

Dear Health Care Provider,

Immunizations are the crown jewel of public health achievements, yet many adults are not receiving the vaccines they need to protect against vaccine preventable diseases. The NH Immunization Program and our partners, the NH Medical Society, NH Nurses' Association and the NH Nurse Practitioner Association are working together to promote a new public awareness campaign entitled *Start the Conversation*. The overarching goal of this campaign is to increase NH adult immunization rates.

The campaign aims to underscore that vaccines are not just for children; adults need them too. Adults are being encouraged to talk with their providers about recommended vaccines, based on their health status and lifestyle. Data show that when you recommend vaccines adult rates increase. Another effective strategy is to adopt standing orders within your practice, ensuring that every patient is offered the recommended vaccines. If your patient does not accept your recommendation initially, continue to offer immunizations at every office visit.

The statewide *Start the Conversation* campaign starts September 1, 2013 and highlights the following key messages:

- **Routine Health Care:** As part of your routine health care, talk with your health care provider about the immunizations you need.
- **Community Immunity:** Protect yourself, and those around you, by getting the immunizations you need. Talk with your health care provider.
- **Vaccine Safety:** Join the millions who have safely received adult immunizations. Talk with your health care provider about the immunizations you need.

The data are clear. We can do a better job helping adults in NH get the vaccines they need. As part of this campaign, we have created this *Toolkit for Health Care Providers* to support efforts in your practice. The toolkit includes a variety of resources, templates and promotional items. You can start with these simple steps.

1. Set an example for your patients and vaccinate your office staff
2. Educate your practice team about the importance of immunizations
3. Implement standing orders within your practice, ensuring that every patient is offered the recommended adult vaccines at every visit

Use the *Start the Conversation* toolkit resources to increase NH adult immunization rates.

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“Start the conversation...”

Talk with your patients and staff about the immunizations they need