

### OVERVIEW

The Rochester/Monroe County proposal to reduce disparities in influenza and pneumococcal immunization rates among the African American elderly population includes a community action plan focusing on communication and educational materials and implementation of proven interventions in primary care practices.

### POPULATION DATA

Monroe County Total Population: 735,000  
African American Population 65 and Older: 7,000

### COVERAGE DATA

Influenza Immunization Rate for Population 65 and Older (Monroe County)\*  
African American: 39% Caucasian: 71%

Pneumococcal Immunization Rate for Population 65 and Older (Monroe County)\*  
African American: 42% Caucasian: 75%

*\*Monroe County Health Survey, 2001*

### KEY PARTNERS

The Monroe County READII Community Advisory Board is responsible for designing and implementing the community action plan, including communicating the purpose of the initiative and the need for adult vaccinations to their constituencies. The group includes representation from the Monroe County Adult Vaccination Coalition, long term care facilities and numerous community-based organizations and health care providers.

### PROJECT ACTIVITIES

The Rochester/Monroe County READII project is using a two-tiered approach:

- **Community Action Plan:** Implementation of a community-wide plan that includes strategies for involvement of multiple community organizations and a public information campaign.
- **Primary Care Practices:** Developing and implementing office-based interventions, including patient education, reminder tools and establishment of reminder/recall and outreach systems in the practices that serve the majority of African American adults in Rochester.