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Improving vaccination rates: an innovative approach

There is an overall need to increase vaccination rates within the Medicare population. Increasing patient access to educational information concerning the benefits of vaccines and vaccination surveillance are important national concerns.

Evidence supporting annual influenza vaccination in older adults:

- Approximately 42,000 adults die each year in the United States from a vaccine preventable disease.\(^1\)
- Vaccines have reduced pneumonia and influenza related hospitalizations by 20-57\%.\(^3\)
- May represent the single most effective intervention in reducing influenza hospitalizations and influenza related deaths.\(^3\)
- Significantly reduces the risk of hospitalization in older adult patients with comorbid heart disease, cerebrovascular disease, and pneumonia.\(^4\)
- Influenza vaccination reduces the risk of death from all causes in the high risk elderly population.\(^4\)

Current national public health goals focus on expanding vaccination surveillance and increasing the number of nontraditional sites permitted to administer vaccines to the public. The Healthy People 2020 goals is to have 70% of the population 65 years and older receive their annual influenza vaccination.\(^7\) Despite these recommendations, the Center for Disease Control and Prevention (CDC) in 2015-2016 estimated only 63.4% of adults 65 years and older actually receive their annual flu shot.\(^2\) The numbers for Idaho are even less at 54.9% which means we need to look at different ways of increasing this number above the Healthy People 2020 goal.

Pharmacists, conducting complete medication reviews (CMRs), are uniquely positioned to make immunization recommendations and provide appropriate follow-up to ensure recommended vaccinations are received. A study of 55 patients, > 65-years-old, was conducted to determine whether a recommendation for an influenza vaccination during a CMR by a pharmacist would improve influenza immunization rates. The patient’s immunization history was determined and assessed for deficiencies before any other medications were reviewed. A study of 55 patients, > 65-years-old, was conducted to determine whether a recommendation for an influenza vaccination during a CMR by a pharmacist would improve influenza immunization rates. The patient’s immunization history was determined and assessed for deficiencies before any other medications were reviewed. In addition, the pharmacist provided immunization education and addressed immunization deficiencies by making vaccination recommendations. Student pharmacists conducted follow-up calls to the patients, providing additional immunization education and encouragement, until a resolution of the recommendation was achieved. A resolution of the recommendation was determined to be either; accepted, refused, or lost to follow-up. Student pharmacists and clinical staff documented interventions and outcomes in an electronic database for retrospective review. After receiving a recommendation from a pharmacist during a CMR, 75.6% of the patients received the influenza vaccine, which is above the Healthy People 2020 goal. Additionally, this result was significantly greater than the 2015-2016 Idaho influenza immunization rates of 54.9% in the 65+ year-old population. The direct immunization intervention recommendation and subsequent follow-up significantly impacted the influenza immunization rates in the Medicare population where it is needed most. As healthcare providers, we need to explore innovative opportunities to enhance not only the immunization rate of patients but also the education on the importance of vaccinations in our population.

Contributed by Kevin Cleveland

References


Check out the Head and Neck Cancer Alliance and its new video series promoting the HPV vaccination in preventing oral, head, and neck cancers.

FACT: The HPV vaccine does NOT contain harmful ingredients

HPV vaccines contain proven to be safe. Like the hepatitis B and Tdap vaccines, HPV vaccines contain aluminum, which boosts the immune system's response to the vaccine. In addition to certain vaccines, aluminum is found in breast milk, infant formula, antacids, and numerous foods and beverages, including fruits and vegetables, seasonings, flour, cereals, nuts, dairy products, and chicken. Typical adults ingest 7 to 9 milligrams of aluminum per day; the HPV vaccines contain 0.25 milligrams of aluminum per dose. These vaccines, as well as most others, do contain thimerosal (a preservative that contains mercury).
**Immunization Awardees**

**2017 Childhood Immunization Champion Award**

Pat Herman worked for the Saltzer Medical Group for 38 years. She was the Immunization and Foreign Travel Health Coordinator for 17 of those years. Seventeen years of experience as an immunization coordinator has made Pat an immunization leader in Idaho. She shares her knowledge and expertise with others volunteering her time as a member of two immunization coalitions. Pat has been a member of the Canyon Area Immunization Coalition (CAIC) for 23 years. During her time with the CAIC she has held many positions of leadership including Board President, Vice-President, Secretary and Celebration Coordinator. In addition, Pat has been a Board Member of the Idaho Immunization Coalition (IIC) for the past five years and has served on the executive committee for the past three years. As a member of these Coalitions, Pat provides guidance to other members on topics ranging from immunization scheduling to vaccine storage and handling, and awareness and education campaigns.

Pat’s passion for immunization began when she was enrolled in second grade at an Idaho school. It was during this time that Pat was given one of the “Cutter” polio vaccines to protect against polio; however, thousands of people were inadvertently injected with the live virulent polio virus causing many thousands to become ill. Hundreds of people became paralyzed and some people even died because of the live virus in the vaccine. One of Pat’s classmates became ill because of the vaccine. Luckily, Pat did not have any adverse effects from the vaccine she was given.

This “Cutter” event caused many people to be concerned about vaccines. However, Pat’s mother wanted to protect her from disease, so she had Pat vaccinated three years later with a new vaccine for polio. Pat’s childhood experience with vaccines and her mother’s confidence in doctors and scientists led to Pat’s passion for protecting children from disease.

**College of Idaho’s Health and Wellness Director Wins National Award**

The College of Idaho’s commitment to proactive and preventative treatments for its students and their continued health has received national recognition from the American College Health Association. C of I Director of Health and Wellness Services Barbie Vander Boegh, RN, was selected as the 2017 recipient of the ACHA’s E. Dean Lovett Award for Exemplary Contributions to a College Health Program.

Vander Boegh applied for the award on the heels of record-setting turnouts for free, campus wide immunization clinics for Meningitis B, Human Papilloma Virus (HPV) and updated vaccinations as mandated by the state of Idaho and the Centers for Disease Control and Prevention. Although she was confident in the school’s programming, she was still surprised when she learned of the honor.

“I give a big credit to the students for showing up to the clinics, and the faculty and staff have given me fantastic support to make this into what it is now,” Vander Boegh said. “I’m in the proactive range of things right now. I don’t want to have anything go on at this campus that I could have helped prevent.”

Vander Boegh was selected for the award for multiple reasons, many of which stem from her passion toward immunization. The ACHA called her clinic for Meningitis B “the largest proactive clinic in the United States without a student death driving it.” Vander Boegh led the way by providing thorough information about the disease, which is most dangerous to young adults between the ages of 18-25, to students and parents through print, television and online media. More than 400 students attended last year’s clinic, a record for her office.

She was also recognized by the ACHA for her commitment to providing free or low-cost vaccinations to international students, as well as her activity as a member of C of I’s campus committee for a smoke and tobacco free campus.

“From the day Barbie arrived at The College of Idaho to lead our Health Center, she has been an ardent advocate for the preventative health of our students,” said Paul Bennion, Vice President for Student Affairs. “Our campus community owes Barbie a debt of gratitude, especially in regards to her efforts to educate everyone about the importance of immunizations.”

Vander Boegh has an enthusiasm for providing immunizations in addition to the physical and mental health care her office provides. Backed by C of I President Charlotte Borst, the College’s updated immunization policy has helped her implement a more robust strategy.

“It’s very important to me that these kids stay healthy,” Vander Boegh said. “They have their whole lives ahead of them. We don’t want to cut it short because of a lack of vaccine.”

The College of Idaho has a 125-year-old legacy of excellence. The C of I is known for its outstanding academic programs, winning athletics tradition and history of producing successful graduates, including seven Rhodes Scholars, three governors, four NFL players and countless business leaders and innovators. Its distinctive PEAK Curriculum challenges students to attain competency in the four knowledge peaks of humanities, natural sciences, social sciences and a professional field—empowering them to earn a major and three minors in four years. The College’s close-knit, residential campus is located in Caldwell, where its proximity both to Boise and to the world-class outdoor activities of southwest Idaho’s mountains and rivers offers unique opportunities for learning beyond the classroom. For more information, visit www.collegeofidaho.edu.

This article is taken directly from C of I News Blog.
Another View on Vaccinating Idaho Children

As a mom who loves her two girls, I’d do just about anything to protect them. Our precious daughters, ages 16 and 11, are the center of the universe for my husband and me. To watch them laugh and play, you would never know these amazing kids have cystic fibrosis and bravely face daily breathing treatments and all the challenges that come with this harrowing disease.

Years ago, our girls contracted another, drug-resistant illness that makes their lungs susceptible to bacteria and further compromises their immune systems. This means that virtually any exposure to diseases like the flu, measles, mumps, pneumonia, meningitis type b or others can turn bacteria in their delicate lungs into the equivalent of rubber cement. That can cause an instantly life-threatening situation resulting in a lengthy hospitalization.

It’s a scary reality. But what scares us even more is that other parents knowingly seek exemptions to allow their kids to opt out of taking vaccines for diseases that can quickly put my daughters’ lives at risk. Choosing not to vaccinate is a parent’s right. I understand the CDC ranks Idaho among states with the most exemptions, but it’s also important for these parents to realize their actions are putting more than their own children in danger.

Not vaccinating your child can expose your children and others to dangerous diseases, even if they’ve been vaccinated. During a disease outbreak at school, unvaccinated students should be removed to protect the health of others. The schools also need to have student immunization information on hand to act quickly. Parents who choose not to vaccinate also need to respect the decision of those who do. It seems some schools go to great lengths to provide even greater precautions for much less. An example would be clearing menus of food containing peanuts to accommodate those with peanut allergies.

We are hopeful that vaccination, which is a proven method of disease prevention, can be discussed positively in the future so that all sides are represented fairly.

Regarding our specific situation, we recently spoke with one of our daughter’s classes about her immune system challenges. These sweet children responded by wiping down their tables and chairs and washing their hands more often. The result? Levels of infections and sickness dropped dramatically. This meant so much to us. Keeping diseases at bay will always be a constant battle for my girls, but it is nice to know we live in a world where people do care. Please vaccinate to protect your kids and mine.

Teea Hillyard, wife and mother of two amazing girls, lives in Ammon with her family.

New CDC Partner Websites

CDC’s National Center for Immunization and Respiratory Diseases has launched a new website for national, state, and local immunization partners. Now, instead of having to search through all of our communication resources to find the one you need, you can more easily find materials to help supplement vaccine conversations and educate parents, pregnant women, and adults, as well as healthcare professionals, all in one place.

On this new site, you will find links to digital tools, social media content, drop-in articles, print materials, toolkits, videos, PSAs, and more.

CDC offers CIINC, or Current Issues in Immunization NetConference to help you stay up-to-date on relevant immunization topics.

“Immunization NetConferences are live, 1-hour presentations combining an online visual presentation with simultaneous audio via telephone conference call and a live question and answer session. Internet access and a separate phone line are needed to participate. On-demand replays and presentations will be available shortly after each event.”

May 2, 2017—“Best Practice” Tools for Holding Safe Vaccination Clinics in Temporary Settings: Checklist and Pledge 101

Adult Vaccination Series Schedule:
- Wednesday, May 17 - Immunizing Older Adults and the Chronically Ill
- Wednesday, May 24 - Immunizing Pregnant Women, Health Care Personnel, and in the Workplace
- Wednesday, May 31 - Clinic Logistics: Vaccine Administration, Storage, and Handling

American Academy of Pediatrics Immunization Rate Tool

The American Academy of Pediatrics has developed an interactive digital map that highlights state immunization rates for vaccine-preventable diseases, as well as state laws regarding vaccine exemptions. The map includes data on how each state measures up against Community Immunization Thresholds (CIT) that ensure protection for all. The map also highlights recent outbreaks of disease that have occurred in communities where low-immunization rates left the population vulnerable.