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## Healthy Adults: Engaging a “Hard to Reach” Population on Influenza & Annual Vaccination

National Influenza Vaccine Summit  
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### Who Are They? Healthy Adults

- **Generation Y/Millennials:**
  - born after 1980 (age 26 or under in 2007)
- **Younger Generation X’ers:**
  - born 1972 to 1980 (age 27-35 in 2007)
- **Older Generation X’ers:**
  - born 1965 to 1971 (age 36-42 in 2007)
- **Younger Baby Boomers:**
  - born 1955 to 1964 (age 43-52 in 2007)


Accessed 05/15/2010 via <http://www.bc.edu/research/agingandwork/projects/generations.html>



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What Are They Doing?  
Healthy Adults

- Generation Y/Millennials
  - College/Entering Workforce
- Younger Generation X'ers
  - Working/Beginning Families
- Older Generation X'ers:
  - Working/Childcare/Beginning Eldercare
- Younger Boomers:
  - Working/Beginning Grand-parenting/Eldercare



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Why Is This Important?  
Healthy Adults

- Impacts
  - Effectiveness of strategies
  - Perceptions of tactics employed
    - Messaging
    - Access
    - Convenience




## Messaging

- Focus on age groups but keep individual flavor, answering the WIIFM?
- How do immunizations prevent disruptions to:
  - Education
  - Career & tenure
  - Family & life transitions
  - Leisure, recreation & entertainment



## Access

- Go to where healthy people congregate
- Access points:
  - Technical schools, colleges & universities
  - Employers & occupational health centers
  - Malls, gyms & community centers
  - Churches, synagogues, & other faith based ctrs
  - Major entertainment events & recreational activities



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## Convenience


- How will your vaccination service make their life easier?
  - Extended hours or 24/7 power drives
  - Acceptance of walk-ins with no wait times
  - Incorporation into daily routine
  - Group vaccination regardless of age
  - Licensed staff for health & vaccine education
  - Education tools are quick and easy



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## Example of Missed Opportunity

- Treating normal life transition as illness
  - Birth of a child during H1N1
  - Children under the age of 12 were banned
  - Missed opportunity to vaccinate family
  - Excellent opportunity to have expanded reach &
    - Protect newborn
    - Protect siblings
    - Protect parents
    - Protect grandparents
    - Protect friends & potential caregivers



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## Examples of Campaigns Working Well

- VNAA Member Outreach
  - 1.2 million seasonal
  - 300K H1N1 supporting public health departments
  - Find a Flu Clinic
    - <http://www.vnaa.org/vnaa/flu/FindClinic.aspx>
  - Say Boo To The Flu
    - <http://www.sayboototheflu.com/>
  - Vote and Vax
    - <http://www.voteandvax.org/>
  - Drive-through flu shot clinics