



# **OKLAHOMA ALLIANCE FOR HEALTHY FAMILIES**

# Mission



## OKLAHOMA ALLIANCE FOR HEALTHY FAMILIES

Our mission is to positively impact the health of our schools, communities and families by advocating for science-based policies locally and at our state capitol. We are resource gatherers, coalition builders and voice givers for a healthier Oklahoma.

# Key Objectives



## PROTECT

Promote healthy communities where families can live, work and learn without fear of exposure to preventable diseases.



## EDUCATE

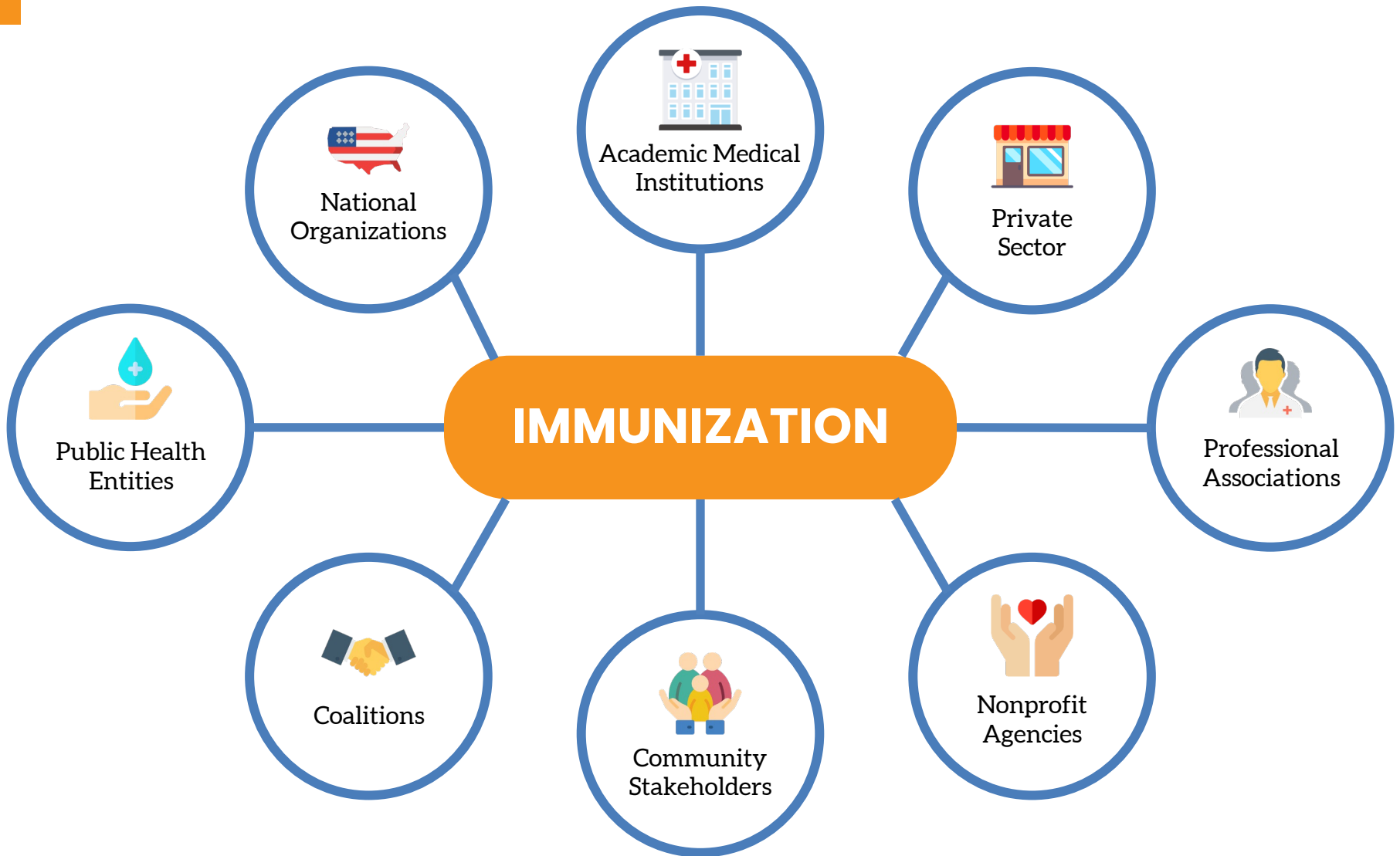
Provide evidence-based resources families need to make informed choices. Dispel common myths that threaten the health and safety of all Oklahoma families.



## ADVOCATE

Give a voice to immunocompromised children and those whose lives are at risk when those who are eligible to be immunized are not.

# Stakeholders





**IMMUNIZATIONS FOR  
SENIORS:  
What you need to know**

# IMMUNIZATIONS

- Routine immunizations are not just for children.
- Protection from some childhood immunizations can wear off over time.
- Increased risk for vaccine-preventable disease due to your age, job, lifestyle, travel, or health conditions.
- Routine immunizations prevent infection and spread of diseases.
- Results: poor health, missed work, medical bills, and not being able to care for family.

# IMMUNIZATIONS FOR SENIORS

- Tdap or DTaP
- Shingles
- Pneumococcal conjugate vaccine (PCV13)
- Hepatitis A and B
- COVID
- Annual Flu

# IMMUNIZATIONS FOR SENIORS:

## 2022–2023 CDC Recommendation

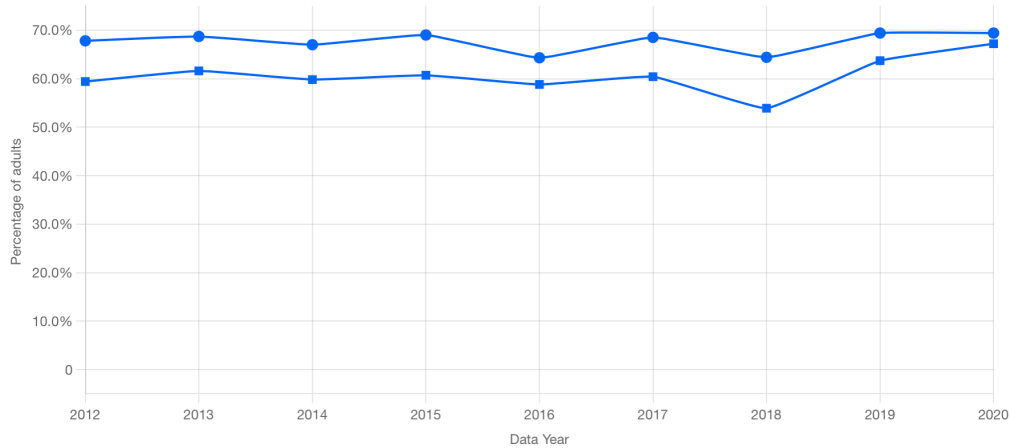
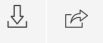
- Use of higher-dose
  - Fluzone High-Dose Quadrivalent inactivated influenza vaccine
  - Flublok Quadrivalent flu vaccine
  - Adjuvanted flu vaccine
- If one of these vaccines is not available, people should get a standard-dose unadjuvanted inactivated flu vaccine instead.



# IMMUNIZATIONS FOR SENIORS:

## Flu immunizations 2020

Trend: Flu Vaccination - 65+, Oklahoma, United States



Percentage of persons age 65 and older who reported receiving a seasonal flu vaccine in the past 12 months

● Oklahoma ■ United States

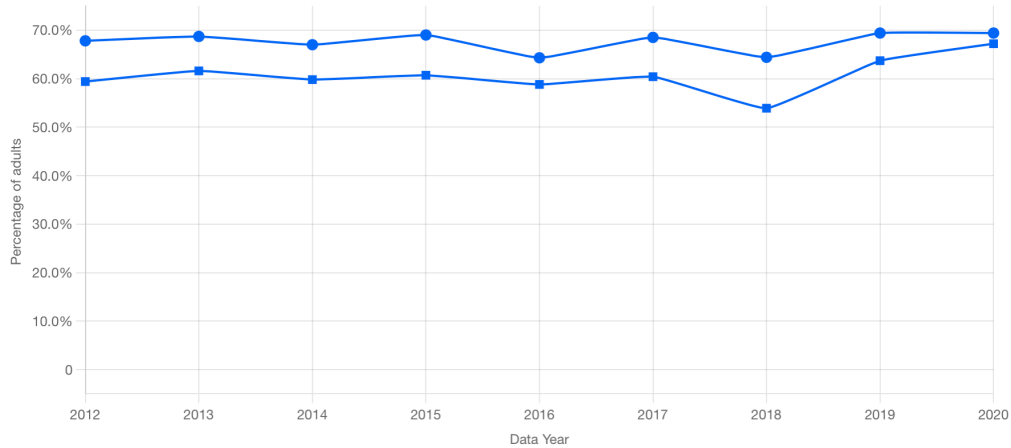
**Source:**

- CDC, Behavioral Risk Factor Surveillance System

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# IMMUNIZATIONS:

## Safety and Side Effects

- Vaccines are very safe, and they can help keep you from getting serious or life-threatening diseases.
- The most common side effects for all these vaccines are mild and may include pain, swelling, or redness where the vaccine was given.
- Before getting any vaccine, talk with a doctor or pharmacist about your health history, including past illnesses and treatments, as well as any allergies.
- A health care provider can address any concerns you have.

# IMMUNIZATIONS:

## Adults with Health Conditions

- Heart disease, stroke or other cardiovascular diseases
- Diabetes Type 1 and 2
- Lung disease including Asthma
- HIV infection
- Liver Disease
- Renal Disease
- Weakened Immune Systems

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# Why are we concerned?

- Community immunity
- Vulnerable population
- Spread of misinformation and disinformation
  - Anti-vaccine social accounts have increased their following by at least 7.8 million people since 2019
- Rise in anti-vaccine, anti-public health and anti-science policies

# Immunization Hesitancy

- Most adults 50-plus who are hesitant about getting a flu vaccine are also hesitant about getting a COVID-19 vaccine.
- Top 3 reasons cited why unlikely to get the COVID-19 Vaccine
  - Worried about the side effects - 59%
  - The risk of taking a new vaccine outweigh any benefits - 52%
  - I do not trust the government - 47%
- AARP survey showed for older adults ages 50-plus, **a trusted messenger regarding immunizations is vital.**
  - Their doctor or health care provider is their most trusted source for information about adult immunizations - 74%
  - One in 10 said the CDC

# Tips for improving immunization confidence

- Tell them they need to get vaccinated
- Understand your patients' concerns
- Ask why they are hesitant
- Counter any misinformation
- Know you are their most trusted information source
- Taylor your message
- Address their fears about side effects





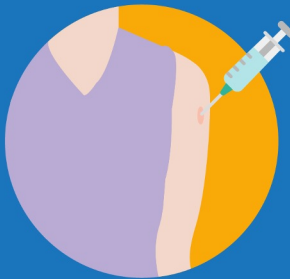
# Education and Advocacy

# Shareable Content: Graphics



## MYTH

The side effects of the vaccine are worse than the flu itself.



## FACT

Most people who get the flu shot have **no side effects or reaction**. Up to 25 percent may have some redness and slight swelling at the injection site; the risk of experiencing severe allergic reaction is **less than one in 4 million**.

## Your flu shot is for...

**THE GRANDPARENTS**  
whose bodies are not what they used to be and they just can't kick an illness in the butt like when they were young.

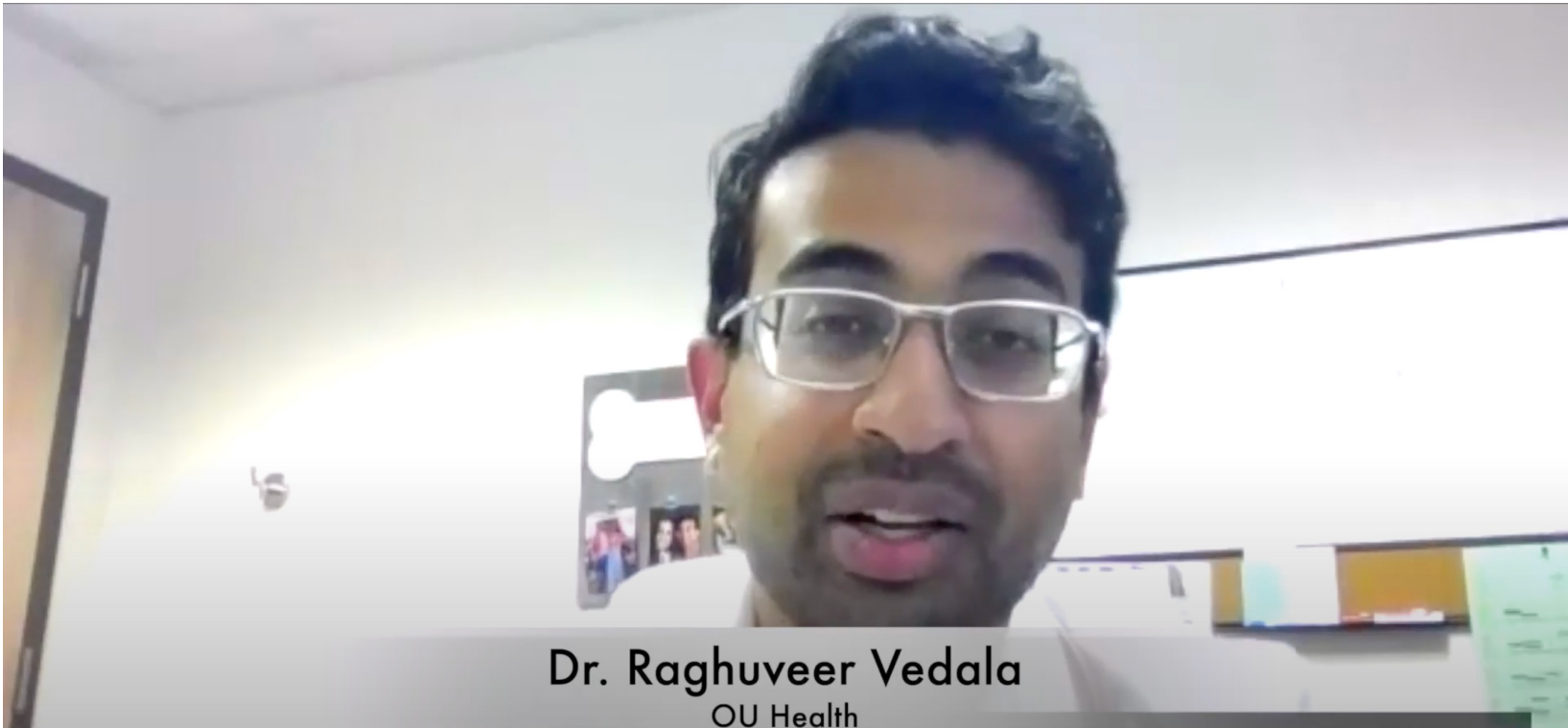
Amanda Bitz  
Nurse



#NOTALWAYSABOUTYOU

# Shareable Content:

## Videos



# THINGS YOU CAN DO TO BE AN IMMUNIZATION ADVOCATE

1. [Join the Alliance](#) by signing up for regular updates
2. Partner with the Alliance to host a discussion in your community on the value of immunizations and [dispel common myths or concerns](#)
3. Tell us why you choose to immunize and [share your story](#) with us
4. [Write letters](#) to the editor and submit opinion pieces to newspapers, TV and radio stations in your community
5. Sign up to be an [immunization advocate](#) and be notified of plans and tools
6. Follow the Alliance on Facebook, Twitter and Instagram
  - [Repost and share our posts](#)
  - Promote the Alliance on social media: @OKHealthyFam with #ImmunizeOK

To join our movement, email us at [info@okhealthyfamily.org](mailto:info@okhealthyfamily.org)



# Q & A