



# Nevada Legislative Committee on Health Care

March 5, 2014

*Heidi S. Parker, MA*



EXHIBIT F ✓ Health Care  
Document consists of 15 pages.  
Entire exhibit provided.  
Meeting Date 3-05-14



# Immunize Nevada's Mission

Will create a pro-immunization environment that results in a dramatic increase in immunization rates to exceed the national average by 2020 by:

- Supporting community partners to successfully implement effective immunization efforts throughout Nevada;
- Advocating for, informing and educating about the need for and benefits of vaccines;
- Facilitating greater collaboration statewide to achieve Nevada's immunization priorities.

# Our Funding

Incorporated as Nevada nonprofit with 501c3 designation

- Income
  - 80% grants
  - 11% community donations, event revenue and health plan reimbursement
  - 8% private foundations
- Expenses
  - 90% of funding directly helps Nevada communities
  - 10% is designated for indirect operating costs

# Immunize Nevada Team

Heather – *Chief Administrator*

Emily – *Chief Educator*

Rhonda – *Chief Nurse*



Claire – *Chief Organizer*

Heidi – *Chief Executive*

Katie – *Chief Communicator*



# Coalition Benefits

- Maximizes resources and minimizes duplication
- Mobilizes diverse talents, assets and approaches
- Increases the “critical mass” behind community immunization efforts
- Improves knowledge, skills, trust and communication among immunization partners
- Creates strong sense of solidarity, togetherness and commitment to Nevada’s communities



# Immunizations in Nevada



# Advocacy

We support health care stakeholders and pro-vaccine policies by following issues that impact Nevada at the local, state, and national level

This happens through:

- Networking
- Education
- Topic research papers
- Stakeholder outreach
- Silver Syringe Awards recognition
- Media, Public and Community Relations



# Education

We train health care professionals through the Nevada Immunization Learning Exchange (NILE)



This happens through:

- The Annual Nevada Health Conference
  - Integrated Health Focus – MCAH, Chronic Disease & Vaccines
- Monthly Webinar Trainings
  - Current Immunization Topics
  - No cost CEU and Pharmacy Credits
- Medical Assistant Trainings
- College/University Lectures
- Regional/National Conference Workshop Presentations



# Outreach

Every day, residents from our urban, rural and frontier communities ask us for help accessing vaccines, health care, and other resources they need to stay healthy.



# Key Target Areas

## InFLUence Others: GET VACCINATED

INICIO EVENTOS NOTICIAS SUGERENCIAS Y RECURSOS SITIOS DISPONIBLE PARA LA VACUNA DE GRIPE SOCIOS RSS

### TENGA INFLUENCIA SOBRE LOS DEMÁS: 'VACÚNESE'



Proveedores de  
Atención Médica

Contáctenos con nosotros  
a Facebook



InFLUencié en los demás: Ser Vacunado es una campaña de informativa que promueve la importancia de la vacunación de gripe anual en todas partes de Nevada.

La gripe afecta hasta 60 millones de personas cada año. Los Centros para Control de Enfermedad y Prevención ahora aconsejan que toda la gente empezando de 6 meses de

Buscar

#### ENLACES

- CDC – Seasonal Influenza
- FLU Facts
- FLU.gov



BABY'S FIRST  
IMMUNIZATION, HEALTH  
AND SAFETY  
RESOURCE GUIDE

## THE BEST WAY TO CARE FOR YOUR PATIENTS? TAKE CARE OF YOURSELF AND GET VACCINATED.

Health care workers should routinely recommend and offer a flu vaccination to everyone 6 months of age and older throughout the flu season. Your role in helping prevent influenza-related illness — especially among seniors and high-risk patients — is invaluable.

- Influenza others and get your influenza vaccine every year.
- Help spread flu facts instead of the flu to your colleagues, family members, and patients.
- Take preventive actions, like covering your cough and washing your hands, and encourage others to do the same.

To learn more, visit [InfluenceNevada.org](http://InfluenceNevada.org).

InFLUence Others:  
GET VACCINATED

IT'S A  
SHOT



possible through grants from the Division of Adult and Behavioral Health, Trust for a Healthy Nevada and the CDC.



Text **BABY** to **511411**

& get **FREE** messages on your  
cell phone to help you through your  
pregnancy & your baby's first year.



VACCINES  
for CHILDREN

FOR FAMILIES

FOR PROVIDERS



Find a Provider

Finding a provider is easy! Search for a location near you:

zip code  OR city

# New Parents

- Protect and Immunize Nevada's Kids (PINK)
  - Annually 35,000 portfolios distributed statewide through 19 birthing hospitals
  - 12 partners contributing information including health, safety and immunization
- text4baby Nevada
  - 71% user increase in 2012
  - Nevada chosen for one of two national pilot sites for vaccination reminder module
  - 8,184 users since program inception

# Access to Vaccines

- School Located Vaccination Clinics Billing Project
  - Clark, Elko and Washoe Counties
  - 13 health plan contracts (and counting!)
  - Creating sustainability for public health
- Vaccines for Children Outreach
  - Website, mobile, TV, radio, clinic locator
  - Spanish/English
  - Grassroots outreach to new parents and parents of teens
- Community Partnerships
  - Hard to reach/High risk populations
  - Shots at mobile food pantries, malls, parks, special events, sports facilities, health fairs
  - Seniors and caregivers at long-term care/skilled nursing facilities

# Seasonal Influenza

- InFLUence Others: Get Vaccinated
  - Website, media placement, key messages, partner toolkit
- Peak illness/Outbreak crisis communication
  - Media Relations - where to go and why it's important
- Health Care Workers
  - Assist facilities in achieving Healthy People 2020 goal of 90% or higher receive a flu vaccine each season

# Be an Ambassador

- Promote the importance of vaccines at school, work and home
- Help decrease missed opportunities
- Get vaccinated & spread the word!
- Got a flu shot? Tag it #NVFlu!



# Connect with Us

- Phone: 775.624.7114
- Email: [heidi@immunizenevada.org](mailto:heidi@immunizenevada.org)
- Web:
  - ImmunizeNevada.org
  - InFLUenceNevada.org
- Facebook: ImmunizeNevada
- Twitter and Instagram: ImmunizeNV
- text IMMUNIZENV to 22828 to sign up for our monthly newsletter