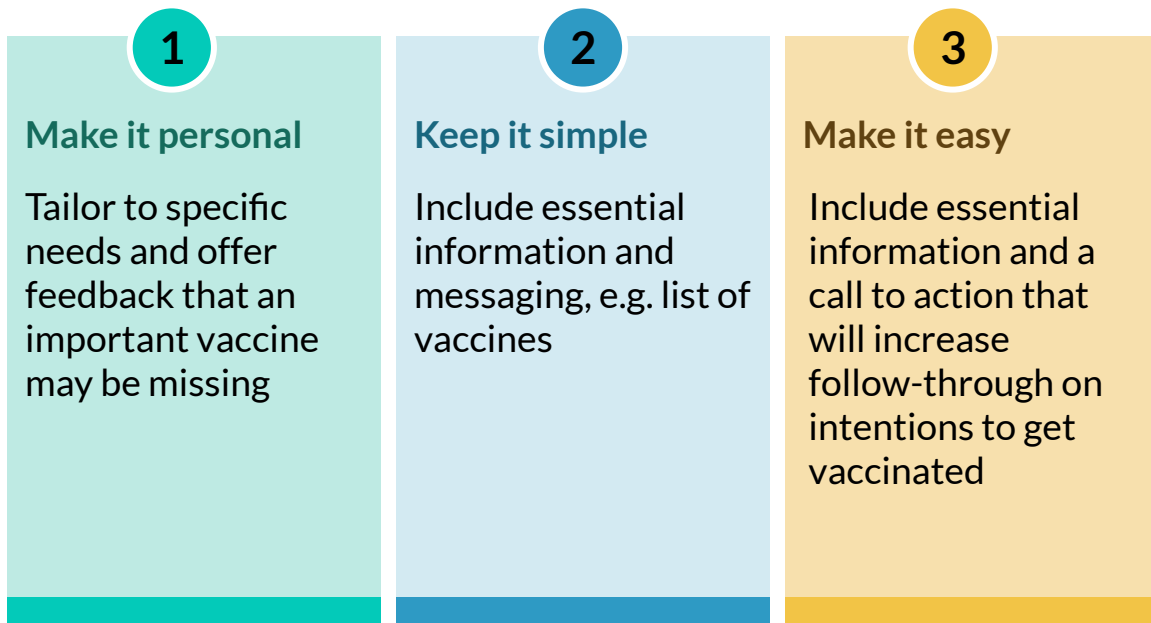


**Project Summary:** The Centers for Disease Control and Prevention identify adults over age 65 as higher-risk for vaccine preventable diseases and recommends vaccines for influenza, tetanus, pneumonia, and shingles. The Louisiana Department of Health (LDH) identified increasing the number of vaccinated elderly as a priority.

**Intervention Description:** Between October 2017 and January 2018, LDH sent a postcard reminder about recommended vaccines to elderly Louisiana residents (between the ages of 65-70) who appeared in the Louisiana Immunization Information Registry as overdue for a vaccine. Individuals were randomly assigned to the month in which they would receive the postcard reminder. Research shows that reminders may be particularly helpful in encouraging the elderly to vaccinate and can increase compliance with vaccine schedules by reducing rates of forgetfulness and complacency.

The report cards were designed with three principles in mind: ***make it personal, keep it simple, and make it easy***. More information on designing effective communications can be found [here](#). The way these principles were applied to the cards is described below:



For more information on this intervention or to start a conversation, **please contact** [oes@gsa.gov](mailto:oes@gsa.gov).

The OES project page for this project can be accessed [here](#) and the publication is [here](#).

# Postcard reminder for vaccinations, showing the inside of a folded card



Our records show that you may be missing an important CDC-recommended vaccination



If you're 65 or older, the CDC recommends getting vaccinated against these diseases:

- Flu
- Pneumococcal Pneumonia
- Shingles
- Tetanus

Call your healthcare provider today to schedule a time to discuss vaccination

This postcard is being sent by your health plan, health clinic, or health department. Financial support for this communication has been provided by Pfizer Inc. No patient-specific information has been or will be provided to Pfizer.



10%  
TOTAL RECOVERED FIBER

PP-PNA-USA-2265-01

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Printed in USA/March 2017



Tailor to specific needs and offer feedback that an important vaccine may be missing

Include essential information and messaging, e.g. list of vaccines

Include essential information and a call to action that will increase follow-through on intentions to get vaccinated