Increasing Vaccine Uptake Among Seniors in Louisiana

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:

1. Make it personal
   Tailor to specific needs and offer feedback that an important vaccine may be missing

2. Keep it simple
   Include essential information and messaging, e.g. list of vaccines

3. Make it easy
   Include essential information and a call to action that will increase follow-through on intentions to get vaccinated

For more information on this intervention or to start a conversation, please contact oes@gsa.gov.

The OES project page for this project can be accessed here and the publication is here.
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.

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.