Comparing & Communicating Vaccination Coverage Estimates from IIS & NIS

AIRA EDUCATION STEERING COMMITTEE

JANUARY 17, 2018

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- Questions will be noted and answered after the presentation, to unmute your line **press *6**

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COMPARING & COMMUNICATING VACCINATION COVERAGE ESTIMATES

From Immunization Information Systems, the National Immunization Survey, and Related Assessments

immregistries.org

AIRA AMERICAN IMMUNIZATION REGISTRY ASSOCIATION

Immunization Information Systems for a New Era

Today's Webinar

- AIRA Executive Director
- Overview of guide

Rebecca Coyle

- AIRA Business & Grants Manager
- Communication strategies

Amanda Dayton

- MIIC Informatician
- Minnesota's perspective

Sydney Kuramoto

- Citywide Immunization Registry Director
- NYC's perspective

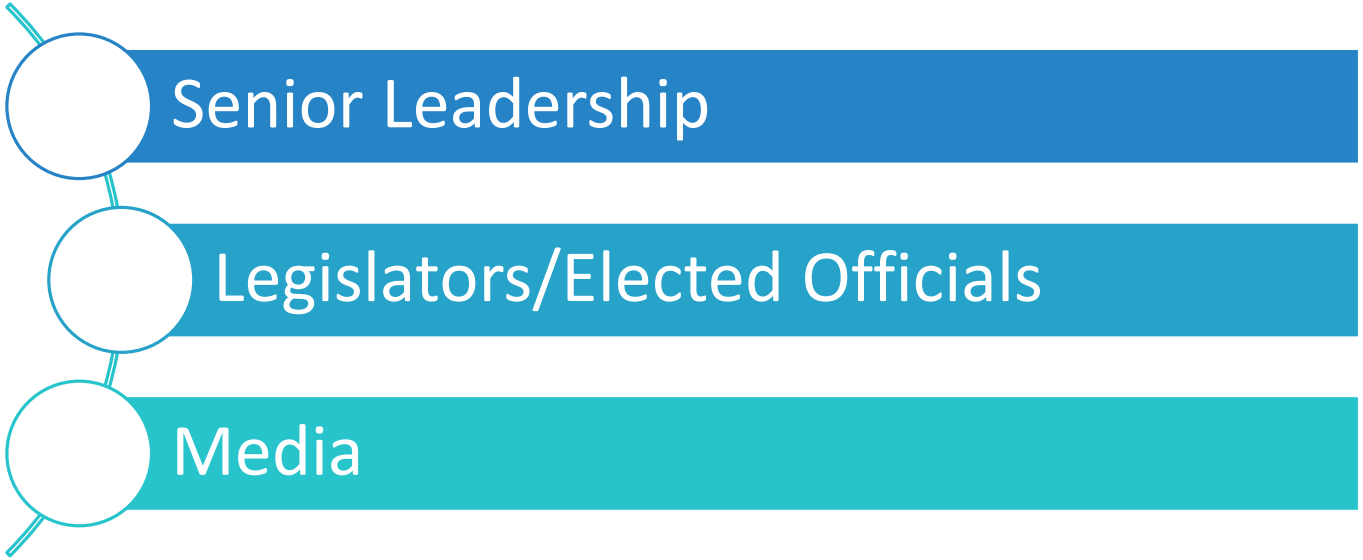
Amy Metroka

Background

- Many sources for estimating vaccination rates:
  - National Immunization Survey
  - IIS-based assessments
  - Others
- Can be challenging to interpret and explain differences

Purpose

- Assist IIS and immunization program managers and staff in interpreting and communicating the results of NIS and IIS-based coverage assessments
- Offers practical tips to help explain vaccination coverage assessment results to:



Sections of the Guide

- Descriptions of Common Vaccination Coverage Assessments
- Developing Communication Messages
- Strategies for Communicating NIS and IIS Results with Examples
- Other NIS-IIS Initiatives

Common Vaccination Coverage Assessments – Beyond NIS and IIS

- Healthcare Effectiveness Data & Information Set (HEDIS)
- School Vaccination Assessment Program (SVAP)
- Behavioral Risk Factor Surveillance System (BRFSS)
- Internet Flu Panels
- National Health Interview Survey (NHIS)
- Pregnancy Risk Assessment Monitoring System (PRAMS)
- Minimum Data Set (MDS)

National Immunization Survey (NIS)

Purpose

- Provides household, population-based, national, state and local area estimates

Groups Assessed

- 19-35 months
- 13-17 years
- 6 months-17 years (influenza only)

Vaccines Assessed

- For 19-35-month-olds: All ACIP recommended vaccines
- For 13-17-year-olds: Tdap, MenACWY, HPV, MMR, HepB, Varicella
- For all children 6 months - 17 years: Influenza

IIS-based Assessment

Purpose

- Provides population-based estimates within a jurisdiction, with ability to measure performance or protection levels within a community

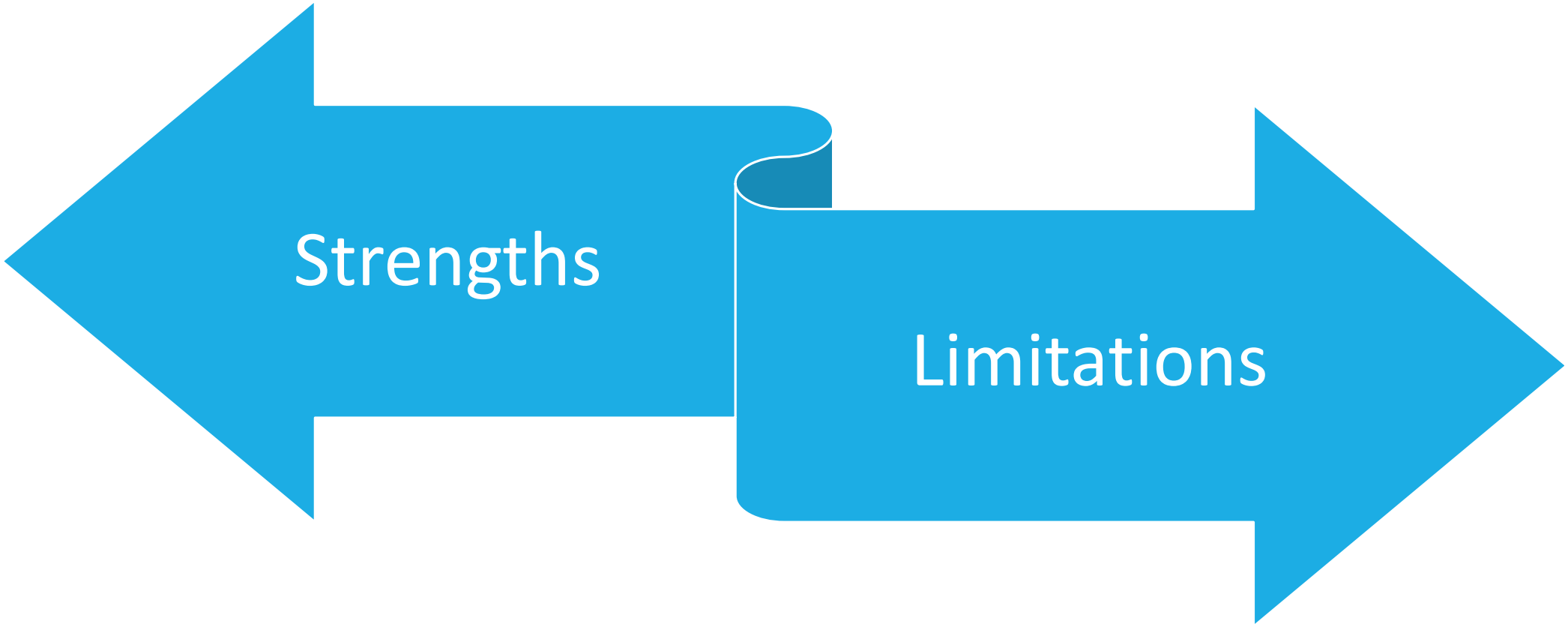
Groups Assessed

- Any ages

Vaccines Assessed

- Any vaccines

Comparing NIS and IIS



NIS and IIS Results & Possibilities

1. NIS and IIS rates match
2. IIS rates higher than NIS
3. NIS rates higher than IIS

Developing Communication Messages

AMANDA DAYTON

Crafting the Message

"This is gobbledygook. I asked for mumbo-jumbo."

Process for Creating a Message

Planning & Organizing: Know Your Audience

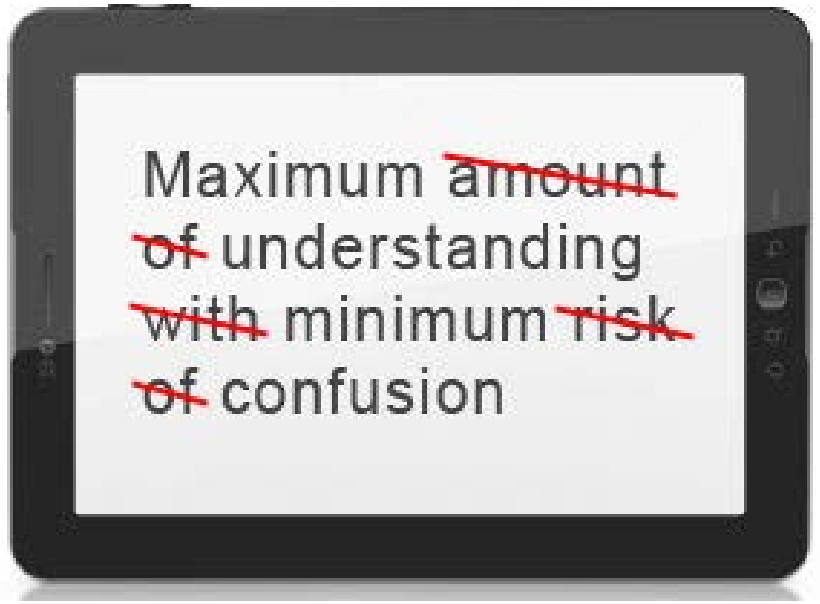
Writing & Editing the Message

Written material is in plain language if the audience can:

- Find what they need.
- Understand what they find.
- Use what they find to meet their needs.

Writing the Message Tip: What's the Bottom Line?

- Start with the main point/ main takeaway, then fill in details if needed
- Communicate the results and the next steps of your plans

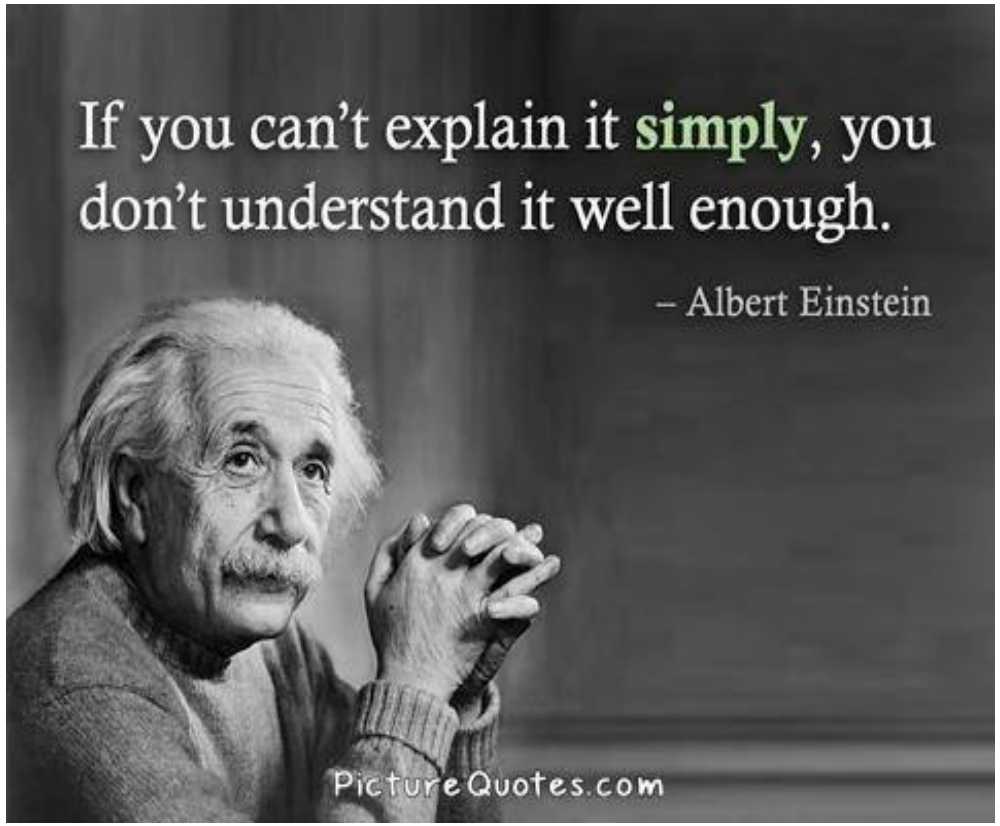


Writing the Message Tip: How Much Information Do You Provide?

- Be attuned to how much information the audience wants
- If possible, speak in numbers

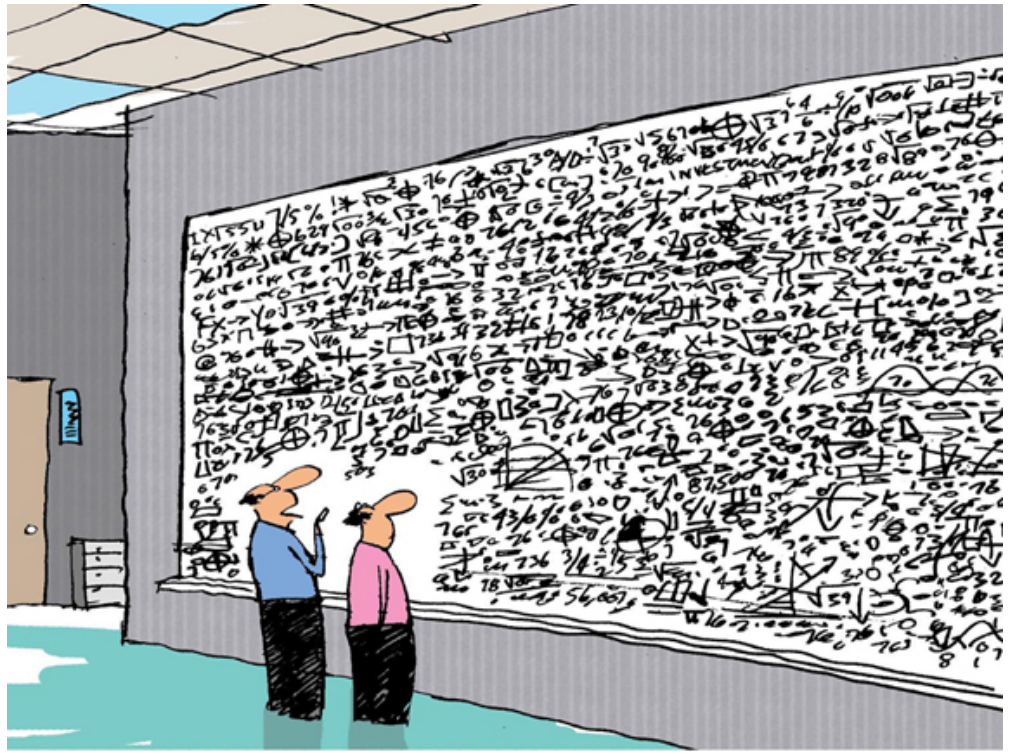
Writing the Message Tip: Communicating Complex Ideas Simply

- Think about your desired outcome
- Try to come up with the simplest possible analogy to convey the idea.



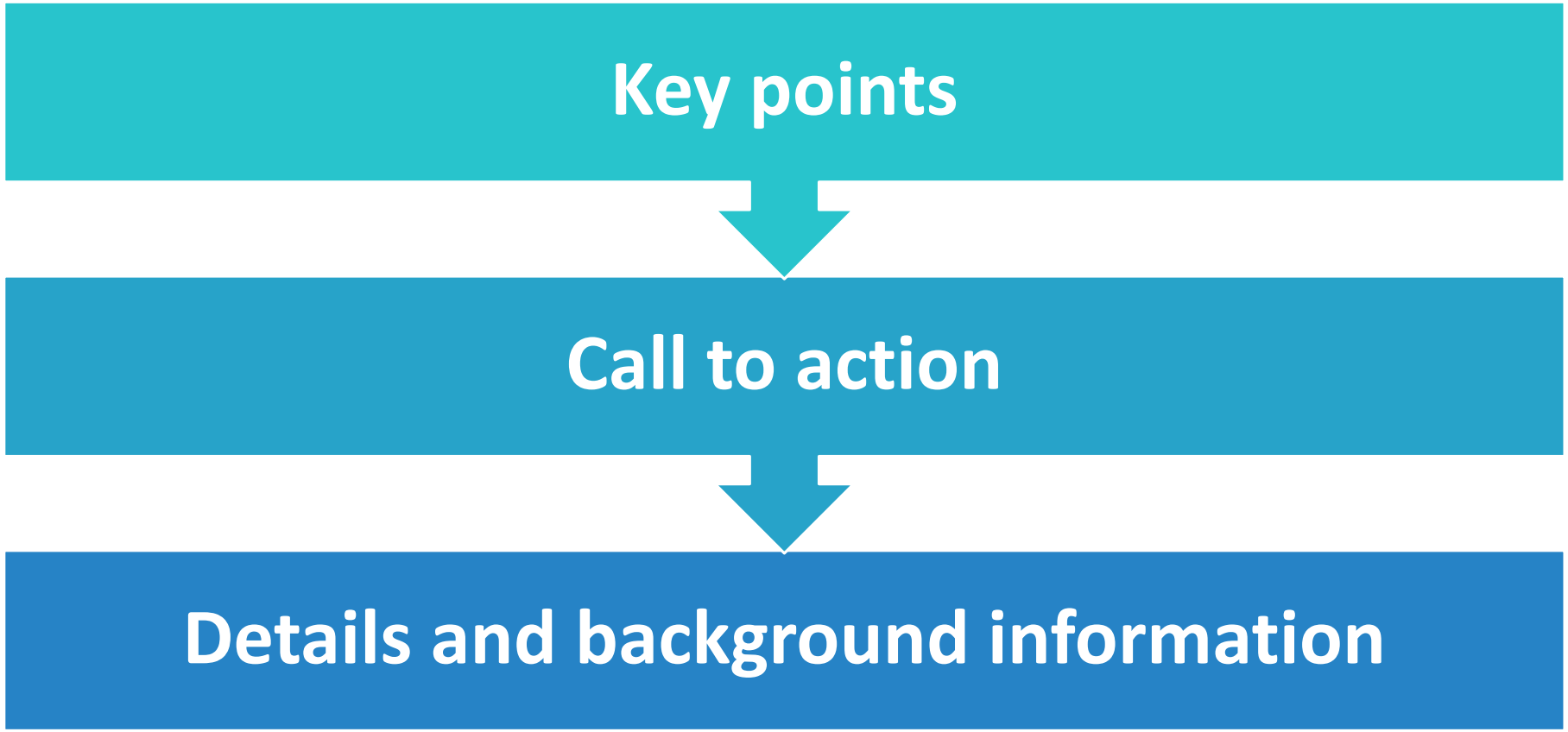
Writing the Message Tip: Communicating Complex Information

- Be concise
  - Use the “Twitter” test
- Find ways to make it matter to them



“...And that, in a nutshell, is my marketing plan. Any questions?

Messaging Template



Minnesota's Experience

SYDNEY KURAMOTO

Comparing and Communicating Vaccination Coverage Estimates: Minnesota's Experience

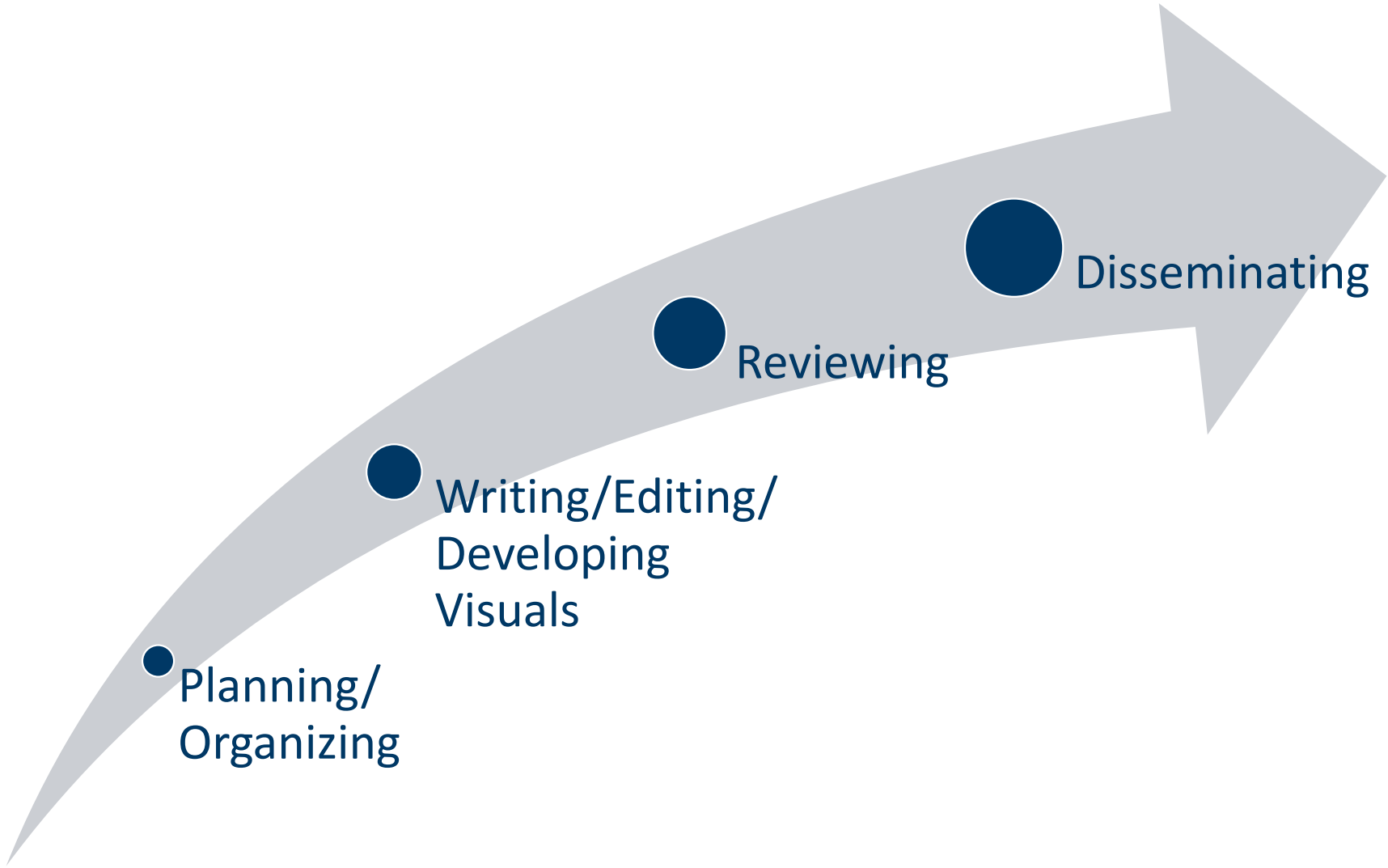
Sydney Kuramoto | MIIC Informatician

January 17, 2018

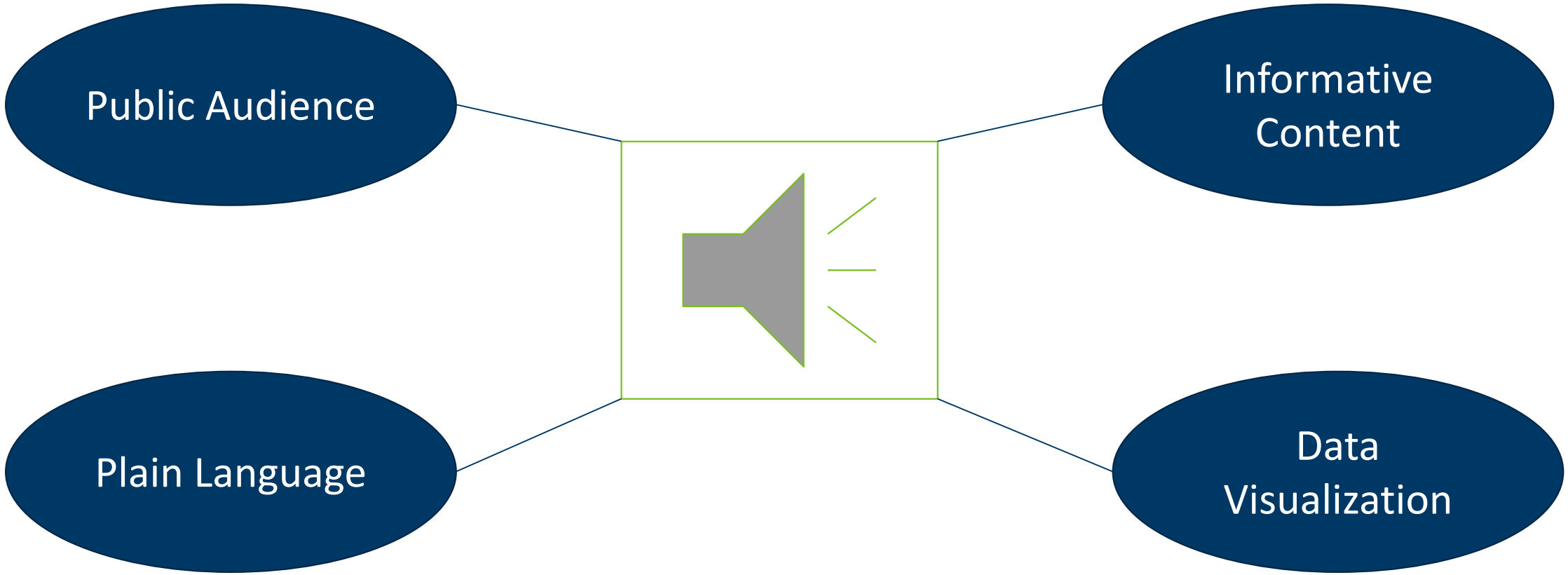
Staff

- Subject Matter Expert
- Communications Staff

Process


Planning/
Organizing
Writing/Editing/
Developing
Visuals
Reviewing
Disseminating

MN Communications Approach

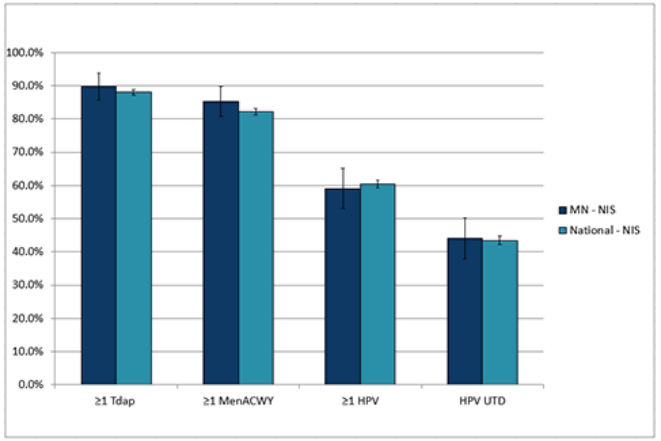


Examples: NIS versus IIS

The NIS and MIIC adolescent rates located on this page contain differences in the way they are calculated. To learn more about these differences please visit the About NIS and MIIC adolescent immunization rates page.

National Immunization Survey (NIS), CDC

Vaccination coverage among adolescents age 13 through 17 years. 2016 data, as reported August 2017.

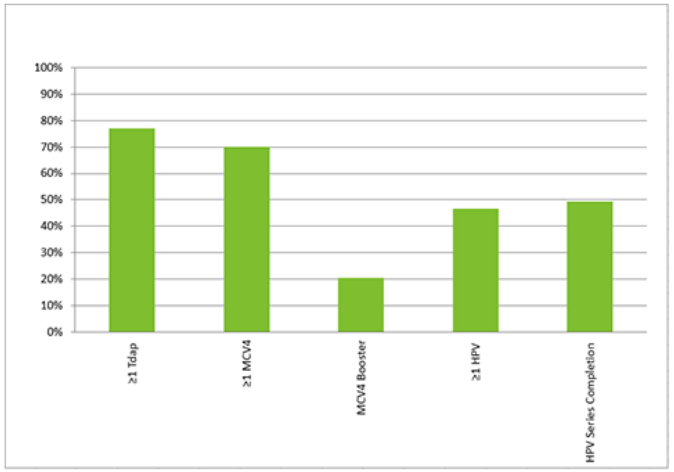


	≥1 Tdap	≥1 MenACWY	≥1 HPV	HPV UTD
MN	89.7	85.2	59.1	44.1
+/-	4.0	4.5	6.1	8.9
Nat	88.0	82.2	60.4	43.4
+/-	0.9	1.0	1.2	1.4

+/-: 95% confidence interval

Minnesota Immunization Information Connection (MIIC), MDH

Vaccination coverage among adolescents age 13 through 17 years in MIIC. Analyzed as of July 2016.



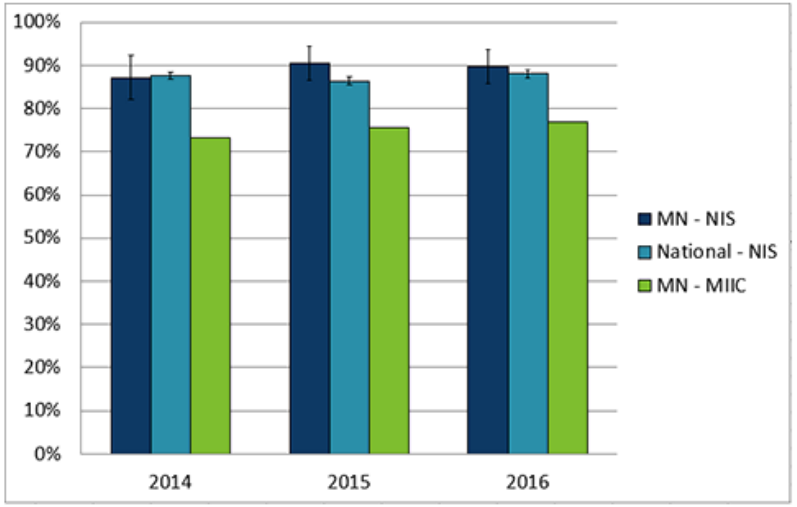
	≥1 Tdap	≥1 MCV4	MCV4 Booster	≥1 HPV	HPV Series Completion
MIIC	76.9	70.2	20.6	46.6	49.4

Example: NIS versus IIS Over Time

Tdap

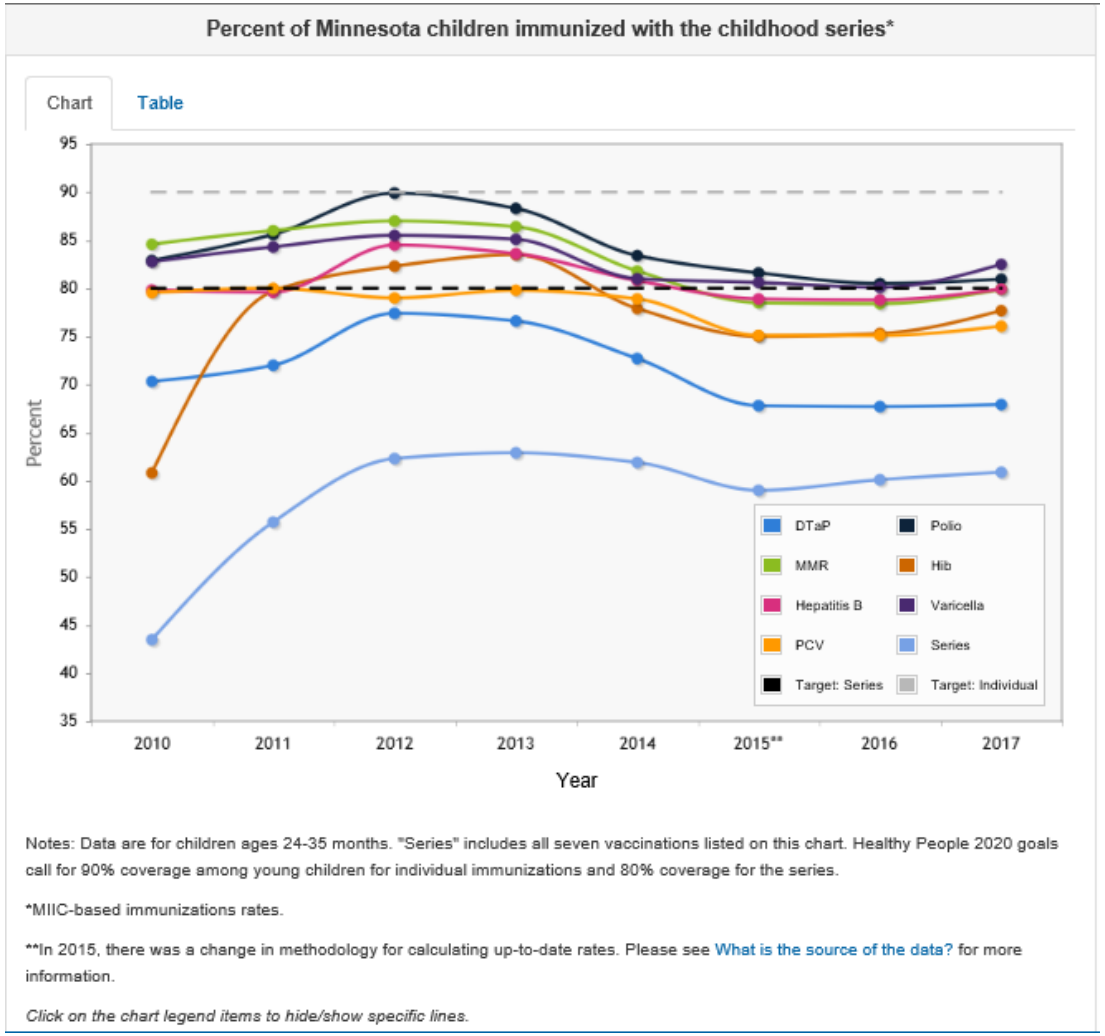
MIIC: Percent of adolescents with 1 or more doses of the tetanus toxoid, reduced diphtheria toxoid, and acellular pertussis vaccine at any age.

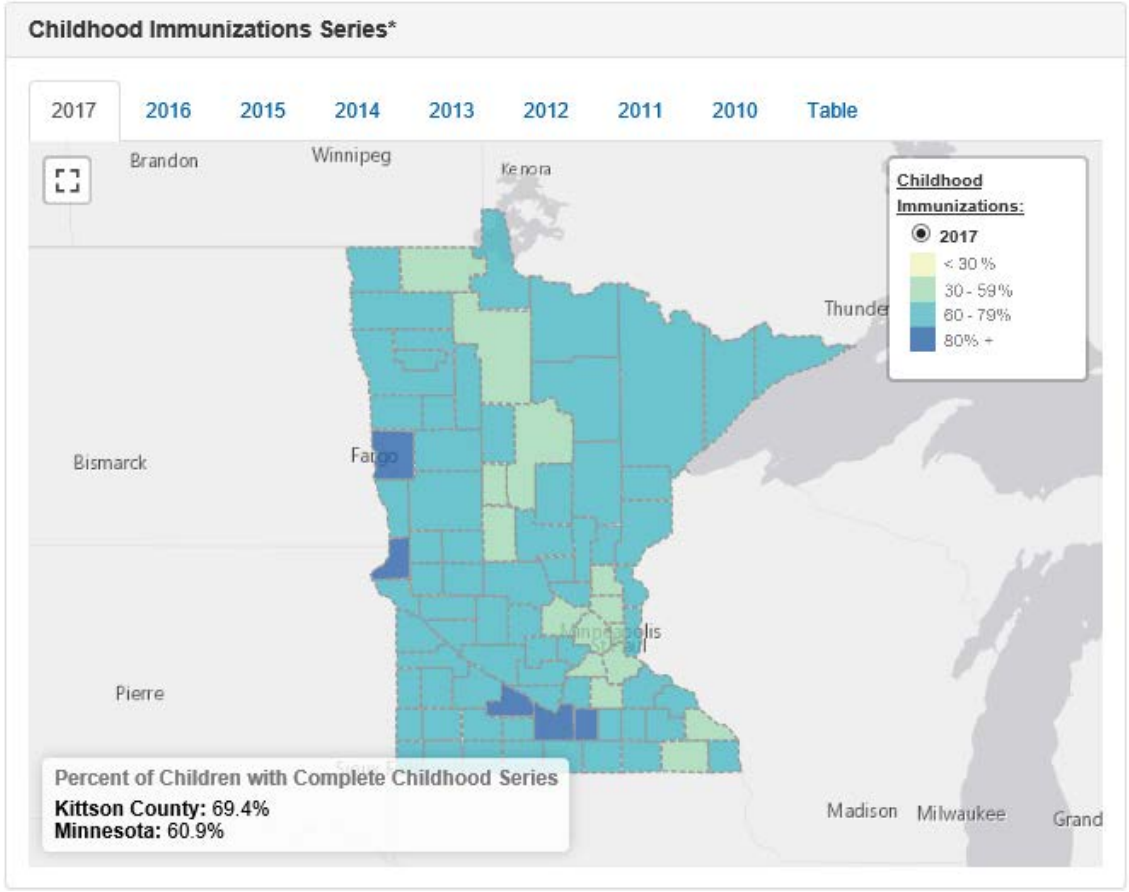
NIS: Percent of adolescents with 1 or more doses of the tetanus toxoid, reduced diphtheria toxoid, and acellular pertussis vaccine at or after age 10 years.



According to the **NIS**, Tdap coverage in Minnesota is similar to the national average and remains consistent. According to **MIIC**, Tdap coverage rates continue to rise.

Example: Public Health Data Access Portal





Future Directions

- New graphical representations
- Exploring geographic representations
- Promoting CDC VaxView websites

Communicating NIS and IIS Coverage Estimates in New York City

AMY METROKA, DPH, MSW

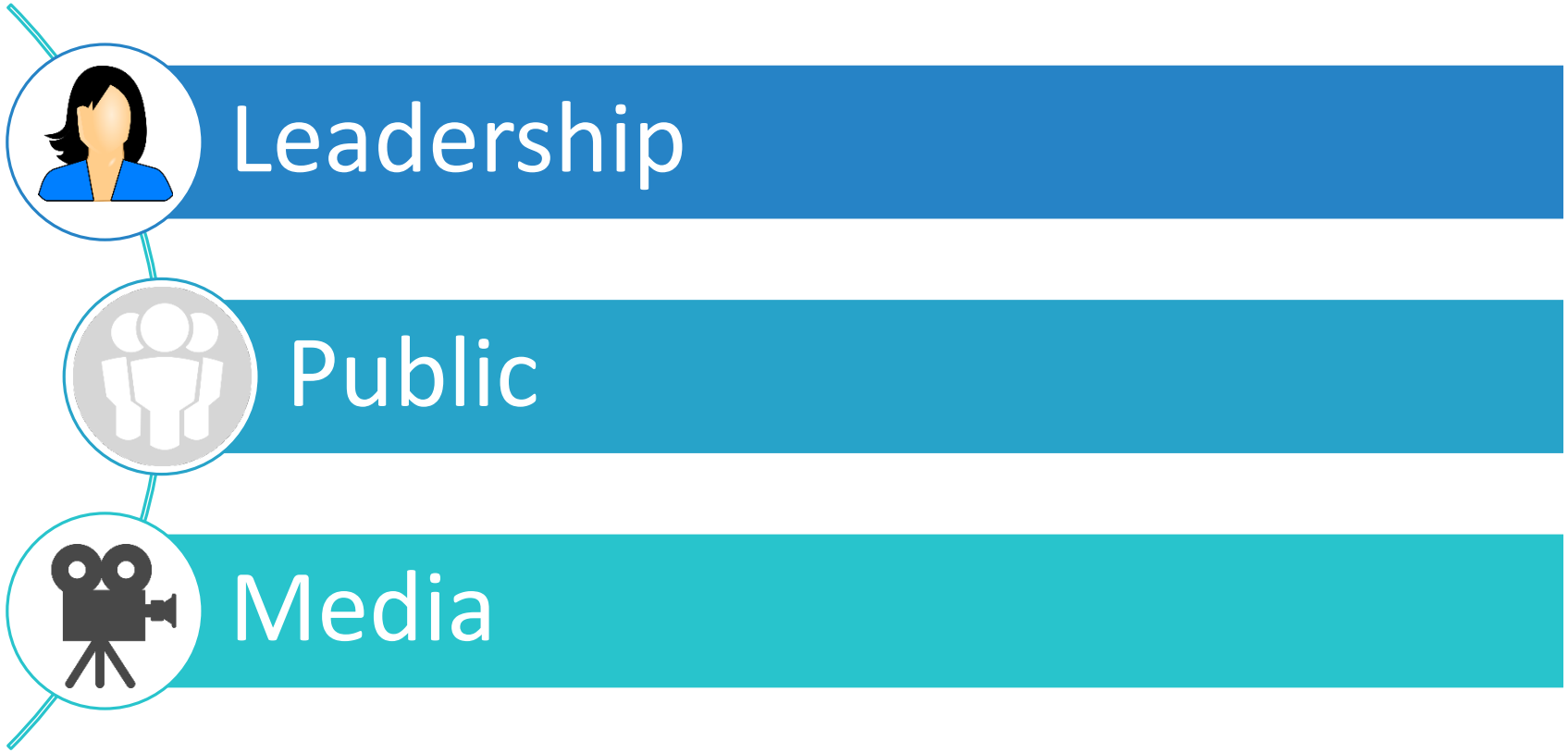
NYC DEPARTMENT OF HEALTH AND MENTAL HYGIENE, BUREAU OF IMMUNIZATION

JANUARY 17, 2018

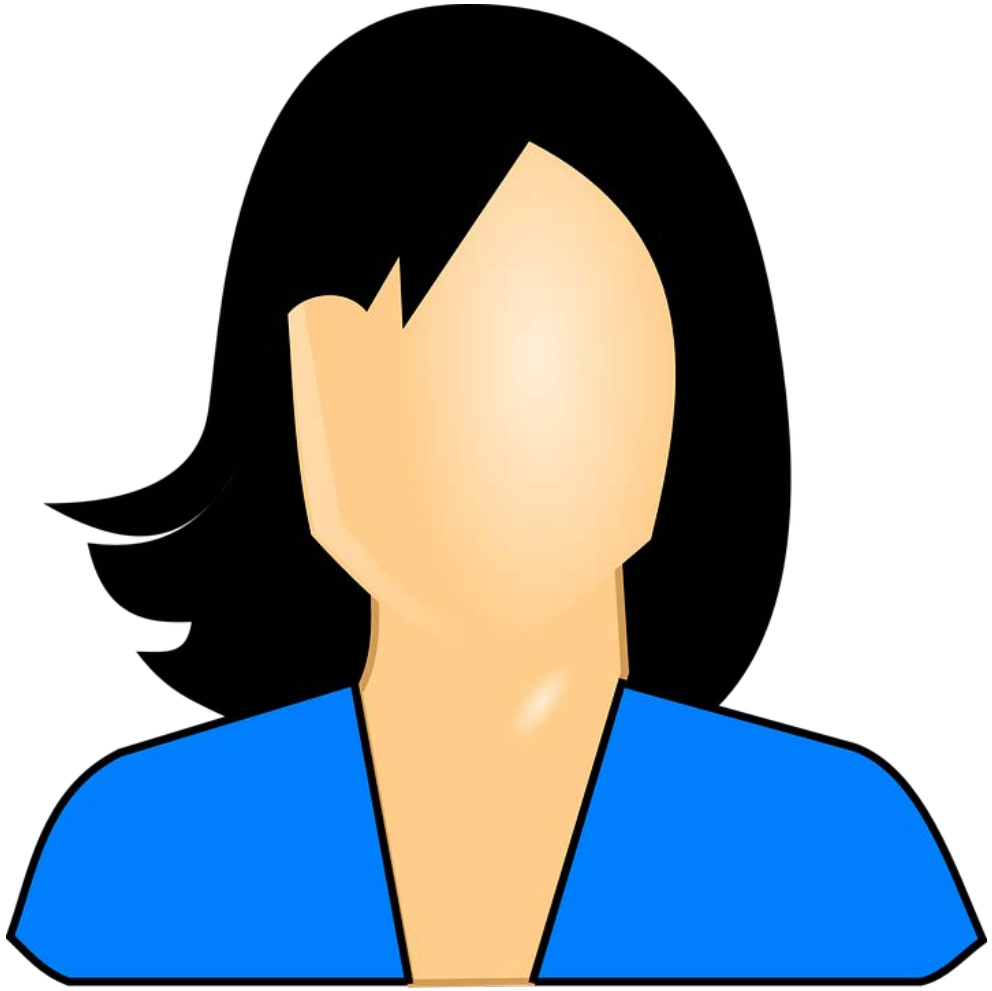
Citywide Immunization Registry (CIR)

- CIR is NYC's IIS - started 1997
- Mandatory reporting for children 0-18 years
  - Consent required for adults
- ~92% (1,374/1,700) of childhood provider sites report regularly – CIR reporting linked to VFC ordering
  - ~75% of NYC children eligible for public vaccine
- >70% of immunizations are reported via HL7 from provider electronic health records
- Sentinel site: meets criteria for complete and timely data

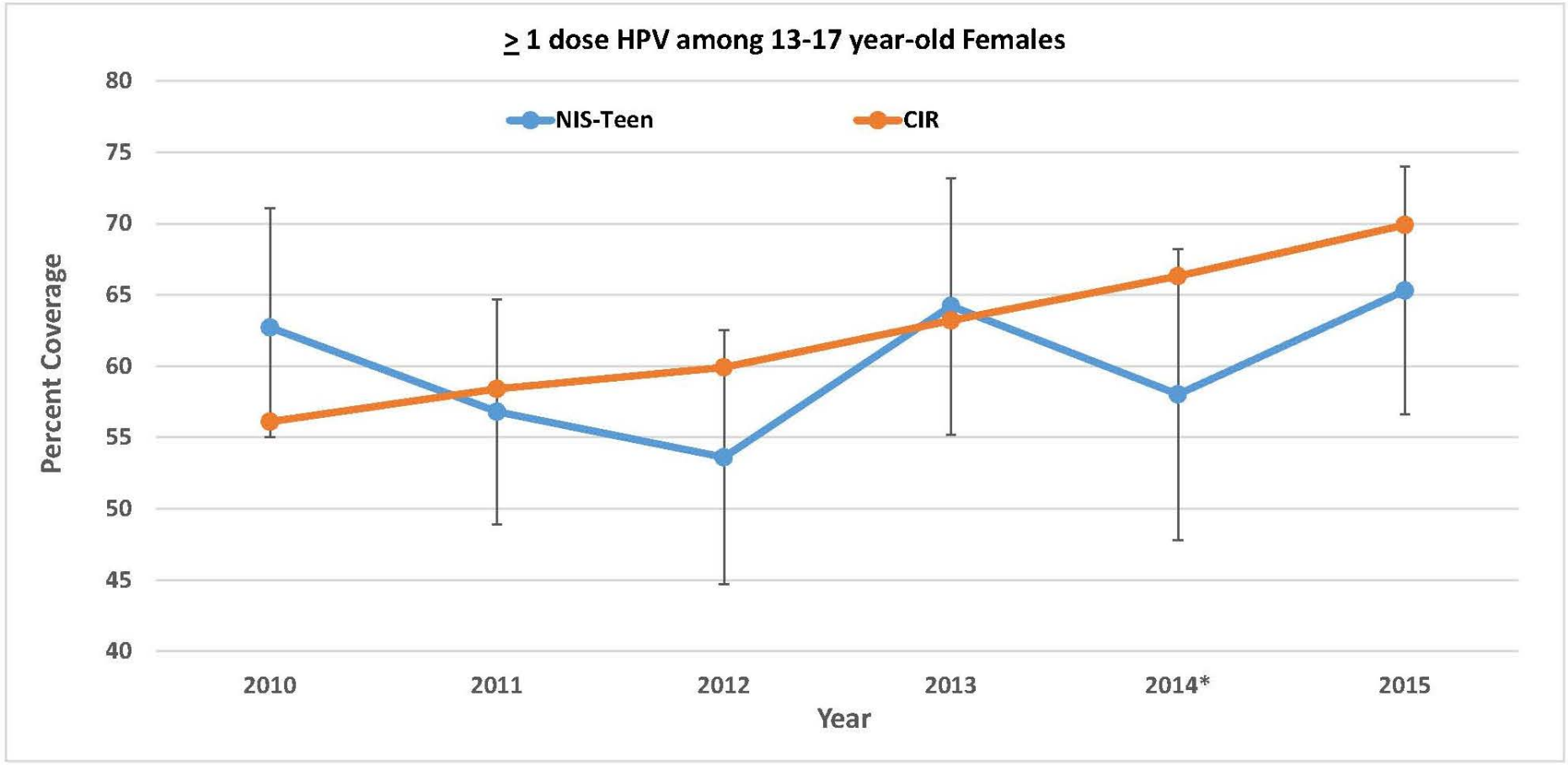
Examples of Communicating Coverage Estimates to Varying Audiences



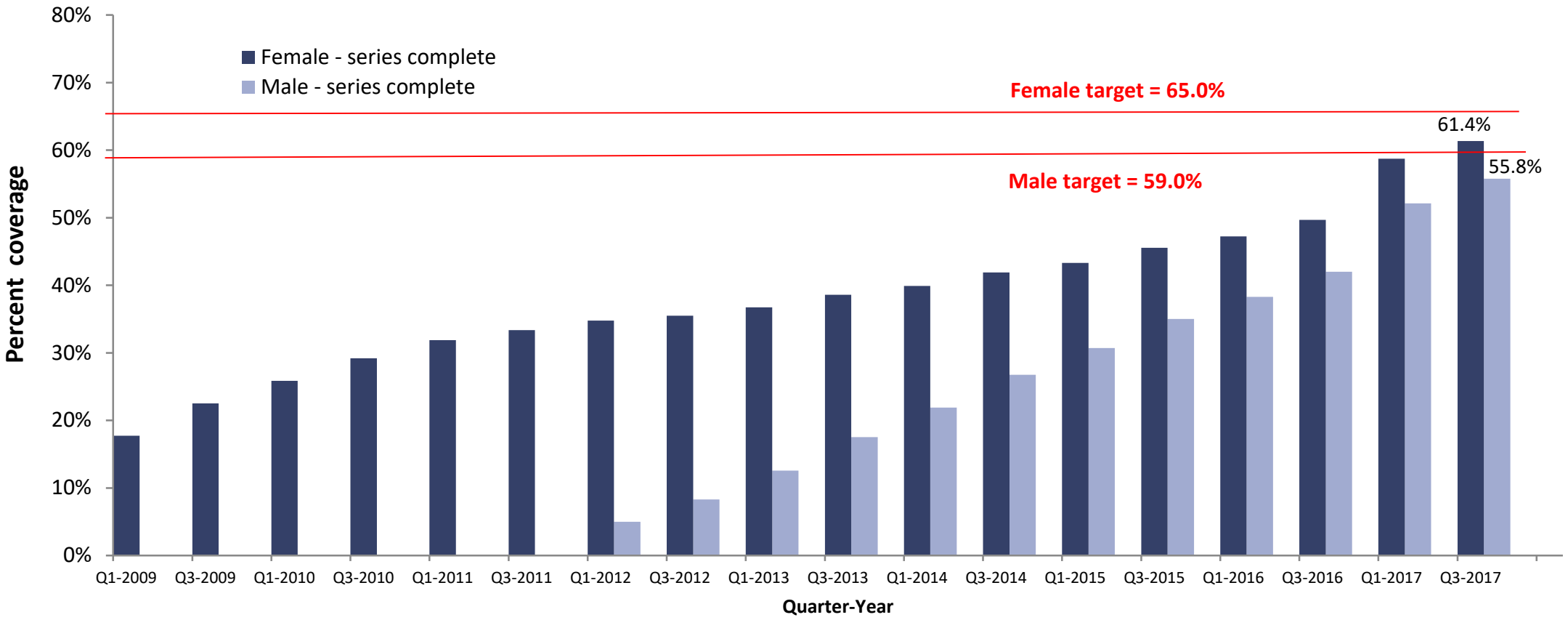
Communication to Leadership



HPV Vaccine Initiation: Comparison of NIS and CIR Data, NYC



Proportion of NYC adolescents ages 13-17 who completed the HPV vaccine series



Communication to the Public

New York City Community Health Profiles Atlas

https://www1.nyc.gov/assets/doh/downloads/pdf/data/2015_CHP_Atlas.pdf

Features health, social, economic and environmental information about 59 neighborhoods in NYC, published by the New York City Department of Health and Mental Hygiene

Audience: Public, Researchers

HPV Vaccination

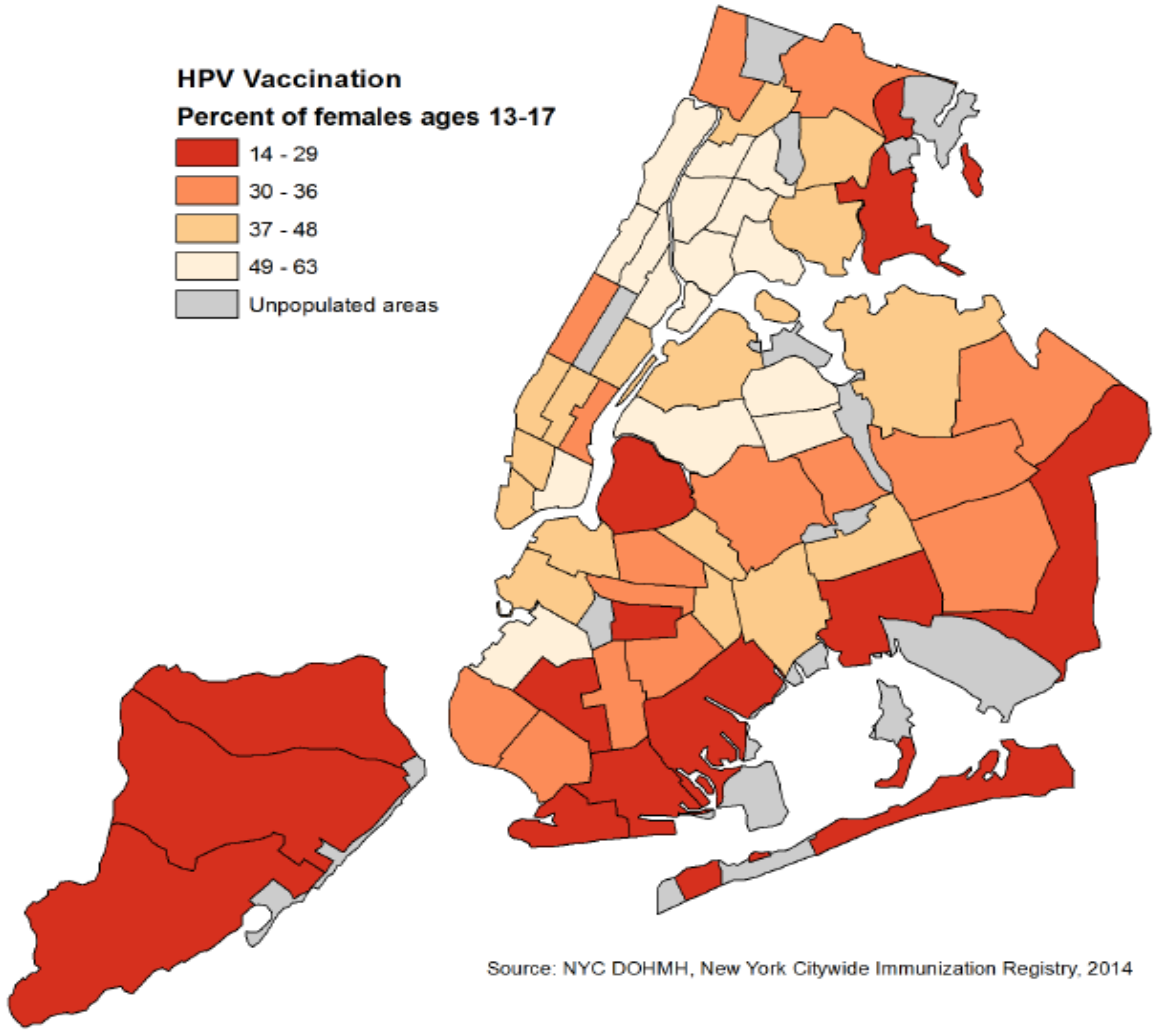
Percent of females ages 13 to 17 who received all three doses of the human papillomavirus (HPV) vaccine

Highest		Percent
1	Hunts Point and Longwood	63
2	Morrisania and Crotona	61
3	Lower East Side and Chinatown	60
4	Washington Heights and Inwood	59
5	Mott Haven and Melrose	57

Lowest		Percent
59	Tottenville and Great Kills	14
58	South Beach and Willowbrook	17
57	Queens Village	20
56	Borough Park	20
55	Greenpoint and Williamsburg	20

Borough	Percent
Bronx	53
Brooklyn	36
Manhattan	54
Queens	41
Staten Island	22

NYC Overall: 43%



Source: NYC DOHMH, New York Citywide Immunization Registry, 2014

Communication to Media

NYC Health Department Press Office: HEALTH DEPARTMENT REMINDS NEW YORKERS TO GET THEIR FLU SHOT; INFLUENZA ACTIVITY USUALLY PEAKS BETWEEN JANUARY AND MARCH

NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE
Mary T. Bassett, MD, MPH
Commissioner

FOR IMMMEDIATE RELEASE
Friday, January 12, 2018
(347) 396-4177

HEALTH DEPARTMENT REMINDS NEW YORKERS TO GET THEIR FLU SHOT;
INFLUENZA ACTIVITY USUALLY PEAKS BETWEEN JANUARY AND MARCH

The flu can be deadly for children under five, pregnant women,
people with diabetes, heart or lung disease, and people over 65
Vaccine is widely available; to find a vaccine, New Yorkers can call 311,
visit nyc.gov/flu for the Flu Vaccine Locator or text "flu" to 877877

January 12, 2018 – The Health Department today reminded all New Yorkers to get their annual flu shot so they are protected against the influenza virus and its severe symptoms and complications …

NYC Health Department Press Office: HEALTH DEPARTMENT REMINDS NEW YORKERS TO GET THEIR FLU SHOT; INFLUENZA ACTIVITY USUALLY PEAKS BETWEEN JANUARY AND MARCH, excerpt referring to Flu coverage based on the CIR

Influenza vaccination among children and adults

In 2016, younger adults continued to get vaccinated at lower rates: 35 percent for people aged 18-49 years, 48 percent for people aged 50-64 years, and 65 percent for people aged 65 years and older.

Influenza vaccination coverage for all children in New York City remains below the national coverage goal of 70 percent. More than one-third of the children most vulnerable to influenza infection, those under five years of age, were not vaccinated against influenza last season. For the 2016-17 season, flu vaccination coverage rates for children with at least one dose was: 61 percent for children 6-59 months old, 49 percent for children aged 5-8 years, and 37 percent for youth aged 9-18 years.

Questions?

Thank you!

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- immregistries.org

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Questions?

Rebecca Coyle | AIRA | coyler@immregistries.org

Amanda Dayton | AIRA | adayton@immregistries.org

Sydney Kuramoto | MN | Sydney.Kuramoto@state.mn.us

Amy Metroka | NYC | ametroka@health.nyc.gov

Thank you!