



**3 Sweaters  
Consulting**

# Boosting Vaccination Rates

**Making Healthier Communities**



NATIONAL INSTITUTES OF HEALTH | OFFICE OF COMMUNICATIONS AND PUBLIC LIAISON (OCPL)  
OFFICE OF LEGISLATIVE POLICY AND ANALYSIS (OLPA)

# We Will Propose...

- 1.) Consistency in physician promotion
- 2.) Emphasis on risk of illness and effectiveness of vaccines
- 3.) Targeting specific demographics



# Agenda



**Business Problem**

**Data & Methods**

**Results**

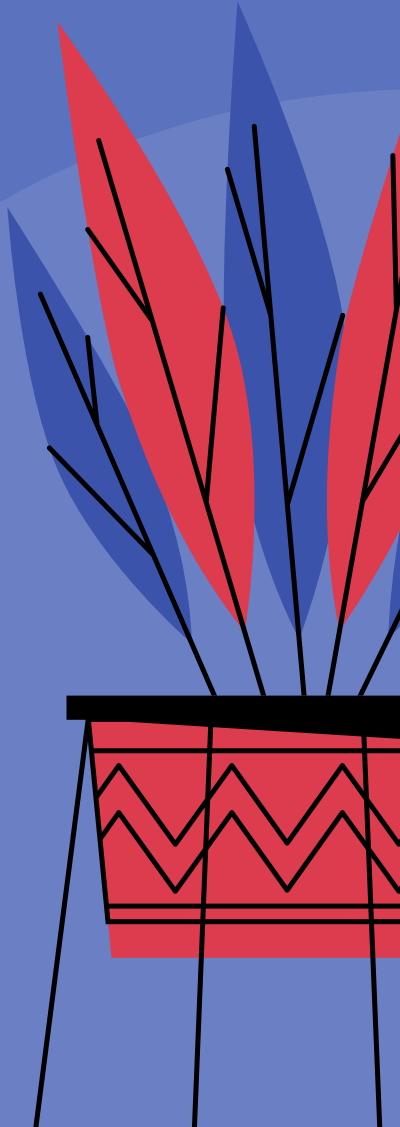


**Recommendations**



## Business Problem

How to increase vaccine acceptance in preparation for future pandemics?

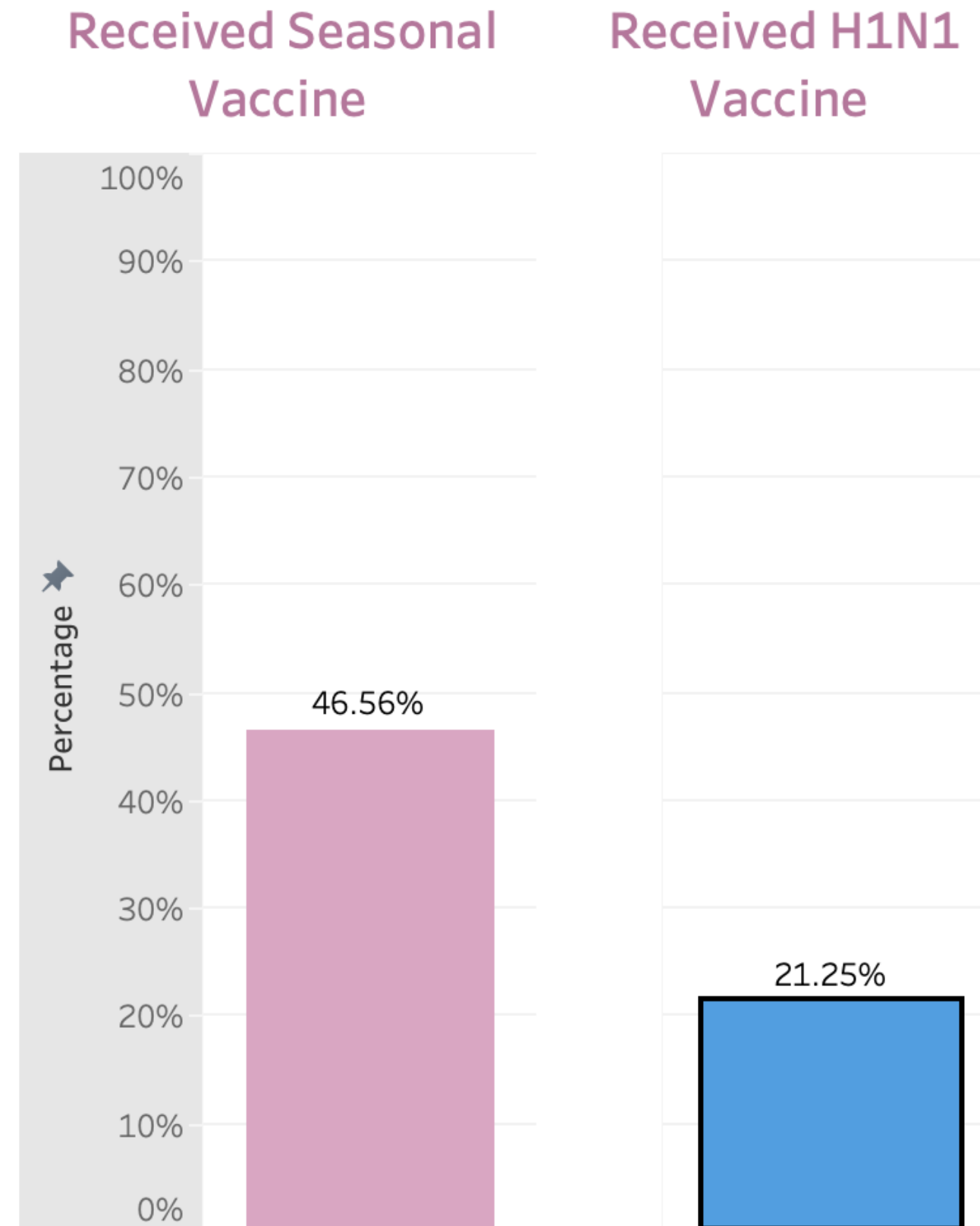




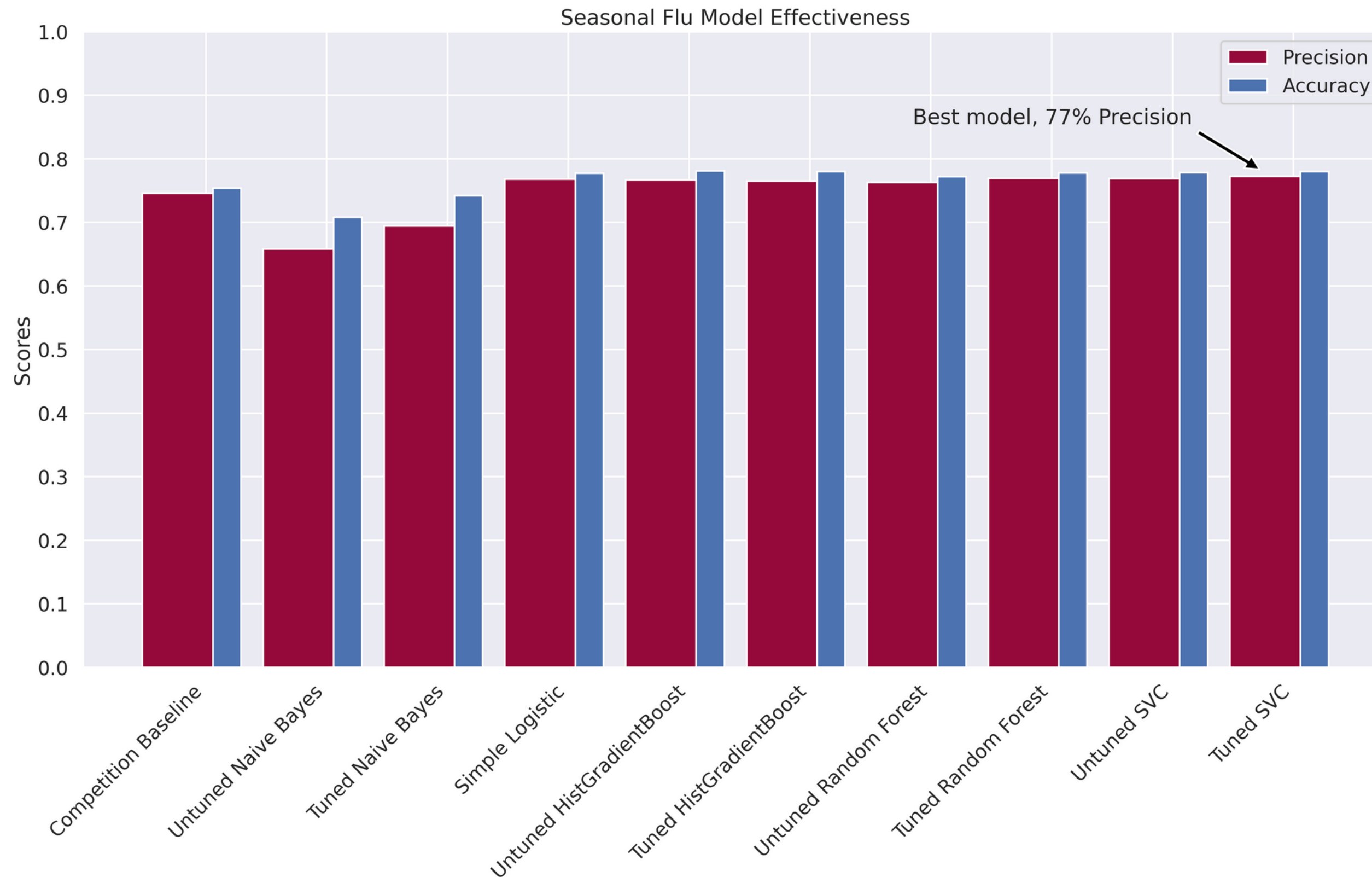
# Dataset

- Interviews conducted from September 2009 –June 2010
- 26,707 respondents
- Broad range of demographics

## Comparison of Vaccination Status

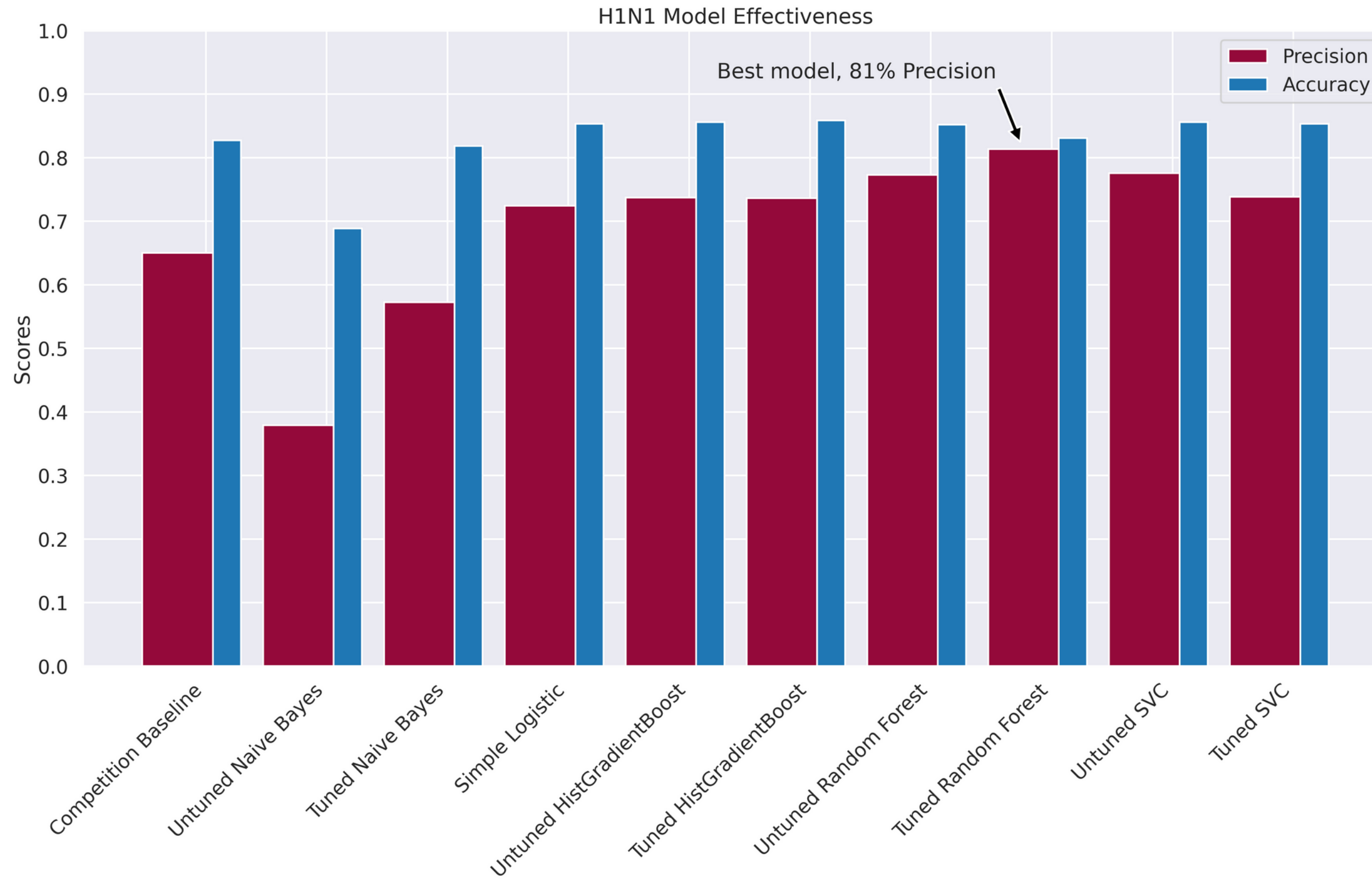


# Seasonal Flu Modeling



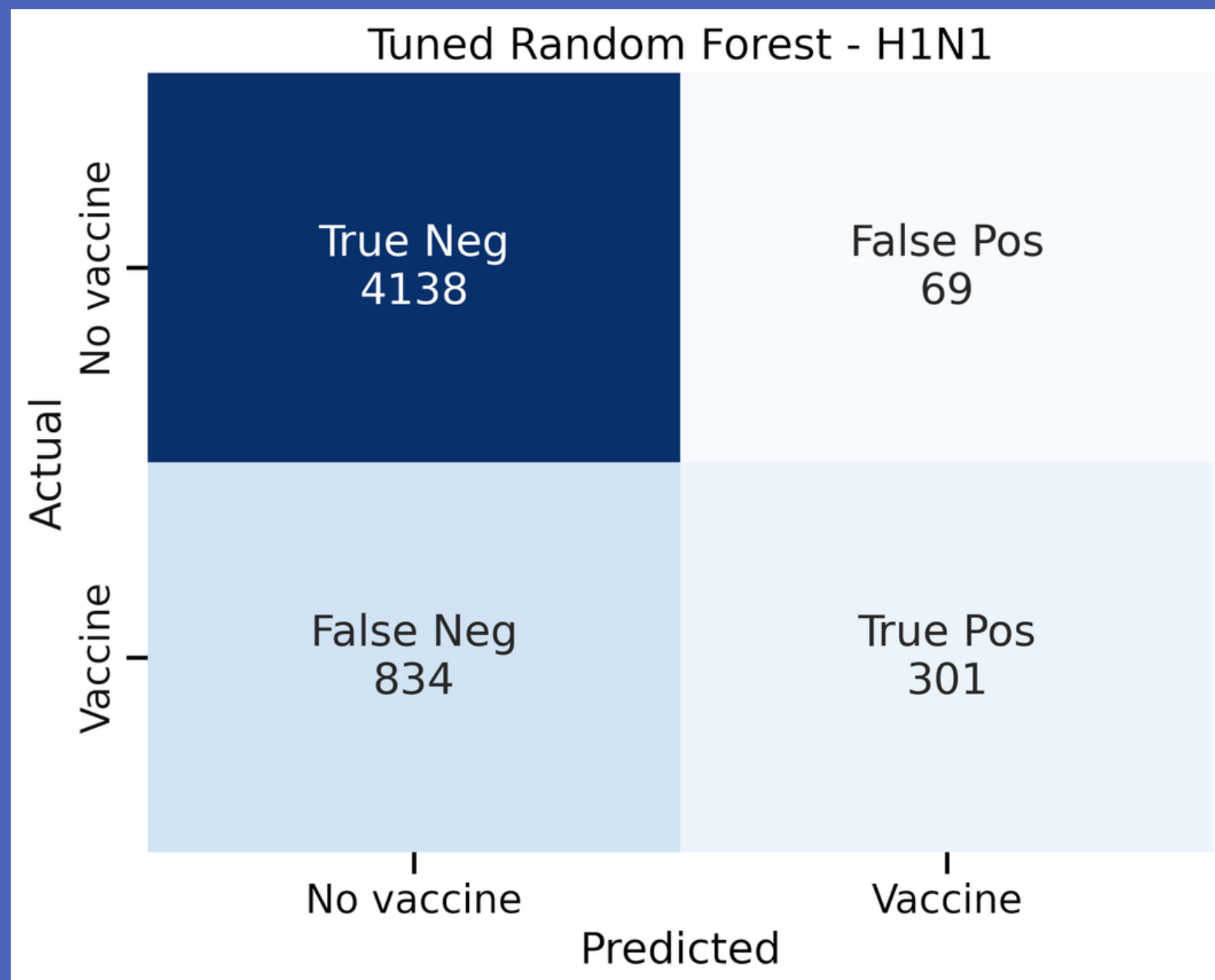
Precision Metric:  
how often are we  
predicting that  
people will get  
vaccinated who  
really aren't?

# H1N1 Modeling

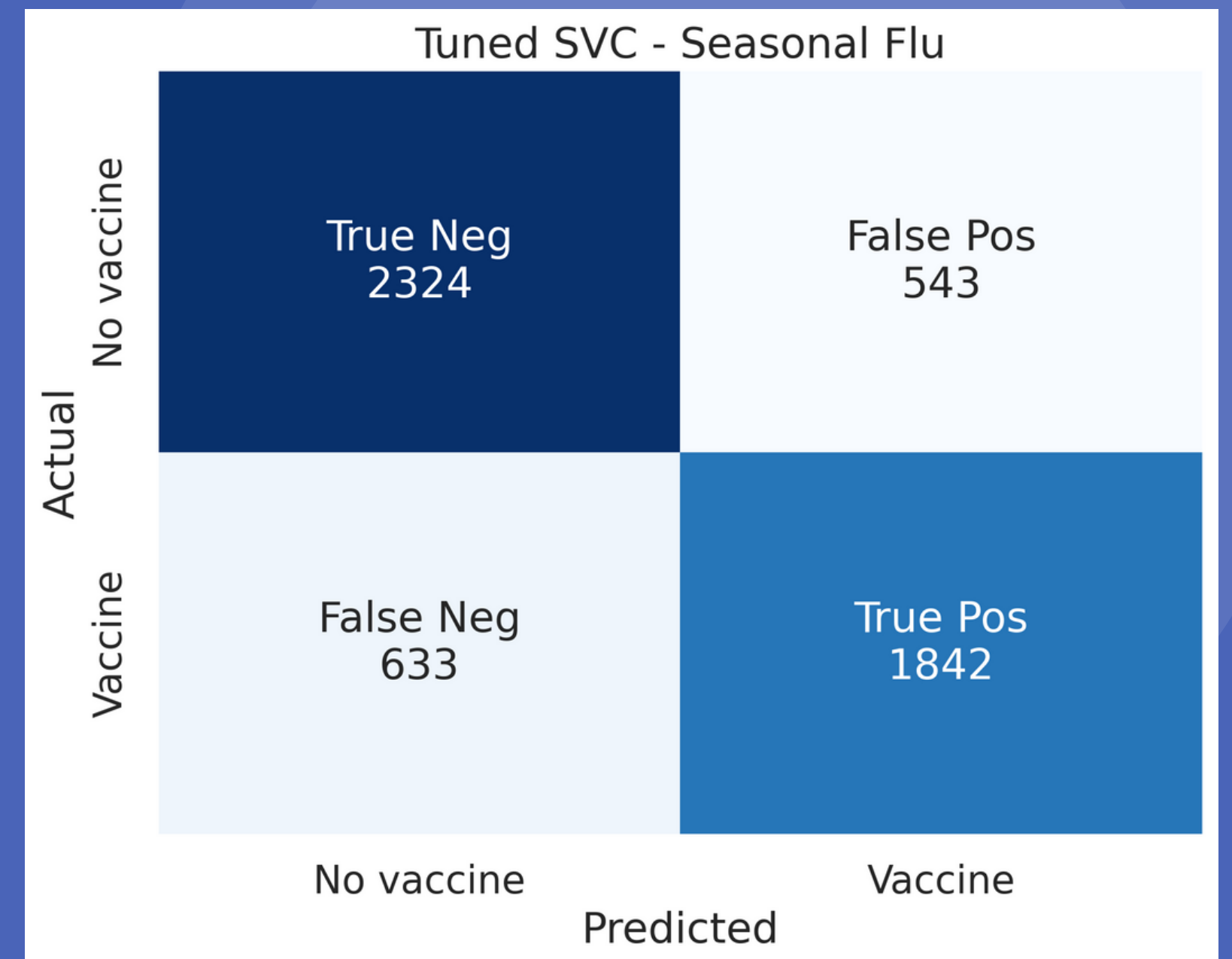


# Best Models

81% Precision



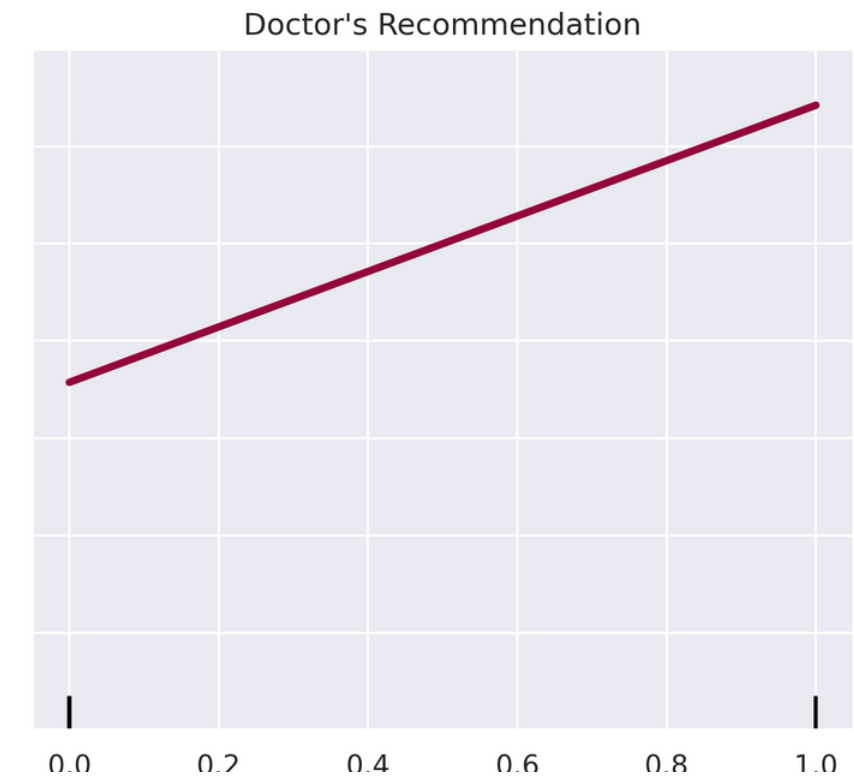
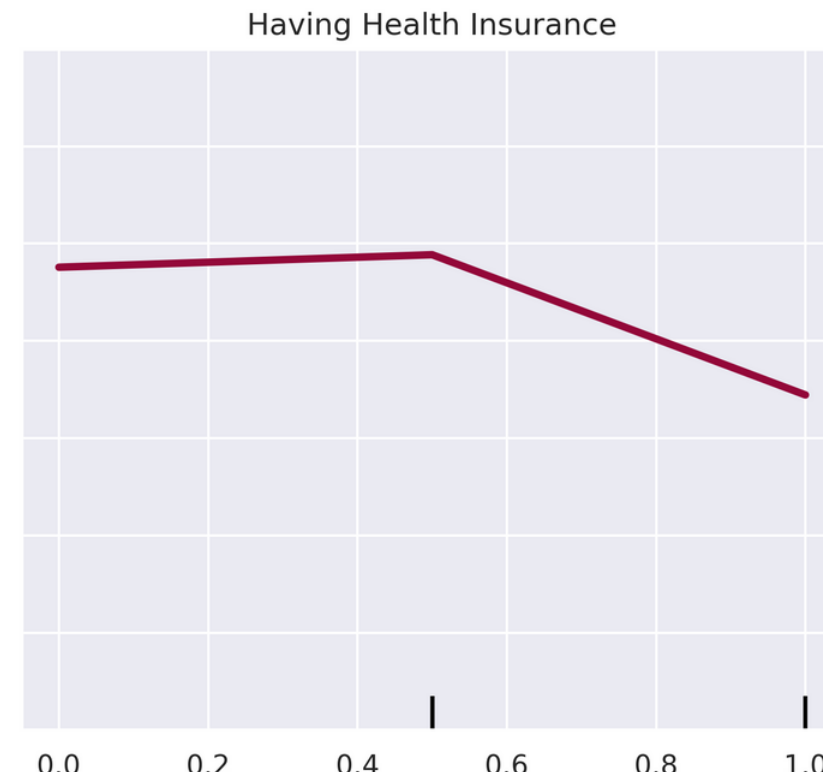
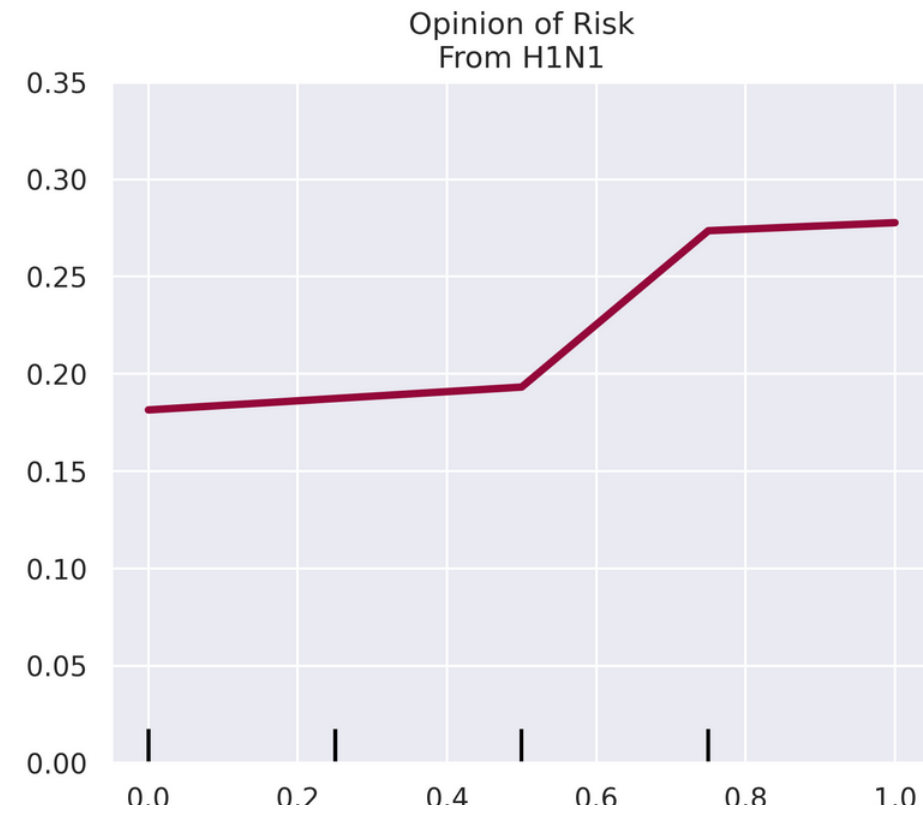
77% Precision



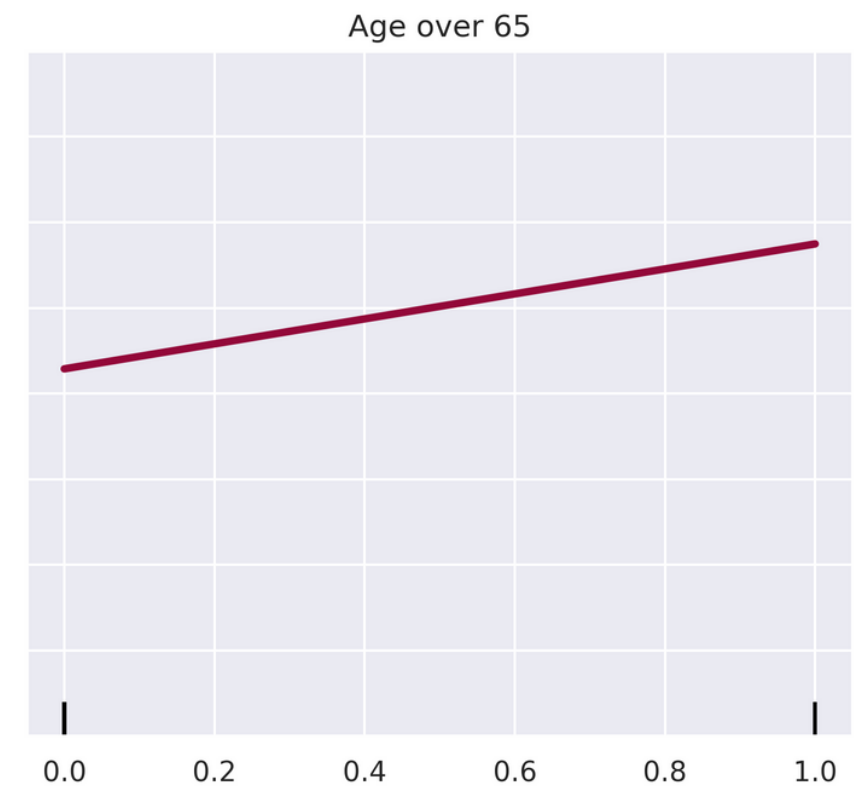
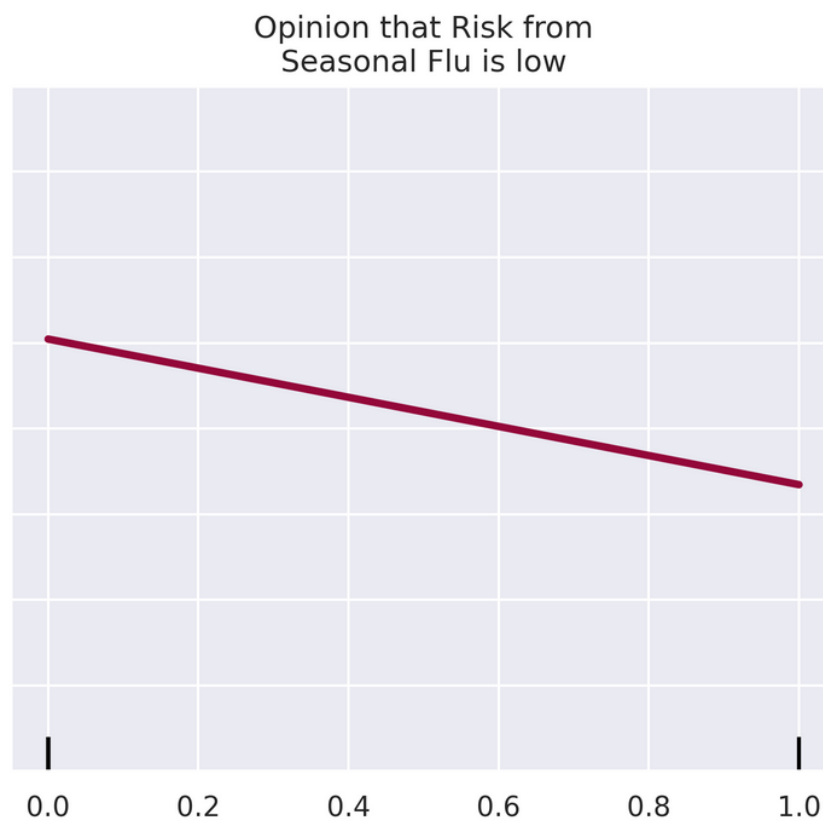
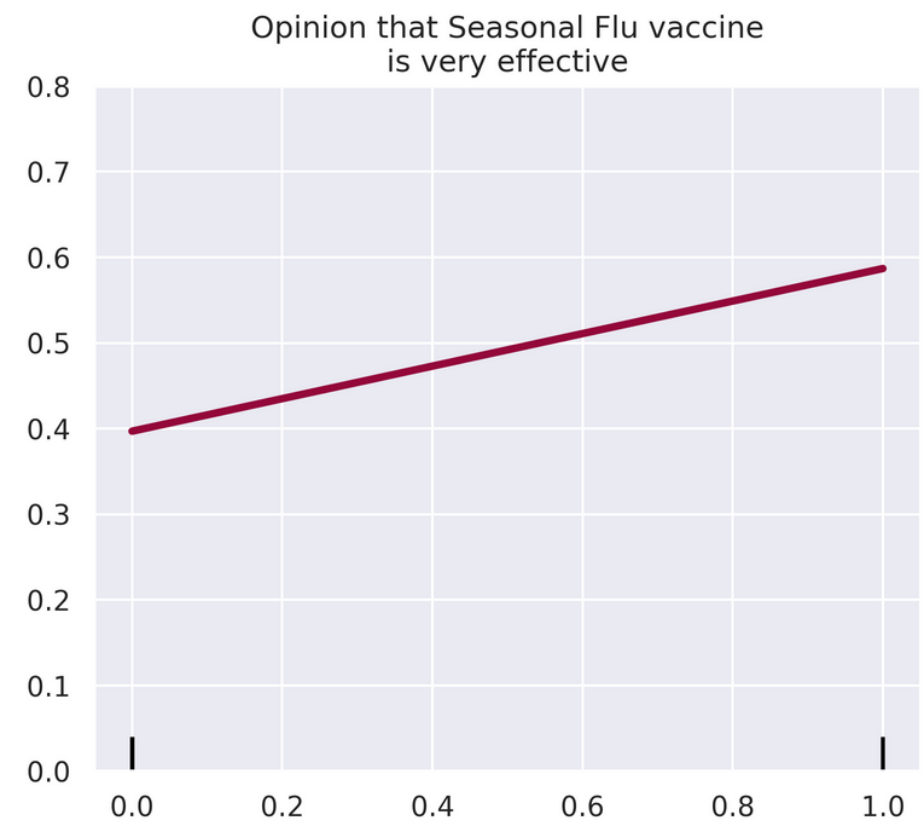


# Most important features

H1N1



Seasonal



# Demographics Matter



## **Largest relative drop between seasonal and H1N1 vaccines:**

- Unmarried individuals
- Black people
- People 65+
- Middle class (above poverty and below \$75k)

## **Those most unlikely to get the seasonal flu vaccine:**

- 18-34 year olds
- Hispanic people
- Those living in poverty



# Recommendations

- 1.) Emphasize to medical professionals to consistently recommend vaccinations for their patients
- 2.) Public awareness campaign about the risk of getting sick without a vaccine as well as the effectiveness of vaccines
- 3.) Target outreach efforts to those groups who are most likely to get seasonal but not H1N1 (unmarried people, black people, those 65 and older, and middle class). More broadly, also target those groups unlikely to get seasonal vaccines (18-34 year olds, Hispanic people, those living in poverty).

# Questions or comments?

Get in touch!



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**Jeff Beech**

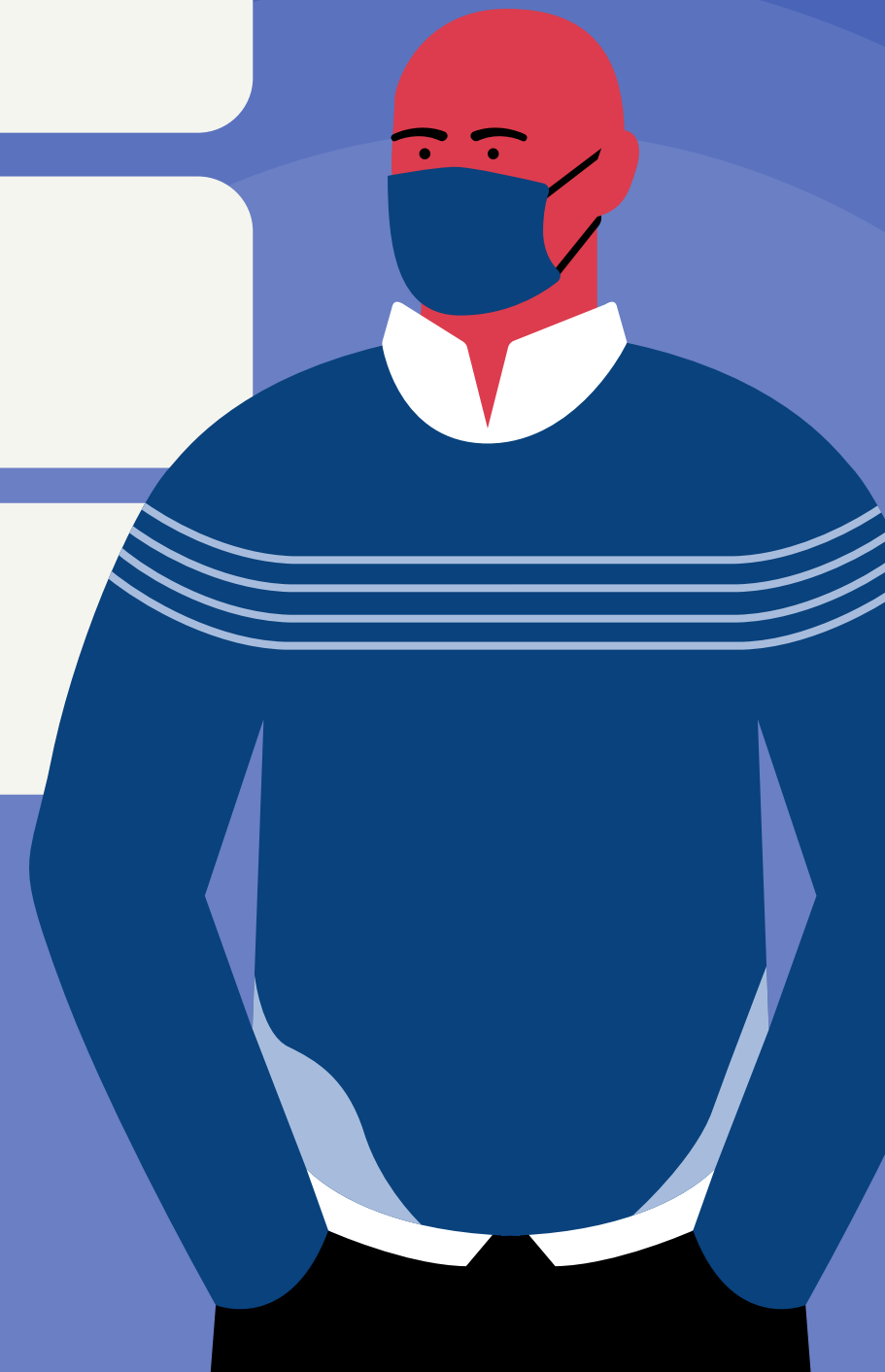
jeffbeech@bellsouth.net

**Matthew Samson**

matthewarlingsamson@gmail.com

**Sally Heinzl**

sallyeheinzel@gmail.com



BEST

0.8578

CURRENT RANK

395

# COMPETITORS

3548