

Burden of Vaccine-Preventable Disease in Older Adults

Overcoming Immunization Barriers

CASE Approach

Corroborate: Clinician acknowledges concerns and identifies a point to agree on, setting a positive tone



About Me: Clinician details their expertise and knowledge base



Science: Clinician offers scientific facts about vaccines






Explain/Advise: Clinician strongly recommends vaccinations based on science



Encourage Vaccinations: "4 Rs"

- **Recommend** vaccines during each encounter
- **Repeat** the recommendation at each visit
- **Remind** patients it is time for their vaccine
- **Review** vaccine recommendations regularly

Addressing Common Side Effect Concerns

- 1 Nearly all vaccines have been reported to the CDC as a cause of loss of consciousness; fainting is thought to result from the immunization process and not the vaccine itself 
- 2 Vaccines can have mild side effects that go away within a few days; severe adverse reactions are rare, and the benefits of immunization outweigh the risk 
- 3 Remind patients they are more likely to be seriously harmed by a vaccine-preventable disease than a vaccine 

Vaccine Misinformation



Communicate clearly using lay language



Be available to answer any follow up questions



Develop talking points before any patient engagements to help initiate conversation and address myths or misinformation

Encourage patients to acquire vaccine information from reliable sources



Address vaccine myths and misinformation with culturally and linguistically appropriate educational material

Meet minority groups "where they are," such as in online forums and in physical locations such as places of worship, gathering locations, and community-based centers



Managing Vaccine-Associated Side Effects

Keep in mind:



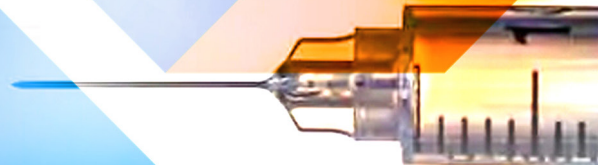
Vaccine factors
Physiochemical properties, dose number



Administration factors
Administration route, needle length



Intrinsic Patient Factors
Age, BMI, stress, gender



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Practice-Oriented Solutions to Increase Immunizations

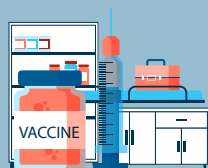
Take Advantage of Every Opportunity to Vaccinate



Change workflow processes



Include the whole healthcare team for consistent messaging about vaccinations



Use proper vaccine storage, handling, and administration procedures

Vaccination Reminders for Providers



“Best Practice Alerts” in EHR



Use stamp with a message such as “no pneumococcal vaccine on record” that staff can put on the chart of older adult patients

Handling Missing Immunizations

Communicate clearly using daily huddles, immunization reports in the EHR, state immunization registries



Use the AAFP Office Champions Quality Improvement Model to improve immunization rates ([link](#))



Stock all recommended adult vaccines



Collect data on race, ethnicity, language, and social determinates of health



Educate patients with culturally and linguistically appropriate vaccination materials



Partner with trusted organizations and leaders in your community

