

**Title of Intervention:** A Pneumococcal Immunization Reminder Campaign

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To promote pneumococcal immunizations to rural Medicare beneficiaries

**Population:** Medicare beneficiaries aged 65 years and older

**Setting:** Rural media market in Montana; community-based setting

**Partners:** Northwest Resource Consultants; Banik Creative Group

**Intervention Description:**

- Campaigns and Promotions: A community-wide education campaign was implemented. Media included 30-second television advertisements, newspaper advertisements, posters and brochures. Mailed reminder letters and brochures were sent to a random sample of Medicare beneficiaries not known to have had a previous claim for a pneumococcal immunization in both the education counties and a comparison area.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Staff to help with materials and mailings
- Training: Not mentioned
- Technology: Access to television station
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Materials for ads, posters and brochures; materials for reminder letters
- Evaluation: Phones, materials for surveys

**Evaluation:**

- Design: Non-randomized trial
- Methods and Measures:
  - A random digit dial telephone survey was conducted to measure the recall of the media campaign and awareness of the pneumococcal vaccine.
  - Receipt of the pneumococcal vaccine among beneficiaries was measured

**Outcomes:**

- Short Term Impact: The proportion of respondents aged 65 years and older aware of pneumococcal immunization increased among both groups.
- Long Term Impact: There was a greater increase in pneumococcal immunization claims for Medicare beneficiaries in the intervention group when compared to the comparison group.

**Maintenance:** Not mentioned

**Lessons Learned:** Further study of community-wide education alone and in combination with other strategies is necessary to confirm the intervention's findings and to evaluate the cost effectiveness of these interventions to the rates of immunization against pneumococcal disease.

**Citation(s):**

Johnson, E. A., T. S. Harwell, et al. (2003). "Promoting pneumococcal immunizations among rural Medicare beneficiaries using multiple strategies." J Rural Health 19(4): 506-10.