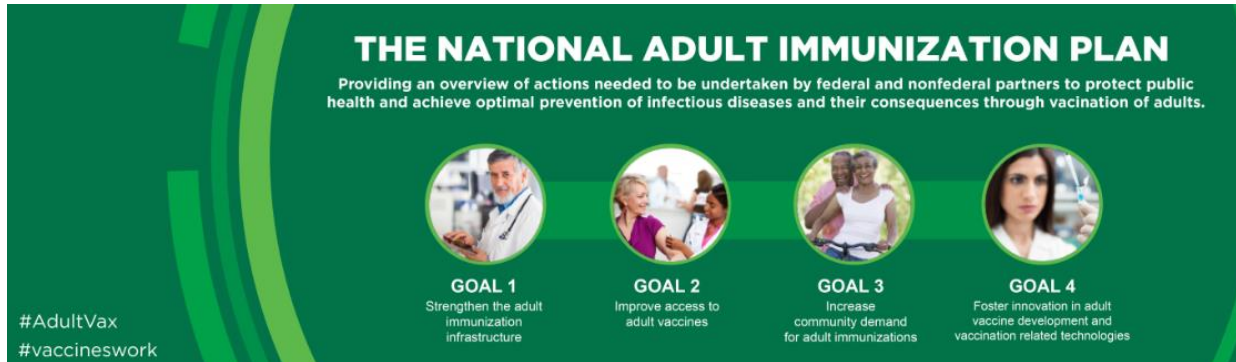
GOAL AND OBJECTIVE	FEDERAL															
	Department of Health and Human Services												DHS	DOJ	VA	OPM
	ACF	AHRQ	ASPR/ABDA	CDC	CMS	HRSA	IHS	NIH	NIPO	ONC	OWH	FDA	RHA	ACL	FOH	
Objective 1.3: Continue to analyze claims filed as part of the National Vaccine Injury Compensation Program (VICP) to assess whether there was an association between vaccines that a claimant received and adverse events experienced.						*										
Objective 1.4: Increase the use of EHRs and IIS				*	*	*	*		*	*	*		*			*
Objective 1.5: Evaluate and advance targeted quality improvement initiatives.	*			*	*	*	*					*				

Stakeholder-Driven Strategy

Many partners are working in the adult vaccine domain, so NVPO developed a communication strategy to aid stakeholders in information dissemination

- Written messages and graphics that can be used on websites or shared on social media
- Public affairs materials that can be reused by partners (presentation, talking points, etc.)
- Web content that partners can use to quickly find priority measures and, in the future, visualize progress
- Speaking engagements also bring the message to partners and extend NAIP promotion beyond its launch

Example Promotional Tools



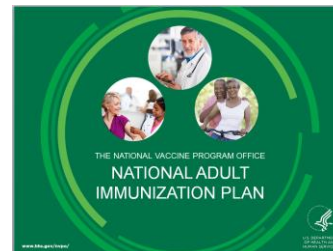
Twitter Background Image



Social Media Badge



Social Media Graphic



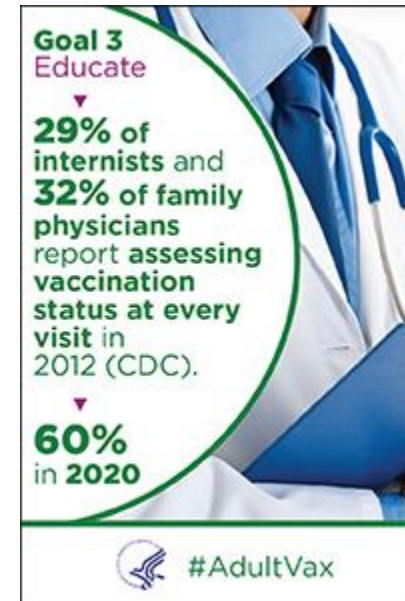
Slide Deck



Web Button

Web Content

- Landing page
- Four goal pages
- Baseball-like cards of priority measures
- Section to tell us how you are supporting the plan
- Several opportunities to download the PDF of the plan



Help Us Promote the NAIP!

- Use the materials in your blogs posts, newsletters, web content, and social media profiles.
- Tell coworkers, followers or others in the field how you are going to support the goals of the NAIP. Be specific!
- Email us and tell us how you are improving the adult immunization system.
- Add talking points or slides to related presentations or interviews you are already giving.

Thank You!



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