Uninsured and Underinsured Adult Vaccine (UUAV) Program

Promotion Toolkit
For clinics participating in the MDH UUAV program

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Purpose of the Toolkit

This toolkit can be used by clinics participating in the Uninsured and Underinsured Adult Vaccine (UUAV) program to promote the availability of free or low-cost vaccine for adults without insurance or whose insurance does not cover the cost of vaccines.

The toolkit includes sample social media messages to promote the UUAV program as well as the vaccines that adults are recommended to receive. The sample social media messages can be used as they are, or your site can customize them to meet your needs. There is also information about downloading images that can be put on monitors in waiting rooms to promote adult immunization. Finally, there are links to various print materials available to order or print from MDH to give to patients or place in exam rooms or waiting rooms.
Social Media

Use these sample social media messages to help promote the UUAV program. Keep in mind, Facebook posts should ideally be 250 characters or less, and Twitter messages have to be 140 characters or less. Twitter will automatically shorten links.

CDC Social Media Tools, Guidelines & Best Practices (www.cdc.gov/socialmedia/tools/guidelines/index.html) has great resources to assist in your social media planning.

Social media messages for UUAV clinics to use

Facebook

Don’t have insurance for vaccines? Take advantage of Minnesota’s low cost options for adult vaccinations throughout the state. Call us to see what vaccines you might need xxx-xxxx.

Come see us! We have immunization clinics scheduled on _____________ and _____________. We also offer free or low-cost shots for adults without insurance or whose insurance doesn’t cover the cost of vaccines.

Twitter

Protecting you and those around you from whooping cough doesn’t have to cost a lot. Call xxx-xxxx for info on low cost shots.

Don’t have insurance for immunizations? Call us to see if you qualify for free or low-cost shots. xxx-xxxx.

Social media messages about adult immunization

Facebook

Even healthy adults can get sick from vaccine-preventable diseases. And as adults grow older, they may also be at risk for vaccine-preventable diseases due to their job, hobbies, travel or chronic health condition. Find out what immunizations you need: www.health.state.mn.us/divs/idepc/immunize/adult/index.html
If you’re jetting off to another country, don’t forget to complete your travel shots before you go! Get more info about vaccines needed for international travel: www.health.state.mn.us/divs/idepc/immunize/travel/travelshots.html

Do you know which vaccines you need? Hint: All adults should be vaccinated against flu, tetanus and whooping cough. Use this online tool from CDC to see what vaccines you might need and then talk to your health care provider. http://www2.cdc.gov/nip/adultimmsched/

Three doses of HPV vaccine protects against the most common types of human papillomavirus (HPV) known to cause cervical cancer later in life. Learn more: www.cdc.gov/hpv/vaccine.html

Flu shots do more than keep you from getting sick; they help protect those around you from getting sick. Get a flu shot to protect the ones you love, especially those that may be vulnerable to complications from the flu (e.g., the elderly, babies). www.mdhflu.com

**Twitter**

Adults need vaccines too! Check out which vaccines you need: www.health.state.mn.us/divs/idepc/immunize/adult/adultsneed.html

You don’t outgrow the need for vaccines as an adult! Use this online tool from CDC to see what vaccines you might need http://www2a.cdc.gov/nip/adultimmsched/

Diabetics are at higher risk for pneumonia and other infections. Talk to your doctor about getting vaccinated against pneumococcal disease.

If you can’t remember your last shot, it might be time for an update. Go to www.health.state.mn.us/divs/idepc/immunize/adult/index.html to see what vaccines adults need.

Fight the flu! Wash your hands. Cover your cough. Stay home when ill. Get vaccinated. www.mdhflu.com
Images for Clinic Monitors

Utilize images on monitors/TVs in your clinic waiting rooms or exam rooms to promote the importance of adult immunization and the availability of the UUAV program. The images prompt patients to ask their health care provider about immunizations during their visit.

Images can be downloaded at Uninsured and Underinsured Adult Vaccine Promotion Toolkit (www.health.state.mn.us/divs/idepc/immunize/adultvax/uuavtoolkit.html).

**Adults Need Immunizations Too!**

If you don’t have insurance or your insurance doesn’t cover the cost of vaccines, ask your provider about the Uninsured and Underinsured Adult Vaccine Program.

**Parents and Grandparents!**

Help protect your little one by getting vaccinated for pertussis, also known as whooping cough.

Your baby can also start getting vaccinated for pertussis at 2 months of age.
Print Materials

For Patients and the Public

Print materials and information about the UUAV program and adult immunizations are available on the MDH website at Vaccines for Adults (www.health.state.mn.us/divs/idepc/immunize/adult/index.html). These materials can be used to help promote the importance of immunizations with your patients and the public. Here are just a couple of the resources on the website:

- **Uninsured and Underinsured Adult Vaccine Clinics** (www.health.state.mn.us/divs/idepc/immunize/adultvax/uuavtoolkit.html) flyer. Print this flyer to give to patients and set out in waiting rooms.
- **Adults Need Vaccines Too!** (www.health.state.mn.us/divs/idepc/immunize/adult/adultsneed.html). This colorful, one-page handout summarizes what vaccines adults need depending on age, medical conditions, and other factors.

For Clinic Staff

Helpful resources for clinic staff of UUAV clinics are available on the Uninsured and Underinsured Adult Vaccine (www.health.state.mn.us/divs/idepc/immunize/adultvax/index.html) website including:

- Vaccine Order Form
- Patient Eligibility Screening Record
- Billing Office Tips on UUAV
Online Resources

There are an abundance of online resources for the public and providers related to adult vaccination. Here’s a small sample of helpful websites and links.

For Patients and the Public

- **Vaccines for Adults**
  [www.health.state.mn.us/divs/idepc/imunize/adult/index.html](http://www.health.state.mn.us/divs/idepc/imunize/adult/index.html)
  A collection of immunization resources for adults from MDH

- **Adolescent and Adult Vaccine Quiz: What Vaccines Do You Need?**
  [www2a.cdc.gov/nip/adultimmsched/](http://www2a.cdc.gov/nip/adultimmsched/)
  Use this online quiz from CDC to determine what vaccines are recommended for you.

- **Traveler’s Health**
  Certain vaccines are recommended for international travel. Find out what vaccines you need.

- **10 Reasons to be Vaccinated**
  [http://adultvaccination.org/10-reasons-to-be-vaccinated](http://adultvaccination.org/10-reasons-to-be-vaccinated)
  10 reasons it’s important to get vaccinated!

For Clinic Staff

- **Vaccine Information Statements (VIS)**
  [www.cdc.gov/vaccines/hcp/vis/index.html](http://www.cdc.gov/vaccines/hcp/vis/index.html)
  Find the most up-to-date VISs to give to patients before vaccination. (You can find translated VISs from IAC at [www.immunize.org/vis](http://www.immunize.org/vis).)

- **Adult Immunization Schedule**
  [www.health.state.mn.us/divs/idepc/imunize/hcp/schedules.html#adults](http://www.health.state.mn.us/divs/idepc/imunize/hcp/schedules.html#adults)

- **For Health Care Providers Serving Adults**
  [www.health.state.mn.us/divs/idepc/imunize/hcp/adults/index.html](http://www.health.state.mn.us/divs/idepc/imunize/hcp/adults/index.html)
  A collection of resources for health care providers from MDH to help make sure all adult patients receive the immunizations they need.

- **Minnesota Immunization Information Connection (MIIC)**
  [www.health.state.mn.us/miic](http://www.health.state.mn.us/miic)
  Use MIIC to look up a patient immunization record to determine what vaccines they need.