

Healthy North Carolina 2020
EVIDENCE BASED STRATEGIES

FOCUS AREA	Infectious Disease & Foodborne Illness
OBJECTIVE	2. Reduce the pneumonia and influenza mortality rate

EBS PROGRAM DESCRIPTION	Educational efforts and media campaigns to encourage pneumonia and influenza vaccines
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EBS LEVEL <i>CDC Ranking</i>	P = Promising
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	Source: <i>J of Health Communications</i> , 11:21-42, 2006, A 10-Year Retrospective of Research in Health Mass Media Campaigns: Where Do We Go From Here?

PROGRAM ATTRIBUTES	
Influence Level	Community
Target Population	Adults and children in the population in need of or having someone close to them in need of an influenza or pneumonia vaccination.
Intervention Setting	Community Media outlets
Key Measures	Increase in influenza and pneumonia vaccine uptake
Cost	Moderate cost to Immunization Branch. Funding received through a grant.
Time to Implement	<u>Organization</u> 6 months. <u>Patient/Client</u> Provider visit to receive necessary influenza or pneumonia vaccination.
Difficulty to Implement <i>Resource Intensity</i>	Moderate
ROI <i>if known</i>	

PROGRAM CONTACT INFORMATION	
Organization	NC Immunization Branch
Contact Person	Amy Grimshaw
Email / Telephone	Amy.grimshaw@dhhs.nc.gov
Web Site	www.immunize.nc.gov/

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No Specific group? Other limitations?	Yes
T.A. Contact	Michele Burton michele.burton@dhhs.nc.gov
Funding – Yes/No Specific group? Other limitations?	Yes
Funding Contact	Gary Walker Gary.Walker@dhhs.nc.gov

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	
#2 – Organization Name / Contact Information	
#3 – Organization Name / Contact Information	

OTHER COMMENTS / NOTES
Provided by Immunization branch to all providers participating in the North Carolina Immunization Program and statewide to the general population via various media outlets